A Study on the Effectiveness of Staffing in E-Recruitment with Special Reference to Careernet Technologies

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Abstract: This research work titled "A study on the Effectiveness of Staffing in E-Recruitment with special reference to Careernet Technologies", was done with the main objective to study on Factors influencing staffing process in E-recruitment and to know the candidates needs and preferences inorder to assess their satisfaction levels. To provide the suggestion for the organization in evaluation of the effectiveness in E-Recruitment in terms of time & cost efficiency comparison to staffing methods. It is descriptive research design. The Primary data has been used to collect data with the help of Questionnaire. The sample size is 120. Tools used in this study is Correlation and Chi square. The major findings are the majority 56.7% of the respondents are Post Graduates. The majority 54.2% of the respondents enrolled that staffing helps to fill the vacant positions with appropriate candidates. The suggestions for the betterment of the company is provide the candidate feedback collection to create new candidates and to retain the existing candidates from the competitors. The company should go for campus selection as it helps to get fresh candidates who contribute new and innovative ideas which increase the organization effectiveness. Providing a positive experience for candidates can lead to long-term relationships and increased business success for lenders in the competitive recruitment industry. Create a supportive and inclusive workplace culture where everyone feels valued.

Keywords: Factors Influencing Staffing process, E-Recruitment, Retention, Growth opportunities, Working environment, Candidate management, Employee engagement.

1.1 INTRODUCTION TO THE TOPIC

I. INTRODUCTION

The purpose of this paper is to give an overall assessment of effectiveness in E-recruitment process to recruit and select people at **Careernet Technologies**. Descriptive design is used in this report.Online recruitment is effective in terms of saving cost of recruitment and selection. Case exploration about the effectiveness of online recruitment depicts that it saves time to hire and reduces recruitment cost. Effectiveness of online recruitment process can be used by other firms working in different industries.Use of online recruitment and selection process offers advantage in the form of economies of scale. Therefore, this feature of e-recruiting would attract lot of corporations to invest their resources in developing e-recruiting supply chain. Only limited researchers have been conducted over the effectiveness of online recruitment and selection process. So, there is lot of scope to conduct further research over this growing phenomenon that is currently on the prime focus for the company.

II. OBJECTIVES OF THE STUDY

To identify whether Staffing through E-recruiting system is more effective.To analyze the level of quality in E-recruitment system.

To evaluate the effectiveness of E-recruitment in terms of time & cost efficiency comparison to staffing methods.

III. SCOPE OF THE STUDY

The main aim of this study is to know the Factors Influencing the Staffing process in E-Recruitment with special reference to CareernetTechnologies.

IV. NEED FOR THE STUDY

The purpose of this study is to know the Factors Influencing the staffing process to influence of company management on theirengagement, satisfaction of the candidate and their growth and development on candidate engagement in Careernet Technologies.

II. REVIEW OF LITERATURE

1. Nafia Sultana, Nahida Sultana (2018), at present organizations are becoming more online-dependent while dealing the human resource management activities. Today companies prefer online-recruitment media to attract and pick the best suit from a pool of potential candidates. Some advantages are ensured and some problems, too often faced by the organizations duringdepending on online recruitment. Addressing the effectiveness of online recruitment and generating the solutions for overcoming the current difficulties of online recruitment is key focus of our study. Some variables are identified to evaluate the usefulness of online recruitment to the recruiting organizations

2. Chungyalpa and Karishma (2016), in today's hyper competitive businessenvironment employees are a source of competitive advantage. It is absolutely critical for businesses to hire the right people, with the right skills, right knowledge, right attributes, at the right time, for the right job. The recruitment and selection process has become one of the key processes determining the success of an organization. This paper examines the recruitment and selection process and the latest trends concerning recruitment and selection.

3. Bhupendra & Swathi (2015), now-a-days the traditional recruitment method has been revolutionized by the wave of Internet. E-Recruitment is the latest trend and it has been adopted by large & small-sized organizations. Significance of internet can be seen as searching for best suitable job is just a click away. Job portals, company websites and social networking all makes recruitment speedy and helps in finding best match for vacant positions. E- recruitment is getting trendy among recruiters and job seekers because of its advantages like time, cost & quality etc.

4. A.Kumudha, Saranya Priyadarshini.C (2014) Recruitment has become an important process in the highly competitive labor market. The traditional methods of recruitment had been revolutionized by the emergence of theInternet. E-Recruitment is the latest trend in the recruitment process and it has been adopted in many organizations from large to small-sized companies. Many companies use e-Recruitment to post jobs and accept resumes on the Internet, and correspond with the applicants by e-mail. The main successfactors of e-Recruitment are the value-added services provided by the jobsites, cost-effectiveness and speed, providing customized solutions, helping to establish relationships with HR managers and facilitate brand building of the companies.

5. Lakshmi (2015), E- Recruitment or online recruitment is the process of recruiting personnel with the use of technology andweb based resources. The practice of e- recruitment has made the process more efficient and effective. With the help of e-recruitment the organizations can reach large number of workforce and can identify the skilled personnel easily.

III RESEARCH METHODOLOGYRESEARCH DESIGN

A research design is the plan or framework used to conduct a research study. It involves outlining the overall approach and methods that will be used to collect and analyze data to answer research questions or test hypotheses. This paper has employed a descriptiveresearch method. This study aims to study effectiveness of the labour welfare measure on employee satisfaction.

METHOD OF DATA COLLECTION

This paper is solely based on the primary data. A well-structured questionnaire have been used to collect the data. The interview method was employed while the data was collected.

POPULATION

A population is a group of people, objects, or events that have specific characteristics and are of interest to the researcher and hereemployees and candidates of the company Careernet Technologies are taken as the population for this research.

SAMPLING UNIT

A sampling unit is a basic unit that is selected from a population. It is the unit about which information is collected and data are analyzed. The sampling unit will be with employees and candidates of Careernet Technologies

SAMPLE SIZE

The Sample size is 120.

SAMPLING METHOD

The Simple Random sampling method was employed for the sampling of data collection.

TOOLS FOR DATA ANALYSISDESCRIPTIVE STATISTICS

This chapter deals with the descriptive and statistical analysis of the primary data collected from the employee who working in the organization. The hypotheses drawn by the researcher are confirmed with the support of statistical tools and results are inferred. Percentage analysis is a simple statistical instrument which is widely used in analysis and interpretation of primary data. It deals with the number of Respondents' reply to a questionnaire in percentage attained from the total population nominated for the study. It is one of the simple forms of analysis which helps the researcher to realize the outcome of the research.

CORRELATION

Correlation is a statistical measure that indicates the extent to which two or more variables fluctuate together. A positive correlation indicates the extent to which those variables increase or decrease in parallel, a negative correlation indicates the extent to which one variable increase as the other decreases.

CHI-SQUARE

Chi Square test oh homogeneity is used to determine if two or more independent sample vary by distribution on a single variable. A common use of this test is to compare two or more groups or conditions on a categorical result. Formulation of omnibus test statistic is formed as independence test and homogeneity test.

SCALING METHOD

The process of arriving at a set of statements to measure attitude, opinion, or perception is known as scaling. In this paper, the impact of the staffing process on the candidate satisfaction is analyzed using a questionnaire based on a five-point Likert scale.

IV   DATA ANALYSIS AND INTERPRETATIONsDATA ANALYSIS

Data analysis is a process of inspecting, cleaning, transforming and modelling data with the goal of discovering useful information, informing conclusions and supporting decision making. Data analysis has multiple facets and approaches, encompassing diverse techniques under a variety of names, and is used in different business, science, and social science domains. It provides a deeper understanding of processes, behaviors, and trends. It allows organizations to gain insights into customer preferences, market dynamics, and operational efficiency.

4.1 DESCRIPTIVE STATISTICS

TABLE NO 4.1.1

Increases the reach of job postings to a wider pool of candidates

Increases the reach of job postings to a wider pool of candidates	No. Of respondents	Percentage
Strongly Disagree	0	0%
Disagree	0	0%
Neutral	22	18.3%
Agree	71	59.2%
Strongly Agree	27	22.5%
Total	**120**	**100.0%**

Inference

From the above table 4.1.1 It was found that 59.2% responded staffing increases the reach of job postings to a wider pool of candidates, 22.5% responded that they strongly agree for the statement, 22% responded neutral response, 7.5% of the respondents disagree the statement, 0.8% of the respondents strongly disagree that no candidates are retained using staffing criteria.

4.2   CORRELATION

4.2.1   HYPOTHESIS STATEMENT

H0 – There is no significant correlation between the Staffing increases the reach of job postings to a wider pool of candidates andStaffing in E-Recruitment system helps in reducing unvital recruitment costs.

H1 – There is a significant correlation between the Staffing increases the reach of job postings to a wider pool of candidates andStaffing in E-Recruitment system helps in reducing unvital recruitment costs.

TABLE 4.2.1

Staffing increases the reach of job postings to a wider pool of candidates and Staffing in E-recruitment systemhelps in reducing unvital recruitment costs

		Staffing increases the reach of job postings to a wider pool of candidates	Staffing in E-recruitment system helps in reducing unvital recruitment costs
Staffing increases the reach of job postings to a wider pool of candidates	Pearson correlation	1.000	0.518
	Sig. (2-tailed)		0.000
Staffing in E- recruitment system helps in reducing unvital costs	Pearson correlation	0.518	1.000
	Sig. (2-tailed)	0.000	

Inference

From the correlation table 4.2.1, Fit can be seen that the correlation coefficient value is 0.518 which lies in the moderate correlation region. Since p-value (0.00) < 0.05, we accept the alternate hypothesis. It can be concluded that there is statistically significant correlation between Staffing increases the reach ofjob postings to a wider pool ofcandidates and The Staffing in E-recruitment systemhelps in reducing unvital recruitment costs.

4.2.2   HYPOTHESIS STATEMENT

H0 – There is no statistical significant correlation between Staffing increases the reach ofjob postings to a wider pool ofcandidates and Staffing system streamlines the screening and shortlisting process inE-Recruitment**.**

H1 – There is a statistical significant correlation between Staffing increases the reach ofjob postings to a wider pool ofcandidates and Staffing system streamlines the screening and shortlisting process inE-Recruitment**.**

TABLE 4.2.2

Staffing increases the reach of job postings to a wider pool of candidates and Staffing system streamlines the screening andshortlisting process inE-Recruitment

		Staffing increases the reach of job postings to a wider pool of candidates	Staffing system streamlines the screening and shortlisting process inE-Recruitment
Staffing increases the reach ofjob postings to a wider pool of candidates	Pearson correlation	1.000	0.431
	Sig. (2-tailed)		0.000
Staffing system streamlines the screening and shortlisting process inE-Recruitment	Pearson correlation	0.431	1.000
	Sig. (2-tailed)	0.000	

Inference

From the above correlation table 4.2.2, it can be seen that the correlation coefficient value is 0.431 which lies in the low correlation region. Since p-value (0.00) < 0.05, we accept the alternate hypothesis. It can be concluded that there is statistically significant correlation between Staffing increases the reach ofjob postings to a wider pool ofcandidates and Staffing system streamlines the screening and shortlisting process inE-Recruitment**.**

4.3 CHI-SQUARE

4.3.1 HYPOTHESIS STATEMENT

H0: There is no relationship between the Personnel and Candidates can be educated about the job opportunities only through staffing process.

H1: There is a relationship between the Personnel and Candidates can be educated about the job opportunities only through staffing process.

TABLE 4.3.1

Personnel and Candidates can be educated about the job opportunities only through staffing process

	Value	df	Asymptotic Sig. (2-tailed)
Pearson Chi Square	17.18	3	.001
Likelihood Ratio	17.21	3	.001
Linear-by-Linear Association	12.86	1	.000
No. of valid cases	120		

Inference

From the above table no 4.3.1, it was found that the Pearson Chi-Square significant value is .001 which is less than 0.05. Hence Null hypothesis (H0) is rejected and Alternative hypothesis (H1) is accepted. Therefore, it is inferred that there is a significant relationship between the Personnel and Candidates can be educated about the job opportunities only through staffing process.

4.3.2 HYPOTHESIS STATEMENT

H0: There is no relationship between the Personnel and Staffing system streamlines the screening and shortlisting process in E-Recruitment.

H1: There is a relationship between the Personnel and Staffing system streamlines the screening and shortlisting process in E-Recruitment.

TABLE 4.3.2

Personnel and Staffing system streamlines the screening and shortlisting process in E-Recruitment

	Value	df	Asymptotic Sig.(2-tailed)
Pearson Chi Square	12.14	4	.016
Likelihood Ratio	13.23	4	.010
Linear-by-Linear Association	.61	1	.433
No. of valid cases	120		

Inference

From the above table 4.3.2, it was found that the Pearson Chi-Square significant value is .016 which is less than 0.05. Hence Null hypothesis (H0) is rejected and Alternative hypothesis (H1) is accepted. Therefore, it is inferred that there is a significant relationship between the Personnel and Candidates can be educated about the job opportunities only through staffing process.

V FINDINGS

1. The majority of 50.8% staffing guides candidates while facing challenges
2. The majority of 49.2% responded that staffing is highly effective in quality hiring
3. The majority of 55% staffing is effective in managing large volume of applications
4. There is statistically significant correlation between Staffing increases the reach of job postings to a wider pool of candidates and Staffing system streamlines the screening and shortlisting process in E-Recruitment.
5. There is a significant relationship between the Personnel and Candidates can be educated about the job opportunities only through staffing process.

VI   SUGGESTION

All the recruitment and selection activities are coordinated and controlled in such a manner that all demands are met. But still the questionnaire analysis gave some loopholes regarding the functions of the HR department. According to these loopholes following suggestions were put forth to the HR department.

1.   Challenges can be nullified while engaging and guiding candidates.
2.   Through staffing candidate retention rates can be achieved.
3.   Organization should inculcate staffing and encourage employees to promote it to retain candidates and also to maintain their brand identity for their future scope.
4.   The e-recruiting officials should undergo training in order to improve their communication skills.

VII   CONCLUSION

Candidate Engagement is the buzz word term for employee communication. The study aimed the factors influencing on Staffing process and 120 samples were taken for the research. Data was collected through a self-administrated questionnaire across the employees and candidates of Careernet Technologies by simple random sampling method and it was found that employees are agree with the Staffing and Candidate Engagement factors handled by the company. Like Job seekers, man power consulting companies are spreading across the nation in millions. Huge giants organisations are outsourcing their requirements tothese consulting firms which would make them to concentrate on their core business.This outsourcing technique some how reduces the chances of getting junk profiles. These firms are again seeking the help of job portals by hitting the same database.Even though E-recruitment process is having some cons, its pros are in peaklevel.

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