

A STUDY ON THE IMPACTS OF E-RECRUITMENT IN APEX GLOBAL SOLUTIONS PRIVATE LIMITED

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ABSTRACT :

This study explores the impacts of E-recruitment on the hiring process at Apex Global Solutions Private Limited. With the rapid advancement of digital technologies, traditional recruitment methods are increasingly being replaced or supplemented by electronic recruitment (E- recruitment) systems. This research aims to analyze how E-recruitment has influenced the efficiency, cost-effectiveness, and overall quality of talent acquisition at Apex Global Solutions. By employing a combination of primary data through surveys and interviews, and secondary data from organizational reports and literature, the study evaluates the benefits and challenges associated with E-recruitment. Key findings suggest that E-recruitment has significantly streamlined the hiring process, reduced recruitment costs, and widened the talent pool. However, the study also identifies challenges such as limited personal interaction and technical issues.

KEYWORDS :

E-recruitment, online recruitment platforms, digital hiring processes, talent acquisition, recruitment efficiency, cost-effectiveness, applicant tracking systems, candidate experience, human resource management, technology adoption, recruitment challenges.

INTRODUCTION :

E-recruiting involves the use of electronic resources to assist in the hiring process. By utilizing the internet to connect to potential applicants around the world, companies have been able to reduce the time and cost associated with recruiting talent. There are many job sites available for posting employment opportunities, which provide organizations with a wide range of possible candidates to fill their needs. Companies can implement e-recruiting in several ways. They can formulate their own e-recruiting platforms in-house to be managed by human resources personnel within the organization; use e-recruitment software that fits their particular needs, or retain a recruiting agency that can help advertise and manage available open positions. Social media has substantially changed how HR professional market their companies to attract new talent. The concept of employer branding is gaining significance in the HR field. Organizations are looking to create and tell their unique story to give prospective hires an intimate visual experience of their company's culture, team organization, and distinctive opportunities.

Online recruitment uses the power of the internet to match people to jobs. Fundamentally, it is about advertising vacancies on either job sites or corporate websites. At this very basic level, it is particularly effective at getting an important level of response. While it may generate hundred more applications than traditional print advertising, simply attracting more candidates is only part of the job.

OBJECTIVES OF THE STUDY :

- To examine the role of demographic variables on adoption of E-recruitment portal.
- To understand the usage of E-recruitment portal.
- To analyze the opportunities and challenges for both the organizations and jobseekers using E-recruitment.
- To examine how E-recruitment has streamlined the hiring process in terms of time and resource savings.

REVIEW OF LITERATURE :

Dr.Sayel sabha, “Impact of Online recruitment on recruitment”, International Journal of Education and Research, 2018, Volume 6(4), ISSN: 2411-5681, this study tested that the Recruitment has become an important process within the highly competitive labour market. The quality methods of recruitment had been revolutionized by the emergence of the online. E- Recruitment is that the foremost recent trend within 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 online, and correspond with the applicants by-mail.

Masese Omete Fred, Dr.Uttam M. Kinange, “Effectiveness of E-Recruitment in Organization Development”, Management and Economic Journal, 2018, Volume 2(4), pp. 294- 301, This study identifies online recruitment methods from relevant literature, and describes how their benefits of online recruitment can influence the recruitment deciding of the organization. Today, one among the foremost crucial sources of competitive advantage relies on human resource efforts through attracting and retaining talented individuals. the aim of this paper is to broaden the research on the online Recruitment practices for the full development of the organization with concentrate on E-Recruitment practices

Nafia Sultana, Nahida Sultana, “Analyzing the Effectiveness of Online Recruitment: A Case Study on Recruiters of Bangladesh”, Research gate publications, 2018, volume 7(2), ISSN 2305-8730, pp. 79-84, this paper is about present organizations that became more online- dependent while dealing the human resource management activities. The research not only identified the efficacy of online recruitment but also discover the stage of recruitment during which organizations get more benefits through using the web

Piana Monsur Mindia, Md. Kazimul Hoque, “Effects of E- recruitment and internet on recruitment process: An Empirical study on Multinational companies of Bangladesh”, International Journal of research and Management (IJSRM), Volume 06, Issue 01, 2018, ISSN (e): 2321-3418, this journal concluded that the Recruitment process is extremely much crucial to every organization, because it's the oldsters that will contribute strategically and make difference within the workplace. Moreover, through the data collection process, it absolutely was also identified that, there are some loopholes present within the e-recruitment system, so these loopholes are visiting be covered by using traditional methods. This study will further help the human resource managers to identify the relevant factors which may be taken into consideration within the strategy of overall recruitment.

Mr. Muhammad Assad ul Mujtaba, Dr. Muhammad Shaukat Malik, “Impact of E- Recruitment on Effectiveness of HR Department privately Sector of Pakistan”, International Journal of Human Resource Studies, 2018, volume 8(2), ISSN 2162-3058, This research paper aims at exploring the impact of latest technological developments (especially the concept of E- Recruitment) within the context of recruitment and also the way it's facilitated the fashionable day HR managers. The result has proved that E-recruitment has significant impact on effectiveness of HR Department privately sector of Pakistan.

METHODOLOGY OF THE STUDY :

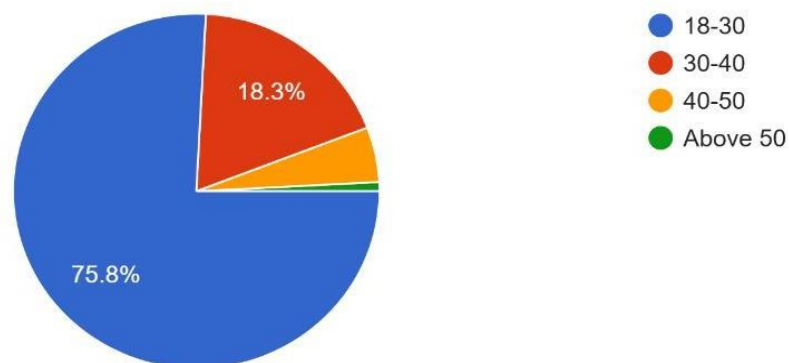
Research methodology is a science of collecting, identifying and presenting facts in such a way that it leads to unearthing some truths or angles of reality. Research in common parlance refers to search for knowledge. In this study, quantitative research has been used.

DATA ANALYSIS :

1. Chart representing demographic details of the respondents

1. What is your age ?

120 responses

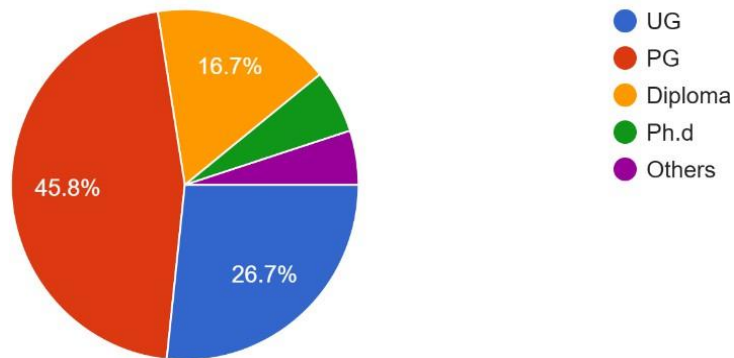


From the chart 1 out of 120 respondents, 75.8% respondents are between the age group of 18-20, 18.3% respondents are between the age group of 30-40, 5% respondents are between the age group of 40-50, 0.8% respondents are between the age group of above 50.

2. Chart representing educational qualification analysis of the respondents

3. What is your Education qualification ?

120 responses

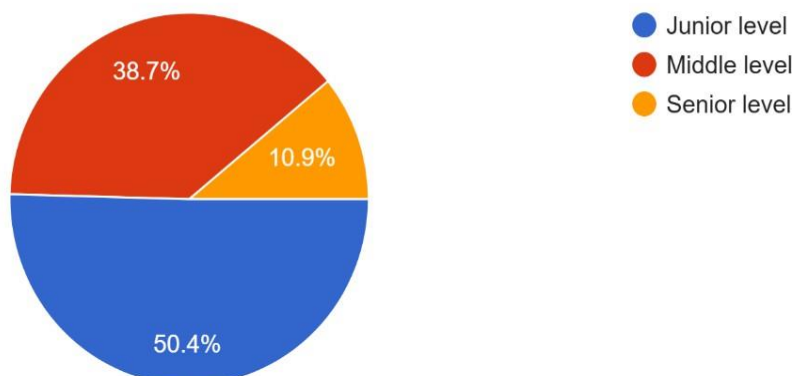


From the chart 2 out of 120 respondents, the majority of 26.7% respondents pursued UG, 45.8% respondents pursued PG, 16.7% respondents pursued Diploma, 5.8% respondents pursued Ph.D., 5% respondents pursued others

3. Chart representing level of employment analysis of the respondents

4. What is your employment level in apex global solutions Pvt Ltd ?

119 responses



From the chart 3 out of 120 respondents, the majority of 50.4% respondents are from Junior level of employment, 38.7% respondents are from middle level of employment, 10.9% respondents are from senior level of employment.

CORRELATION :

H0: There is a significant difference among the respondents with different age groups in terms of the adoption (usage) of online E-recruitment Portals.

H1: There is a significant difference among the respondents with different groups in terms of the adoption (usage) of online E-recruitment Portals.

Correlations			
		OBJ01	OBJ05
OBJ01	Pearson Correlation	1	.125
	Sig. (2-tailed)		.187
	N	118	114
OBJ05	Pearson Correlation	.125	1
	Sig. (2-tailed)	.187	
	N	114	116

The p value is 0.187 which is more than the significance value (0.05) hence alternate hypothesis (H_0) is rejected. Therefore, there is no significant difference between age groups in terms of the adoption (usage) of online E-recruitment Portals

ANOVA :

H0: There is no significant relationship between the sources of e-recruitment tools and their effectiveness in hiring process.

H1: There is a significant relationship between the sources of e-recruitment tools and their effectiveness in hiring process

ANOVA					
OBJ02					
	Sum Squares	of df	Mean Square	F	Sig.
Between Groups	136.679	14	9.763	1.016	.444
Within Groups	922.312	96	9.607		
Total	1058.991	110			

INTERPRETATION :

From the above table the computed p value is 0.444 which is more than 0.05. so we reject alternate hypothesis and accept null hypothesis. There is no significant difference between the sources of e-recruitment tools and their effectiveness in hiring process.

CONCLUSION :

E-Recruitment plays an important role in organization success. Large pool of applicants can be collected through e-Recruitment. There should be the perfect use of balance between the combination of online method with traditional method to remove the errors which can be occur through online recruitment. Job seekers can find the advertisement easily on websites, job boards and portals. It is a time saving & cost effective method for job seekers. Some job portals offer resume building facilities also, so that job seekers can get advantage of this. In conclusion we can say that the internet has been accepted as a most convenient & better tool to find jobs. Job Portals are the most popular and widely used tool by companies and recruitment teams to facilitate the smooth flow of recruitment process in the competitive world. Job Portals provide a platform for the employers to meet the prospective employees. Hence this system will help for betterment of traditional recruitment with less time and cost .This will act as platform for both job seeker to search the job and corporate sector to hire appropriate.

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