A Study on the Impacts Of E-Recruitment in Sri Lakshmi Auto Enterprises

Mr. ROBIN R Student, School of Management Studies, Sathyabama Institute of Science And Technology Chennai, Tamil Nadu, South India .

Dr. PALANI Associate Professor, School of Management Studies, Sathyabama Institute of Science And Technology Chennai, Tamil Nadu, South India.

ABSTRACT

The effects of e-recruitment on Sri Lakshmi Auto Enterprises recruiting procedure are examined in this study. Electronic recruitment (E-recruitment) solutions are gradually replacing or enhancing traditional recruitment methods due to the quick development of digital technologies. The purpose of this study is to examine the ways in which e-recruitment has affected Apex Global Solutions' talent acquisition process in terms of efficacy, affordability, and general quality. The study assesses the advantages and difficulties of e-recruitment by utilizing a combination of primary data from surveys and interviews and secondary data from organizational reports and literature. According to key findings, e-recruitment has expanded the talent pool, decreased recruitment expenses, and greatly expedited the hiring process. But the study also notes drawbacks such a lack of in-person engagement and technical difficulties.

KEYWORDS: application tracking systems, candidate experience, digital hiring procedures, talent acquisition, e-recruitment, online recruiting platforms, technology adoption, human resource management, and recruitment challenges

INTRODUCTION

Using electronic resources to aid in the employment process is known as e-recruiting. Businesses have been able to cut down on the time and expense involved in hiring talent by using the internet to communicate with possible candidates worldwide. Numerous job boards are available for posting openings, giving businesses access to a large pool of potential applicants to meet their requirements. Businesses can use e-recruiting in a number of ways. They have the option of using e-recruitment software tailored to their specific requirements, developing their own internal e-recruiting platforms to be run by HR staff, or hiring a recruiting firm to assist with managing and advertising open positions. The way HR professionals promote their businesses to draw in fresh talent has been significantly altered by social media.In the HR industry, the idea of employer branding is becoming more and more important. In order to provide potential employees with a close-up visual representation of their company's culture, team structure, and unique prospects, organizations are seeking to develop and communicate their own narrative.

Online recruiting matches people with jobs by leveraging the power of the internet. At its core, it involves posting job openings on company or employment websites. It is very successful in eliciting a significant level of response at this most fundamental level. Simply drawing in more applicants is only one aspect of the work, even though it can result in hundreds more applications than traditional print advertising.

OBJECTIVES OF THE STUDY

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

REVIEW OF LITERATURE

According to Dr. Sayel Sabha's paper, "Impact of Online Recruitment on Recruitment," published in the International Journal of Education and Research in 2018, Volume 6(4), ISSN: 2411-5681, recruiting has grown in importance in the fiercely competitive labor market. The advent of the internet has completely changed the quality of recruitment approaches. The most popular recent development in the hiring process is e-recruitment, which has been embraced by

several businesses of all sizes. E-Recruitment is used by many businesses to advertise openings, collect resumes online, and communicate with candidates by mail.

"Effectiveness of E-Recruitment in Organization Development," by Masese Omete Fred and Dr. Uttam M. Kinange, Management and Economic Journal, 2018, Volume 2(4), pp. 294–301 This study highlights online recruitment strategies from pertinent literature and explains how the advantages of online recruitment can affect the organization's hiring decisions. Today, one among the foremost critical sources of competitive advantage relies on human resource initiatives through attracting and retaining skilled workers. This paper's goal is to advance the study of online recruitment strategies for the organization's overall growth, with a focus on e-recruitment strategies.

In their paper "Analyzing the Effectiveness of Online Recruitment: A Case Study on Recruiters of Bangladesh," Nafia Sultana and Nahida Sultana discuss how modern organizations have become more reliant on the internet for human resource management tasks. Research Gate Publications, 2018, volume 7(2), ISSN 2305-8730, pp. 79-84. In addition to determining the effectiveness of online hiring, the study also pinpointed the phase of the hiring process where businesses profit most from web-based hiring.

"Impact of E-Recruitment on Effectiveness of HR Department Private Sector of Pakistan," International Journal of Human Resource Studies, 2018, volume 8(2), ISSN 2162-3058, Mr. Muhammad Assad ul Mujtaba, Dr. Muhammad Shaukat Malik The purpose of this research paper is to examine how the most recent technological advancements—particularly the idea of "e-recruitment"—have affected the hiring process and how they have helped modern HR managers. The outcome demonstrated that e-recruitment significantly affects the efficacy of Pakistan's private sector HR department.

METHODOLOGY OF THE STUDY

The science of gathering, analyzing, and presenting data in a way that reveals some truths or perspectives on reality is known as research methodology. In everyday speech, research is the pursuit of knowledge. Quantitative research has been applied in this work.

DATA ANALYSIS

1. **Chart representing demographic details of the respondents**

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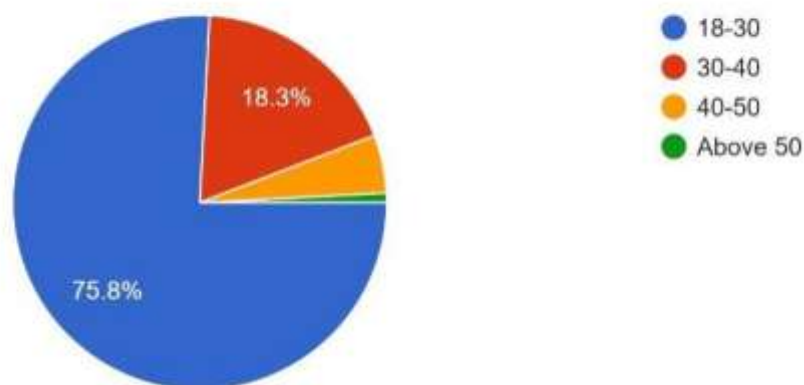
From the chart 1 out of 120 respondents, 75.8% respondents are between the age group of 18-20, 18.3% respondents are between the age group of 30-40, 5% respondents are between the age group of 40-50, 0.8% respondents are between the age group of above 50.

2. **Chart representing educational qualification analysis of the respondents**

3. What is your Education qualification ?
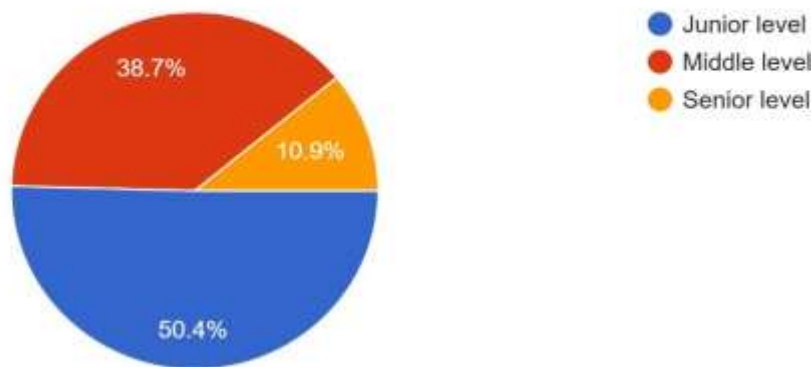120 responses
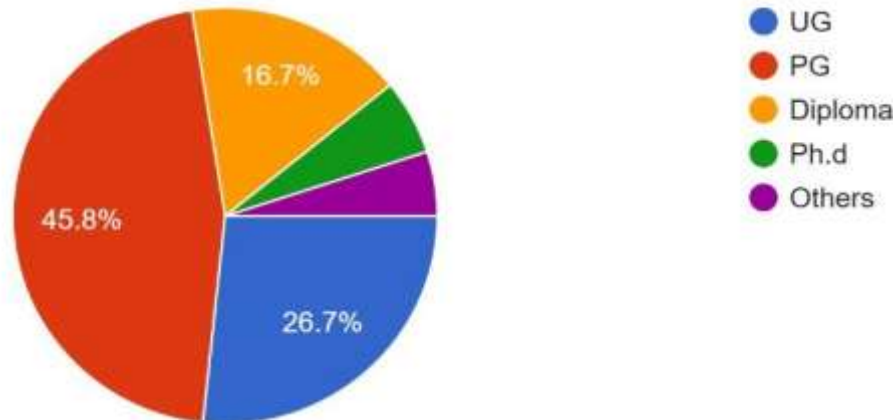
From the chart 2 out of 120 respondents, the majority of 26.7% respondents pursued UG, 45.8% respondents pursued PG, 16.7% respondents pursued Diploma, 5.8% respondents pursued Ph.D., 5% respondents pursued others

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: Regarding the adoption (use) of online e-recruitment portals, there is a notable variation among respondents of various ages.

H1: There is a substantial variation among the respondents with different groups in terms of the adoption (use) 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 alternative hypothesis (Ho) is rejected since the p value of 0.187 is greater than the significance level of 0.05. Therefore, when it comes to the adoption (use) of online employment portals, there are no appreciable differences between age groups.

ANOVA

H0: The efficiency of e-recruitment tools in the employment process is not significantly correlated with their sources.

H1: The efficiency of e-recruitment tools in the employment process is significantly correlated with their sources.

ANOVA

OBJ02

	Sum of Squares	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

The calculated p value from the preceding table is 0.444, which is greater than 0.05. Thus, we accept the null hypothesis and reject the alternative. The sources of e-recruitment tools and their efficacy in the employment process are not significantly different.

CONCLUSION

The success of an organization is significantly influenced by e-Recruitment. With e Recruitment, a sizable applicant pool can be gathered. To eliminate the potential errors that can arise from online recruitment, the ideal balance between the online and traditional methods should be used. Websites, job boards, and portals make it simple for job seekers to locate the advertisement. For job hunters, it is a cost-effective and time-saving approach. For the benefit of job seekers, several employment portals also provide resume building tools. In conclusion, it is widely acknowledged that the internet is a more effective and convenient way to obtain employment.In the competitive world, job portals are the most extensively utilized and well-liked tool by businesses and hiring teams to help the hiring process go smoothly. Job portals give firms a way to connect with potential workers. As a result, this system will improve traditional hiring while saving money and time. This will serve as a forum for job seekers to look for employment and for the corporate sector to hire qualified candidates.

REFERRENCES :

1. Dr.Sayel sabha, "Impact of Online recruitment on recruitment", International Journal of Education and Research, 2018, Volume 6(4), ISSN: 2411-5681.
2. 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.
3. 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. 79-8730.
4. 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.
5. Mr. Muhammad Assad ul Mujtaba, Dr. Muhammad Shaukat Malik, "Impact of E-Recruitment on Effectiveness of HR Department in Private Sector of Pakistan", International Journal of Human Resource Studies, 2018, volume 8(2), ISSN 2162-3058.
6. Prakash Yadao Khilari, Smita Kashinath Shrikala, "A Study of Conceptual Framework of E- Recruitment in Current Business Scenario", International Journal of Research in Management, Economics and Commerce, 2017, Volume 07(1), ISSN 2250-057X, pp.35. Md. Sajjad Hosain, Kazi Tareq Ullah, Md. Mohsan Khudri, "The Impact of E- recruitment on Candidates' Attitudes: A Study on Graduate Job Seekers of Bangladesh", Journal of Human and Social Science Research, 2016, Volume 8(1), ISSN 2331-4974.
7. Anand J and Dr. Chitra Devi S, "Literature review on e-recruitment and its perceived benefits: A walk towards paperless HR", International Journal of Applied Research, 2016, volume 2(11), ISSN 2394- 7500, pp. 528-531.
8. Rozy Rani, "E –Recruitment and its impact upon on job seekers: A Contemporary Approach" Semantic scholar.org, 2016, Volume 2(4), ISSN 2395.
9. Lakshmi S. L, "e-recruitment: a boom to the organizations in the competitive world", IOSR Journal of Business and Management (IOSR-JBM), 2015, ISSN 2278-487X, pp. 25-28.