

Recruitment Process Using Web Portal and Social Media

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ABSTRACT:

Social media platforms have been increasingly used by companies, over the past few years, in order to make their recruitment and selection process more efficient. The aim is to gather more data about the applicants' competences and personality traits, assuring that they are hiring the right candidates. Nevertheless, this method may be controversial since it can lead to different legal and ethical issues such as discrimination and invasion of privacy. Additionally, some problems may arise regarding the validity and fairness of the information found in such platforms. As Face book is the most frequently used social platform among students and recently employed workers, we chose it as the main focus of our survey (which had 212 answers), in order to understand the applicants' point of view about this subject. The main conclusions were that the majority of the respondents affirmed being aware of this practice, despite not agreeing with it; and, also, they do not believe that this is a good tool to evaluate their potential. Finally, our participants' answers also led us to conclude that there could be contradictions regarding their judgment about the accessing of personal information by firms on Face book. 76, 9% of our respondents affirmed that they usually assess the profile of people who send them friend requests. Our respondents consider the use of Face book during the selection process as being unethical, even though they assess others' profiles and search for information themselves.

INTRODUCTION:

E-recruitment, also known as online recruitment, refers to the use of web-based technology for the various processes of attracting, assessing, selecting, recruiting and on boarding job candidates. Through e-recruitment employers reach larger number of potential employees. Companies may build their e- recruitment platforms in-house, use e-recruitment HR software or employ recruitment agencies that utilise e-recruitment as part of their package.

STATEMENT OF THE PROBLEM:

The study is focused on understanding the need and demand for online recruitment, how far it is established in market and helping both the end's one being employer and another being job seeker.

Although India can't be pronounced a developed market in terms of e-recruitment yet, the trend toward technology in HR is fast catching up. The approach toward human resource management incorporates both the traditional HR principals, and technical support available in the market.

Web based application is gradually becoming a core area for many organizations today, simply because organizations have now realized that age-old methods are no longer working where the management of their primary asset employees, is concerned. Moreover, an increasingly globalized work-force has come with yet another key issue for the companies to manage that of managing people at diverse locations.

SCOPE OF THE STUDY:

Recruitment process using web portal and social media helps to find the use of the job portal sandals of the recruiters' preference. It also helps to find out how far the recruiters prefer job portals for recruitment and applying for job. It helps to find the features of the online recruitment and also the future of online recruitment.

OBJECTIVES:

- To identify the perception of recruiters towards online recruitment.
- To identify the most preferred job portal used for online recruitment.
- To identify the various influencing company's web portal and social media.
- To know the expectation of jobseeker towards recruitment.
- To identify the perception of recruiter towards online recruitment.

RESEARCH METHODOLOGY:

The methodology of research indicates the general pattern of organizing the procedure of gathering valid and reliable data for the problem under investigation (Kothari, 1996). The methodology of this study includes the sampling technique, development of the tool, data collection procedure and method of analysis based on the statement and objective of the study.

LIMITATION OF THE STUDY:

- ❖ During data collection a number of difficulties were confronted, data had to be collected within short time; each respondent had to be interviewed as quickly as possible.
- ❖ The findings were substantially based on information given by the respondents and in many cases, personal bias cannot be completely ruled out.

REVIEW OF LITERATURE:

Baker, Colin Richard (2004) While recent research suggests that realistic previews given to job candidates reduce voluntary turnover and increase their performance and job satisfaction, the extent that recruiters share realistic previews and the nature (e.g., job or organization) of those previews remains unclear. This investigation explores linkages between extant research knowledge and recruiters' reported behaviors. The research tries to identify the effect that the perceived attributes of the practice have on the decision of companies to recruit through the Internet. Approximately 100 collegiate recruiters completed an online email survey measuring their reports of patterns of sharing realistic information, the source of their job information, the timing of realistic previews, their interview training, and organization's recruiting priorities.

Patricia C Borstorff, Michael B Marker, Doris S Bennett, (2006) The Internet has changed the way companies conduct business, including how they attract and recruit employees. As a result, online recruiting has become a major Internet business tool. Effective online recruiting processes increase firms' competitive advantage through increased efficiency and lower costs, and offers benefits and opportunities to job seekers. They found citizens to be more comfortable with online recruitment and used it more frequently than did non-citizens. Older applicants and those with

work experience also applied more often and made more job searches. Minorities applied more frequently for jobs online than did whites. They found no differences in gender in online recruitment behavior or attitudes.

Description	ScaleMean if Item Deleted	Scale Varianceif ItemDeleted	Corrected Item-Total Correlation	Cronbach'sAlp haifItem Deleted
Online service	41.20	37.775	.264	.665
Provides realistic Information	40.47	35.865	.384	.652
Good match	40.66	37.084	.260	.663
Maximum closures	41.03	35.319	.129	.690
Most time consuming Process	40.90	37.116	.088	.685
Performance of Online Recruitment(cost)	40.82	38.280	.067	.679
Performance of Online Recruitment(time)	41.12	37.925	.176	.669
Performance of Online Recruitment(search)	41.18	37.356	.238	.665
Performance of Online Recruitment(response)	41.21	38.654	.061	.677
Provides potential Applicants	40.94	38.593	.055	.678
Bottle necks in online Recruitment process(LOR)	40.27	36.315	.273	.661
Bottle necks in online Recruitment process(NME)	40.51	35.899	.372	.653
Bottle necks in online Recruitment process(TCP)	40.85	35.910	.337	.655
Bottle necks in online Recruitment process(results)	40.60	32.561	.360	.650
Social Networking Sites do you use	40.37	35.142	.305	.657
Face book and LinkedIn Provides	41.28	38.440	.171	.670
Amount of work Experience	41.33	38.877	.094	.674
Selecting a Job Portal	40.46	34.906	.294	.658

Description	N	Minimum	MaximuM	Mean	Std. Deviation
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Age	120	1	3	1.75	.569
Gender	120	1	2	1.75	.435
Experience	120	1	3	1.86	.584
Online service	120	1	2	1.25	.435
Provides realistic Information	120	1	3	1.98	.667
Good match	120	1	3	1.79	.607
Maximum closures	120	1	6	1.43	1.388
Most time consuming Process	120	1	5	1.55	1.060
Performance of Online Recruitment(cost)	120	1	3	1.63	.711
Performance of Online Recruitment(time)	120	1	3	1.33	.537
Performance of Online Recruitment(search)	120	1	3	1.27	.579
Performance of Online Recruitment(response)	120	1	3	1.24	.550
Provides potential Applicants	120	1	3	1.51	.608
Bottle necks in online Recruitment process(LOR)	120	1	5	2.18	.756
Bottle necks in online Recruitment process(NME)	120	1	5	1.94	.677
Bottle necks in online Recruitment process(TCP)	120	1	4	1.60	.726
Bottle necks in online Recruitment process(results)	120	1	5	1.85	1.268
Social Networking sites do you use	120	1	4	2.08	.931

The above table shows that, Minimum, Maximum, Mean, and Deviation of all question asked in the questionnaire .This table will help the researcher to easily find out most preferable question & least preferable of respondents.

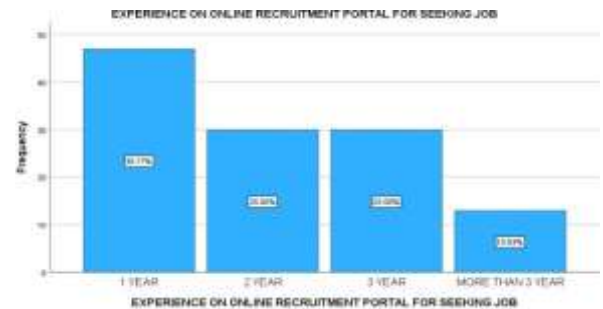
Does your organization have any specific Talent Management initiative in place

INTERPRETATION

It is interpreted that the 40% of respondents are said yes for organization has specific talent initiatives, and 60% of respondents are said No

EXPERIENCE ON ONLINE RECRUITMENT PORTAL FOR SEEKING JOB

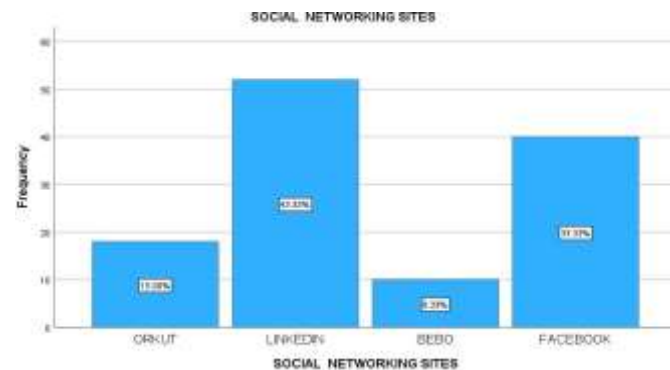
JOBSEEKERS EXPERIENCE	FREQUENCY	PERCENTAGE
1year	47	39.17
2year	30	25.00
3year	30	25.00
Morethan3year	13	10.83
TOTAL	120	100.0



INTERPRETATION

From the above table it can be inferred that how long using of online recruitment portal for seeking job by agreeing for 39.17% experience on 1 year, 25.0 % of people experience on 2 years, 25.0% followed by 3 years and 10.83% of people experience on above 3 years. Hence it shows that the how long using of online recruitment portal for seeking job

SOURCES	FREQUENCY	PERCENTAGE
Orkut	18	15.00
LinkedIn	52	43.33
Bebo	10	8.33
Facebook	40	33.33
Total	120	100



From the above table it can be inferred that 43 % of the respondent use LinkedIn, 33 % of respondent use Facebook and 15% of respondent use Orkut, 8% of the respondent use Bebo and 33 % of the respondent use Face book. So from the above bar chart it can be concluded that majority of the recruiter prefer using LinkedIn.

ONE WAY ANOVA

Age	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
20-25	38	4.00	.000	.000	4.00	4.00	4	4
26-30	52	2.00	.000	.000	2.00	2.00	2	2
31-35	15	2.73	.961	.248	2.20	3.26	1	4
36-40	8	1.00	.000	.000	1.00	1.00	1	1
Above 40	7	1.00	.000	.000	1.008	1.00	1	1
Total	120	2.600	1.103	.1007	2.400	2.799	1	4

Description	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	131.867	1	32.967		<.001
Within Groups	12.933	115	112		
Total	144.800	119			

RESULT

$P=0.001$ $P>0.05$

INFERENCE

From the above result it shows that P value is 0.001 which is less than 0.05 at 5 % level of significance. Hence Alternative Hypothesis is accepted. Therefore there is significant difference between the age of the respondents and the social networking sites usage.

SUGGESTIONS:

- ❖ Online job portal issued by all the segments of age group, though the maximum users are of young age, so the job portal provider can try to make the user interface much easier so that the search can be made more simpler.
- ❖ Online portal service provider can target the experienced candidate segments by advertising and encouraging them to register.
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CONCLUSION:

- ❖ Jobs are everywhere but there is a huge gap between employer and job seeker, even though there are many sources of recruitment, job seekers are not able to find the exact profile which they are searching for. At this stage online recruitment plays a most important source of recruitment where all the geographic factors are washed out and the job seeker can search a job suitable to his profile, making it more convenient and fast process.
- ❖ From the Research work it can be concluded that almost every company and recruiter uses online mode of recruitment. But many recruiters are not aware about what kind of online source recruitment is suitable to be used to find a prompt profile of the candidate for their requirement.

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