

## STUDENTS ENGAGEMENT IN E-RECRUITMENT- AN EMPIRICAL INVESTIGATION

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### ABSTRACT

The exploratory study focus on students intention in applying job through job portals to explore this study pilot study was conducted among 30 female respondents collected from college students in Pudukkottai district using well structured questionnaire for which cronbach's alpha test was taken and the results were analyzed through various statistical tools like chi-square, correlation.

**Keywords:** Job portals, Pilot study, cronbach's alpha .

### INTRODUCTION

The first accomplishment agency was really started by Henry Robinson in 1653. once this historical event,it crystal rectifier to making a full new trade that we all know nowadays as accomplishment trade that is currently 400+ years recent. accomplishment in its most elementary type may be derived back even any. Military accomplishment is that the oldest kind of accomplishment and there's proof of it with the Egyptians, Romans and in Imperial China. accomplishment agencies were born as a results of warfare a pair of, so as to fill the gaps within the

geographical point left by troopers being known as to war.

Recruitment refers to the method of distinguishing, sourcing, screening, shortlisting, and interviewing candidates for jobs (either permanent or temporary) inside a corporation. accomplishment may also confer with the processes concerned in selecting people for unpaid roles. Managers, human resource generalists and accomplishment specialists could also be tasked with effecting accomplishment, however in some cases public-sector employment, industrial accomplishment agencies, or specialist search consultancies area unit accustomed undertake components of the method. Internet-based technologies that support all aspects of accomplishment became widespread, together with the utilization of computer science.

E-recruitment, additionally called on-line accomplishment, refers to the utilization of web-based technology for the assorted processes of attracting, assessing, selecting, recruiting and on boarding job candidates. Through e-recruitment employers reach larger range of potential workers. firms could build their e-recruitment platforms in-house, use e-recruitment time unit computer code or use accomplishment agencies that utilize e-recruitment as a part of their package.

### Recruitment Cycle

The recruitment cycle represents the entire recruitment process. This cycle usually starts with job posting and ends with extending job offers or on boarding new hires. More complex recruitment cycle graphics may include intricate recruiting tasks, like providing interview feedback, conducting background checks and negotiating job offers.

### E-Recruitment Process

- Post job ads on online job boards.
- Seek employee referrals through your Applicant Tracking System (ATS.)
- Source candidates on professional social media or portfolio sites.

### REVIEW OF LITERATURE

**Ghani Faiyyaz, (2014):** This analysis paper explicit that each organization incorporates a specific objective and these objectives may be achieved only if all the resources area unit place to most use. web is one such necessary tool that helps a company to tell, attract and retain the potential worker. web has the modified the outlook of the human resource department.

**Benjamin B. Aguenza<sup>1</sup>, Ahmad Puad Mat Som (2012):** The purpose of the study is to analyze the connexion of cooperative technology like social networking to worker productivity within the work. The abstract paper examines positive and negative perceptions of social networking sites, provides the connection between social networking and worker productivity and examines whether or not social networking area unit capable of skyrocketing the amount of worker performance and satisfaction.

**Sandra Abel, May (2011):** The author studies the extent to that the employment of Social Networking Sites ends up in effective

- Administer online pre-employment tests.
- Interview candidates using video interviewing software.
- Conduct background checks through a provider that your ATS integrates with.

### OBJECTIVES OF THE STUDY

1. To know the intention to apply for the job through E-Recruitment among college students in Pudukkottai district.
2. To know the usage pattern and students engagement in E-Recruitment among college students in Pudukkottai district.

accomplishment. The author established a research model so as to search out relationships between the qualities of Social Networking Sites and effective accomplishment. Dr. Sayel Sabha, "Impact of on-line accomplishment on recruitment", International Journal of Education and analysis, 2018, Volume 6(4), ISSN: 2411-5681, this study tested that the accomplishment has become associate degree important method inside the extremely competitive labor market. The standard ways of accomplishment had been revolutionized by the emergence of the web. E-Recruitment is that the foremost recent trend inside the accomplishment method and it's been adopted in several organizations from massive to small-sized corporations. Several corporations use E-Recruitment to post jobs and settle for resumes on the web, and correspond with the candidates by-mail.

**Masese Omete Fred, Dr. Uttam M. Kinange (2013):** The study is to spot the Effectiveness of E-Recruitment in Organization Development", Management and Economic Journal, 2018, Volume 2(4), pp. 294-301, This

study identifies on-line enlisting ways from relevant literature, and describes however their advantages of on-line enlisting will influence the enlisting deciding of the organization. Today, one amongst the foremost crucial sources of competitive advantage depends on human resource efforts through attracting and retentive proficient people. the aim of this paper is to broaden the analysis on the web enlisting practices for the total development of the organization with focus on E enlisting practices.

## RESEARCH METHODOLOGY

Research design is the framework of research method and techniques chosen by a resercher. The design allows researchers to hone in on research methods that are suitable for the subject matter and set up their studies up for success.

### Data collection method

#### Primary data

A suitable combination of questionnaire techniques,& discussion with the respondents was used to collect the required primary data. Primary data gives higher accuracy and facts, which is very helpful for any research and its findings.

#### Secondary data

The various secondary information sources used for the present research include the journals and websites.

#### Type of study

A Descriptive study- descriptive research aims to accurately and systematically describe a population, situation or phenomenon. A descriptive research design can use a wide variety of research method to investigate one or more variables.

#### Sample framework

The sample size taken for this study is 30 respondents

**Hella Sylva (2009):** E-Recruitment: A study into person perceptions of a web application system”, Wiley on-line library, pp. 22-28. The analysis paper expressed that the candidates were a lot of glad with the web application procedure and its options. However, it absolutely was found that options of the web site, perceived potency and user-friendliness, were far and away the foremost vital determinants of person satisfaction.

## Sampling Technique

Convenient Sampling Method is implemented to collect the primary data. The respondents for the purpose of this study are selected systematically. Convenience sampling is a type of non probability sampling, which doesn't contain random selection of respondents. The opposite is probability sampling, where respondents are randomly selected, and each has an equal chance of being chosen.

### Survey Design

For the proposed study, structured questionnaire was used as a research instrument. A structured questionnaire was prepared based on the objectives of the study. Then the questionnaire was given to College students and then the data was collected by Pilot study.

### Questionnaire Design

The structured questionnaire was used to collect the data from the college students who study in the

various institutions close ended questions were used to collect data.

### Scaling Technique

Likert scale have been used. Likert scales are developed by utilizing the item analysis approach wherein a particular item is evaluated on the basis of how well it discriminates between those individuals whose hard and fast score is high and those whose score is low. Those statements or items that best meet this sort of discrimination test are included in the final settlement.

### STATISTICAL TOOLS

The data collected was analyzed through reliability test, chi-square, correlation

### Reliability Analysis

The Reliability Analysis procedure calculates a number of commonly used measures of scale reliability and also provides information about the relationships between individual items in the scale. The Cronbach’s alpha was tested and the ranges from 0 to 1. The more the result is close to 1; it reflect higher level of internal consistency. The calculation is shown in the below table indicates a satisfactory results.

### Reliability

#### Case Processing Summary

	N	%
Valid	76	5.0
Excluded <sup>a</sup>	1458	95.0
Total	1534	100.0

a. Listwise deletion based on all variables in the procedure.

### Reliability Statistics

Cronbach's Alpha	N of Items
.879	30

### LIMITATIONS OF THE STUDY

- The study focused only on 30 respondents.
- The data relies on the information provided by the college students.

### CHI-SQUARE TEST

Chi-square for Qualification and Type of job seekers

**Null Hypothesis (H0):** There is a significant difference between Qualification and Type of job seekers.

**Alternate Hypothesis (H1):** There is no significant difference between Qualification and Type of job seekers

**Table-1:** Qualification vs Type of Job seekers

Chi-Square Tests			
	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	11.482 <sup>a</sup>	2	.003
Likelihood Ratio	13.478	2	.001
Linear-by-Linear Association	11.384	1	.001
N of Valid Cases	120		

a. 2 cells (33.3%) have expected count less than 5. The minimum expected count is 2.33.

Calculated value = 11.482, Table value= 5.9914

Table value (0.05, 2) = 5.9914

**Interpretation**

From the above table it is inferred that calculated value 11.482 is greater than the table value 5.9914. Hence H1 is accepted and H0 is rejected so there is no positive association between Qualification and Type of job seekers.

**CORRELATION**

Correlation for interested in applying job through job portal/ social media and attractiveness of webpage

**Null Hypothesis (H0):** there is no significant relationship between interested in applying for job through job portal/ social media and attractiveness of webpage.

**Alternate Hypothesis (H1)::** there is a significant relationship between interested in applying for job through job portal/social media and attractiveness of webpage.

**Table-2:** interested in applying for job through job portal/social media vs attractiveness of webpage

Correlations			
		VAR00001	VAR00002
	Pearson Correlation	1	.025
	Sig. (2-tailed)		.787
	N	120	120
	Pearson Correlation	.025	1
	Sig. (2-tailed)	.787	
	N	120	120

**\*\*.** Correlation is significant at the 0.01 level (2-tailed).

Significant value= 0.787, alpha value= 0.05

Significant value> alpha value. Hence H0 accepted

**Interpretation**

Therefore there is no significant relationship between interested in applying job through job portal/ social media and attractiveness of webpage.

**FINDINGS**

1. No positive association between Qualification of respondents and Types of job seekers.
2. No significant relationship between Interested in applying job through job portal/social media and attractiveness of webpage.

**CONCLUSION AND RECOMMENDATION**

It is concluded that majority of respondents aware of e-recruitment only through social media there are various kinds of job portals so it is advised to organizations and educational institutions to create awareness and to conduct various training programs and to promote job portals so that every institution can conduct campus interviews and it becomes most effective in the upcoming days.

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