TRENDS IN E-RECRUITMENT IN INDIA

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ABSTRACT

IT revolution has permeated every aspect of any business. When the whole world has become a global village and when communication across the globe is on a galloping speed, Human Resource has to adapt itself to the speed and match the requirements of the time. The need for the HR professional to integrate with the internet, intranet and extranet has emerged. Electronic human resource management is the process of using online technology for human resource management activities. He is performing all his traditional functions such as recruiting, training, performance appraisal and compensation on the IT platform. There is paradigm shift from traditional HR functions to strategic HR functions. Shrinking recruitment budgets have forced many e-recruitment companies to innovate new solutions, which are more modular and cost-effective. Return on Investment plays a critical role in today's investment decisions and the same stands true for the e-recruitment market too. Globally, e-recruitment firms are realizing that they cannot have a one-size-fits-all approach in competitive times. Today, the client asks for highly customized solutions. In India, e-recruitment market is still at a nascent stage and smaller compared to the huge online job market of US. Considering the market size, it makes hardly any difference to segregate the offerings.

Keywords: e-recruitment, job market, human resource, IT, market.

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Introduction

The buzzword and the latest trends in recruitment is the e-recruitment. Recruitment tries to bring together jobs seekers and employer with a view to encourage the former to apply for a job with the latter. Recruitment is one element of human resource management. Recruitment and selection are necessary human resource processes initiated by organizations where the constant balancing act is to find and retain quality employees that meet the needs of the organization while minimizing expenditure in the process. Organizations are never certain about the employee's acceptance of the job offer till the employee reports for the first day of work. HR professionals spend major portion of their time on recruitment. There are mainly two sources of recruitment- internal sources and external sources. Some of the popular ways of recruitment include: employee referrals, job postings, campus hiring, advertisements, using search firms, gate hiring, e-hiring. The phenomenal growth in multinational investment and economic boom has brought its own recruitment challenges in terms of workforce that is plagued with attrition and is very brand-conscious. Indian employees have a very strong addiction to brands and would prefer to work for multinationals such as Google, Microsoft or IBM rather than a top Indian company.

Need of study

The rise of the Internet has basically changed the traditional labor market, creating a new e-labor market that is wide open, uncontrolled by a particular employer and by limitations of geography. E-recruitment and e-job searches have been growing rapidly though they have not yet displace the traditional labor market from its dominant position.

Objective

This article focuses on the adoption of the internet for one area of human resource management- recruitment. The author examines the adoption of online recruitment within India and the possible reasons behind its adoption. The author discusses the methods, sources and processes of electronic recruiting.

Methodology

The research design used in this study is the exploratory type because the sources of information are relatively few and the aim is to find out and understand the online recruitment in India. The

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information has been gathered from specialized web pages, corporate web pages of multinational companies, various publications,

Overview of e-recruitment

E-recruitment originated in the form of independent job sites called bulletin board systems in the 1980s. Initially only the U.S. universities and military had access to internet facilities. However, the PC revolution that embraced the world in the early 1990s changed the corporate landscape completely. The United States started the global trend of e-recruitment when Taylor launched Monster.com in1994 with 20 clients and 200 job openings. Monster.com pioneered e-recruitment in the US and today is the leading internet recruiter portal globally. It launched the concept of posting storing resumes online. The beginning of e-recruitment coincided with a business culture that was becoming increasingly global. It is also known as online recruitment where technology or the web based tools are used to assist the recruitment process.

E-recruitment is also referred to as internet recruiting using internet for attracting, hiring and retaining job seekers. It involves matching candidates and validating their skills and qualifications. As number of people searching for jobs online increases, companies take advantage of e-recruiting software to manage the recruitment t process and reduce the related costs. It utilizes the power of online resume search technology and help recruiters and human resource personnel search for candidates.

E-recruitment can be either in form of corporate recruiters or third-party recruiters. Corporate recruiters allow potential job applicants to post their resumes directly on their job sites without using any other intermediaries. Third party recruiters like Monster.com are synonymous with the job advertisement pages of the newspapers identifying thousands of employment vacancies. They usually charge employers a fee for posting their advertisements for certain duration of time. Usually both collaborate together to provide best recruitment and career solutions to candidates. Job portals post the posting with the job description and job specification on the job portal. The popularity of the internet as a recruitment source now sees a variety of posts being advertised on the internet from traditionally blue-collar type roles to white collar posts.

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Methods of e-recruitment

1. Employer websites- It maintain vacancy pages as part of company's own websites. Links to these are provided via a home page that people can find using search engine or via other websites. Employer websites are cheap to operate and provide the organization with plenty of space to sell their jobs to potential applicants in whichever way they wish. This approach is viable for big-name employers or those with a strong reputation as employers within defined labour markets.

2. Cyber agencies-It involves making use of specialist employment agencies that operate principally on the web, well-known examples being Fish4jobs and Monster.com. They advertise the vacancy and are willing to undertake some short-listing on behalf of employers. Running cyber agencies is a highly competitive business and only handful of such agencies will ultimately survive.

3. Jobsites operated by employment agencies-as newspaper operate parallel advertising in paper and internet forms, established employment agents are also developing their web presence. They allow job-seekers to register with agency and to browse current vacancies using a search engine. The government's network of job centre's also puts details of all its vacancies on the internet. They can be accessed free of charge with the internet access.

E-recruiters in India

In March 1997, an Indian company, Naukri.com began its first internet portal operation with basic HTML operation. At that time India had only 14,000 internet connections with most of them being only text-only connections. There is mushrooming of online recruitment startups to reduce the gap between candidates and potential employers. In India there are 12 million people entering he job market every year. The recruitment market in India has barely witnessed any changes in decades. The online recruitment sees this as a window of disruptive market opportunity and aim to seize it. The Indian recruitment market is valued US$ 800 million, with staffing agencies, job boards and company HR department occupying a major chunk of it. India' workforce increased from 393.1 million, 2011 to 397.4 million, 2013 and millions keep adding to the workforce every year. Following are the few players in e-recruitment in India-

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- ◈ Timesjob.com-the smart move (www.timesjobs.com) Times jobs.com is growing to become one of India's largest job sites.

- ◈ Elanceonline (www.elanceonline.com) The site goes beyond to provide a forum for professionals who want to independently market their services.

- ◈ Dice-Look to the tech leader first (www.dice.com) dice is another major global job provider quite active in India. It mainly deals with technology jobs.

- ◈ ASTD-Linking people, learning and performing(www.astd.org)

- ◈ Job-hunt.org (www.job-hunt.org) this site is one of most popular job hunt sites of the country which doubles up as a search engine for other on line job providers.

- ◈ Others- www.jobstreet.com, www.monsterindia.com, www.jobsdb.com, www.oversearjobs.com, www.careerforum.com and www.clickjobs.com.

Selection of job from a website

There are several websites providing online job banks on internet. It becomes very difficult to find which sites will be the best for meeting the recruiting objectives. Following are few factors to consider before selecting a website
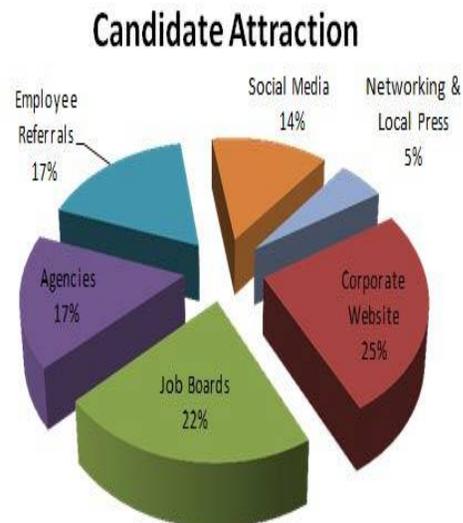
- ✓ Reach-website targets the candidates you are seeking

- ✓ Outreach-contents of the site contain features to attract potential candidate to the site or offer additional information.

- ✓ Customer service-service offered to employers and recruiters.

- ✓ Persistence-length of time you have accessed to the site

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E-Recruitment Channels

The employers and the aspirants to be recruiters are flocking to job-sites is due to success factors-

◆ Value-added services

◆ Increase in number of products

◆ Modular, cost-effective, customized solutions

◆ Relationship management programme with HR managers

◆ Focus on brand building.

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Advantages of e-recruitment

- No intermediaries

- Reduction in the time for recruitment and speedy response

- Access to large quantity of applications and applicants.

- Lower costs to the organization (cheaper than advertising)

- Recruitment of right type of people with the required skills

- Improved efficiency of recruitment process

- 24*7 access to online collection of resume

- Weeds out unqualified candidates in automated way.

- Provides valuable data and information regarding offers of the competitors

- Helps in building a favorable image of the organization.

Disadvantages of e-recruitment

- Screening and checking the skill mapping and authenticity of million of resume is time consuming for organizations

- Low internet penetrations

- Security and data protection issues

- Cumbersome to filter

- No access and lack of awareness of internet in rural areas

- In India, employers and the employees still prefer a face to face interaction rather than sending e-mails.

- E-tools can be discriminative or lead to misinterpretations of personal data

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Challenges of e-recruitment in India

The predominant challenges of e-recruitment in India are the sheer magnitude and size of recruitment. The process of screening resumes for authenticity and relevance is quite a challenge even for online recruiters as population of India staggers over a million. Since the e-labor market has different characteristics and properties form the traditional one, both job-seekers and recruiting employers have been forced to develop new methods for making the matches they seek. The dynamic rise of e-labour market requires all employers to make major adjustments in their strategy and practices to remain competitive in attracting retaining candidates.

India is known as the IT leader of the world. In India, the high disparity in income levels creates a digital divide where the rich have the benefit of the technological revolution and poor are left behind. Apart from the economic costs, poor telecommunications infrastructure and undependable power shortages are the norm for rural villages in India. Workers and employers are still faced with the need to have good information about each other. The problem is to evaluate the information to produce a good match.

Today, most job-seekers still combine a traditional form of job search with an internet-based one- reading newspaper ads, talking to family and friends; they network via e-mail, participate in newsgroups, conduct searches on corporate websites, register with large job-sites and put their resume on their own website. While the importance of e-recruitment is growing, it still competes with more traditional methods of recruitment. Most of the large employers have rapidly shifted to e-recruitment; many smaller firms have not yet. Thus, to evaluate the importance of the e-labour market, we must distinguish between current realities and long term needs.

There is whole range of technical problems associated with internet usage-bugs in the system, computer crashes and problems caused by recruiters with poor IT skills can lose applications, delay rather than accelerate recruitment and damage the image of the company. Poorly designed or over-engineered websites represent further pitfall: slow loading speeds, irritating movies and faulty links are limiting the patience of online users whose expectations of fast, reliable access are very high.

Findings

The findings in this study are related to the fact that the use of the internet as the sole recruitment source would be detrimental to the organization and there is need for organizations to implement a recruitment strategy that considers the needs of all target markets. Though newspaper sources do attract quality candidates and remain a viable element of successful recruitment strategy; the introduction of the internet as recruitment did lead to subsequent increase in the quantity of applications received by the organization.

Recommendations/suggestions

It is important to remember that the internet is just one of the many tools available for recruitment. In most cases, it is impossible to Staff Company via the internet. Both traditional recruiting and e-recruitment methods should be used to complement each other. No single job posting can satisfy all of a company's hiring needs. It is important to actively market the corporate website, search resume databanks, target qualified candidates using the niche sites and sponsor sites that are relevant to the industry. While e-recruiting technology has the potential to increase the hiring efficiency and to improve the quality of candidates; several managerial and legal challenges remain to be overcome. Future developments will most probably include a focus on the quality of information rather than on quantity.

Conclusion

Experts believe that increase in internet population, growth in sectors like software and a change in the mindset of the audience will drive the future of the e-recruitment market. Currently, the bulk of the internet recruitment business comes from software companies as most of the software professionals seek jobs through the net. As the penetration of the internet grows rapidly, the profile of the job-seekers will expand and that will drive the demand from traditional sectors like manufacturing also. Earlier e-recruitment was considered as a competition by placement agencies; today there is a change in the market perception. E-recruitng agencies in India have a wider reach and render better service both for job seekers and for organization.

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Limitation

The study into e-recruitment has been conducted from the candidate's perspective. The focus is on applicant reactions. The academic research regarding the adoption of e-recruitment form an organizational perspective is sparse. Thus, the author examines the factors affecting the adoption of e-recruitment methods.

Scope for further research

Despite the rise in the use of the internet for recruitment, very little academic research has been conducted looking at the factors that affect an organization's decision to adopt the method. It has evolved to incorporate all aspects of candidate management. Now companies are using it to manage job postings, candidate applications and even conduct online interviews. Future research should focus on verifying the identified advantages and disadvantages by using empirical tools.

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