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E-RECRUITMENT: CHALLENGES AND EFFECTIVENESS

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ABSTRACT

In the digital age new technologies have been increasingly facilitated and easy to communicate to every people. E-recruitment is the implementation of traditional recruitment process by using web based solutions. Now a day's employers and job seekers become more attractive towards the online recruitment. This research focuses the challenges and effectiveness of e-recruitment process. This research based on secondary data.

KEYWORDS

digital age, e-recruitment, traditional recruitment.

INTRODUCTION

Recruitment includes those practices and activities carried out by the organization with the primary purpose of identifying and attracting potential employees (Breaugh & Starke, 2000). It is an essential part of human resource management as it performs the important function of drawing important resources i.e. human capital into the organization (Barber, 1998). Online recruitment, also known as e-recruitment is one of the worldwide trends for HR functions (Bussler & Davis, 2001). It has evolved into a sophisticated interactive engine with the ability to automate every facet of the hiring process virtually (Joe Dysart, 2006). The internet can ease the selection of employees, especially where long distances are involved (Galanaki, 2005). E-recruitment has grown rapidly over the past ten years and is now widely used by both recruiters and job seekers across the world (Cober & Brown, 2006). The internet has provided different kind of services like HR planning, HR evaluation, HR rewards and HR recruitment etc. under the E-HRM.

LITERATURE REVIEW

A survey conducted by Williams (2009) on E-recruitment showed dwindling recruitment spends focused on web-based recruitment at the expense of traditional methods. The author also reported that online methods proved far more popular, as two-thirds (66 per cent) of the HR professionals surveyed said that the jobs section of their own company's website was used as a recruitment tool for most jobs.

Dr. A J du Plessis (2012) This article focuses on the background of the 'conventional' or 'old' way of recruiting, it reviews different 'new' ways; e-recruiting and its effectiveness; advantages such as accessibility and disadvantages such as transgression of some legislation in recruiting and the impact it has on management.

Avinash S. Kapse (2012) published an article about *E-Recruitment* which stated that online recruitment has many advantages to companies like low cost, less time, quick, wider area, better match and along with this they have Highlighted some points of disadvantages of online recruitment like scrutinizing applications is a problem, lack of internet awareness in India in some places and they said that employers want to have face to face interaction with candidates.

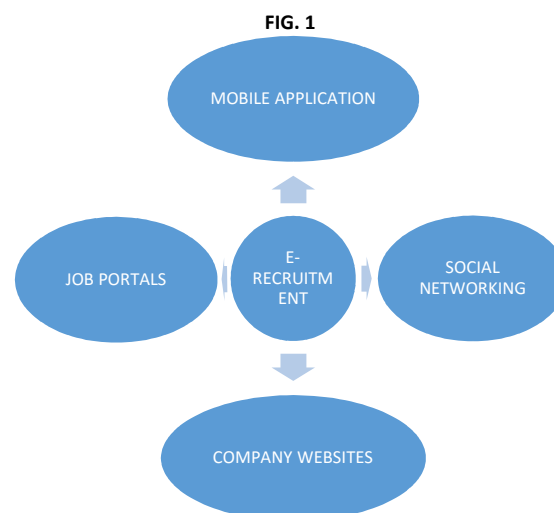
Ms. D Shahila (2013) The study helps to analyze the overall trends in E-recruitment use and practice, e-recruitment methods, E-Recruitment Challenges and issues of E-Recruitment and its increasing scope in the recruitment process of a company. And also discuss the main success factors of e-Recruitment are the value-added services provided by the job sites, cost effectiveness, speed, providing customized solutions, helping to establish relationships with HR managers and facilitate brand building of the companies.

OBJECTIVES

- To highlights the challenges of e -recruitment
- To outline the effectiveness of e -recruitment
- To focus the emerging trends in e- recruitment
- To highlight the advantages and disadvantages in e-recruitment

METHODS OF E-RECRUITMENT

- **Job boards:** Job boards are an online service use to advertise jobs: Job is posted on online job boards.
- **Employer web sites:** An **employment website** is a web site that deals specifically with employment. Many employment websites are designed to permit employers to post job requirements for a position to be filled and are commonly known as job boards. Other employment websites sites offer employer reviews, career and job-search advice, and describe different job descriptions. Through a job website a prospective employee can locate and fill out an application or submit CV over the Internet for the advertised position.
- **Professional websites:** These are for specific professions, skills and not ordinary in nature. For an example, for HR jobs in Human Resource Management sites to be visited like www.shrm.org. The professional associations will have their own site or society.



REVIEWERS VIEW**CHALLENGES OF E-RECRUITMENT**

E-recruitment is quite successful but it has faced many challenges. Challenges faced by employers and challenges faced by job seekers are:-

CHALLENGES TO EMPLOYERS

- The better candidates for a job are likely already employed by your competitors. But identifying these candidates is a hard problem, telling them to come and work for you is difficult.
- The hiring channel (screening, interviewing, etc.) is often untrustworthy at separating the best candidates from the bad. References are almost meaningless now, as people have stopped giving bad references.
- Mismatch between hiring process of employers and candidates means that often when good candidates are available, job vacancies aren't.
- Artificial profiles
- Very high fees for access
- Casual attitude of candidate
- Lack of own touch
- Use of internet may not be preference for all candidates

CHALLENGES TO JOB SEEKERS

- E-recruitment is not meant for everyone and it is not a solution for all hiring needs. The greatest barrier of E recruitment lies with the type of candidates who are attracted towards online recruitment portals.
- Most candidates are weak negotiator only negotiating their salary a handful of times in their lifetime. The company likely negotiates salaries on a daily basis. Negotiations tend to favour the more experienced employer.
- Finding a good company is a difficult task for candidates.
- Uncertainty of the hiring process is often frustrating (candidates often left "hanging" rather than rejected outright)
- It's difficult to know company's culture is like internally before you work their Salaries are unknown; often companies give no indication of the salary of a role.

EFFECTIVENESS OF E-RECRUITMENT

- E-Recruitment bridges the gap between the employers and employee. It provides large scope, choice and opportunities for both company and applicants".
- Wider scope
- Time consuming
- Money saving
- Advertising benefits
- Keywords make search easily
- Better Match of candidates
- Easy to apply and access

ADVANTAGES OF E-RECRUITMENT

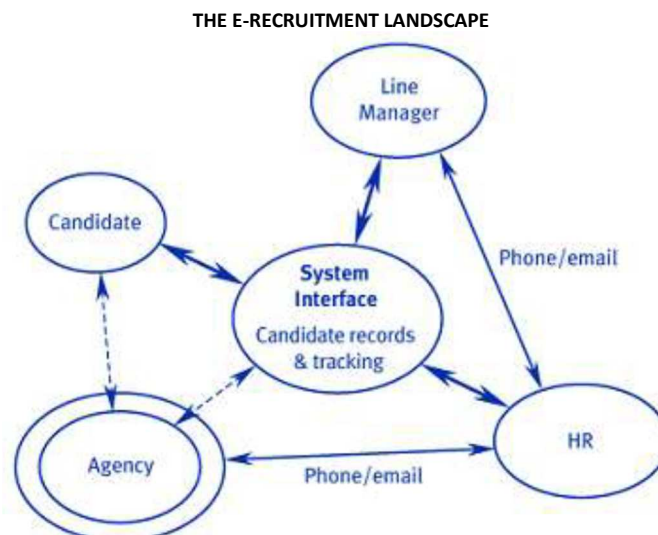
- Reduced time-to-hire
- Reduced cost-of-hire
- Wider reach for employers
- Wider reach for candidate
- Allows for proactive
- State of the art filtration tools

DISADVANTAGES OF E-RECRUITMENT

- Non-serious applicant
- Disclosure of information
- Website malfunctions
- Require being internet
- Vast pool of applicants

EMERGING TRENDS IN E-RECRUITMENT

Latest trends in E-Recruitment are use of Mobile application for job search. Monsters, Naukri are one of major job portals who have started mobile application for candidates. Use of mobile application makes job searching more easy for candidates. Company websites also plays a vital role in searching potential candidates. Various social networking sites are available to connect with candidates and attracting them towards organizations. Blogs are also getting popular in today. Also Resume Scanner helps companies to screen and shortlist the resumes as per candidate's requirement.



Source-EIS

CONCLUSION

Electronic Recruitment has made the job much easier for both the companies and the job seekers. e-recruitment has proved to be important part of the recruitment strategy. E-recruitment has provided some remarkable benefits in terms of cost and efficiency. E-recruitment determines not only persons to be admitted to the service but also human resource management in the organization. In addition to the above discussion, a continuous improvement in considering the technological issues related to E-Recruitment is highly recommended.

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