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ONLINE RECRUITMENT & HUMAN RESOURCE MANAGEMENT: AS CHALLENGE IN THE WORLD

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ABSTRACT

Human Resource is the means tools for any organization. Organization have to recruit people with skills, qualifications and experience, if they have to survive and flourish in a highly competitive environment. At the same time, they have to be aware to economic, social, political and legal factors within a country. They need to tap all available internal and external sources of supply to be effective. Internal promotion boost the morale of people and External sources too need to be explored regularly to bring qualified people with innovative ideas. In any organization recruitment of potential staff and bringing them to the organization is a critical job for the HR manager. There are several ways the companies are adopting for recruiting the talents for their organization. It can be done by both internal and external sources, which includes transfer, promotion, press advertisements, educational institutions, etc. E-recruitment is a concept which have been using by many concerns now a days, as the world is getting flatter day by day because of globalization, many new technology and concepts has been derived and huge infrastructural changes has been taking place. Likewise, HRM is also undergone a huge technological advancement. Internet has a great impact on the overall functioning of HR department.

KEYWORDS

traditional recruitment, e-hrm, e-recruitment, e-revolution, e-recruitment settlement.

I. INTRODUCTION

The Internet Will Help Achieve 'friction free capitalism' by Putting Buyers & Sellers in Direct Contact And Providing More Information to Both About Each Other."

Bill Gates

As we know, today the world is based on technology; everything is getting automated day by day. Now computers are a very important part of human life; people can't imagine their lives without computers. It is related with HRM and recruitment, as we can move in the past and remember it was so complicated to send to the resumes to the prospective employers. But now because of this technology we can send our resumes to many employees within a distance of clicks, which was not possible in the past. An organization needs to be forward and aggressive towards the goal they want to achieve, but it all depends upon the fact that what all resources the organization cater from the environment in respect to human resource etc. Today in this race both domestic and international companies are running in this field to pool the best manpower for their organization. In organization recruitment is considered to be the second main process and selection & staffing are the main process for getting the best employees. In this recruitment is to get the resume of various candidates in the company's database and in selection the securitization process is done in which the deserving candidates are selected and in the staffing process the selected candidates are placed in the right position. E-Recruitment involves the information technology for hiring the employees to reach the masses and to save time. E-Recruitment falls under E-HRM. It's completely on the employer how to take the concept of E-Recruitment further.

Monster.com is one of the most trafficked employment websites in the United States as ranked by Alexa (see the Alexa ranking in the infobox to the right, as compared to other employment websites).

II. RECRUITMENT & E-RECRUITMENT

Recruitment is a positive process of searching for prospective employees and stimulating them to apply for the jobs in the organization. When more persons apply for jobs then there will be a scope for recruiting better persons. Organization has to recruit people with compulsory skills, qualifications and experience. They have to be responsive to fiscal, opinionated and lawful factors inside a country while doing this. In true sense, it is always not easy to find and select a suitable candidate for a job opening. The recruiter's choice of a communication medium may not be appropriate; some of the bright candidates may begin to view the opening as not in queue with their present prospect. One of the on the whole non-conventional forms of recruitment practice is e-recruitment. E-recruitment, also known as online recruitment, is the practice of using technology and in particular Web-based resources for tasks involved with finding, attracting, assessing, interviewing and hiring new personnel. Easy availability of information generates the higher chance of getting the best manpower for the required position using this. It helps the organization in lowering their screening cost by maintaining the employee's details in a database; all the employees will be connected to the line manger through a central system.

III. E-RECRUITMENT REVOLUTION

In the past 20 years, recruiting evolve drastically. Before the Internet and social media, recruitment was stripped down the basics. Recruiting was all about a phone and cold calling. Recruiters would call candidates relentlessly and our best bet was to try and catch the candidates at night and at home. At this time, not everyone had a mobile phone or for that matter e-mail.

Then we came into the age of the Internet. Job boards quickly followed and Monster and Career Builder were household names for every candidate and recruiter. The best way to find candidates was posting a job. Both Monster and CareerBuilder had great resume databases and you could find candidates a heck of a lot faster than a manila folder.

Job boards slowly lost momentum as candidates quickly got the "active" tag attached when they were on one of those job boards. Certainly there was something "wrong" with candidates who have their resume on a job board. The top 10 percent wouldn't dare publicly declare that they were looking for a job because that would hurt their negotiation power.

Then came LinkedIn.

Many recruitment agencies, corporations, and candidates bought into it. LinkedIn was the answer. Most everyone now has a LinkedIn profile. There was and is no shame in having a profile. No one could tell if you were an "active" or "passive" candidate. Reality set in and people realized they should be a "passive" candidate. Economic uncertainty and recent history of recessions have forced us to look at taking care of No. 1: Ourselves. Certainly our companies have shown us we are dispensable.

People are getting smarter though. Time will tell if LinkedIn is going away. LinkedIn is like the white pages in a phone book. It is a place to find names. As a consumer, we don't need to buy LinkedIn's recruiter product. There is still a majority of the population that does not hang out on LinkedIn. There is Twitter, there is Facebook, there is GitHub, there is Pinterest, there is Instagram, and the list goes on and on.

Big Data will allow us to identify the right talent quickly. They will be able to identify the right talent through all of the social media platforms and be able to tell by data who is the most qualified, who is looking, and when people are likely to make a change in employment. So, who needs to spend thousands of dollars on a product that is getting diminishing returns on your investment?

So, if we can identify the right talent quickly, where does that leave the recruitment industry? Recruiters won't go away. Recruiting *will* go back to the basics. People won't be jamming out on their iPods looking through 1,000 resumes to send out 500 In Mails to get a 5 percent response rate. The recruiters that will succeed will be the ones that have the two things we had 20 years ago — a phone and ability to cold call. A salesperson who relentlessly calls the right person.

IV. E-RECRUITMENT SETTLEMENT

Probable payback of E-Recruitment is –

- Unlimited exposure for both employer and job seeker, as the world become the flat world and everyone has an opportunity to contact one another and grab the chance available in the milieu.
- Advertising cost will be very less as internet will become a single interface where both the employer and job seeker come and interact, no middle man is required.
- Opportunities are unlimited and can immediately grab within a fraction of clicks.
- Employers can maintain their database directly through portals which are available in various websites.
- Candidates can apply for as many jobs they want, soon after they enter their details into the database.

E-Recruitment is getting more and more popularity companies are making developing their own websites and form corporation with online work boards. Primarily recruitment market is separated in newspapers, recruitment agencies and recruitment portals. Print media is used when they require middle-to-senior-level-executives. Portals are used when they need entry-level employees (fresher's), placement agencies only help to expand the on-line market.

TABLE 1

No. of Clients	17,000	6,000
No. of Live Jobs	80,000	70,000
Revenues	Rs. 45 crore (March 2005)	N.A.
Q 4 Revenues	Rs. 11 crore (Jan-March 2005)	N.A.
No. of Resumes	Rs. 36 Lakhs	Rs. 53 Lakhs
No. of Additional Per Day	10,000	8,000

V. CONCLUSION

Human Resource is the means tools for any organization. Organization have to recruit people with skills, qualifications and experience, if they have to survive and flourish in a highly competitive environment. At the same time, they have to be aware to economic, social, political and legal factors within a country. They need to tap all available internal and external sources of supply to be effective. Internal promotion boost the morale of people and External sources too need to be explored regularly to bring qualified people with innovative ideas. In any organization recruitment of potential staff and bringing them to the organization is a critical job for the HR manager. There are several ways the companies are adopting for recruiting the talents for their organization. It can be done by both internal and external sources, which includes transfer, promotion, press advertisements, educational institutions, etc. E-recruitment is a concept which have been using by many concerns now a days, as the world is getting flatter day by day because of globalization, many new technology and concepts has been derived and huge infrastructural changes has been taking place. Likewise, HRM is also undergone a huge technological advancement. Internet has a great impact on the overall functioning of HR department.

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