A

Research Report
On

"Analysing E-Recruitment process of WOCIALLY"

SUBMITTED IN THE PARTIAL FULFILLMENT FOR THE
DEGREE
OF

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(SESSION 2020 - 22)

By: **Under the Guidance of**

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PREFACE

The course of MBA require one to undergo a summer internship with the end of the 2nd Semester, so as to get a practical knowledge and understanding the practical aspects of all the theories read. It helps us to make the best use of our skills and intelligence so as to make a better research report. It is really the most important thing during the course of our study. The purpose of my research project was to study the "Impact of recruitment in relation to organization culture of Wocially, Mumbai". It was a continuous learning experience as I got to know the organizational culture observed the processes.

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ACKNOWLEDGEMENT

With immense please we are presenting "Impact of recruitment in relation to organization culture of Wocially, Mumbai" Project report as part of the curriculum of 'Master of Business Administration'. We wish to thank all the people who gaveus unending support.

I express my profound thanks to Prof. Dr.Prajna Mohapatra, project guide and all those who have indirectly guided and helped us in preparation ofthis project.

We also like to extend our gratitude to all staff and our colleagues , who provided moral support, a conductive work environment and themuch-needed inspiration to conclude the project in time and a special thanks to my parents who are integral part of the project.

Thanking you

SAMIR RANJAN KAR

DECLARATION

I Samir Ranjan Kar hereby declare that the project report entitled "Impact of E-recruitment in relation to organization culture of Wocially, Mumbai" is an original work developed and submitted by me to the Biju Patnaik University of Technology, Odisha, in partial fulfillment of requirements for the award of Master of Business Administration under the guidance of
Prof. (Dr.) N.Sungundan.

The empirical findings in this project report are not copied from any report and are true and best of my knowledge.

Regd.No:-2006258175

Date :

(Signature of the Student)

CERTIFICATE

Certificate

Of Completion Internship

This Certificate is Proudly Presented to

Mr.SAMIR RANJAN KAR

High Five for successfully completing Human Resources Internship
From 3rd June 2021 to 3rd August 2021
We sincerely appreciate your efforts and Contribution during the project,
you'all always remain special to us #wociallyintern

(Signature of the Principal)

(Signature of the Guide)

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OBJECTIVES OF THE STUDY

➢ To analyze the potential of e- recruitment & the challenges faced by it.

➢ To study the current e- recruitment activities adopted by the organization.

➢ To find the impact of e- recruitment on organization.

➢ To suggest the solutions to overcome the problems of e- recruitment.

EXECUTIVE SUMMARY

E-recruitment is integration and utilization of internet technology to improve efficiency and effectiveness of recruitment process. E-recruitment Provides HR and Recruiters with the tools Technology and the capacity to deliver time and cost effective resourcing. E-recruitment can be important tool in making organizational needs by providing information regarding potential hires.

This report deals with the Importance of e-recruitment in terms of cost, time and quality efficiency in Indian Organizations /in Current scenario. So this paper concludes with some global E-Recruitment service providers as well as it emphasizes on the need of adopting such system by Indian Organization.

KEYWORDS

- E-recruitment

- Job Board

- Internet portals

- Talent Pool

- Applicant tracking System (ATS)

- Virtual Job Fair

- Forums

- Blogs

INTRODUCTION

Recruitment refers to the process of attracting, screening, and selecting qualified people for a job.

"Recruitment refers to the process of attracting people with multidimensional skills and experiences that suits the present and future organizational strategies."(Personnel & HRM, P. Subha Rao)

Recruitment is the process of creating huge pool of potential candidates. It attracts the prospective employees and stimulates them to apply for job.

E-recruitment is an online recruitment where the recruitment is done through electronic resources. It utilizes the web based tools, techniques and technologies. It is the speed that counts in these days of changing times and technologies. When employers want to fill the slots quickly, they prefer e-recruitment to traditional recruitment. E-recruitment is also known as internet recruitment. It may also be called emerging recruitment, evolving recruitment and effective recruitment. The process of e-recruitment involves the elimination of ineligible and unsuitable

candidates through automation process. There are resume scanners that filters automatically online and provides the right candidates to the employers.

E-recruitment is a cost-effective online recruitment. It is useful when there is sudden shortage of skilled manpower and also if the company bags a new contract and if it wants job seekers with specific skill set, mindset and tool set then erecruitment is the only solution. In particular, E-recruitment is the mantra for successful recruitment in this global technology world.

"The growth in the e-recruitment industry has been fuelled with the adoption of technology by prospective employers and Internet penetration. Organizations have cut costs by almost 80 percent over traditional recruitment modes by moving over to the online recruitment process." - Dhruvakanth B Shenoy, Vice PresidentMarketing, Asia, Monster.com, India

Definition of E- Recruitment

According to Edwin B. Flippo (1979)

"Recruitment is the process of searching the candidates for employment and stimulating them to apply for jobs in the organization".

Raymond J. Stone (2005)

In the fifth edition of his book Human Resource Management defines recruitments the process of „seeking and attracting a pool of applicants from which qualified candidates for job vacancies within an organization can be selected."

Parry & Wilson (2009) stated that "recruitment includes those practices and activities carried out by the organization with the primary purpose of identifying and attracting potential employees.

E-Recruiting is using the internet to recruit through corporate websites, specialized websites or online advertisement,

Galanaki (2002).

Recruitment is a vital function of human recourse management, which can be defined as the process of searching the right talent and stimulating them to apply for jobs in the organization. It is the process of discovering the sources of personnel to meet the requirements of the staffing agenda and attracting the adequate number of employees, as to be able to make the effective selection among the applicants employees".

History 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. Today more than three-fourths of the Fortune 500 companies use online recruiting and approximately about 18 million people are posting their resumes on Internet portals such as Monster.com.

The United States started the global trend of e-recruitment when Taylor launched Monster.com in 1994 (Murray, 2001) with 20 clients and 200 job openings (Anonymous, 2007). Monster.com pioneered e-recruitment in the U.S. and today is the leading Internet recruitment portal globally.Monster.com launched the concept of posting and storing resumes online (Mollison, 2001).

Since those early days the number of sites has multiplied and the technology has, and will, continue to improve for the benefit of both recruiter and jobseeker.

INFORMATION TECHNOLOGY AND HRM:

As computing costs decline and methods change, Organisation must develop Planning Strategies to ensure that the new technologies and procedures are employed effectively while, at the same time, Meeting the fundamental goal of the organisation. Although computers can play a significant role in administration, yet sometimes there is reluctance to adopt them because of verity of reasons and misconceptions about computers. Nevertheless the wise and careful use of computers and information technology can help maintain quality while keeping the costs in control in today's highly competitive environment.

The rapid availability of complete information can result in savings in expenses. Therefore, all functional areas should be inter-linked so that data entered into the system from any of these points may be accessible and used by all concerned. Today the computerised system has been accepted as an integral part of a modern HRMS.

The primary reasons that demand the introduction of computers or information system are:

- To increase organisational efficiency
- To provide useful, accurate, complete and timely information to meet the requirements and needs of HR Department;

- To improve managerial effectiveness
- To improve and ensure high quality of service at a reasonable cost;

- To reduce clerical and manual workload.

E-RECRUITMENT AND KNOWLEDGE WORKERS:

Knowledge workers have several competitive advantages. They are aware of the latest tools and technologies. E-recruitment is a boon for both the knowledge workers and employers. When the organization bags a special contract and if the contract demands unique skill set, mindset and tool set, e-recruitment is the only immediate option. The organization can immediately get the right talent. It can hit the bulls' eye where it is equally beneficial to the knowledge workers as they are also on the constant look out for companies that can make use of their unique skills and abilities

RECRUITMENT AND E-RECRUITMENT

Recruitment includes those practices and activities carried out by the organization with the primary purpose of identifying and attracting potential employees. It is an important part of human resource management as it performs the essential function of drawing human assets into the organization .Recruitment is a process of searching candidates to fill vacant staff vacancies in any organization. The recruitment process
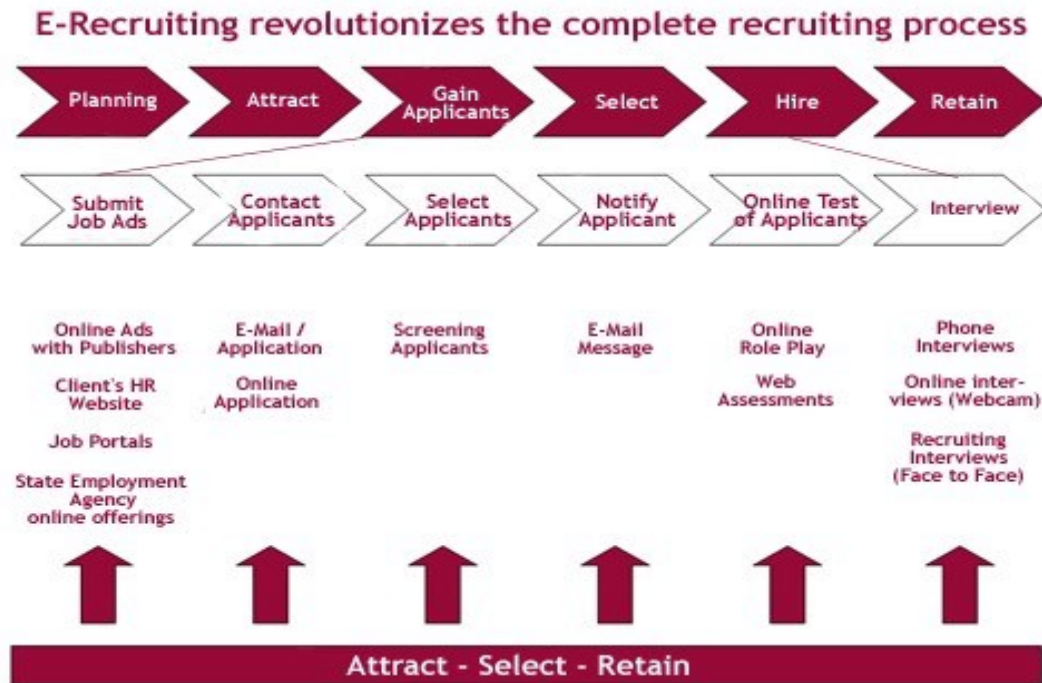
attracts and secures the services of capable personnel with effective and optimum utilization of human resources. There are so many methods available to recruit the desired staff in any concern recruitment agencies, newspapers advertisements, head hunting etc. All these methods are categorized as traditional methods. The rapid advances in technology have dramatically changed the way the business is conducted and this increasing use of technology is clearly demonstrated by the number of organizations and individuals who utilize the internet and electronic mail .In terms of human resource management, the internet has changed the way of recruitment from both perspectives i.e. organizations and job seekers. One of the most popular non-traditional forms of recruiting practice is e-recruitment .E-recruitment has been defined as the use of the internet to identify and attract potential employees. It refers to the practice of advertising job vacancies online, and the formal sourcing of information about the jobs online Two trends which make it mandatory for small and medium sized businesses to invest in the tools for a successful e-recruiting strategy are demographic trends and financial scarcity. On one hand, better technology and easier access to information produced between workers and firms is increasing the probability of finding the best match for a given opening. On the other, reduced application costs also encouraged increased applications from under qualified job seekers, triggering increased effort by firms to improve screening mechanisms .The trends in e-recruitment suggest a changing landscape whereby in

future the candidate is connected to the central system. Also, there is an involvement of the line manager in the process.

E-RECRUITMENT REVOLUTION:

The internet first emerged as a recruiting tool in the mid-1990s and was hailed by the popular media as the driver behind a "recruiting revolution" due to the benefits it could bring to recruit. It was predicted that the recruitment industries' "future is on the net" and that the internet had brought radical change to corporate recruiting . The buzzword and the latest trends in recruitment is the "E-Recruitment". Also known as "Online recruitment", it is the use of technology or the web based tools to assist the recruitment process. Online recruitment and the use of new emerging technologies have many advantages for the modern recruiter. It makes the process of finding candidates and new business opportunities quicker, cheaper and more efficient. The internet has caused the largest change to the recruitment process in the past decade acting as a link between employers and job seekers. Technology has enabled corporate websites, suppliers and job seekers to become more sophisticated and interactive.

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E-Recruiting revolutionizes the complete recruiting process

Planning → Attract → Gain Applicants → Select → Hire → Retain

Submit Job Ads → Contact Applicants → Select Applicants → Notify Applicant → Online Test of Applicants → Interview

Online Ads with Publishers	E-Mail / Application	Screening Applicants	E-Mail Message	Online Role Play	Phone Interviews
Client's HR Website	Online Application			Web Assessments	Online interviews (Webcam)
Job Portals					Recruiting Interviews (Face to Face)
State Employment Agency online offerings					

Attract - Select - Retain

HRIS AND E-RECRUITMENT: A LINKAGE:

Human Resource Information System (HRIS) is one of the most important Management Information Systems. It contributes to the administrative activities related to human resources of an organization. HRIS provides vital information on how many people work for and with a concern, where they are and what do they do so that one can manage them. He stated that HRIS is used as a computer system that acquires stores, manipulates,

Analyses, retrieves, and distributes the information regarding human resources. It has become an important tool as it collects, manages and reports information to make decisions. HRIS help organisations to organize most of the HR planning functions including recruitment of employees in an organization. Recruitment and selection

represents one of the core HR activities that need to be planned and conducted in an efficient and effective manner organizations to attain success He identified recruitment as a linking pin between the potential candidates and vacant positions in an organization. The use of job centers, employment agencies and databases is done by the concerns to fill the gap. He mentioned a wide range of selection practices which can be used for recruitment i.e. applications forms, psychometric testing, assessment centers, job specific aptitude or knowledge tests, group-based activities etc. Although many researchers have studied recruitment methods in detail yet they have not focused their attention on how new technology, especially HRIS which can enhance and strengthen the recruitment process of an organisation. He focused on evaluating the effectiveness of human resource information system by offering a framework and methodology. It can be termed as an imperative tool for the organizations to offer good results in recruiting of employees.

E-RECRUITMENT MARKET:

E-recruitment market is one of the vital aspects in the process of recruiting the talent. Internet has completely changed the role of the traditional recruiter. A survey in 2002 found that 91 percent of the global 500 companies were using their corporate

websites for recruiting as compared to 60 percent and 29 percent in 1999 and 1998 respectively earlier; cold calling and candidate networking were the only options available for identifying the new potential candidates. But now it is possible to search one desired resume out of thousands, placed on the websites. Erecruitment enhances the effectiveness of the recruitment process .In a candidatestarved market, organizations are facing a continuous challenge to bridge the gap between the recruitment processes and decrease in the numbers of resources to administer the recruitment process. The e-recruitment has come up with valuable method for finding potential candidates who are not necessarily looking for a change in their current jobs but would be open to the right opportunity. The

Society for Human Resource Management (SHRM) has published a report entitled Workplace Trends during 2007-2008 which states that there is a high demand for e-recruitment tools and skilled workers. "The total Indian recruitment market is approximately around Rs 500- 600Crores. The decade old online recruitment industry in India seems to be flooded with different jobsites, each of them promising a better job to candidates and better candidates to employers. The Indian market for e-recruitment is still at least five years behind than other countries"

PLAYERS IN THE RECRUITMENT MARKET:

1.Job Seeker: The job seeker is the person who desires for a job. There are two kinds of job seekers which are explained ahead

a)   **Active Job Seekers**: The candidates who frequently search for a job because of one reason other, viz; better opportunity for growth, personal reasons to change and professional reasons etc. Commercial job boards/portals have truly complimented with their needs

b)   **Passive Job Seekers**: Passive candidates are those workers who are not currently planning to change their jobs but still they regularly surf the internet for any one of million reasons during their normal routine. Such candidates may come across new job opportunities and simply drop their resumes on internet. Corporate websites is the most preferred destination for passive job seekers.

2.   Recruitment Market: The recruitment market can be explained in three ways i.e. the traditional way which constitutes all the traditional methods of recruiting the candidates through newspaper ads, head hunters and temporary recruitment agencies etc. The second way is the new look of the traditional way which include old wine in new bottle like online news papers ads, online headhunters and online temporary recruitment agencies. The third and the most used way in the current scenario is the

e-way. It holds purely online methods of recruiting talent, viz; commercial job boards/portals, corporate websites and e-mails

3. **Potential Employers (Firms/Companies)**: The final destination of the every job seeker is to reach the potential employer. It means the companies/ firms who employ them on the basis of their capabilities and job requirements.

Challenges of e- recruitment from an employers' perspective

An organization on adapting online recruitment can be benefited to a great extent. However, there are certainly few challenges associated with their successful implementation. There are four major challenges by name managerial, organizational, technological and legal challenges that have to overcome by organizations for making the best use of online recruitment process. The four major challenges to be overcome by organization in implementing online recruitment successful as defined by Harvey, Blakely and Lee (2002), are listed below:

Managerial challenges

- Any technology would remain unused without user acceptance. It is important that hiring and recruiting managers are knowledgeable and comfortable about

the use of online recruiting methods. Organizations must hence conduct a comprehensive training program for HR managers to help them use the online recruitment tool without any difficulty.

- The usage online recruitment method has not put an end to the use of other recruitment methods such as employee referrals, newspaper ads, etc. Given the limited financial resources, finding the optimal mix of various recruitment methods is a challenge for human resource managers.

- The success of online recruitment does not rely purely upon the technical sophistication of the career website, but upon balanced combination of management skills and technology. With several available choices, recruiters must initiate to learn the ways to combine technology into the recruitment practices to improve strategies and increase their efficiencies.

- Finally, online recruitment has helped companies to retrieve and store talented applicants faster, but always failed to screen the applicants sufficiently. Therefore hiring and recruiting managers have to review each of the applications manually before interviewing a candidate and performing an assessment.

Organizational challenges

- Most qualified applicants are often passive job seekers, who are presently employed but may be interested in new job opportunities. A strategy to recognize passive job seekers and motivate them to apply must be developed;

- Business process redesign is needed across the whole process of human resource management to realize the online recruitment benefits (Taylor, 2005). Inefficient and bottleneck tasks must be identified and reconfigured, so that the whole process of recruitment moves quickly with an exchange of standardized data; and

- It is critical to benchmark the best management practice and develop a set of metrics that measure the effectiveness of various methods of recruitment. There are no important statistics available at present on the effectiveness of different management practices and online recruitment tools because of a limited experience with online recruitment.

Technical challenges

- Lack of confidentiality and security of information discourages the posting of job applications by job seekers. While security is one of the biggest challenges with job applicants, topmost companies do not specify it explicitly on the career website

- Combining the process of online recruitment with processes of conventional recruitment is critical due to limited availability of software resources. Paper

based resumes must be converted into a digitized form and stored in the database and

- Designing a career database is a complete task. The databases of job must be designed to minimize redundant data and optimize the performance of job search by a candidate. This can be done by understanding the recruiters and applicants search behavior.

Legal challenges:-

- There is a need for employer liability for not violating employment discrimination laws and the laws are similar to applicant background checks and laws restricting false advertising. A comprehensive guideline for applicant data collection must be developed in consultation with legal professionals;

- Various reporting needs for government would be for global companies for centralized recruiting

- Online recruitment is likely to affect the diversity of an organization if proper efforts are not made. Web users are nonminority, computer savvy, young people who are typically well educated. These biased demographic characteristics can create a serious impact on diversity thereby giving candidates belonging to minority group less chance to be hired than others.

COMPARISON:-

The Key Difference b/w Traditional & E- Recruitment

Traditional	E - Recruitment
➢ Advertising was mainly done in Print Media like newspaper.	Advertising is not only on dedicated career portals but on social media too.
➢ There was a more 'Spray &Pray approach.	This can be a far more targeted approach to headhunt the most suitable candidates.
➢ Audience consisted of newspaper redaers.	Audience is anyone who uses the internet or social media.
➢ Took up to a week to get an up to date CV.	You can google and research a candidate in a matter of minutes.
➢ Strong emphasis on the personal touch.	Automated online applications lack the personal touch & will not suit more mature candidats.
➢ Have the opportunity to sell the non- financial benefits of the company.	Have to offer more than your competitors to create the initial interest in your role.As well as having an excellent online employer brand.

TRADITIONAL RECRUITMENT VERSUS E-RECRUITMENT

One may argue that the most important task that your company has to undertake is

recruitment. Finding new talent in the market is incredibly difficult and HR

managers across the country have tried different methods of recruitment in order to

find the best possible candidates for their organizations. The employee is an

integral part of the organization and recruiting new employees who will improve the organization and take it forward is easier said than done.

Overtime there have generally been two different types of recruitment methods that are employed by HR managers across the United States. One is the traditional recruitment method, while the other is the modern recruitment method. One may argue which methods of recruitment are the best, but overtime both have their positives in helping organizations hire the best possible candidates.

Traditional Recruitment Methods

When it comes to recruitment, organizations around the world have reaped the benefits of the traditional recruitment methods which have served them well and delivered employees which have played a key role in defining their organizations. Presenting the traditional recruitment methods:

Local Paper Advertisements

The best way to spread the word about new jobs is through local newspaper advertisements. One can argue that this is the simplest form of recruitment and yet the most effective method of all as well.

Local Employment Office Postings

Many organizations have employed recruitment methods which are based on postings at local unemployment offices, where there are bound to be people looking for a job and you are likely to find all types and sorts of employees.

Temp Agencies

One of the most used recruitment methods is through temporary employment agencies that can shortlist potential candidates for your company and find you experienced professionals in your field easily.

Internal Hiring

Another way of recruitment which has been extremely successful over the years has been the internal hiring program, through which the company often promotes employees who are already part of the organization into the positions for which they are hiring. This is one of the safest methods of recruitment, since you know all about the employee and the level of work you are getting from them.
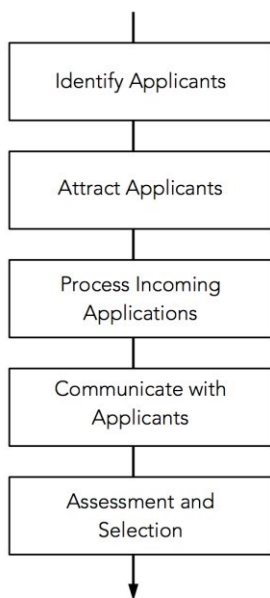
The Modern Recruitment Methods

The 21st century has seen a significant rise in technology and has seen modern day recruitment methods grow in influence and make a difference in landing candidates for organizations all over the United States.
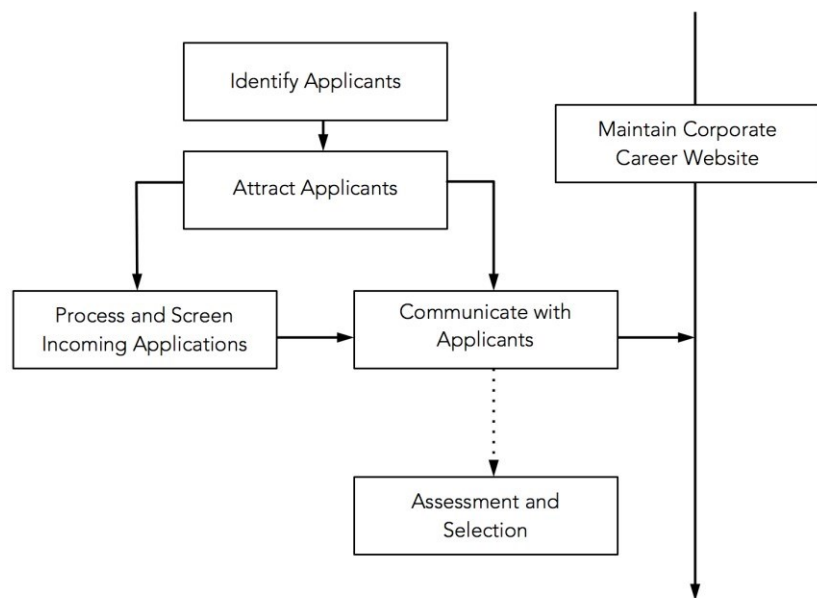
The Power of Social Media

It is quite common to use the services of social media, when you are recruiting today, since it is both inexpensive and allows you to form a vast pool of potential candidates, within a very short period of time. Social media websites such as

LinkedIn, Facebook and Twitter have communities where potential employees submit their resumes and credentials in the hope of landing a job. There are dozens of other mediums you can take advantage from, when it comes to modern recruitment methods in general and the age old debate of which method is better, is one which will go on for quite some time.

Traditional recruitment
process using job

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┌─────────────────────┐
│  Identify Applicants │
└─────────────────────┘
           │
┌─────────────────────┐
│  Attract Applicants  │
└─────────────────────┘
           │
┌─────────────────────┐
│  Process Incoming    │
│  Applications        │
└─────────────────────┘
           │
┌─────────────────────┐
│  Communicate with    │
│  Applicants          │
└─────────────────────┘
           │
┌─────────────────────┐
│  Assessment and      │
│  Selection           │
└─────────────────────┘
           │
           ▼
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Recruitment process with
e-recruitment

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┌─────────────────────┐
│  Identify Applicants │
└─────────────────────┘

┌─────────────────────┐          ┌──────────────────────┐
│  Attract Applicants  │          │  Maintain Corporate  │
└─────────────────────┘          │  Career Website      │
                                 └──────────────────────┘

┌──────────────────────┐    ┌──────────────────────┐
│  Process and Screen   │──▶│  Communicate with     │──▶
│  Incoming Applications│    │  Applicants           │
└──────────────────────┘    └──────────────────────┘
                                      ┊
                            ┌──────────────────────┐
                            │  Assessment and       │
                            │  Selection            │
                            └──────────────────────┘
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Stages of E-Recruitment

There are several integrations levels of e-recruitment solutions, which vary in terms of Complexity and tasks they support and/or automate. In 2005, Malinowski, Keim & Weitzel presented their study about the information system supporting the recruitment process, in which they conducted quantitative and qualitative research to determine four different phases of e-recruitment development. For reasons of simplicity and common understanding, this paper will refer to the four erecruitment stages already defined in Malinowski, Keim & Weitzel's work , which are as follow:

Phase 1:

Use of isolated solutions that each support a specific task in the e-recruitment process. These solutions are run independently from the others as well as from the corporate information system. Examples of such e-recruitment tools fitting this first stage would include job postings on the corporate website, the use of job portals and the services they propose (job posting, searching of the database, sending of applications directly to an e-mail address, applicant status management, partly

automated response system, etc.), storing of applicant data on a computer of the company.
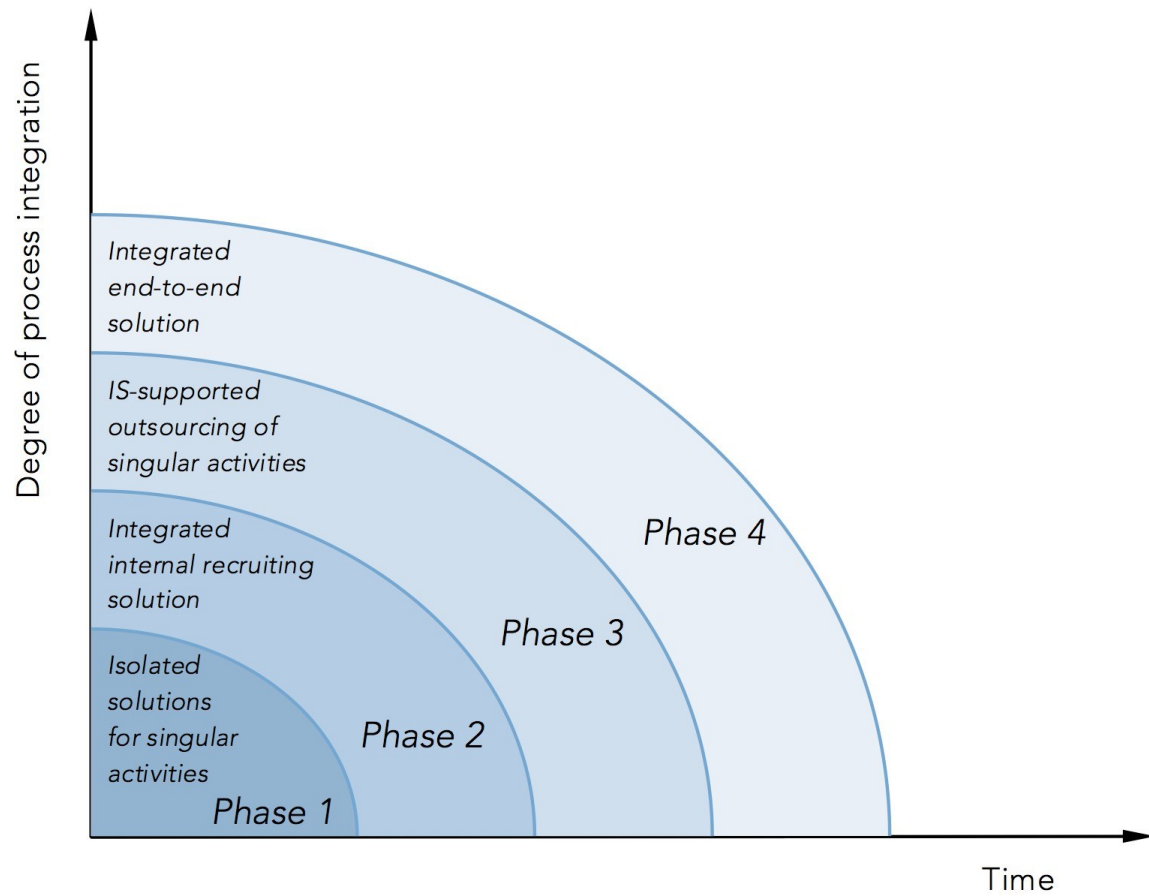
Phase 2:

Firms at this stage have developed an integrated applicant management system, which support the entire recruitment function, from attracting potential candidates and job posting to the receiving of applications and final selection.

Phase 3:

Utilization of external service providers that are independently integrated to the corporate information system, but allow a somehow continuous workflow of the recruitment process.

Phase 4:

This final stage includes a complete integration of all recruitment activities. All exchanges of data such as applications are standardized and the files do not require a format change of any kind. The entire recruitment process is supported by the information system and assisted by web-based tools.

Degree of process integration

Integrated
end-to-end
solution

IS-supported
outsourcing of
singular activities

Integrated
internal recruiting
solution

Isolated
solutions
for singular
activities

Phase 1

Phase 2

Phase 3

Phase 4

Time

Advantages of E-Recruitment are:

1) Lower costs to the organization. Also, posting jobs online is cheaper than advertising in the newspapers.

2) No intermediaries.

3) Reduction in the time for recruitment (over 65 percent of the hiring time).

4) Facilitates the recruitment of right type of people with the required skills.

5) Improved efficiency of recruitment process

6) Gives a 24 X 7 access to an online collection of resumes

7) Online recruitment helps the organisations to weed out the unqualified candidates in an automated way.

8) Recruitment websites also provide valuable data and information regarding the compensation offered by the competitors etc. which helps the HR managers to take various HR decisions like promotions, salary trends in industry etc.

Disadvantages of E-Recruitment*:*

Apart from the various benefits, e-recruitment has its own share of shortcomings and disadvantages.

Some of them are:

- Screening and checking the skill mapping and authenticity of millions of resumes is a problem and time consuming exercise for organizations

- There is low Internet penetration, no access and lack of awareness of internet in many locations across India.

- Organizations cannot depend solely on the online recruitment methods.

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

- High volume of response

- Logistical problem

- Technology issue

- Poor website

Methods used in the process of E-Recruitment

E-Recruitment can be done through:

1. The corporate website:

The corporate website of the organization can be used for posting a job through a link for career options where the potential candidates can log in for the current openings. On company's own website, HR department has a choice of posting the vacancies freely and indicate the career path expected after joining the organization. The corporate website attracts only the interested candidates towards itself. For attracting other candidates, other channels should be used.

2. Commercial job portals or job boards:

The Company can use commercial job portals (like www.naukri.com, www.timesjobs.com, www.monsterindia.com etc) for posting the job advertisements and search for talented candidates.

3. Professional websites:

 Human Resource Management sites like www.shrm.org can also be used for the

4. Commercial Job Boards:

Commercial job boards most common form of online recruiting. Job boards work like classified ads in the newspaper. These are global and allow a larger reach into the candidate pool. The job board's greatest strength is the sheer numbers of job applicants listing resumes, it has been estimated that they contain five million unique resumes . In addition, they enable recruiters to operate 24 hours a day, examine

candidates from around the world, and are generally quite inexpensive. A major advantage of the job board approach for an organization is that many people post resumes and that most job boards provide a search mechanism so that recruiters can search for applicants with the relevant skills and experience. A second advantage is that an organization can provide extensive information, as well as a link to the company's web site for further information on both i.e. the job as well as the organizations. The dedicated recruitment websites can take a form of job listing websites, that are very similar to printed classified advertisements, work wanted sites, which emphasize the prospective employees' side and finally online recruiters who make use of other websites as a resource for finding clients and customers .

5. Corporate websites:

Company's websites represent one of the first web based approaches to recruiting. Many of these websites also Identify, Define and Design Job Opening Recruit/attract Candidates Sort Applicants Contact Candidates Close the Deal Socialize New Employee On Line Hiring Process E-recruitment Hiring Process provide useful information about an organization, as well as the mechanism to apply for these jobs. Almost all North American Global 500 companies (93%) have a company's own e-recruitment site. It is a very common practice to add recruitment pages to the existing organization site. Its major advantage is the minimal cost associated with the developing a page on the corporate site, puts it forward as the smartest way to recruit

on the internet . Most applicants would consider a medium to large size company without a recruitment web site to be somewhat strange. One report indicated that of 62,000 hires at nine large companies, 16% were initiated at the company's corporate website. With an good list of benefits, it would result foolish for any organisation who does not have a company's corporate website.

CRITERIA FOR EFFECTIVE E-RECRUITMENT

1.   Companies use the E-recruitment process for simplifying the selection procedure. To make the process effective, the Organizations should be concerned about the Return on investment (ROI), which should be calculated to compare the costs and risks involved. It helps in calculating the benefits and measures the estimated return on investment.

2.   In the era of globalization, the recruitment policy should be flexible and proactive, to adapt market changes.

3.   Unemployment rate, labor turnover rate are to be considered. Remember, the whole process of recruitment depends on the availability of candidates in the

market. For every vacant position in the company, it is not viable to spend too much of time and resources.

4.   Impact of availability of compensation details in the job advertisement should be considered. Also, the wage, salary, benefits, when disclosed online, should follow the legal norms. Chance for negotiation will not arise. Compensation policy of the company will be known to the candidates.

5.   Precautions to be taken while screening the resume online, Keywords that discriminates gender, age, religion to be avoided.

6.   Company should be selective while choosing the site for posting the job advertisement. It should be clear whether to post the advertisement on company's own website or on a job portal available

EFFICIENCY OF E-RECRUITMENT SYSTEM:

Time Efficiency-

Conventional or manual or traditional recruitment takes lot of time in recruiting the potential hires. However, the e-recruitment saves lot of time for both employers

and job-seekers. E-recruitment bridges the gap between the employers and job seekers. It provides wider scope, choice and opportunities for both.

It provides round the clock services. It is indeed win-win for both employers and prospective employees.

It helps in tracking the status of the candidates at different stages while hiring.

Cost Efficiency-

The cost is low because there are no middlepersons involved.

If an employee left the organization, immediately a person can join the organization so that the work cannot be hampered.

Quality Efficiency

It filters ineligible and unsuitable candidates and saves time by 60 per cent of the hiring time for recruiters.

It is far better and faster than the conventional methods of recruitment.

In a survey 35% of respondents felt that recruiting online increased their ability to attract quality candidates.

IMPORTANCE OF E-RECRUITMENT:

Gone are the days when online recruitment was the exclusive domain of the technologically savvy, the curious and the ultra-sophisticated. Today, with this medium tried, tested and proven to be true and more importantly indispensable, professional recruiters and employers alike rely on job portals as a primary source of professional talent both on a stand-alone basis and in some cases to complement traditional hiring methods. There has been a paradigm shift in the way companies recruit thanks to the value, efficacy and ease-of-use of today's career sites and with internet penetration levels ever skyrocketing, geographic boundaries blending when it comes to professional mobility and the quest for top talent at fever pitch in booming regional economies, this medium is definitely here to stay.

The following are the importance of E-recruitment:

1. Reduced time-to-hire

E-Recruitment allows for immediate real-time interaction and 24x7 hiring/job search activity. Employers can post a job in as little as 20 minutes on a career site such as Bayt.com with no limits to ad size and start receiving CVs in response immediately. The posting typically remains active for as long as 30 days and continues to receive applicant CVs immediately as job seekers come across it. This is in comparison to traditional methods where a newspaper add may take appear a week later and only

for a day, or a recruiter has to wait till month-end to reap the benefits of an ad in a monthly industry or geography-specific publication. Typically, e-recruitment hiring is on average 70% faster than traditional hiring methods and the recruiting cycle is speeded up a every stage from posting, to receiving CVs to filtering to managing the contacts and workflow.

2. Reduced cost-of-hire

Costs of posting jobs and/or searching for candidates on job portals can be up to 90% lower than the costs of using traditional search firms and/or advertising methods. Online postings at approximately
USD250 on a site like Bayt.com are substantially more cost-effective than the 30% of annual salaries fee that many traditional recruiters charge or the costs of newspaper/publication ads for the same reach and time period.

3. Wider reach for employers

Unlike traditional methods which are usually restricted by career level, geography, industry or other parameters online recruitment portals typically have current and active talent databases that cover all career levels, industries and regions. Top marketing dollars are spent ensuring the databases are diverse, updated regularly, relevant and high quality. Sprawling business development teams also ensure that

affiliations are established whereby the portals are always prominent and top-of mind with the relevant candidates and are visited by the target job seekers regularly.

4. Wider reach for candidates

Candidates benefit immensely from the wider scope they gain through online job sites. They are able to access jobs in companies, industries and locations they may not otherwise have learned of and can apply immediately with the click of a mouse. By posting their CVs online they can be contacted by employers/recruiters directly for opportunities that may not even be advertised.

5. State-of-the-art filtration tools

Leading job sites like Bayt.com offer employers the latest technologies and filtration criteria that help them find potential future candidates in the easiest, most rapid and efficient way. Bayt.com provides its community of employers with more than 33 unique search criteria and state-of-the-art screening and sorting tools to help them quickly and easily target and contact both active and passive professionals without the delay of using a go-between.

6. Branding opportunity for employers

Employers can use their job ads to project a consistent brand and company image/values to prospective job seekers .With the heat on for top talent, candidates can be very particular about who they work for and these company descriptions often serve as a basis for their application decisions.

7. Sophisticated management tools

The entire recruitment process is managed from one location which allows the employer to post vacancies, receive CVs, screen, prioritize and contact candidates individually or collectively and track all activities from the confines of a private and highly functional employer Workspace. Job seekers similarly can track the progress of their application at every stage of the hiring process from their own functional Workspace. This allows for an enhanced user experience for both employer ad jobseeker.

8. Allows for confidentiality

Both employers and job seekers can elect to maintain their confidentiality. Employers can elect to search the databases without posting a job if the vacancy is sensitive in nature, or they can post a vacancy while keeping the company name confidential. Similarly, candidates can post their CVs online while keeping their names and present employer's name confidential.

9. Allows for pro activity

The employer/recruiter is in full control of the hiring process with online recruitment, can contact candidates real-time and directly and does not require a middleman to sift through, filter, assess or select the required candidates. By being in the driving seat the employer gains valuable insight into the nature of the marketplace and the competitive landscape for the position. He is also able to ensure a superior match and a better fit for the long term.

PROBLEMS FOR EMP+LOYERS

1. Abundance of applicants

Because the Internet is accessible to people all over the world, the employer is likely to get swamped with resumes from interested candidates. And unfortunately, many of the applicants responding to the ads are not qualified. Recruiters spend a great deal of time sorting through resumes to discard those that do not qualify for the position they are seeking to fill.

2. Inflated resume keywords

Because employers rely upon the applicant tracking system to locate resumes that include relevant keywords, there is a strong possibility that certain keywords in a vast majority of job applicant's resumes are exaggerated. Yes, some candidates

purposely stuff his/her resume with keywords so that their resume is selected by the system. Therefore, recur++ters are deceived into calling applicants for interviews that do not meet the job requirements. This is a waste of time, for both the applicant and the employment recruiter. Nonetheless, some job seekers who have been unemployed for a great length of time are really desperate for an interview that could hopefully land them a job.

3. Overestimate applicant

It's difficult for a company recruiter to determine whether or not an applicant is the right fit for a job without meeting him/her face-to-face. A candidate can have all the right credentials on paper but still may not have the right character for the company. The most effective way to determine if an applicant is suitable for a particular job and right fit for the company is to meet with him/her face-to-face in an interview.

4. Outdated job postings

Occasionally, human resource representatives fail to remove old postings for positions from the website that have been filled. Sometimes this is due to miscommunication between the hiring manager and HR or a glitch in the system Recruiters get swamped with resumes for jobs that are no longer open. However,

employers will continue to get flooded with resumes from interested applicants until the posting is removed.

PROBLEMS FOR JOB APPLICANTS

1. Impersonal

This is by far, the biggest complaint I hear from job applicants. Many job seekers attest that looking for a job online lacks a personal touch. Jobs seekers want to be able to talk with someone via phone or face-to face should they have questions about the company or the job they are interested in applying for. Job seekers claim employers are so inaccessible and display very little or no human interaction.

2. Outdated job postings

A aforementioned on the recruiting side, outdated job postings is the second biggest drawbacks of online recruitment that job applicants detest. Many

applicants claim they have applied for what appeared to be a current job posting, only to find out weeks later that the position had been filled a

Month ago. How devastating this is for individuals who are hoping to land an interview with a prospective employer. Had the aspirant known the position was filled; he/she would have never applied for it. This is simply a total waste of the applicant's time.

3. Website malfunctions

Applicants often complain about company websites that breakdown when attempting to submit their documents. Others complain that some website layouts are so confusing and find it difficult to navigate around the site. Some get so frustrated that they give up trying to apply for work on that particular site.

4. No response from the company

Another popular complaint from job applicants is, they don't get responses from some companies where they've submitted their resume and contact information to the company website. Well of course there's no way for the applicant to call the company because they've purposely omitted a contact number. Or else state, "no phone calls please". Nowadays, companies discourage applicants from calling the company to inquire about a job posting, it's strictly web based process.

Nonetheless, applicants want to hear something…even if it's an email stating, "you will not be considered for the job". This will, at least, advice the applicants to continue his/her job search elsewhere.

E-RECRUITMENT PROCESS:-

1. **Creating Job Requirement:** To begin with the process, the manager/ recruiting manager creates a job requirement to fill a vacant position in a team. If a manager takes the initiative to create job requirement, he/she needs to take approval by recruiting manager on the same.

2. **Publishing Job Requirement:** To get applicants from internal and external candidates, the recruiting manager publishes the job requirement.

3. **Short listing**: HR manager receives multiple resumes from the vacant position.

4. Amongst the available applications, recruiting manager needs to shortlist candidates whose skill set and capabilities match with the pre-defined job description.

   Using recruitment database, HR manager can also review resumes that have been submitted by candidates in the past to shortlist right candidates.

5. **Assign Tests & Conduct Interviews**: For the selection of talented professionals, it is necessary to conduct interviews and tests to decide on their capabilities and skills. An automated tool helps in assigning multiple test coordinators and interviewers to interview different candidates at the same time.

6. **Interviewer Submits Feedback and Scores:** When there are too many candidates that apply for a same position, it becomes difficult to compare their skills and hire the right person. But in presence of automated ATS, interviewers can give scores or ratings to the applicants and instantly share their feedback.

7. **Selection:** After comparing the scores of all candidates, recruiting manager takes final decision on selection of some candidates. He/ She also performs background verification of the selected candidates before giving out job offers.

8. **Job Offer:** On the basis of reference checks, the recruiting manager takes a final call for the finalized candidates and send them the offer letters.

ONBOARDING Employee onboarding tools are helpful in preparing new employees for their new job role and responsibilities. Most of the organizations plan onboarding for their new hires to make them feel welcomed, comfortable and valued. It leads improved employee performance, engagement and retention.

When employees realize that they are valued, they are inclined to move an extra mile to achieve their organizational objectives and add more value to company profits.

1. **Configure On boarding Form**: An online employee onboarding tools allow HR to configure onboarding forms depending upon the company process.

2. **Initiate On boarding Process**: The HR manager initiates onboarding process by providing a URL to the new hire where he/ she can add personal and professional details.

3. **Add Employee Information to Database**: On submission of the onboarding form by employee, HR manager completes other job related details and submits this form to HRIS database.

4. **Generate Employee Code**: On completion of this step, employee code is generated and given to the new employee.

LITERATURE REVIEW

During the course of my research several e-recruitment practices have been found to help recruitment process and enhance paperless HR process which is discussed in the following work.

The digital world has brought a new dimension to the world of recruiting. The World Wide Web, or Web 1.0, shortened the search time, costs and offered a transparent method of information for candidates . E-Recruitment is an easiest and convincing way to hire people from any part of the world and promotes opportunity, it benefits the company to be recognized globally, and E-HRM helps in conveying any kind of HR policies, training program, and pay slip sheets easily. E-HRM is based on more systematic & technology theorem, which helps the HR department to scrutinize employee performance carefully & accurately. It helps in imparting any HR policy; keep a track on employees daily activity report (DAR), efficiently helps the employees in promotion & transfers . E-recruitment, also known within the literature as online recruitment, cyber recruiting, or internet recruiting are synonymous. They

imply formal sourcing of jobs online. It is a complete process which includes job advertisements, receiving resumes and building human resource database with candidates and incumbents.

The findings from Holm's (2012) thesis were that there was a difference between the paper-based and the electronic-based recruitment process. From the findings, Holm's found that the electronic-based recruitment process began with few electronic tools for line managers to commence the recruitment process, e.g. line managers were putting their hiring needs into a Word document and sending it to the responsible recruiter. The recruiter then had to read each applicant and rate the order. In some cases, this is handled through filter programs bringing top applicants to the forefront. Holm's (2012) study was conducted between the years 2008 to 2010 in three companies in Denmark, which could have limited the validity of the recruitment process today as electronic technology has been developed for the evolving topic of recruitment.

E-recruitment is the use of internet to attract high quality candidates, screening of suitable profiles, streamlining the application and selection process. Internet has made an impact on the human resource arena. E-recruitment enables the firm to perform the tasks in speed and improves the process. One of the outcomes of the growth of e-recruitment technologies has been that applying for jobs has become

simpler and more streamlined. E-recruitment emerges as a handy and advantageous method over traditional methods of recruitment.

Smith had worked upon e-recruitment where he had tried to conceptualize that internet helps employer's better target prospective employees. The author mentioned that the career web, which small companies may consider expensive, could still be less costly than multiple newspaper ads.

A study conducted by Connelly, Carlson, & Meacham (2003) on the evidence of differences in applicant pool quality addressed the research need by examining the attraction outcome of firms competing head-to-head for recruits for similar positions. Results of an analysis suggest that applicant quality can vary substantially within and across job families .

Chapman and Webster in thir survey research on the use of technologies in recruiting, screening, and selection processes for job candidates conducted in USA found that most organizations implemented technology based recruitment and selection tools to improve efficiency, enable new assessment tools, reduce costs, standardize systems and expand the applicant pool.

According to the Pew Internet Research reported by NAS insights, about 72 per cent of American adults were online. That translated to over 145 million people. This was a wide audience, and the Internet proved to be an integral part of employee recruitment because there was no faster, simpler, or more cost effective way to reach thousands of qualified candidates. In fact, 44 per cent of online Americans were looking for information about a job. The Internet allowed HR Managers to reach these candidates 24 hours a day, 7 days a week.

A study conducted by Martinez and Martineau on rethinking human resources stated that when health reforms aims at efficiency savings or overall cost reduction, they go by changing the way in which staff are employed.

A conceptual paper on Managerial challenges of e-recruitment: extending the life cycle of new economy employees by Smith and Rupp , examined the application of technology to recruiting and retaining knowledge workers in an e-commerce, information intensive environment. The authors reported that e-recruitment as a general process is job specific and offers computer-assisted screening interviews and statistical prediction to aid in reducing recruiting costs, time-to-hire and employee turnover .

Hadass (2004) in his research on the effect of internet recruiting on the matching of workers and HR Managers d---eveloped a model of recruitment in which job seekers have private information about their qualification for different jobs and firms possess imperfect screening technologies. The implications of the model were empirically examined using personnel data from US-based multinational manufacturing firm with more than 15000 employees. The adoption of erecruitment was modeled as reducing application costs to workers and improving screening technology for firms. He concluded that firms may adopt e-recruitment strategies because of the direct reduction in recruiting costs and because of competition among HR Managers for qualified

hires.

As reported by Aqayo Research on efficient talent acquisition through erecruitment, a survey was conducted among several hiring managers at NRG Engineering Pvt. Ltd.; a consulting company specialized in the Oil and Gas industry, to identify how the E-Recruitment software they used enhanced efficiency of their recruitment activities. All unanimously agreed that using Applicant Tracking Systems significantly reduced the time spent on each recruitment activity, and additionally smoothened the recruitment process.

A research on Internet job search and unemployment durations by Kuhn and Skuterud had tried to find out which types of unemployed workers looked for work online and whether internet searchers became reemployed more quickly. The authors concluded that internet job search is more common among workers with observed characteristics that are usually associated with faster reemployment and internet job search does speed reemployment. The authors pointed out that, internet job search might significantly improve search outcomes on dimensions such as job quality that they had not measured in their research.

Jansen, Jansen and Spink , gave implications for online job seeking and recruiting in their paper on using the web to look for work. The authors focused upon three specific research questions: how do people search for job-related information on the web? How effective are these searches? And how likely are job seekers to find an appropriate job posting or application? The data used to examine these questions come from job seekers submitting job-related queries to a major web search engine at three points in time over a five-year period. Results of their study indicated that individuals seeking job information generally submitted only one query with several terms and over 45 percent of job-seeking queries contained a specific

location reference. Of ments retrieved, findings suggested that only 52 per cent were relevant and only 40 per cent of job-specific searches retrieved job postings.

Ng and Burke in their study on the next generation at work explored the views, career expectations, and job search behaviors among a sample of business students. The authors conducted a field survey involving 20,771 students across Canada to understand the views of university students on jobs, organizations, careers and perception of their organizations. The study using multiple regression analysis found that cooperative students appear to have more realistic expectation, have better insights into their own abilities and desires, and report higher selfconfidence. It also reported that the respondents had low expectations that their campus career offices would get them a job, and expected to use the internet more frequently in their job searches.-------This suggested a shift away from traditional recruitment mediums to more contemporary approaches such as internet

RESEARCH

METHODOLOGY

RESEARCH METHODOLOGY

To conduct any research, a scientific method must be followed. The universe study is very large in which it is difficult to collect information from all the employees. So the stratified random sampling method has been followed for the study, the analysis is based on primary as well as secondary data. Primary data was collected through

☐ Questionnaires

Secondary data was collected through

□ Newspapers

□ Magazines

□ Internet

HIGHLIGHTS OF RESEARCH METHODOLOGY Sample

size:

Sampling method: Non Random sampling

Sample unit: Human resources professionals

Data collection: Data was collected through both primary and secondary sources.

The Primary data was collected through administration of questionnaire through

personal observation.

Secondary source includes article from magazines and journals. Comp   any's

manual and internet was used to collect data (secondary).

TOOLS OF ANALYSIS

The tool of analysis adopted by me is "Column Chart" which I have prepared on

the basis of my questionnaire

DATA ANALYSIS & INTERPRETATION

1.)**Do you use any social media/ website for recruitment?**

Organization Name:	(YES) % of participants	% of participants
WOCIALLY	81%	19%
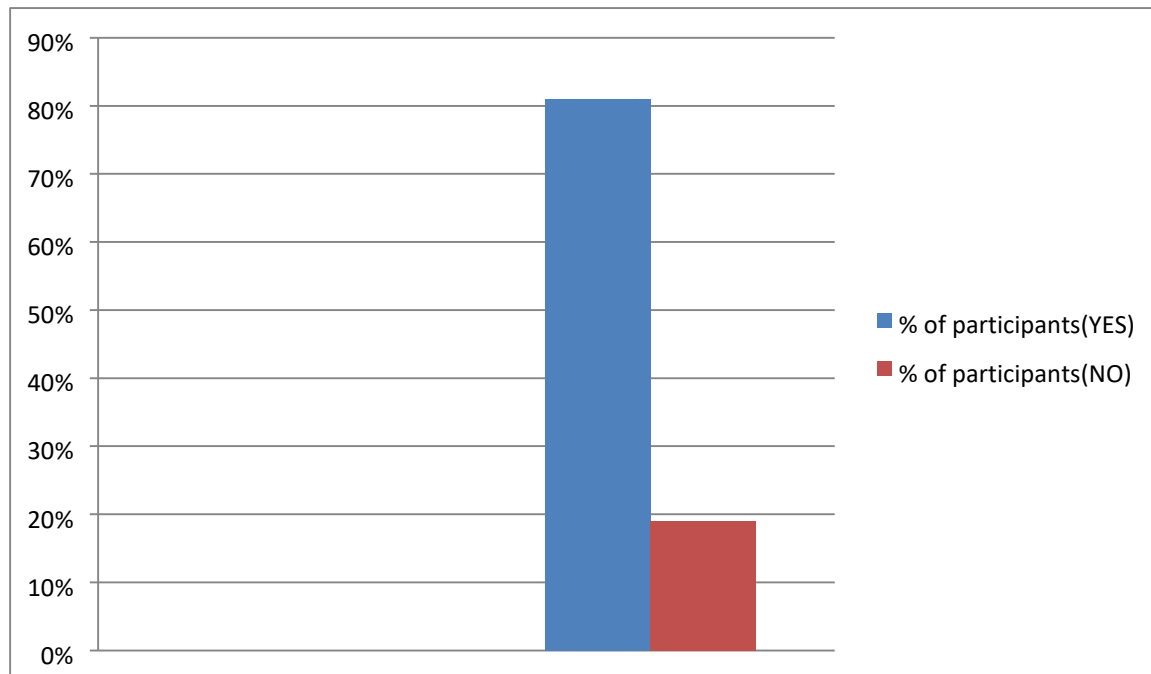
.According to this data analysis % of participants using social media for recruitment is 81% and the one who are not using social media is 19%. **2)How often do you use E- Recruitment?**

Organizatio n Name:-	Always	Most of the time	Rarely	Depending on the level of the opening	Never
WOCIALLY		67%		33%	
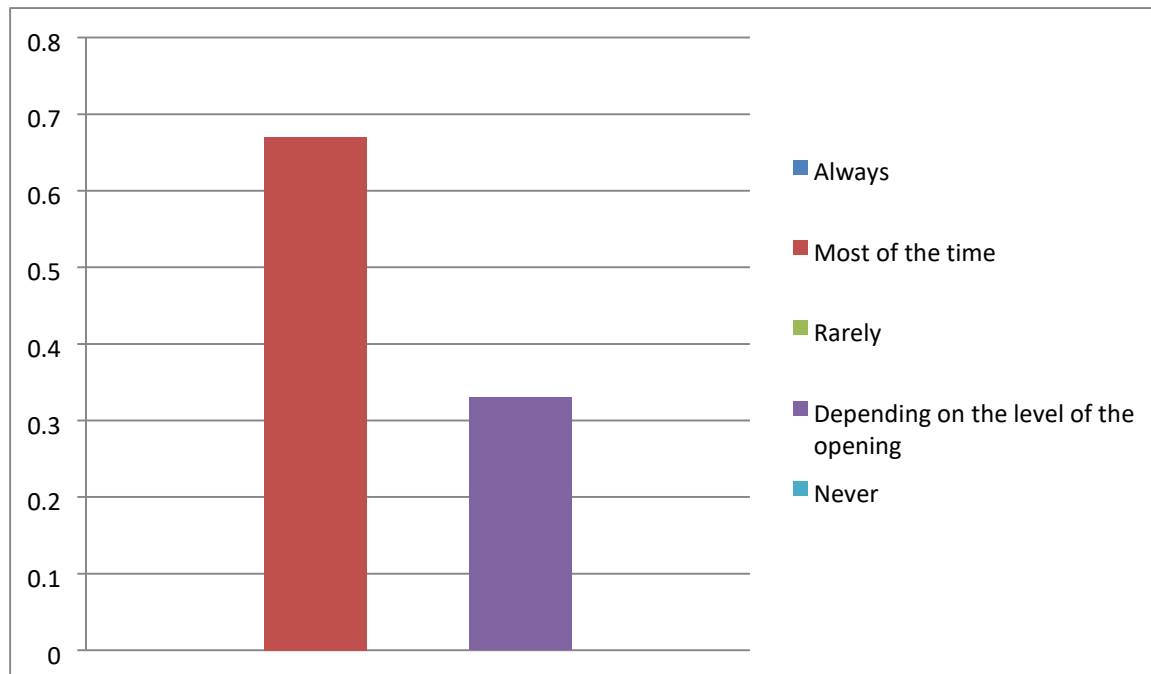
- Most of the time the participants who use e-recruitment process are 67%.

- A percentage of participants for e-recruitment that depends on the level of opening are only 33%.

- E-Recruitment process is neither always nor never used by the organization.

3.)What major challenge do you face in hiring through web?

Organization Name:-	Low hit Ratio	Trouble attracting Passive Job seekers	Trouble in retaining the employee sourced through Portals	Efforts in screening the large number of respondents
WOCIALLY		31%	23%	46%
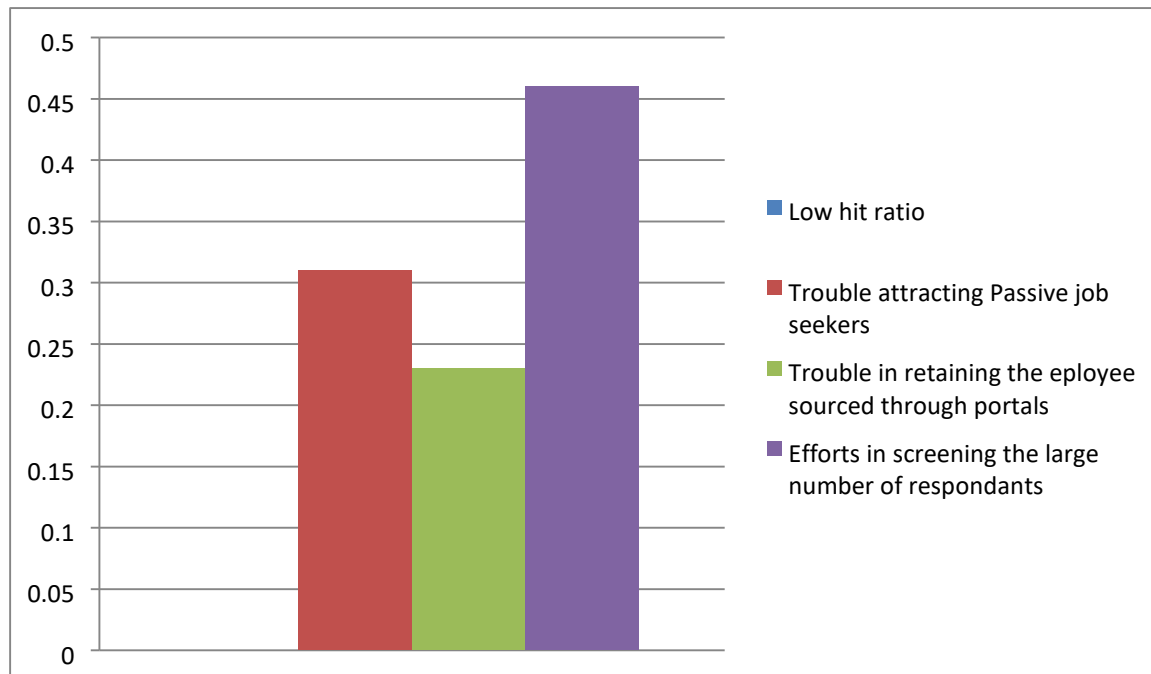
Acc. to the data major challenge that faced in hiring through web are:-

- Participants who faced trouble in attracting   passive job seekers in e- hiring around 31%.

- Trouble faced by participants in retaining the employee sourced through portals for e-hiring are 23%.

    ☐

    ☐

There are 46% participants who face problem & put efforts in screening the

large no. of respondents.

There is no problem no problem of low hit ratio for e-hiring in the

organization.

4)E- Recruitment is the fastest mode to apply for jobs?

Organization Name:-	Strongly agreed	Agreed	Neither agreed nor disagreed	Disagreed	Strongly disagreed
WOCIALLY		71%		29%	

□

□
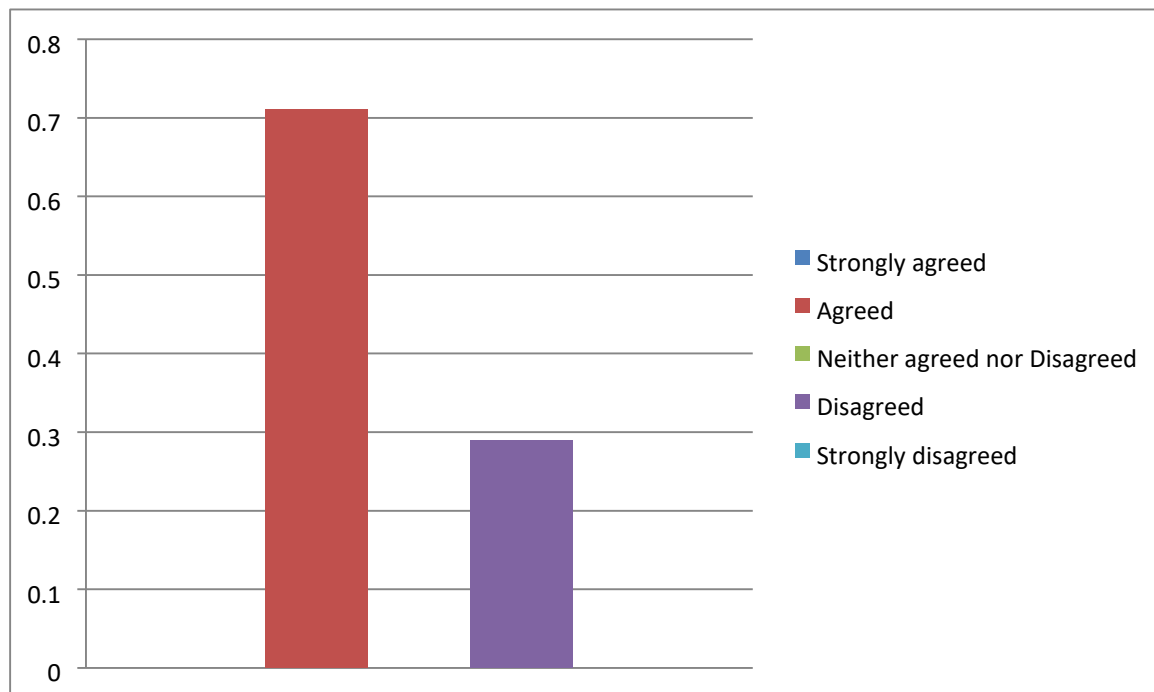
There are 71% of participants who agreed for the statement is the fastest

mode to apply for job.

29% of participants feel that e-recruitment is not a fastest mode to apply for

job according to the survey.

- No one is neither strongly agreed nor strongly disagreed for this statement.

- The % of participants who neither agreed nor disagreed is also nil.

5.)E- Recruitment is an effective way to gather quality resumes than the old traditional method of gathering?

Organization Name:-	Strongly agreed	Agreed	Neither agreed nor disagreed	Disagreed	Strongly disagreed
WOCIALLY	27%	61%	12%		
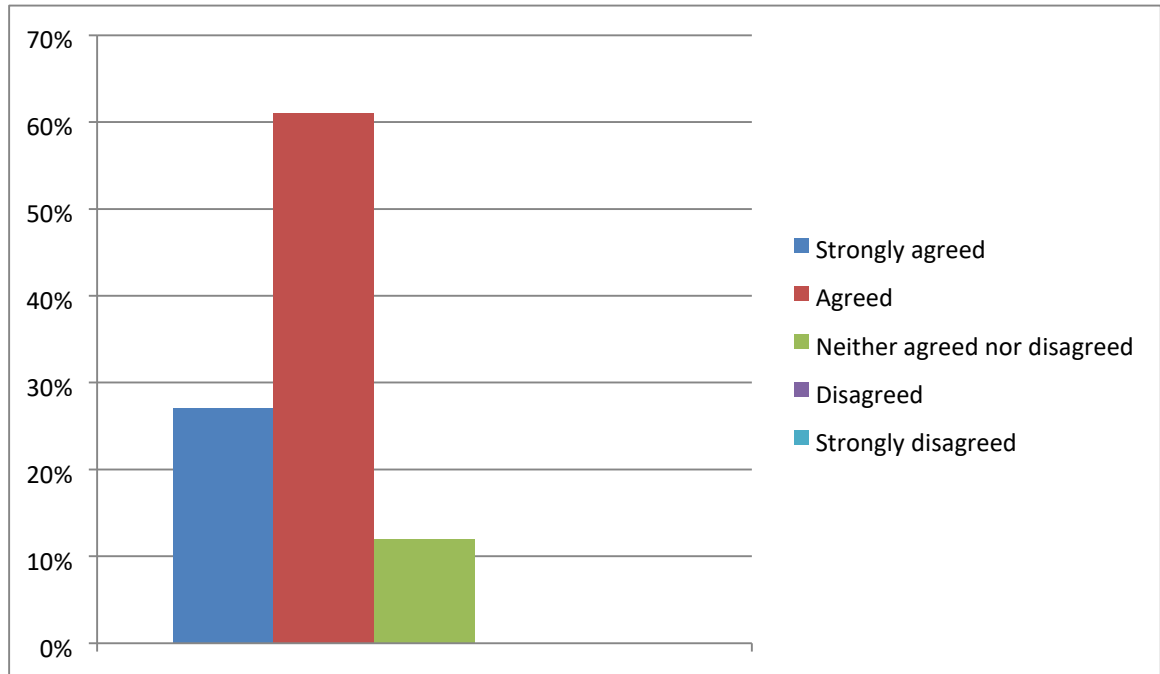
There are 27% of participants who strongly agreed for the statement is an effective way to gather resumes than the old traditional method of gathering. There are 61% of participants who agreed for the statement is an effective way to gather resumes.

 The 12% of participants who neither agreed nor disagreed.

6.)E- Recruitment supports in bringing better qualified candidates in an organization?

Organization Name:-	Strongly agreed	Agreed	Neither agreed nor disagreed	Disagreed	Strongly disagreed
WOCIALLY	11%	81%	8%		

◻

◻
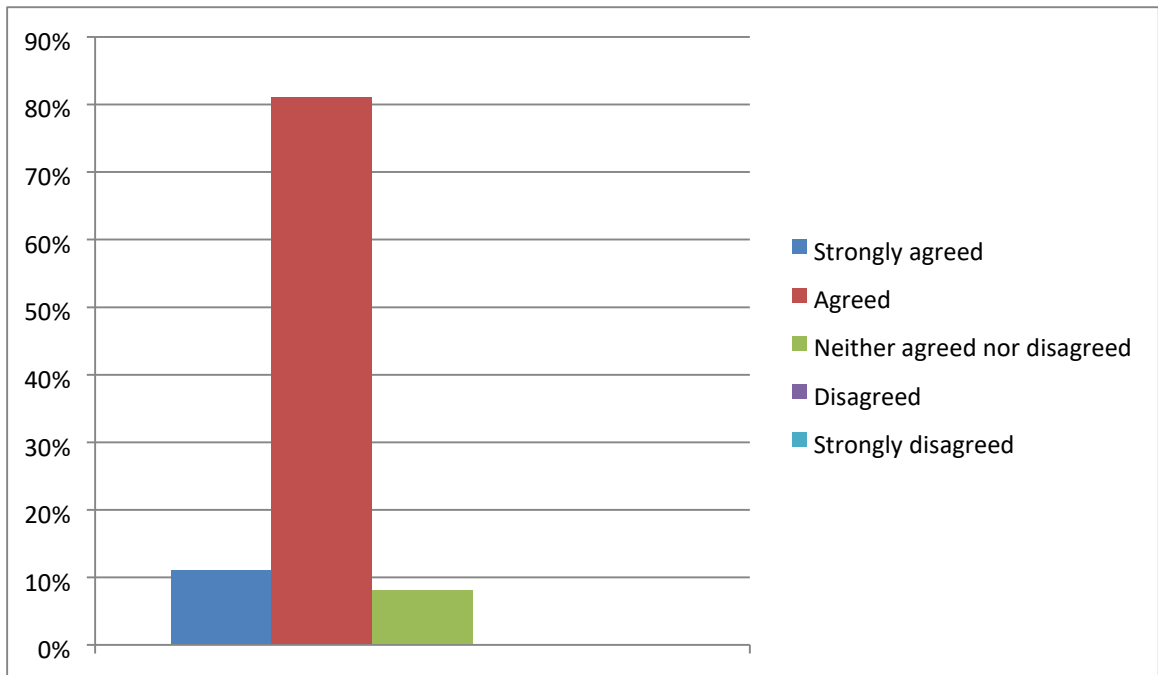
- There are 81% of participants who agreed for the statement is e-recruitment supports in bringing better qualified candidates in an organization.

  11% participants strongly agreed to e-recruitment supports in bringing better qualified candidates in an organization.

  The 8% of participant who neither agreed nor disagreed.

7.)Large pool of applicants can be collected through e- recruitment?

Organization Name:-	Strongly agreed	Agreed	Neither agreed nor disagreed	Disagreed	Strongly disagreed

WOCIALLY		16%	12%	72%	
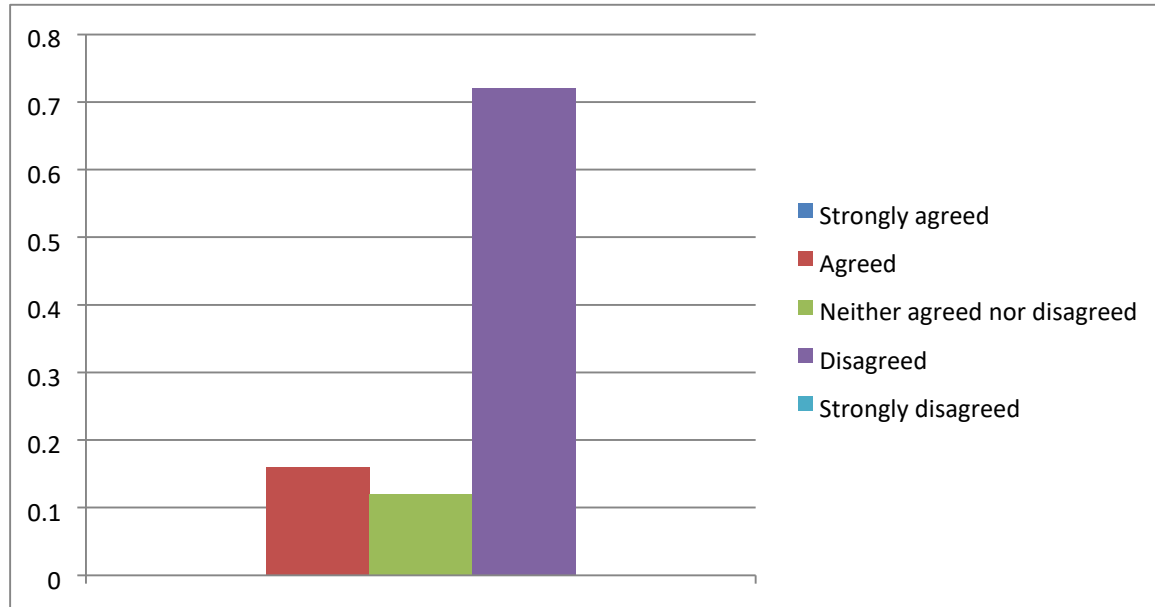
- There are 72% of participant who are disagreed to the large pool of applicants can be collected through e-recruitment.

- There are 16% of participant who are agreed to the large pool of applicants can be collected through e-recruitment.

The 12% of participants who neither agreed nor disagreed.

**8.)Posting of jobs online is cost saving activity for the organization instead of advertising the newspaper?**

Organization Name:-	Strongly agreed	Agreed	Neither agreed nor disagreed	Disagreed	Strongly disagreed
WOCIALLY		84%	16%		
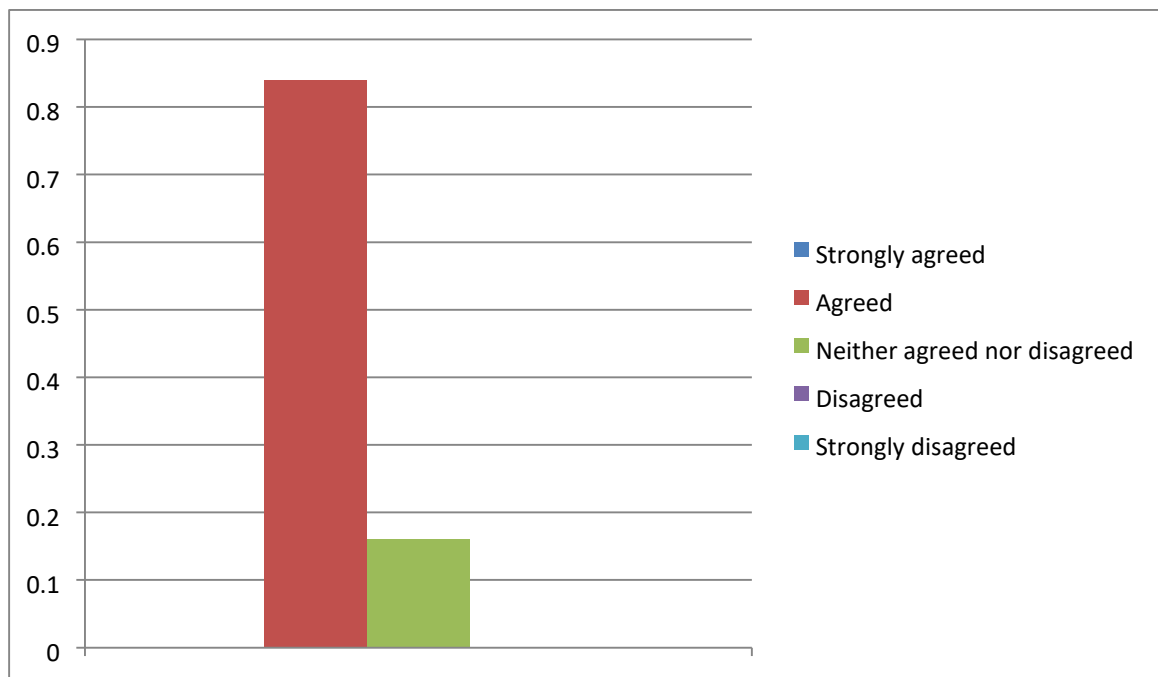
- There are 84% of participant who agreed for the statement of posting of jobs online is cost saving activity for the organization instead of advertising the newspaper.

- 16% of participants is neither strongly agreed nor disagreed for this statement.

**9.)E- Recruitment saves time in collecting quantity of resumes?**

Parameters	Strongly agreed	Agreed	Neither agreed nor disagreed	Disagreed	Strongly disagreed
WOCIALLY	41%	53%	6%		
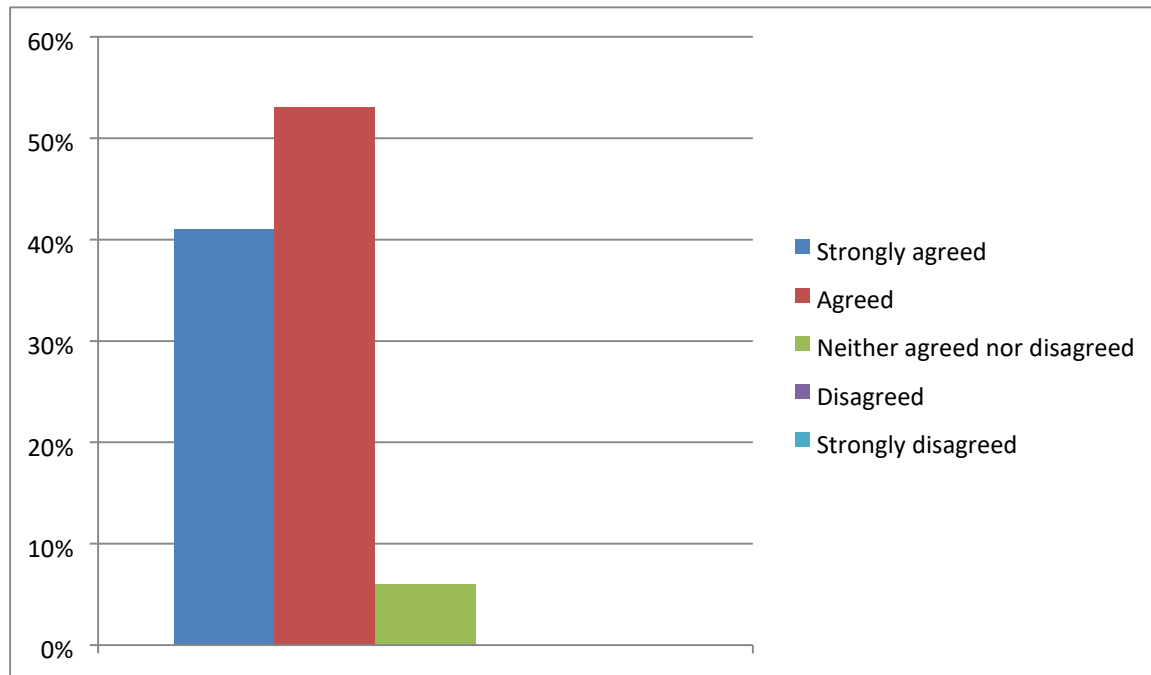
- There are 53% of participants who agreed for the statement of e-recruitment saves time in collecting quantity of resumes.

- 41% of participants strongly agreed for the statement of e-recruitment saves time in collecting quantity of resumes.

- 6% of participants feel that neither agreed nor disagreed for the statement of e-recruitment saves time in collecting quantity of resumes.

10).Apply through job portals and social networking sites is more accessibility to the candidates?

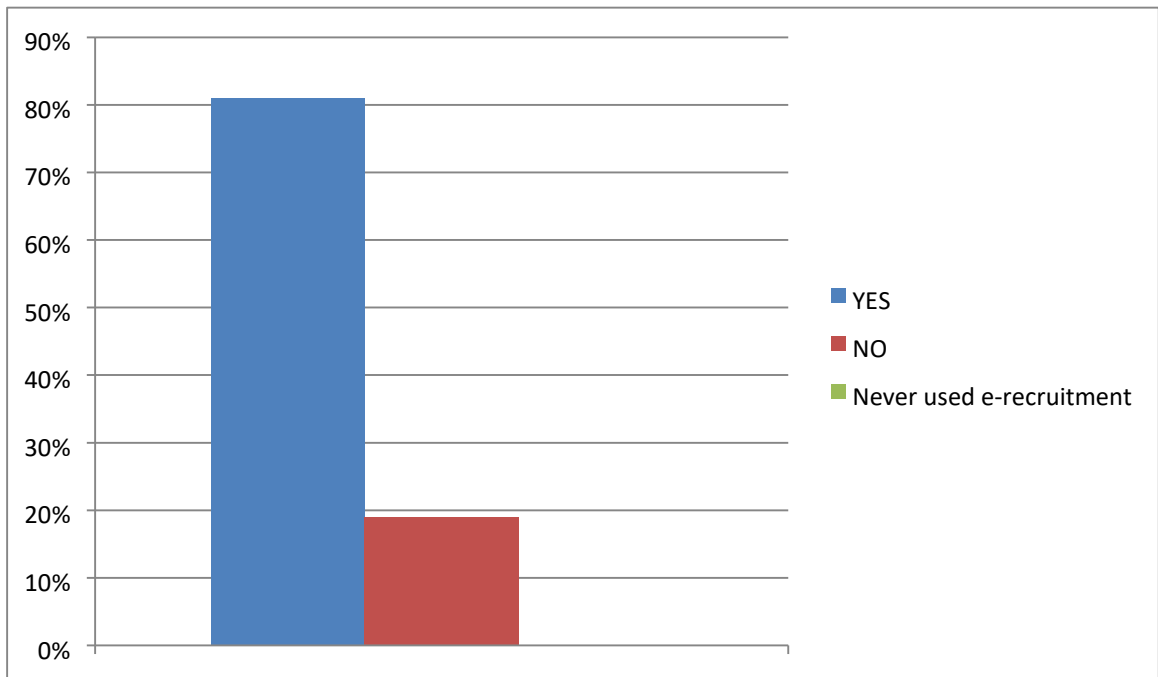| Parameters	Strongly agreed	Agreed	Neither agreed nor disagreed	Disagreed	Strongly disagreed
WOCIALLY	61%	37%	2%		
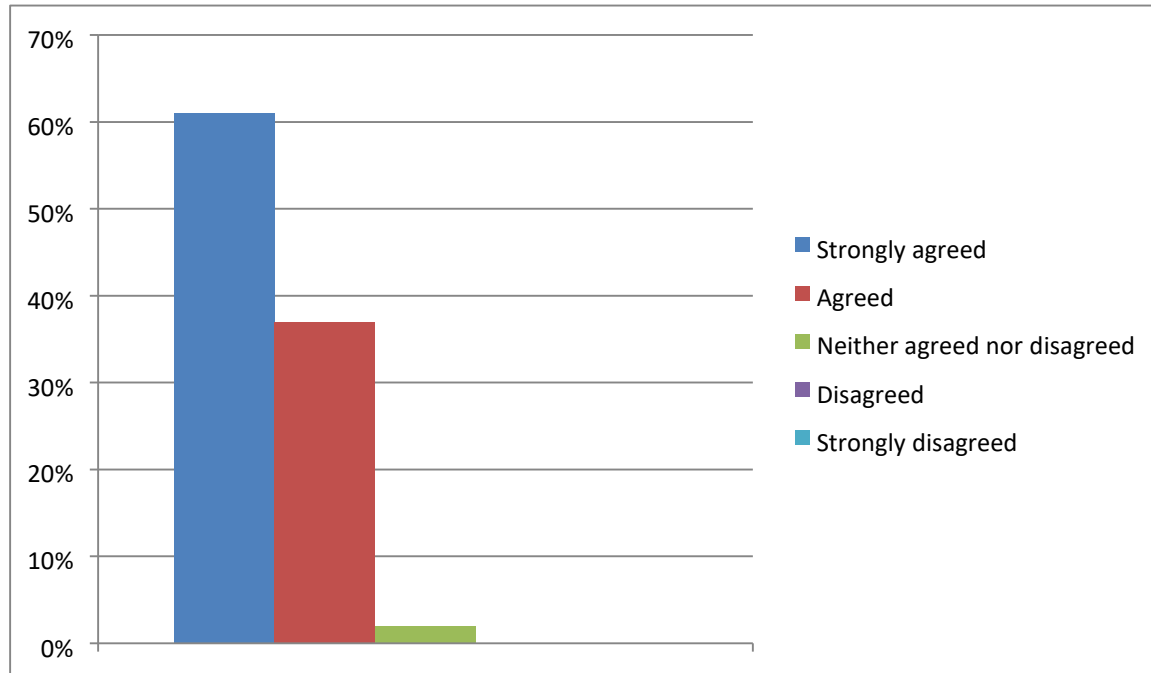
- There are 61% of participants who agreed for the statement of apply through job portals and Social Networking Sites is more accessibility to the candidates.

- 37% of participants feel that statement of apply through job portals and Social Networking Sites is more accessibility to the candidates.

- 2% of participants neither agreed nor disagreed for this statement.

11.)Did you achieve an effective recruitment process by using E- Recruitment tools?

| Organization Name:-	No. of participants(YES)	No. of participants(NO)	Never used E-Recruitment
WOCIALLY	81%	19%	

- There are 81% of participants who agreed for the statement of achievement of an effective recruitment process by using e-recruitment tools.

- 19% of participants feel that achievement of an effective recruitment is not process by using e-recruitment tools.

**12.)E- Recruitment plays an important role in organization success?**

Organization name:-	Strongly agreed	Agreed	Neither agreed nor disagreed	Disagreed	Strongly disagreed
WOCIALLY		81%	19%		
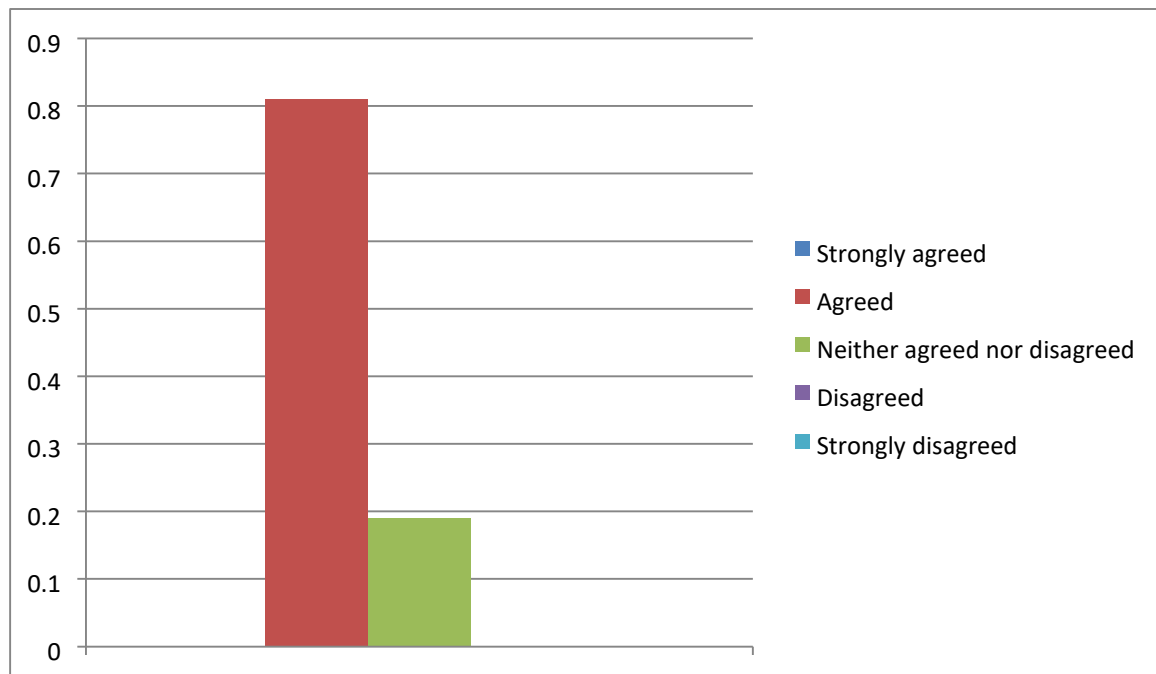
- There are 81% of participants who agreed for the statement of e-recruitment plays an important role in organization success.

- 19% of participants feel that e- recruitment plays an important role in organization success.

13.)Which web 2.0 tools have you used to source candidate?

Organization name	Linked in	Social Networking Sites	Blogs/Micro Blogs	Forums
WOCIALLY	76%	24%		
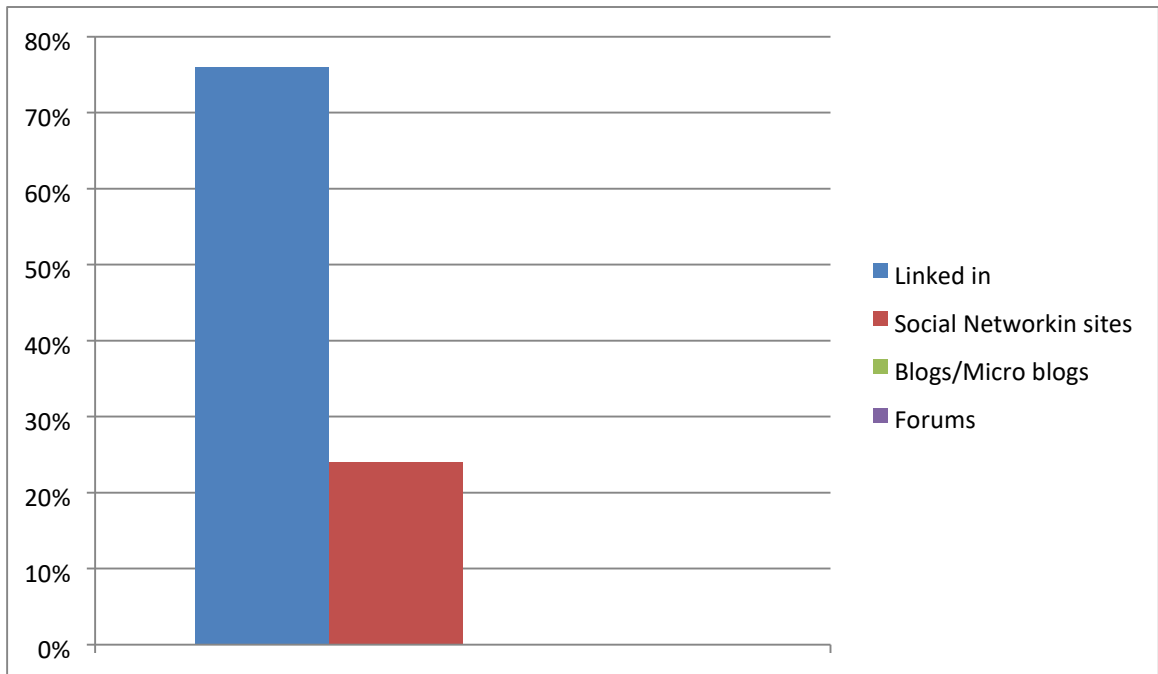
- There are 76% participants Linked in used to source candidate.

- There are 14% participants used Social Networking Sites.

FINDINGS

- In WOCIALLY most of people use website or portal for doing recruitment.

- The process of e-recruitment is depending on the level of the opening in WOCIALLY.

- WOCIALLY recruiters are aggressively using websites linked in, facebook for sourcing qualified candidates.

- In WOCIALLY e-recruitment plays an important role in organization success because this is the easiest way for recruitment.

- WOCIALLY also used the advertisement option for the vacancies of their top level position.

- In WOCIALLY they prefer to post their job opening in online job portals instead of using advertisement because using of online portals are more cost savior as compare to using of advertisement.

SUGGESTIONS

The above discussion and from the evaluation process there are some points on which managers can work upon, like-

- The manager must differentiate between the jobs which are to be recruited through traditional way of recruiting and which are to be recruited with the help on online recruitment.

- The HR manager must always be vigilant so that they do not interview the wrong applicant and resultant into wasteful expenditure.

- Small online written interview can also be conducted along with the resume, so that manager can get a good amount of information about the applicant, which the manager cannot give just by scrutinizing the applicants resume

CONCLUSION

E-Recruitment is becoming one of the important tools for selecting a required pool of human resource. Although this method has few disadvantages but it is completely relevant and applicable in today's modern world. In spite of the huge amount of research available in the field e-recruiting, there are still many possibilities to proceed accepting of e-recruiting research &apply.

Mainly the recruiter perspective and research regarding the influence of erecruiting on the overall recruitment process established slight consideration.

- E-recruitment is more than the technology.
- E-recruitment is about winning buy-in, and behavioural and cultural changes.
- E-recruitment means developing the capability of HR and line managers.

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