



BIJU PATTANAIK INSTITUTE OF INFORMATION TECHNOLOGY AND MANAGEMENT STUDIES



Summer Internship Report 2021

STUDENT NAME:

Subhashree Jena

BPUT REGD. No.:

2006258217

INTERNAL GUIDE

Dr. Sugundan N.

Assistant Professor HR

BIITM, Bhubaneswar

EXTERNAL GUIDE

Mr. Prashant Shringi

HR Manager

Wocially, Mumbai





**Biju Patnaik Institute of Information
Technology & Management Studies**

A

Final SIP Report on

“VIRTUAL RECRUITMENT : THE NEW NORMAL”

Submitted to

BIJU PATNAIK UNIVERSITY OF TECHNOLOGY, ODISHA

**IN PARTIAL FULFILLMENT FOR THE AWARD OF
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ADMINISTRATION**

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Submitted By:

Subhashree Jena

Regd. No.: 2006258217

Under the guidance of

Company Guide

Mr. Prashant Shringi

(HR, Wocially)

Faculty Guide

Dr. Sugundan N.

(Asst. Professor, HR)

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 "Recruitment process at Wocially". It was a continuous learning experience as I got to know how they are conducted and are beneficial.

INTERNAL GUIDE CERTIFICATE

This is to certify that the project report entitled “**Virtual Recruitment – The New Normal**” has been prepared by **Subhashree Jena**, Regd. No.- **2006258217** under my supervision and guidance, for the fulfillment of Master in Business Administration. Her work is satisfactory.

Dr. N. Sugundan

Asst. Prof. (HR)

CERTIFICATE



CERTIFICATE
OF DECLARATION

I, Subhashree Jena, student of BIITM (2020-2022), hereby declare that the project report on “Virtual Recruitment – The New Normal” has been done under the guidance and involvement of Mr. Prashant Shringi (HR), Wocially, Mumbai and Dr. Sugundan N. (Asst. Professor of HR), Biju Patnaik Institute Of Information Technology and Management studies, Bhubaneswar, in partial fulfillment of requirements for the award of Master of Business Administration.

All information and data provided in this report are collected from primary and secondary sources that are true to the best of my knowledge.

Regd. No. : 2006258217

Date : 28/01/2021

Subhashree Jena

Signature of student

ACKNOWLEDGEMENT

It is a matter of great satisfaction and pleasure to present this report on "Virtual Recruitment – The New Normal" as per BPUT guideline. I am thankful to Mr. Prashant Shringi (HR) for guiding me throughout my summer internship and research project. His encouragement, time and effort are greatly appreciated.

I am extremely thankful and pay my gratitude to my faculty guide Asst. Prof. Dr. Sugundan N. for her valuable guidance and support. I put on record my sincere thanks to my college, BIJU PATNAIK INSTITUTE OF IT & MANAGEMENT STUDIES, Bhubaneswar Dr. P K Tripathy, Principal of BIITM and Prof K. Chandrasekhar, Placement Manager for giving me this opportunity.

The experience which is gained by me during this project is essential for me at this turning point of my career and would be beneficial for my future too.

Last but not the least I would like to thanks all the faculty members, my family and friends for the constant support.

Name : Subhashree Jena

Regd. No. :2006258217

Subhashree Jena

Signature

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❖ Chapter – 1

- Introduction
- Scope
- Objective
- Methodology
- Limitation

Introduction :

The COVID-19 pandemic has affected business processes worldwide, with lockdown and social distancing measures bringing everything to a standstill. The pandemic made critical for companies to modernize their recruitment processes rapidly and innovatively. To fill job vacancies, recruiters opt for virtual recruitment as one of the probable solutions in such a time of crisis.

Many organizations have moved from physical to virtual hiring by leveraging the right technology. Even as the economy begins to reopen, many organizations are focusing on virtual onboarding and training, since everyone is currently working remotely.

Virtual recruitment has never been easier. For many companies, this process sits firmly alongside other strategies in their recruiting arsenal- not only for reaching remote candidates but also as a more convenient way of screening applicants before dishing out in-person interviews.

To increase the efficiency of hiring, it is recommended that the HR team of an organization must follow the five best practices. The five major practices in recruitment are as follows-

- Recruitment planning
- Strategic development
- Searching
- Screening
- Evaluation and control

Human Resource :

Human resources are the most important assets of the organization. These are the people who make up the workforce of an organization, business sector or economy. It is rightly said that ‘machines are important in the production process but the man behind the machine is more important’. The success or failure of an organization is largely dependent on the knowledge, skills and abilities of the employees working therein. Without positive and creative contribution from these employees, organizations cannot progress and prosper and cannot achieve the goals and objective. In order to achieve the goals or the activities of an organization, they need to recruit and select people with requisite skills, knowledge and abilities.

According to Leon C. Megginson “From the national point of view human resources are knowledge, skills, creative abilities, talents, and attitudes obtained in the population; whereas from the view-point of the individual enterprise, they represent the total of the inherent abilities, acquired knowledge and skills as exemplified in the talents and aptitude of its employees”. **In simple words, HRM is a process of making the efficient and effective use of human resources so that the set goals are achieved.**

HR has many important functions in the organization. These include planning, recruitment and selection, performance management, learning and development, managing relationships. Among all these functions, recruitment is the basic function where employees are entry into the organizations. It is the process of searching prospective employees to apply for the job posting in Wocially. Many of the researchers say that recruitment and selection policies should be ethical in order to sustain in the competitive environment.

In order to attract people for the jobs, the organization must communicate the position in such a way that job seekers respond. To be cost effective, the recruitment process should attract qualified applications and provide enough information for unqualified persons to self-select throughout.

Recruitment :

Whenever there is a vacancy in the organization, generally it is to be filled. To make the candidate available for filling those vacancies, their selection procedure and placement on a proper job comes under the purview of recruitment.

In the words of Dale Yoder, “ Recruitment is a process to discover the sources of manpower to meet the requirements of the staffing schedule and to employ effective measures for attracting that manpower in adequate numbers to facilitate effective selection of an efficient working force.”

In short, Recruitment is a vital process of human resource management, which can be defined as the process of searching the right talent and stimulating them to apply for jobs in the organization.

Virtual Recruitment :

One of the work trends that no one envisioned to be vital is Virtual Recruiting. 2020 so far, has been full of uncertainty. With the Covid-19 outbreak, organizations have been trying their best to stay afloat, improve their productivity and scalability.

Virtual recruitment is a hiring process that takes place remotely, without face-to-face interactions between recruiters and candidates, and the recruitment is done through electronic resources.

Virtual recruitment is no different from other types of recruitment. The goals of virtual recruitment are the same as any other form of recruiting- identifying and acquiring skilled workers to meet organizational needs. The only difference is that the recruiting strategy is entirely virtual.

It utilizes the web-based tools, techniques and technologies. It is the speed that counts in these days of changing times and technologies. This process involves the elimination of ineligible and unsuitable candidates through automation process.

All organizations use a different video platform such as Microsoft teams, Skype and Webex. Some panelists presented professional development workshops, such as navigating the new virtual world and how to ace pre-recorded virtual interviews. One positive to virtual onboarding is that introverts may be more comfortable in a virtual environment.

Virtual recruitment helped employers continue recruiting, during a global pandemic, even while offices were shuttered and recruiters worked from home. Looking ahead, virtual recruiting tools and strategies will continue to benefit organizations by controlling recruiting costs, speeding up the hiring process, strengthening employer brand, and helping recruiters connect with top talent regardless of location.

Purpose and Importance of Recruitment :

- To determine the present and future requirements of the organization in conjunction with its personnel planning and job analysis activities.
- Help increase the success rate of the selection process by reducing the number of visibly, under qualified or overqualified job applicants.
- Identifying and preparing potential job applicants who will be appropriate candidate.
- Induct outsiders with a new perspective to lead the company.
- Infuse freshers at all level of the organization.
- Develop an organizational culture that attracts competent people to the company.
- Search or head hunt / head porch people whose skills fit the company's values.
- Search for talent globally and not just within the company.
- Increase organizational and individual effectiveness in the short term and long term.
- Evaluate the effectiveness of various recruiting techniques and sources for all type of job applicants.

Recruitment represents the first contact that a company makes with potential employees. It is through recruitment that many individuals will come to know about a company, and eventually decide whether to work for it or not. A well-planned and well-managed recruiting efforts will result in high quality applicants. The recruitment process should inform individuals about employment opportunities, create a positive image of the company, provide enough information about the jobs so that applicants can make comparisons with their qualifications and interests, and generate enthusiasm among the best candidates so that they will apply for the vacant positions. The negative consequences of a poor recruitment process speak volumes about its role in an organization. The failure to generate an adequate number of reasonably qualified applicants can prove costly in several ways. It can greatly complicate the selection process and may result in lowering of selection standards. The poor quality of selection means extra cost on training and supervision. Furthermore, when recruitment fails to meet the organizational needs for talent, a typical response is to raise entry level pay scales. This can distort traditional wage and salary relationships in the organization, resulting in avoidable consequences. Thus the effectiveness of a recruitment process plays a major role in determining the resources that must be expended on other HR activities and their ultimate success.

Recruitment Process :

Recruitment process is a process of identifying the jobs vacancy, analyzing the job requirements, reviewing applications, screening, shortlisting and selecting the right candidate. The basic process is the same, but there may be variations when the entire process is conducted remotely.

Recruitment planning -

Recruitment planning is the first step of the recruitment process, where the vacant positions are analyzed and described. A structured recruitment plan is mandatory to attract potential candidates from a pool of candidates.

- Job analysis – It's a first process in recruitment planning, in which we identify the number of posts to be filled, determine the duties & responsibilities to be performed, qualification & experience required and the kinds of people who should be hired for this position.
- Job specification – It is a detailed description of the role, including responsibilities, objectives and requirements. In short it is a overview of the job in terms of its title, position, skill requirements, education, experience, workplace etc.

Screening / Shortlisting –

Screening is the process of filtering the applications of the candidates for further selection process. It is an integral part of recruitment process that helps in removing unqualified or irrelevant candidates, which were received through sourcing. The resumes of the candidates are reviewed and checked for the candidates' education, work experience, and overall background matching the requirement of the job.

Conducting Telephonic or Video Interview –

Interview takes place after screening. In this process, the candidates are contacted through phone or video by the hiring manager.

Benefit of virtual recruitment :

In addition to complying with current public health guidelines, virtual recruitment offers three major benefits:

1. Increased candidate reach

If there's one thing Covid-19 has taught us, it is that physical presence is no longer a priority. The talent acquisition process is no longer restricted to a particular region or location. As geographical boundaries cease to exist, recruiters get a wider reach for acquiring the right candidate.

Dipping into a larger candidate pool allows companies to scout and hone non-local talent without worrying about the relocation of a candidate. Additionally, it also allows companies to build a more diverse and multi-cultural team.

2. Reduced interview time

Before digital interactions became a part of the mainstream recruitment process, candidates needed to wait in line for an interview to take place at the potential employer's office. Business managers also had to take time out from their hectic work schedules on an ad-hoc basis to meet the candidates.

The great thing about virtual interviews is that a time slot needs to be booked in advance that is suitable for everyone. When implementing virtual hiring, selecting a specific time and meeting duration is an automatic part of the process, resulting in better time management for both the candidate and the hiring manager.

3. Better engagement with Gen Z

Gen Z job seekers appreciate tech-savvy organizations. It has recently been observed that Gen Z candidates are less likely to apply for a job within an organization if they think that their recruitment methods are outdated. Businesses looking for top talent need to ensure that their brand message is well received by the modern workforce.

Organizations can showcase their grasp on cutting-edge technology by leveraging it for their recruitment and onboarding processes and engaging with potential candidates through multiple social channels.

Change is the only constant

The pandemic has reiterated the relevance of this oft-quoted phrase. No matter how challenging the work environment gets, the workforce today is more resilient and better equipped to make the best of the situation.

Technology has made it possible for organizations to swiftly switch to a virtual hiring process, enabling a hybrid recruitment model for the future.

Some other benefits of virtual recruiting include;

- Access to a broader talent pool that is free from geographical constraints.
- Easier interview scheduling without the need for commuting or booking office meeting rooms.
- Virtual recruiting can save time even if the new hire ends up working in person in the office.
- Video interviews can be recorded for later review.
- Employers can incorporate virtual recruiting tools that will increase hiring success such as skills testing and candidate surveys.
- Virtual recruiting can be conducted in a way that reduces bias.

Challenges of virtual recruitment :

Challenges involved in recruiting virtually include:

- Technological acumen - While many hirers and candidates can understand how to use virtual tools with ease, others may struggle with the digital learning curve.
- Technology failure - Even the most reliable online tools will not work if one of the parties has connectivity problems.
- Distractions - Not every candidate will have an opportunity to find a distraction-free environment (pets, kids) for a virtual interview.
- Reading body language - Recruiters who have traditionally assessed candidates by their body language (such as a firm handshake and the confidence with which they walk into a room) are limited to reading their facial expressions.

Scope :

The benefit of the study for the researcher is that it helped to gain knowledge and experience and also provide the opportunity to study and understand the prevalent recruitment procedures. The scope behind the project is;

- a) This project will provide a value insight to student on the topic
- b) It help to get practical knowledge in employee hiring and recruitment procedure in the organization
- c) It will equip me for my future in HRM

Objective :

- a) To study the virtual process of recruitment at Wocially.
- b) To study the challenges, benefits, difficulties, and outcomes of virtual recruitment.
- c) To understand the effectiveness of virtual recruitment in the current pandemic situation.

RESEARCH METHODOLOGY :

• Statement of Problem:

This study was intended to understand the Virtual Recruitment process at Wocially. Also, tried to understand the challenges, advantages, disadvantages, and outcomes of the Virtual Recruitment process. This research was intended to understand the Effectiveness of Virtual Recruitment in the current pandemic situation.

• Research design:

Type of research: Quantitative research

This research is a quantitative research method as it helps us in providing statistical data obtained from HR professionals and HR interns regarding various challenges, advantages, disadvantages, and outcomes of the Virtual Recruitment process. This quantitative data has helped in understanding the effectiveness of the Virtual Recruitment process.

Type of research design: Descriptive Research design.

Here the research design is the Descriptive method. The Descriptive Method describes the characteristics of the population or phenomenon studied. Descriptive research design includes observational studies, developmental design, and research surveys. The Descriptive Research method can be carried out by collecting data with the help of surveys as well.

• **Population/Universe:**

The data has been collected by carrying out two surveys;

- a) HR interns interning in the Wocially (age group of 20-25 years)
- b) HR professionals working in the Wocially (age group of 28-40 years)

• **Sampling Technique:**

The sampling technique that has been used for the research is simple random sampling technique. The simple random sampling is a sampling technique where every item present in the population has an equal and even chance of being selected in the sample. In this sampling technique, the selection of items is entirely dependent on luck or probability, and thus this sampling technique is also known as a method of chances.

• **Sampling Unit:**

The sampling unit in this research includes two categories of individuals;

- a) HR interns interning at the organization.
- b) HR professionals working at the organization.

• **Sampling size:**

The total sampling size taken for the collection of data is 40 where: 5 Human Resource Professionals and 35 Human Resource interns interning at Wocially were selected for the surveys.

• **Age group:**

The data collected for the research paper includes;

- 1. HR interns interning in the Wocially (age group of 20-25 years)
- 2. HR professionals working in the Wocially (age group of 28-40 years).

• **Data collection:**

Data was collected by using a combination of Primary and Secondary data.

Primary data:

The Primary data was collected by carrying out two surveys via Google forms: one among Human Resource professionals working at the Wocially and the other, among Human Resource interns interning at the Wocially. The Survey acts as an essential tool for obtaining Primary data. Surveys are a popular market research tool to collect feedback from respondents that helps us in obtaining a much wider perspective regarding the concept among the population studied.

Secondary data:

Secondary data is the data available on research papers, magazines, newspapers, etc. Secondary data for the research was acquired from research papers published in journals

Limitation :

- As the sample size was small (40 respondents), it cannot represent the entire population, therefore some results might be incorrect.
- This study maybe biased, all respondents may not have given correct opinion.
- As Wocially is a startup company only limited data available about the company in website this is the most significant limitations.
- As the project is prepared for academic purpose only, it suffers from the limitations of time and money, due to which analytical study into all strategies adopted by the organization was not possible.

❖ **Chapter – 2**

- Industry analysis
- Company profile
- Competitor analysis
- Customer analysis

Industry Profile :

Social commerce is a subset of electronic commerce that involves social media and online media that supports social interaction, and user contributions to assist online buying and selling of products and services. More succinctly, social commerce is the use of social networks in the context of e-commerce transactions.

Social commerce aims to assist companies in achieving the following purposes. Firstly, social commerce helps companies engage customers with their brands according to the customers social behaviours. Secondly, it provides an incentive for customers to return to their website. Thirdly, it provides customers with a platform to talk about their brand on their website. Fourthly, it provides all the information customers need to research, compare, and ultimately choose you over your competitor, thus purchasing from you and not others.

Today, the range of social commerce has been expanded to include social media tools and content used in the context of e-commerce, especially in the fashion industry. Examples of social commerce include customer ratings and reviews, user recommendations and referrals, social shopping tools (sharing the act of shopping online), forums and communities, social media optimization, social applications and social advertising.

Technologies such as Augmented Reality have also been integrated with social commerce, allowing shoppers to visualize apparel items on themselves and solicit feedback through social media tools.

Some academics have sought to distinguish "social commerce" from "social shopping", with the former being referred to as collaborative networks of online vendors; the latter, the collaborative activity of online shoppers.

Social Commerce has become a really broad term encapsulating a lot of different technologies. It can be categorized as Offsite and Onsite social commerce.

Onsite

Onsite social commerce refers to retailers including social sharing and other social functionality on their website. Some notable examples include Zazzle which enables users to share their purchases, Macy's which allows users to create a poll to find the right product, and onsite user reviews are also considered a part of social commerce. This approach has been successful in improving customer engagement, conversion and word-of-mouth branding according to several industry sources.

Offsite

Offsite social commerce includes activities that happen outside of the retailers' website. These may include Facebook storefronts, posting products on Facebook, Twitter, Pinterest and other social networks, advertisement etc. However, many large brands seem to be abandoning that approach.

History of the Indian IT Services Industry

The Indian IT services sector has been there from the early post-independence era. company like Tata Consultancy Services and Infosys were setup in 1968 and 1981 respectively. However, there wasn't much contribution at that point of time. Then in 1991, the Indian economy opened up and allowed foreign players to come in. That also provided access to Indian IT services companies to find customer across the seven seas. The profile of the Indian IT Services has been undergoing a change in the last few years, partly as it moves up the value chain and partly as a response to the market dynamics. Ten years ago, most US companies would not even consider outsourcing some of their IT projects to outside vendors. Now, ten years later, a vast majority of US companies use the professional services of Indian Software engineers in some manner, through large, medium or small companies or through individuals recruited directly.

Growth of the Indian IT Services Industry

The Indian IT services industry has seen tremendous growth. India's leading IT service suppliers like Infosys, Wipro and TCS are providing varied products, showcasing leading ideas in blockchain and artificial intelligence to clients using innovation hubs, research and development centers. Overall, in 2017, the industry provided direct employment to nearly four million people and indirect employment to more than ten million. India is the world's largest sourcing destination, accounting for approximately 55 percent of the US\$ 185-190 billion market in 2017-18. In 2019, the TCS' revenue reached almost INR 1.5 trillion (USD 21 billion), thus making it the largest India-based IT services company that year. The competent IT services market of India have attracted significant investments from major countries.

As per the data released by Department for Promotion of Industry and Internal Trade, the computer software and hardware sector in India attracted cumulative Foreign Direct Investment (FDI) inflows worth USD 43.58 billion between April 2000 and December 2019 and ranks second in inflow of FDI overall. Recently, Tata Consultancy Services undertook a partnership with US based pharma company Walgreens Boots Alliance and grabbed a contract worth INR 10,650 crore (USD1.5 billion). In 2020, the Indian IT & Business Services market was valued at USD 13.41 Billion. The IT Services market contributed 77.06% and grew by 5.97% in 2020 compared to the 8.91% growth in 2019.

Market Size: -

- IT services market - is dynamically developing and penetrates many areas of our life. Demand for IT services is growing. The pace of IT services distribution is increasing year after year. More and more countries become active players on the IT services market. In this regard, both scientists-analysts and business representatives treat this matter with great attention. At the same time, a great number of various national and regional programs for the development of this industry is being developed
- IT services with 99 billion U.S. dollars had the largest market size among the various sectors of the Indian IT market in fiscal year 2021.
- The total market size of the Indian IT market, including eCommerce, is \$235 billion.
- This did not include the hardware sector. On a year-over-year basis, the market grew by over two percent in fiscal year 2021 market grew by over two percent.

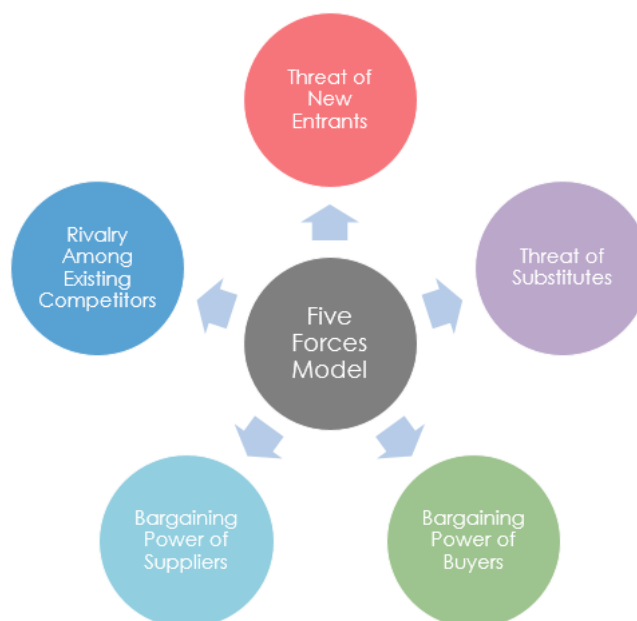
Porter's Five Forces Analysis of IT Service Industry :

❖ Threat to new Entrants

If there is strong threat of new entrants then current players will be willing to earn less profits to reduce the threats. Threat to new entrants is pretty **low** in the Indian IT service landscape. One of the major reason being that the deals that come in have a certain ticket size. And not every company will be able to deal with a project at that scale. Moreover there are about 4-5 players which have built the capability to deal with multi-million dollar deals. The start-up culture is there, but these start-ups play in a very niche field. Things like *Fintech*, Agri Tech to Deep Neural Networks are the areas these start-ups deal with. So in a way there is barrier to entry created by the large corporations which makes it difficult for any new entrant to come in and take the project.

❖ Bargaining Power of the Customer

If the customers have strong bargaining power then they usually tend to drive price down thus limiting the potential of the IT service firms to earn sustainable profits. The bargaining power of the customer is **high**. That is primarily because of the Indian IT services companies that are capable of handling work of that nature and size. Though there are only a handful of them, the customers have a sizable option to choose from as each company gets something different on the table.



Porter's Five Forces Model. Image Courtesy: Visual Paradigm

❖ **Bargaining Power of the Suppliers**

If suppliers have strong bargaining power then they will extract higher price from the firms. This one can be debatable. For instance if we talk about software vendors who are providing licensed software. These vendors do give bulk licenses to the Indian IT services companies but still they are in a position to demand a price for the software they provide. On the other hand you have the hardware manufacturers who can't really be in a commanding position because of the sheer size of orders that are placed for hardware components. And moreover with Cloud services kicking in, this model is got to change.

❖ **Industry Rivalry**

If competition is intense then it becomes difficult for existing players such as IT service firms to earn sustainable profits. The industry rivalry is a **high** force in the Indian IT Services industry landscape. As mentioned earlier, there are only a handful of large IT services companies and there is rivalry between them in terms of the deals they win, the market share they grab, the bottom line they are able to showcase. In way this high industry rivalry has also helped the Indian IT services sector to grow as it paved way for innovation and each company came up with innovative solutions.

❖ **Threat of Substitutes**

If the threat of substitute is high then firms has to either continuously invest into R&D or it risks losing out to disruptors in the industry. At the current economic condition when the economies of the world are slowing down, there is **high chances of substitution**. Other world economies like Philippines are bidding for IT services projects globally as they are able to provide the work at a cost cheaper than the Indians. Also if you think, the companies that are giving the projects to the Indian IT services industry, can do a backward integration and setup their own IT solution company. For instance IBM, Accenture etc These companies were primarily consulting companies at one point and today they boast of their IT solution arm. Both of them having off shore centres to cater to the world.

Company Profile :

Introduction of the Company –



Industries - IT Services and IT Consulting

Company size - 51-200 employees

Headquarters - Mumbai, Maharashtra

Type - Privately Held

Founded - 2019

Wocially is the India's Social Commerce Platform where user can do multiple things like Video, Marketplace, Jobs and etc. They are introducing an Exclusive Social and Commerce Platform for all our Lovely Indian. This is made in India for Indian. Where you can Share, Discover, earn multiple things in a single Platform like Photos, Video, News and Blogs, Marketplace, Games, Video call and, Chat, Jobs, Events, 3rd Party Ecommerce, Business Directory, Funding, Movies, Offer and Many More.

Vision:

To be recognized as one of the most representative and effective leading global organizations engaged in the promotion of Small and Medium Enterprises (SMEs)

Mission:

Mission is to help create an enabling business environment either directly or indirectly for sustainable development of SMEs worldwide

Growth of Company Year on Year

2021 - 2022 Penetrate on Tier 3 Cities, Market capture in B2B provider

2022-2023 Automatic Process to B2B Manufacturing, Wholesaler, Services Provider where one can get the business

Service Basket:

Digital Marketing Service –

Digital services are one of the core businesses of the company. The company made a unique social media platform when all customers share his/her requirement and share pictures of different products.

Social media marketing is a form of internet marketing that involves creating and sharing content on social media networks to achieve your marketing and branding goals. Social media marketing includes activities like posting text and image updates, videos, and other content that drives audience engagement, etc:

Automatic Software Management Service –

The main of this IT services is to reduce the internal cost of the company/ firms. IT services refer to the application of business and technical expertise to enable organizations in the creation, management, and optimization of or access to information and business processes.

Human Resources Management Service –

The firm's services include HR Advisory, HR Outsourcing, HRMS tool, HR Audit, Talent Acquisition, Employee Learning, Compensation Benchmarking, Payroll management & statutory compliances.

Product Profile:

Wocially is a social commerce platform in which features are emerging across a number of platforms, creating new opportunities for brands big and small. The COVID-19 pandemic put further strain on brick-and-mortar businesses. Now executives are all in on digital transformation.

Social commerce is the buying and selling of goods or services directly within a social media platform. This model moves social media beyond its traditional role in the discovery process by encouraging users to complete the entire purchase process without leaving their preferred apps.

Executives overwhelmingly agree that social commerce is driving an increasing portion of their company's marketing-driven revenue, according to The State of Social Media investment report. About eight in 10 expect to be selling their products or services via social within the next three years.

Functional Units :–

Human Resource (HR) –

Human Resource is managed by **Mr. Prashant Shringi**, recruiting people into the company. However, there's actually a lot to Human Resources than just filling in the headcount. They have to make sure that the people they recruit have the right skills, experience, and qualifications based on what the company needs.

Aside from recruitment and staffing, HR is also in-charge of major areas like compensation and benefits, training and learning, labour and employee relations, and organization development. And since the success of any organization lies in its people, Human Resources is considered as the most critical asset of a company.

In Wocially Human resources (HR) is the division of a business that is charged with finding, screening, recruiting, and training job applicants, as well as administering employee-benefit

programs. HR plays a key role in helping companies deal with a fast-changing business environment and a greater demand for quality employees. Additional human resources responsibilities include compensation and benefits, recruitment, firing, and keeping up to date with any laws that may affect the company and its employees.

Some of the HR responsibilities include in Wocially are ;

- i. Relationship Building Management
- ii. Understanding the types of hiring
- iii. Decision on hiring
- iv. Employee engagement

Types of employees

If you choose to hire someone as an employee, you can hire them in the following ways:

- Permanent or fixed-term (full-time or part-time)
- Casual employees
- Interns or trainee

Full-time or part-time employees

A full-time employee works a full work week, which is 38 hours on average. Full-timers usually work standard days -for example, Monday to Friday 9am to 5pm.

A part-time employee works regular set hours but less than 38 hours, e.g. Wednesday to Friday 11am to 1pm. Some awards require an employer to roster a part-time employee for a minimum of 3 consecutive hours on any shift.

Casual employees

Casual employment offers a flexible hiring option for both the employer and employee. Casual employees are often used in workplaces with short or irregular periods of work, but can also work in long-term arrangements.

Casual employees:

- can be asked to work at short notice
- have no guarantee of regular hours
- are not entitled to annual leave, personal leave, or paid career's leave
- can be terminated without notice unless covered by an agreement or contract that specifies otherwise.
- Casual employees are paid a casual loading of at least 20% to 25% on top of their base rate of pay. This is to compensate them for not receiving paid leave, guaranteed work and other entitlements given to full-time and part-time staff. The amount of loading depends on the agreement or award.
- Some awards require casuals to be paid for a minimum of 3 or 4 hours of work per shift.

Interns and trainee employees

The employer provides training and the apprentice learns the occupation or trade. At the end of the training, the apprentice gains a nationally recognized qualification.

Interns can;

- be employed on a full-time or part-time basis
- be of any age
- already hold a qualification.

Training can be totally on-the-job, or a combination of on and off-the-job programs. Interns are usually entitled to the same superannuation, workers compensation and other employee requirements. An intern wage varies depending on qualification, type of training, and industry.

Units in HR division –

There are three units in Human Resource Division;

- HR Staffing
- HR Operation
- Training & Development

1.HR Stating: The staffing process- putting the right people in the right positions at the right times is one of the most critical tasks any organization laces. The quality of the work performed can be only as high as the capabilities of the people performing it.

Three officers are working in HR staffing unit. They perform the following activities

- i. Recruitment
- ii. Selection
- iii. Leave Management
- iv. Personal Profile Management

Recruitment:

There are two types of recruitment in this organization. They are-

- a. Internal Recruitment
- b. External Recruitment.

For Internal Recruitment the principal methods are-

- Job posting
- Use of computerized skills inventories
- Referrals from other departments

For External Recruitment: Organizations rely on-

- Advertisements
- Public or private placement agencies
- Field recruiting
- Including campus recruiting Point of recruitment:

There are two level of recruitment.

1. Entry level
2. Lateral entry (Recruitment of experienced person)

1.Entry level: There are two entry-level posts for recruiting fresh graduates and postgraduates. These are-

- Probationary officer Level
- Trainee Assistant Officer (TAO) Level

Probationary Officer- Probationary officers are confirmed as officer after successful completion of 1 year probation period. Probationary Officers are recruited through competitive written exam that is taken by IBA. After taking exam top scorers are invited to appear the 17 interview of management committee. After appearing the interview, they have to face an interview in front of Board of Directors.

For recruiting Probationary Officers advertisement are given in daily newspaper and web site also. Only online applications are acceptable for Probationary Officers (PO). They have to apply through bdjobs.com. bdjobs supplies the database of CVs or resume to Alliance Capital. HR team then short lists the resume of the candidates. Only short-listed candidates are invited for appearing the written exam. shortlisting criteria are given in the circulars. There are some subjects, which are preferred for short listing.

These subjects are-

- MBA (Major in accounting, finance, marketing, HRM, MIS etc.)
- English
- Statistics
- Economics
- Mathematics
- CSE
- Development studies

Trainee Assistant Officer (TAO) Level- TAOs are confirmed as assistant officer (AO). TAOs are recruiting from walking CVs. Usually, one written exam is managed by the management has taken for recruiting TAOs followed by one viva.

2. Lateral entry (recruitment of experienced person): There are recruitments for experienced in asset management or brokerage sector, which is called lateral entry. Length of services, job responsibilities, revolutionary background etc. is taken into consideration for the lateral entry.

Selection: The critical criteria in this regard are job relatedness, reliability, and viability. For selection of candidates following things are considered

- Appearance
- Attitudes
- Knowledge
- Personal ability & mental ability
- Physical ability
- Qualification
- Communication skill
- Job knowledge (for lateral entry)

2.HR Operations: HR operations unit mainly work in the area of short term and long-term benefits of thee employees like salary, bonus, provident fund, gratuity, super annulations fund, etc.

- Monthly Salary Disbursement
- Preparation and disbursement of Festival Bonus and Performance Bonus
- Employees Final Settlement.
- Submission of various Salary related MIS report to the Management & Regulatory bodies.
- Work as System Admin in HR department
- Assist in Appraisal Management
- Investment with the gratuity and PF fund
- Employee Tax processing, etc.

3.Training and Development: Employee training and development is a broad term that encompasses a wide range of industries, skill sets and training. It includes the hard, technical skills needed to perform specific tasks.

Employee Orientation- Employee orientation provides new employees with the basic background information they need to perform their jobs satisfactorily. Companies arrange an orientation program for the employees. In an orientation program the employees should feel welcome, understand the organization in a broad sense, be clear about what the firm expects in terms of work and behavior, begin the process of socialization.

Employee Training- There is some process, method and techniques of employee training. A company follows the all the steps of training to provide the employees a good look on their work.

Career Development- The career development stage is given below

Pre transition- Is simply looking for a job and preparing oneself for a career.

Transition- An individual is already having a job and developing oneself for future career or moving to another career

Preferred area- An individual prefers a specific sector of the career

Early stage- First 1-5 years of career is called early career.

Mid-career- 5-20 years after the career starts.

Late career- Late career starts after 20 years of job life.

Retirement- And finally, after completing the stages of career and individual decides to retired.

MARKETING AND ADVERTISING

Marketing and Advertisement department is managed by **Ms. Neha Sharma** takes care of developing product packaging, pricing, as well as creative materials for the company's target customers.

To do this, the department may carry out research and do surveys to have a better understanding of what customers need.

A business needs to have customers to grow, and for you to gain customers, you need to have effective marketing and advertising strategy set in place. This is where the Marketing and Advertising Department comes in. This business department plays a vital role not only in promoting your business as well as its mission and vision. Depending on your company, the responsibilities of the Marketing and Advertising Department may also include one or more of the following:

- Defining and managing your brand
- Social media management and monitoring
- Content creation for your website
- Serving as media liaison
- Producing internal marketing communications for your employees

A marketing department promotes the business and drives sales of its products or services. It provides the necessary research to identify your target customers and other audiences.

Connecting Customers to Products

A functional marketing department implements customer relationship management functions to track and predict what customers want in their products. It connects the customer to the product with hard data as well as emotional, qualitative information that can help product designers differentiate your products from those of a competitor. This information also helps marketing promotions by highlighting these differences in marketing materials. A marketing department sets prices for products that recoup development and promotional costs while generating revenue for the company.

Promotions and PR

Marketing departments carry out promotional strategies for products and services, and some may also incorporate promotional activities, such as public relations, for the business as a whole. The promotions staff assists the sales force with sales promotions; offers public relations support for product launches, trade shows and other events; purchases advertising that illustrates product benefits and features; and pitches the product to media outlets.

Promotion activities range from creating awareness of a product to persuading customers to try and then buy the product.

New Business Development

Marketing works closely with sales in generating new business. Employees entice prospects to engage with your company in some way, even if it's just visiting the website, and then uses incentives to get customers to continue thinking about the product so that the sales team can convince them to buy the product. This is called generating leads. Not every lead turn into a paying customer, so business development is ongoing.

It can also include identifying new markets for existing products or discovering a need that current customers have for a modified version of an existing product.

Digital marketing

Digital marketing is the component of marketing that utilizes internet and online based digital technologies such as desktop computers, mobile phones and other digital media and plat forms to promote products and services. Wocially aggressively works on Digital Marketing, some of the essential duties of Digital Marketing are

- **Search Engine Optimization (SEO)**

The ultimate goal of SEO is to increase the number of website visitors by ranking highly in Google (or other search engines) SERPs (search engine results page) for certain target keywords. Add to this the fact that SEO is the least expensive of all the marketing techniques listed here while also yielding highly long-term, sustainable results, and you just cannot afford to ignore it

- **Social Media Marketing (SM)**

The term social media marketing (SMM) refers to t of social media and social networks to market a company's products and services. Social media marketing provides companies with a way to engage with existing customers and reach new ones while allowing them to promote their desired culture, mission, or tone. Social media marketing has purpose- built data analytics tools that allow marketers to track the success of their efforts,

- **Email Marketing**

Email marketing is significantly cheaper and faster than traditional mail, mainly because with email, most of the cost falls on the recipient. Sending a commercial message, typically to a

group of people, using email. design an email campaign that stands out and monitor its opening rate, click-through rate, etc.

- **Mobile Marketing**

Sending marketing messages through SMS and push notifications is a time-tested way of getting the recipient's attention, especially since more than 90% of such messages are opened right after receiving them. This, coupled with mobile search and social ads is a powerful way of influencing a customer.

- **Affiliate Marketing**

Affiliate marketing is an online sales tactic that lets a product owner increase sales by allowing others targeting the same audience "affiliates" to earn a commission by recommending the product to others. At the same time, it makes it possible for affiliates to earn money on product sales without creating products of their own.

SALES

In general business operations, sales refer to any transactions where money or value is exchanged for the ownership of a good or entitlement to a service. In an accounting context, sales refer to a company's revenue earned from the sales of products or services (net sales).

INFORMATION TECHNOLOGY

Information Technology is managed by **Mr. Jathin Thawani**

Their main tasks include-

- Providing various forms of support so employees can make the most effective use of IT resources that are relevant to the business
- Managing information security to protect the IT infrastructure and corporate data from viruses, cybercriminals, and other threats.
- Data management which includes the collection, storage, and distribution of data to employees who need to access them
- Development and operation of the network to support effective communication and collaboration within the company
- Website maintenance

An IT (Information Technology) is the department within a company that is charged with establishing, monitoring and maintaining information technology systems and services.

At an even more basic level, by implementing the governance for the use of network and operating systems, the IT department enables the company's employees to communicate, collaborate and do routine tasks, and generally provide teams with the functionality they need to perform their duties.

Application development

The main role of the IT department is creating the Wocially application that serve its core business needs. The right applications allow a business to be innovative, more productive efficient, and to move ahead of its competitors. In many ways, this makes the IT department crucial in driving a business forward.

The work necessary to create the application that can set a business apart from the others requires an IT department with programmers, analysts, interface designers, database administrators, testers, and other professionals.

Company website

The IT department is at least partially responsible for creating and maintaining the company's website. While the content and design of the site may be handled by another department often marketing-IT typically creates the code and works with other departments to test the site for usability.

ACCOUNTING AND FINANCE

Accounting and Finance is managed by **Digvijay Patail**

Finance Department is the part of an organization that is responsible for acquiring funds for the firm, managing funds within the organization and planning for the expenditure of funds on various assets. It is the part of an organization that ensures efficient financial management and financial control necessary to support all business activities.

The two primary responsibilities of Finance have to do with the money that is going in (Accounts Receivables) and money that's going out (Accounts Payable). They are also the ones in charge of Payroll, making sure that all employees are paid accurately and on time.

Reporting and financial statements that can be used for budgeting, forecasting and other decision-making processes are also being handled by this department. If you plan on automating your business, accounting apps and software can help make your business more productive.

Roles and Responsibilities of a Finance Department

The contributions of finance department to any company and how these contributions positively affect organizational performance will greatly depend on factors such as the extent to which the owner/ manager is involved in his company. The roles and responsibilities of a finance department include but are not limited to:-

a. Bookkeeping

This is the most basic function of the finance department. It involves the day-to-day recording, analysis and interpretation of a company's financial transactions. This will include the tracking of all expenses (purchases, payments etc.) and sales of finished products. In some startup

companies, this role is often carried out by a bookkeeper who might be replaced by more specialized payables and receivables clerks as the company grows or expands its operations

b. Management of company's cash flow

It is the duty of the finance department to manage all cash flows into and out of a company and ensure that there are enough funds available to meet the day-to-day running of the company. This area also encompasses the credit and collections policies for the company's customers, to ensure that vendors and creditors are paid correctly and on time; and that the company is also paid correctly and as when due.

c. Budgets and forecasting

In this function, the finance department works with managers to prepare the company's budgets and forecasts and also give feedback with regards to the financial standing of the company. This information can be used to fulfil the cash needs of each department, plan company staffing levels, plan asset purchase and expansions at minimum cost before they become necessary. The finance department can also use past records from respective departments to make better budget and forecast over long-term and short-term time horizons.

d. Advising and sourcing longer-term financing

It is the duty of the finance department to advise companies on the best financing mix that could yield the company the best profit and also help them source longer-term financing at the lowest cost such that there is a profit level of liquidity

e. Management of Taxes

Running a company involves paying tax, and it is the duty of the finance department to handle tax issues. This includes creating good corporate relationships with government by remitting PAYE (Pay as You Earn) to the relevant authority, and ensuring that implementation of tax matters is done within the framed policies.

f. Management of Company's Investments

Apart from analyzing and selecting new investments, it is also the duty of the finance department to manage company's existing assets. The finance department should be concerned with current assets apart from fixed assets. The company's working capital needs to be managed efficiently in such a way as to maximize profitability relative to the amount of funds tied up since it has more implication on the firm liquidity than its fixed asset.

g. Financial Reporting and analysis

Financial reporting and analysis are the function that takes raw accounting entries and transforms them into meaningful, usable and comparable financial statements. The finance department contributes to organizational growth by measuring and reporting on regular bases, key numbers that are vital to the success of the company. This will likely include a summary of all funding sources, expenditures and reserves available for future use (excluding those already committed and budgeted for current period) some non-financial information. And are usually communicated to managers in a logical and understandable format.

h. Assist managers in making key strategic decisions

The finance department provides company management with information necessary to make strategic decisions such as which markets or projects to pursue, the payback periods for large capital purchases, decision on what should be given out as dividend out of the company's earnings and what to plough back into the business, the best financing mix that could yield the company the best profit, decision on how to allocate funds to investment etc., thus, making sure that money is being used in the best way.

Having read up to this point, you must have discovered that the importance of the finance department to any company cannot be overemphasized since the financial policy of any company to a greater extent, determines not only its existence, and survival but also the performance and success of that company. Any company aspires to grow and make profit should make sure the activities of the finance department are handled by individuals who have all it takes to be in the department

SWOT ANALYSIS

SWOT is a brainstorming process that can help entrepreneurs and business leaders create a solid business strategy to maximize company growth. The idea behind SWOT is simple, for every campaign or project, marketers analyze their strategies based on four specific quadrants (strengths, weaknesses, opportunities, and threats)

Strengths:-

- Easy to use Application.
- Using social media, we can easily create awareness about our product
- Highly skilled human resource
- It has its own social media platform so it's advantageous for Wocially

Weakness:-

- Office space and infrastructure
- Lack of marketing expertise
- Less employees or lack of skillful and professional workforce
- Less research and development
- Wocially is a new start-up company, so many customers can't believe in the company

Opportunities:-

- India's well developed soft infrastructure, so it's a huge market for Wocially
- Rise in number of internet users, and mobile phone users
- Have a great online presence to target customers
- Government funds for startup firms

Threats:-

- So much competition is in the market, so it is very difficult gain market share
- Lack of data security systems
- Service is similar to the competitors
- A small change in the focus of a large competitor might wipe out any market position Wocially achieve
- Hiring qualified employee
- Poor funding for new technology
- Reduce mismanagement in the company

Customer Analysis

Wocially arranges Virtual campus drive for students. The customer of Wocially are those people who are searching a suitable job as well as internship and on another hand those organizations who wants to recruit candidates for their vacancies.

The company is presently operating from Mumbai but it organizes Virtual campus drive where students from all over India and companies from all over India are participating in this virtual campus drive.

The company's main target customers are;

- Educational Institutions who want to placed their student.
- Fresh graduate from any stream who are looking for the job.
- MBA Student who are looking for internship for their experience.
- 1–3-year experienced candidate who want to change their job.
- Organizations who want to recruit candidates for their vacancies.

Competitor Analysis

The competition is from LinkedIn, Naukri.com, Monster, Indeed, Glassdoor which are present in the same market space as that of Wocially

a) LinkedIn-



LinkedIn is an American business and employment-oriented online service that operates via websites and mobile apps. Launched on May 5, 2003, the platform is primarily used for professional networking and career development, and allows job seekers to post their CVs and employers to post jobs. It can also be used to organize offline events, join groups, write articles, publish job postings, post photos and videos, and more. As of September 2021, LinkedIn has 774+ million registered members from over 200 countries and territories. LinkedIn started its India operations in 2009 and a major part of the first year was dedicated to understanding professionals in India and educating members to leverage LinkedIn for career development.

b) Naukri.com-



Naukri.com is an Indian employment website operating in India and Middle East. Naukri.com was founded in March 1997. The company was started as a floorless employment exchange. It was a database of resume, jobs, and recruitment consultants. Subscription fees and advertising are two ways the website generates revenue. 90 percent of the revenue earned is from the recruiters (B-2-B). 10 percent of the income sources are from jobseeker services.

c) Monster-



Monster.com is a global employment website owned and operated by monster worldwide Inc. It was created in 1999 through the merger of The Monster Board (TMB) and Online Career Center (OCC). It is one of the best and free job search apps to find job vacancies in India, Gulf, Hong Kong and Southeast Asian countries given below. The App is among the leading job search apps that helps freshers and experienced professionals to find relevant IT Jobs, Banking Jobs, Sales Jobs, Digital Marketing Jobs, BPO Jobs, Engineering Jobs, Sales Jobs, Marketing Jobs and Jobs in Finance, HR, Pharma, Oil & Gas, Construction, Healthcare and Hospitality among others. Not only does the app make for a great companion in your job hunt but it also keeps you updated with new job vacancies in top companies and industries. In order to never

miss a job, you can create a free job alert to get relevant jobs matching your profile straight in your inbox. Besides, you can also search for private jobs and government jobs.

d) Indeed-



Indeed is an American worldwide employment website for job listings launched in November 2004. It is a subsidiary of Japan's Recruit Co Ltd. and is co-headquartered in Austin Texas and Stamford Connecticut with additional offices around the world. On July 12, 2019, Indeed announced that it had signed an agreement to acquire ClickIQ, an automated job advertising technology platform, based in the UK.

e) Glassdoor-



Glassdoor is an American website where current and former employees anonymously review companies. The company was co-founded in 2007. Glassdoor, Inc. operates an online jobs and career community. The Company helps employees, job seekers, employers, and recruiters in finding and sharing information about the companies and jobs, including company reviews, interview questions and reviews, office photos, salary details, and information to make career decisions. Glassdoor serves customers worldwide.

❖ Chapter – 3

- Literature review

- Anna B Holm has proposed a study on ‘E-recruitment: Towards a Ubiquitous Recruitment Process and Candidate Relationship Management’. This research paper mainly deals with the impact of e-recruitment on recruitment as a whole. Three major case studies were taken into consideration for three large organizations in Denmark in 2008-2010. E-Recruitment is an effective method of hiring that is both time and space independent in nature. Also, an updated career website is an integral part of E-Recruitment. The different stages of Recruitment can be carried out and documented in an effectively and sequentially. Also maintaining an updated corporate career website is an integral part of the virtual recruitment process.
- Yioula Melanthiou has proposed a study on ‘The Use of Social Network Sites as an E-Recruitment Tool’. This research paper mainly focuses on an initial exploratory investigation of e-recruiting mainly carried out through Social media platforms. The major objective of this article is to find out the organizations which use social media as a platform to screen potential and competent candidates.

This research paper mainly focuses on three major objectives:

- a) Use of Social media as a platform to attract and screen competent applicants.
- b) Legal implications of E-recruitment and social network screening.
- c) Use of e-Recruitment as a major hiring strategy.

Developing a well-structured system and the use of information of competent candidates in the right manner to hire talented candidates who possess the most suitable skillsets and competencies.

- Dr. Bhupendra Singh Hada and Swati Gairola have proposed ‘Opportunities& Challenges of E-Recruitment’. This research paper mainly helped in understanding the concept of E-Recruitment, challenges, scope and benefits of E-Recruitment. The fundamentals of E-Recruitment include Poaching, Social networking, online testing an Employer’s website. Advantages of E-Recruitment include: Time-saving and cost-saving, helps in searching for candidates faster using search words easily, advertising benefits. Some of the challenges of E-Recruitment include: Not suitable for all types of jobs, impersonal, privacy issues.
- Ashutosh Kar and Siddhartha Bhattacharya have proposed ‘E-Recruitment and Customer Satisfaction: An Empirical Study in and Around Kolkata’. This research paper mainly deals with businesses and organizations that deal with the use of the internet to provide services. It could be in the form of providing information, or facilitating transactions, or attending to the basic customer service function. Starting from sourcing of input material to selling it to the target customers, along with post-purchase service, total supply chain management is being done with help of a computer system via the Internet. Virtual recruitment or online recruitment is one such service. The research paper is basically a summary of how employees are considered as assets

of the company. Mr. Narayan Murthy had stated that his company's assets walk out of the door every evening. With the emphasis on Human Resources, it is very necessary to have a systematic and quality Recruitment solution process that helps in hiring candidates that fit the right parameters, are competent and talented, and possess the essential skills required for the vacant job position. Also, it is equally essential to pay employees highly competitive salary packages or there could be high chances of Raiding where another company of the same industry may offer a much better salary package that would lead the employee to work for our competitors and it could be a major loss to the Organization.

- Prof. Priya Unadkat has proposed 'Need of E-Recruitment strategies in emerging scenario'. This research paper deals with effective E-Recruitment essential for hiring competent candidates. Data was collected by the combination of both primary and secondary data. It includes major kinds of E-Recruitment, advantages, findings of E-Recruitment, and also determining the future and scope of E-Recruitment. Some of the fundamentals of Recruitment are as follows: outsourcing, E-Recruitment, and Raiding.
- Avinash S. Kapse, Vishal S. Patil, Nikhil V. Patil have proposed a research paper on 'E-Recruitment'. This Research paper includes study of E-recruitment used to attract, and source candidates and aid the recruitment process. Distinguishing factors between Tradition Recruitment and E-Recruitment process, process, advantages and disadvantages, sources and factors affecting recruitment. Job Portals are extremely popular and largely used tools by companies and recruitment teams also to facilitate the smooth functioning of the recruitment process in the competitive world. Job Portals are a platform that helps employers meet their prospective employees.

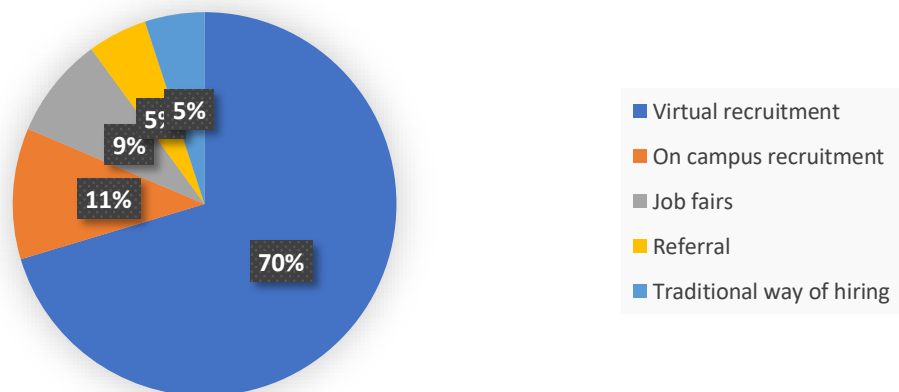
❖ Chapter – 4

- Actual work done
- Analysis
- Findings

Actual work done :

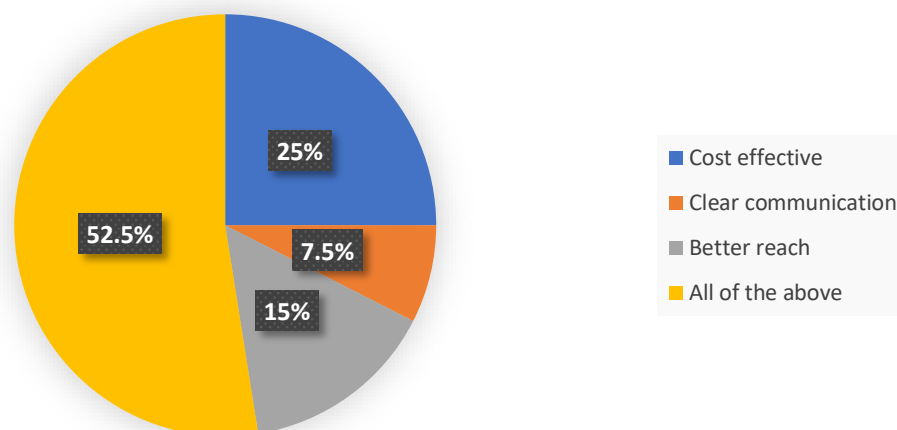
- Initially, I was assigned to send emails to various college TPOs for the collaboration purpose.
- Then I had collected contact details of HRs of different companies (the location that has been allotted) from job portals and updated those details in excel sheet.
- Then our HR manager provided us training regarding shortlisting the resumes and taking the interviews of the candidate who applied for internship.
- After that he provided me some resumes of candidates, from those resumes I shortlisted and took telephonic interview and selected few candidates for doing internship in Wocially.
- At last I had a telephonic conversation with those HRs whose contact details I had collected from job portals and make them understand about the collaboration process then, mailed the collaboration form or registration link to the HRs who were interested in collaboration.

Which methods of recruitment helps in generating a competent pool of candidates?
40 responses



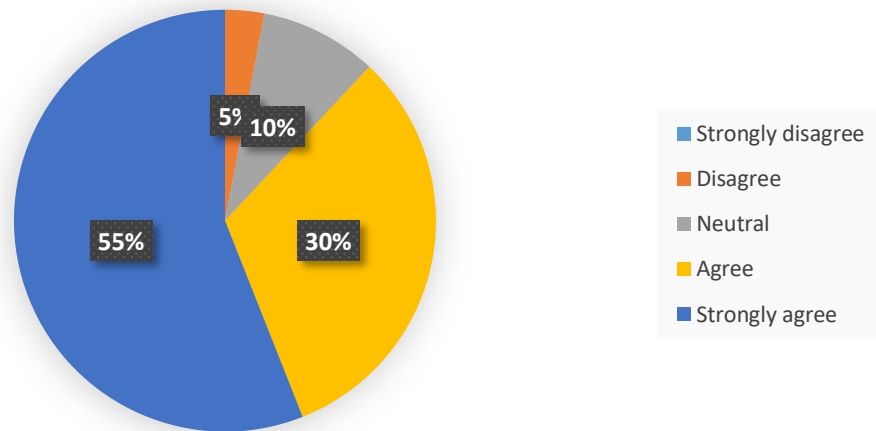
Virtual-recruitment is the most effective method of generating a competent pool of candidates (70%) and also referrals are the least effective method of generating a competent pool of candidates (5%).

According to you, which is the major benefits of virtual recruitment ?
40 responses



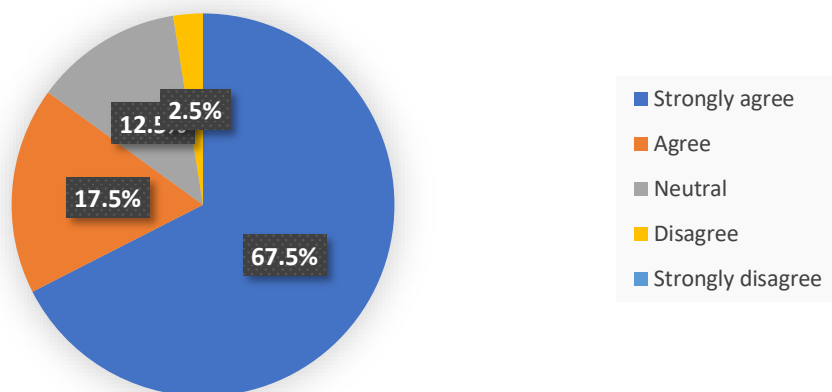
21 respondents out of 40 respondents (52.5%) believe that major benefits of virtual-recruitment mainly include all of the following; cost-effectiveness, clear communication and it helps in creating a better reach among interested applicants. 10 respondents out of 40 respondents (25%) believe that the major benefit of virtual recruitment is cost-effectiveness, 3 respondents out of 40 respondents (7.5%) believe that clear communication is a major benefit. 6 out the 40 respondents (15%) believe that better reach is the major benefit of virtual-recruitment.

Do you agree that virtual recruitment is beneficial in the pandemic situation ?
40 responses



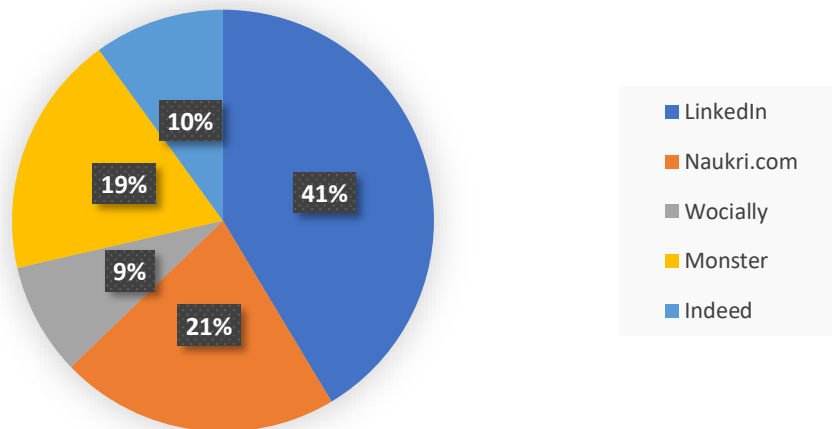
22 respondents out of the 40 respondents (55%) who were surveyed strongly agree that the virtual recruitment process is beneficial in the current pandemic situation. 12 respondents out of the 40 respondents (30%) agree with the usefulness of virtual recruitment in the current pandemic situation. 4 respondents out of the 40 respondents (10%) have a neutral opinion whereas 2 respondents out of the 40 respondents (5%) disagree with the same.

Do you agree that virtual recruitment reduces recruitment cost and increases the pool of resumes ?
40 responses



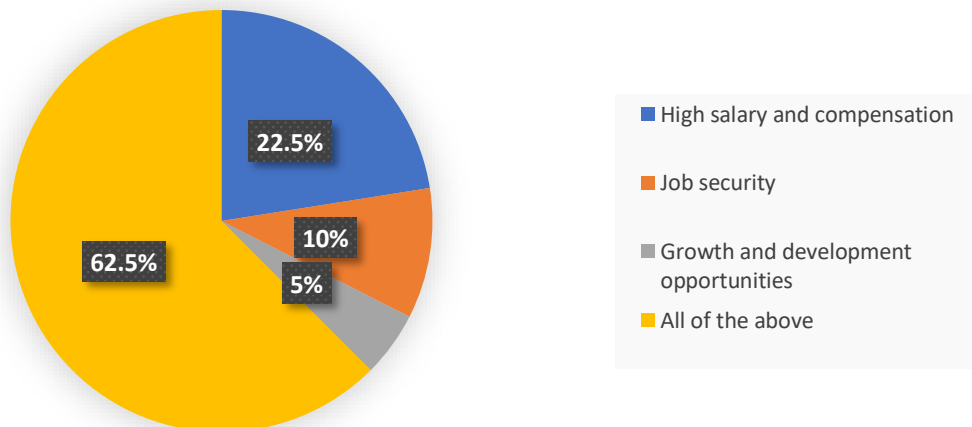
28 respondents out of the 40 respondents (67.5%) who were surveyed strongly agree that the virtual recruitment process reduces the recruitment cost and does increase the pool of resumes. 6 respondents out of the 40 respondents (17.5%) agree that Virtual recruitment process reduces the recruitment and Selection cost and does increase the pool of resumes. 5 respondents out of the 40 respondents (12.5%) have a neutral opinion whereas 1 respondents out of the 40 respondents (2.5%) disagree to the same.

Which Job portals do you use mostly ?
40 responses



41% prefer the use of LinkedIn portal. 21% use Naukri.com for searching applicants for job positions. While 19% use Monster and 10% use Indeed for searching applicants for job positions. Only 9% use Wocially portal which implies that people are not aware about Wocially job portal.

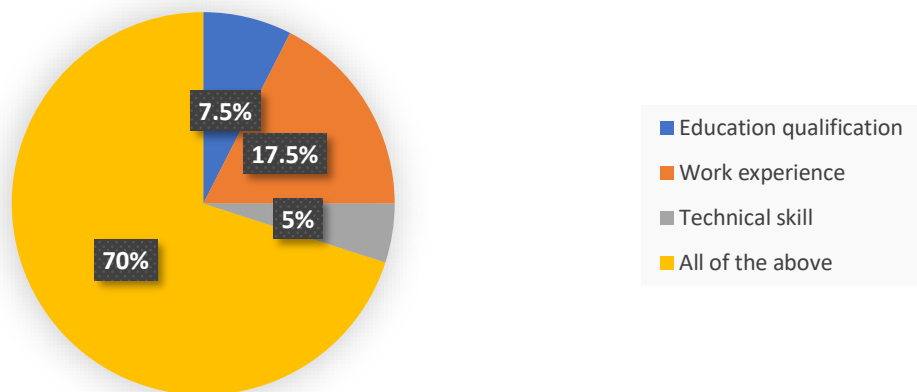
What do the new hires expect from the organization ?
40 responses



25 respondents out of the 40 respondents (62.5%) believe that new hires majorly expect all the opportunities from their organization. 4 respondents out of the 40 respondents (10%) majorly expect job security, whereas 9 respondent out of the 40 respondents (22.5%) majorly expect a high salary and compensation & only 5% expect growth and development opportunities from the organization.

In order to carry out an effective virtual recruitment process, what are the parameters taken into consideration while recruiting candidates ?

40 responses



70% respondents (28 respondents out of the 40) agree that all of these are the important parameters taken into consideration while recruiting candidates. 17.5% believe that work experience is important.

FINDINGS:

Some of the major findings from my Internship include:

- About 70% of the total HR professionals who were surveyed, believe that virtual recruitment is the effective approach to generate a competent pool of candidates.
- 55% of the total HR professionals agree that virtual recruitment is beneficial in the pandemic situation.
- 67.5% respondents believe that virtual recruitment reduces the recruitment cost and increases the pool of resumes.
- About 52.5% believe that major benefits of virtual recruitment mainly include cost effectiveness, clear communication and it helps in creating better reach among interested applicants.
- 41% respondents prefer the use of LinkedIn while only 9% use Wocially which implies that people are not aware about Wocially job portal.
- Also, 62.5% believe that new hires majorly expect high salary, job security, growth and development opportunities from their organization.

- ❖ **Chapter – 5**
- Suggestions
 - Conclusion

SUGGESTIONS:

- Wocially should focus on marketing as many people are not aware about it.
- It should design its website properly to reach people.
- The company should provide proper training regarding the new virtual recruitment tools and processes.
- The company should analyze new opportunities by understanding its demographic better.
- In order to get competitive advantages and to deliver quality service, top management should try to adopt new technologies.
- To get effective and efficient employee, the organization should arrange proper training and development program.

CONCLUSION:

- This research helps in determining that virtual recruitment is a successful and effective method to carry out recruitment of competent employees during the pandemic situation.
- Virtual recruitment is also effective for managing talent. Virtual recruitment has changed the way companies advertised jobs as well as the manner in which prospective candidates apply for them.
- It is clear that virtual recruitment is useful in terms of reducing time, saving recruitment cost, and helping entities develop an image, increase competitive advantage and attract highly qualified candidates.
- In the future, companies will transform traditional methods of recruitment and employ virtual recruitment as their strategic tool. Virtual recruitment will help create and sustain competitive advantages in the future job market.

❖ **Chapter – 6**
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