

Study on Preference of Job Applicants towards E-Recruitment Process

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ABSTRACT

E-Recruitment is an online process that job seekers can search for jobs and even employers can search for a wide range of candidates. Nowadays attracting a candidate towards the job is like a task for the organizations and for candidates also it is difficult to search for a job in this competitive market. So, in this situation, the E-Recruitment process plays a vital role to get job opportunities for the candidates. The main purpose of this research paper is to study the recent researches on E-Recruitment in order to understand the benefits of e-recruitment and to know the preference of candidates when it comes to job search. Descriptive Research Methodology is used in this research paper and the sample was collected through the simple random sampling method and the duration of data collection is 2020-2021. It was observed that maximum candidates will prefer the E-Recruitment process for their job search as they are finding it cost & time-saving process and applicants also feel that E-recruitment brings more job opportunities. E-recruitment was already preferred by the maximum organization but in this pandemic situation, E-recruitment process has acquired huge response as applicants will be helped in reaching a vast amount of jobs opportunities through internet. In this research it was observed that maximum respondent prefer social media platform for their job search.

Keywords: Recruitment, E-Recruitment, Online Recruitment.

SAMRIDDHI : A Journal of Physical Sciences, Engineering and Technology, (2022); DOI : 10.18090/samriddhi.v14spli01.15

INTRODUCTION

Searching the perfect candidate for a job is a difficult task for the human resource management department. In this situation, the recruitment process plays a vital role. If the ideal recruitment process adopted then a large number of candidates can get attracted towards the opening of the job. Already the traditional method of recruitment has captured its own success in many situations. But in the era of technology the recruitment process is continuously changing as per the requirement. Technology has made the process much simple that anybody from anywhere can apply for the job.

E-recruitment is also known as online recruitment; it means to using technology for recruitment purposes. It includes the below aspects of the process: Searching & attracting prospective candidates, interviewing & analyzing them, selecting them. This

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How to cite this article : Khan, S., Kawadkar, H. (2022). Study on Preference of Job Applicants towards E-Recruitment Process.

SAMRIDDHI : A Journal of Physical Sciences, Engineering and Technology, Volume 14, Special Issue (1), 76-80.

Source of support : Nil

Conflict of interest : None

"use of technology" can be anything, ranging from using social media platforms to share a post about a job vacancy, to use complex software to analyze if a certain candidate is the perfect fit for the organization.

LITERATURE REVIEW

Bijal Shah, Tilakraj Singh (2021) E-Recruitment can access huge amount of general public with the help

of technologies. Due to E-Recruitment process there is cultural and behavioral changes in both HR department and in candidates also. To get clear understanding of E-Recruitment it is important to analyze the external environment and a society that affect E-Recruitment process and its utilization. More study is required to understand that how recruitment process can be added with more efficiency & effectiveness with the help of different elements of E-Recruitment [1].

B. Akila, S. Vasantha, P.G. Thirumagal (2020) in their study there is a rapid growth in acceptance of E-Recruitment. E-recruitment is more effective as compared to other methods of recruitment. Whether it is employers or aspirants everybody is rushing towards technology because of its success factors: E-Recruitment, E-Selection, E-Performance Management, E-Compensation and E-Learning [2].

Rekha DM, Naveen N (2019) in their article they have discussed about different perspectives of e-recruitment for a few vacancies e-recruitment process is not suitable. The traditional method has its own importance it should not be replaced by recruitment. Both should be used together, for few vacancies 2000 applications received it is difficult to complete the process of screening in depth. Whereas the process of recruitment without the internet is time-consuming [3].

S. Mukundhan (2019) the process of recruitment is changing day by day. Due to the advancement of technology every traditional process is replacing. The process of screening is also can be done through artificial intelligence as no unsuitable candidates are screened. E-recruitment help in cost reduction as there are no intermediaries required and it does not take much time to complete the work [4].

P. Prathyusha (2019) in increasing competition between firms it is very important to recruit and select qualified candidates. The process of recruitment and selection has changed and due to technological advancement it has provided new capabilities like never before the full stop in the future the role of internet-based is going to increase in recruitment and selection process [5].

Narmada M.P, M R Vanithamani (2018) E-recruitment is a process to attract a pool of candidates and for hiring the best talent from the market

recruitment is not marry adopting a technology it also helps to attract right candidate towards the job. As per scenario day by day traditional process is getting replaced by technology. Every time for a vacant position it is not possible to follow the traditional method of recruitment. E-recruitment in the coming years will expand more as it is cost-effective also [6].

B. Raghvendra, C. Priyanka, G. Chaitanya (2018) E-recruitment is beneficial for both company and candidate as it is quick and cost-saving. Recent trends of recruitment that companies are opting for mobile application, job profile, company website, social networking. This recent trend depends on which technology company adopted. E-recruitment also reduces paperwork and administrative burden as all work is done through Technology [7].

Sneha Singh (2017) If internet technology is used properly the power of recruitment is going to get its real strength to attract and deal with the candidates. In the present as well as in the future the process of recruitment is going to get its importance in the industry. After lots of advantages there are few limitations also of e-recruitment in India like the problem in rural India, less educated population, trust in the face to face interviews but the bright side of recruitment will surely remove the obstacles by the power of education [8].

Deepak Ramchandra and Soumitra S. Das (2017) the process of e-recruitment is easy to handle by both the recruiter and job seeker. E-recruitment is the simplest way to attract the candidate from anywhere around the world. In the study the effectiveness of e-recruitment was identified that it is cost-saving, time-saving, it creates a market image and attracts the right candidate [9].

Rozy Rani (2016) it is easy for job aspirants to find the advertisement through E-Recruitment process via websites, job boards, and portals. As per the study it was concluded that E-Recruitment is a cost saving process and time saving also. In the article it was discusses [10].

RESEARCH METHODOLOGY

The study is based on primary data and the duration of data collection is 2020-2021. To collect the data from respondents a self-designed questionnaire method was used, to meet the objectives of the study. The secondary data, which is referred in the study, gathered

from the reports, books, journals, magazines, and websites.

Objectives

1. To study the recent researches on E- Recruitment.
2. To understand the benefits of E-Recruitment.
3. To analyse the preference of job applicants towards E-Recruitment.

Hypothesis

Job applicants prefer E-Recruitment process for their Job Search.

Sample Size

The process of choosing a representative group of a population for obtaining data for the research of the total population; the group is called as a sample. The sample size was 92 respondents.

Benefits of E Recruitment

1. **Time Saving:** The most important benefit of E recruitment is that it is time saving. As anyone from anywhere can send out job opening posts anytime with internet access and even candidates can apply for the job also.
2. **Minimized Cost:** As compared with traditional method of recruitment, E recruitment is cost effective.
3. **Dynamic content:** By generating dynamic content it can upgrade the branding of employer that will reach to bring best candidates and to uplift culture. Making use of your social media platform to spread the word and to bring maximum viewers to your social media & website account.
4. **Accessible:** Job applicant can search for jobs from anywhere at any time. The job advertisement can be announced through different social media platforms that can reached target audience.
5. **Broader scope for candidates:** Recruiters will be supported in reaching huge amount of prospective candidates around the world with the help of recruiting software's. Moreover, recruiters can track where applicants have viewed the job adds by statistical analysis which is necessary.
6. **Personalized design:** The graphical identity of the organization can be made appropriately by tailoring your professional career page. As an outcome, your employer branding will be boost to underlying the company's identity & values.

DATA ANALYSIS

Table-1: Demographic Profile of Respondents

Ques. No.	Demographic Factors		No of Respondents	Percentage (%)
1	Gender	Male	49	53.26 %
		Female	43	46.74 %
2	Age Group	18-24	44	47.83 %
		25-31	27	29.35 %
		32-38	11	11.96 %
		39-44	5	5.43 %
		45-above	5	5.43 %
3	Highest Qualification	Graduation	17	18.48%
		Post Graduate	68	73.91 %
		Other	7	7.61 %
4	Employment	Employed	40	43.48 %
		Unemployed	52	56.52 %

Interpretation: table-1 shows that total data collection is 92 among which 49 are males and 43 are females. Maximum candidates are from 18-24 age group and minimum candidates are from 39-44 & 45-above age groups. Maximum candidates are Post Graduate and minimum candidates are from other qualification. 52 candidates are unemployed and 40 candidates are employed.

Table-2: Awareness of E-Recruitment

Ques. No.	Question	Options	No of Respondents	Percentage (%)
5	Are you aware about the term E- Recruitment?	Yes	82	89.13%
		No	10	10.87%

Interpretation: Table-2 shows that in total data collection maximum candidates are aware about the E-Recruitment process.

Table-3: E-Recruitment is a time saving process

Strongly Agree	37	45.12 %
Agree	36	43.90 %
Neutral	7	8.54 %
Disagree	1	1.22 %
Strongly Disagree	1	1.22 %
Total	82	100 %

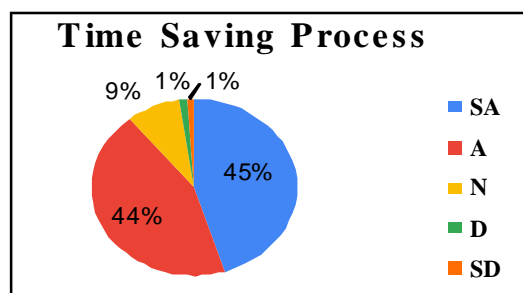


Figure 1 : E-Recruitment is a time saving process

Interpretation: Above chart shows that in total data collection maximum candidates strongly agree with that E-Recruitment is time saving process.

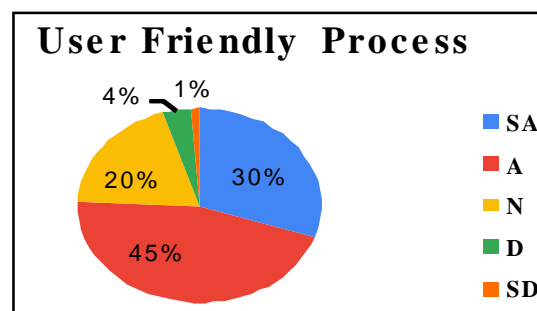


Figure 3: E-Recruitment is user friendly process

Interpretation: Table-5 shows that in total data collection maximum candidates agree with that E-Recruitment is user friendly process.

Table-4: E-Recruitment is cost saving process

Strongly Agree	33	40.24%
Agree	40	48.78 %
Neutral	8	9.76 %
Disagree	1	1.22 %
Strongly Disagree	0	0.00 %
Total	82	100 %

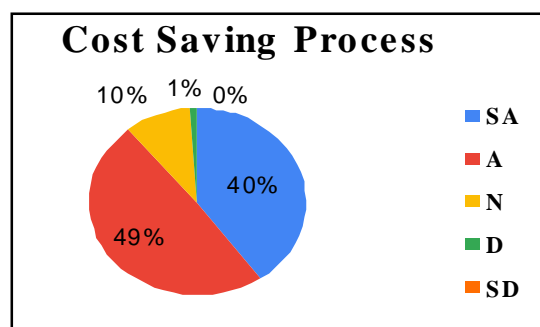


Figure 2: E-Recruitment is cost saving process

Interpretation: Table-4 shows that in total data collection maximum candidates agree with that E-Recruitment is cost saving process

Table-5: E-Recruitment is user friendly process

Strongly Agree	25	30.49 %
Agree	37	45.12 %
Neutral	16	19.51 %
Disagree	3	3.66 %
Strongly Disagree	1	1.22 %
Total	82	100 %

Table-6: searching a job opportunity with the help of E-Recruitment process is easy

Strongly Agree	31	37.80 %
Agree	35	42.68 %
Neutral	11	13.41 %
Disagree	4	4.88 %
Strongly Disagree	1	1.22 %
Total	82	100 %

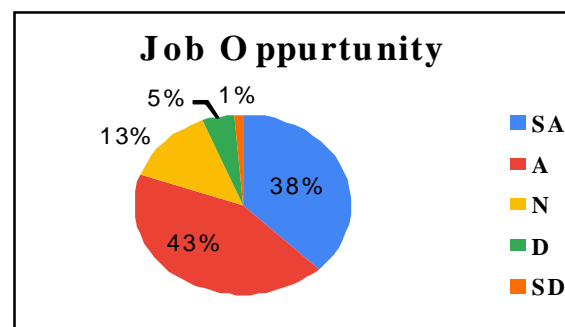


Figure-4: Searching a job opportunity with the help of E-Recruitment process is easy

Interpretation: Table-6 shows that in total data collection maximum candidates agree with that searching a job opportunity with the help of E-Recruitment process is easy.

Table-7: Prefer the E-Recruitment process for your job search

Strongly Agree	29	35.37 %
Agree	41	50 %
Neutral	9	10.98 %
Disagree	2	2.44%
Strongly Disagree	1	1.22 %
Total	82	100 %

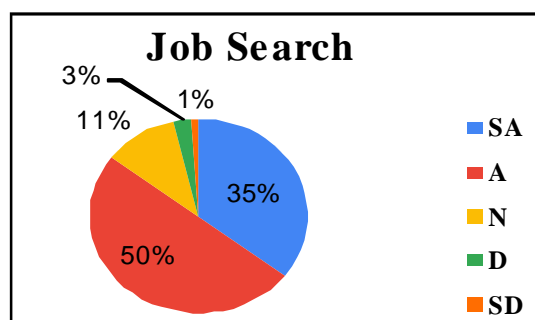


Figure 5: Prefer the E-Recruitment process for your job search

Interpretation: table No. 7 shows that in total data collection maximum candidates agree with that they will prefer E-Recruitment process for their job search.

Table-8: Method of E-Recruitment would you like to prefer

Commercial job boards	8	9.76 %
Corporate website	17	20.73%
Mobile App	20	24.39 %
Social Media (LinkedIn, etc.)	35	42.68 %
Other	2	2.44%
Total	82	100 %

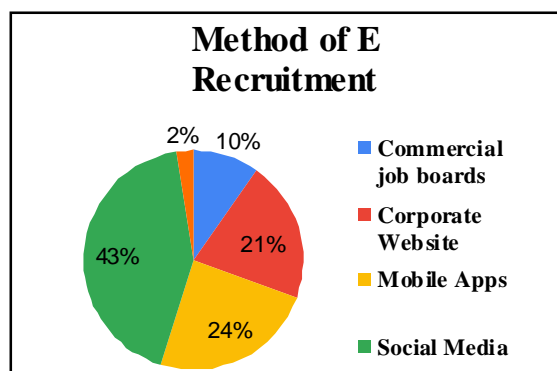


Figure 6: Method of E-Recruitment would you like to prefer

Interpretation: Above chart shows that in total data collection maximum candidates will prefer social Media (LinkedIn, Facebook, etc.) for their job search.

CONCLUSION

In the study it was observed that applicants prefer E-recruitment process for their job search. Hence hypothesis is proved. Maximum respondents are aware about the E-recruitment process and they feel that it is cost and time saving process. Maximum respondents believe that E-recruitment process brings lots of job opportunities. And maximum respondents prefer social media platform for searching a job.

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