



E-RECRUITMENT PROCESS IN INDIAN INDUSTRIAL ORGANIZATIONS - A STUDY

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Abstract

People are the most important among the concept of 8 M's these are mainly Men, Money, Material, Machinery, Methods, Market, Maintenance and Modernization. The Recruitment of employees is a very challenging task in today's corporate companies. In the present situation in Indian organizations has been adopted technology in every business activity such as production, manufacturing, marketing, these technology activities of revolutionary changes penetrated in HRM functions, like recruitment and selection of the employee hiring system. Through these changes on traditional recruitment methods have replaced with E-recruitment or online recruitment process methods.

Keywords: *HRM, E-recruitment.*

Introduction

The E-recruitment is broadly used method in the recruitment process through Internet uses in every organization in the world as well as in India. E-recruitment is the application of information technology hiring process in Human resource management functions. It's also known as online recruitment and technology based recruitment. The method by using the technology involved with tasks such as finding/hunting, attracting, assessing, interviewing, and finally selecting the required candidates for organizing. The main aim of E-recruitment is to make the recruitment process efficient and easy process, reduce the over expenditure for this process, reach the huge pool of employees at the same time.

Survey of the Literature

Narmadha. M. P and Sampath Nagi (2017) Observed in their Research Paper investigation center around E-Recruitment practices and patterns in India as for IT segment, this examination prompts better work openings through profession sites and furthermore gives more compelling enrolling instruments to choosing appropriate hopefuls. **Deepak Ramchandara Lad, Soumitra S. Das (2017)** Observed in their Research paper centers on the idea benefits, cons and experts of E-Recruitment with late pattern and techniques. **Prakash Yadao Khillare and Smita Kashinath Shirsale (2017)** have identified the E-recruitment is getting to be one of the imperative devices for choosing a required pool of human asset for Indian ventures. Despite the fact that this system has few inconveniences however, it is totally related and pertinent in the present current world. **Narmadha. M. P and Sampath Nagi (2017)** Observed in their Research Paper investigation center around E-Recruitment practices and patterns in India as for IT segment, this examination prompts better work openings through profession sites and furthermore gives more compelling enrolling instruments to choosing appropriate hopefuls.

The objectives of the study

1. To study e-recruitment methods and process and also its advantages and disadvantages in Indian select business organizations, and



2. To offer appropriate suggestions for effective E-recruitment policies and practices and recent trends in select companies in India.

E-recruitment in India: Methods

They are two types of E-recruitment methods in present situation in Indian corporate sectors, first one is mainly posting the vacancies notifications through their own websites which is would be enabled with Internet facility, second one is the recruitment process, starts with the help of third party vendors, recruitment agencies, consultancies and also called online recruitment industries with help of them we can select the required candidates ever who having the good knowledge, skills, abilities, and other characters into the organization. Now a day's most of the organizations are going on technical uses of journey to recruit the required and needed level of employees in several ways, of selection process in the world as well as in India also. By previous way of recruitment process they used to give the notification through online activities through the mail and, job boards & job Portals, social network sites, special recruitment drives or campus recruitment process, some organizations going into the recruitment process, they have selected the needed and required employees through Employee Referrals in their organization, like already working employees in same organization they have treated as a existing employees promotion system.

Method-1: Job Boards/Job Portals

This is the most effective recruitment process through Internet uses in Indian corporate sectors, with the help of this type of recruitment portals they can accept the resume & CV's of the job applicants in Proper way, scrutinizing the applications and eliminate the UN eligible job aspirants and call them for the interview process and select them in several of ways of selection processes in Indian corporate sectors. Overly 54% of the recruitments done through useful of Job Boards and job portals in India. Examples: Noukri.com, Monster.com, timesjobs.com, carrejet.com, etc..

Method-2 : Social Networking Sites

Social Networking Sites play a leading role in recruitment activity in the competitive world. After 1990's information revaluation changes in Indian context, the social networking sites, mostly useful for communication system, in present situation in India most of the organizations are depending on technology based recruitment practices such as, giving the notification, accepting the applying process, call them for online interviews such as mobile interview, video interview, Skype interviews, online test, in Indian corporate sectors overly 16 % of recruitments process done through this process.

Method-3: Employee Referrals

This is one of the most important recruitment processes, this process mainly in Public and Private Ownership organizations in India. In this process the recruiters have given priority to existing employees who are already working in their existing organizations, this process may treat as an internal recruitment process for hiring the required employees into the every organization, in Indian corporate sectors overly 11% of the employee recruits in this recruitment process.

Method-4: Mouth Publicity/Campus Drives

This is one of the most important recruitment process, this process mainly in private organizations such as MNC's IT companies, several new age organizations follows this type of recruitment process in the proper way of selection process, in this process the recruiters announcement the required notifications along with required skills, work place and salary, responsibilities in the notification, they accepted the registration process, and conduct the model examinations and group discussion finally



select the required employees through critical interview process. Ex: Campus selection, special drives, Capital IQ, Wipro..

Method-5 : Body Shopping Process

Body shopping regarded as an instrument of enrollment is the act of consultancy firms selecting specialists (by and large in data innovation division) with a specific end goal to get their administrations out on strategic short to medium-term premise. IT administrations, organizations that training body shopping affirms that they give genuine administrations, (for example, programming advancement) instead of the "sham" of simply cultivating out experts to abroad organizations.

Method-6 : Online Test & Interviews

Innovation in interviews Advancements in innovation alongside the expanded use has prompted interviews winding up more typical through a phone meet and through video conferencing than up close and personal. Organizations use innovation in interviews because of their over costs, efficient advantages, and their simplicity of use. Also, innovation takes into consideration an organization to recruit more candidates from facilitating away. Despite the fact that they are being used more, it is as yet not completely seen how innovation may influence how well questioners select the most ideal individual for the activity when contrasted with face to face meeting.

Method-7: Video Interviews Process

Meeting from Anywhere: Live Video Interviews Are Now a Best Practice (Part I of II) The greater part of the media scope nowadays about enlisting is committed to informal communication, pordata selecting, and blogging, yet the enrolling innovation liable to have the most effect in the event that it keeps on getting on at the present rate is talking with competitors "live" from remote areas. The approach I call "meeting from anyplace" exploits far reaching broadband Internet get to and cheap webcams, two factors that seriously limited videoconferencing as a plausible other option to eye to eye meets 10 years back. Video conferencing isn't just a useful, pleasant to-have capacity; it is a need for any cutting edge enlisting association accused of enrolling really top ability around the globe. Remote video interviews give various advantages. A standout amongst the hardest to overlook in these intense financial circumstances is the way that they are drastically less expensive.

Method-8 : Virtual Reality (VR) as screening tool

Virtual Reality enables managers to make an institutionalized reenacted 3D condition to evaluate and test applicants while directing meetings. It spares heaps of time, particularly when you are enlisting seaward applicants. It makes a customized involvement of the applicant, offering the business a stage to exhibit them as a propelled tech organization. Businesses can use VR to give shortlisted applicants a virtual voyage through the workplace, in this manner advancing boss marking activities. Alongside manager marking and meeting screening, applicants can likewise feature their work portfolio utilizing Virtual Reality to give a healthier ordeal and the increment odds of getting contracted.

Method-9: Phone Call Interviews

This process one of the most effective recruitment process to hire the required and needed employees into the organization, in this process the job applicants who ever registered and associated with proper organizations or recruitment agencies, only the registered applicants called by the recruiters to Interview process through Phone call and measuring the skills by interacting each other in phone call interview process, with help of this type of interview process can reduce the process cost, time and administrative Burden.



Method-10: Google Certification process

Google Developers Certification gives a chance to exhibit the capability and ability. After passing a confirmation exam, can utilize accreditation to promote to the groups, activities, and bosses that are imperative. All the confirmation exams are supported by rich preparing content offered as online educational programs, educator drove preparing, or self-examine materials. When pass a confirmation exam, Google stores declaration, identification, or other computerized check in a focal, obvious area. Then incorporate your computerized check in the email signature and insert it on destinations, for example, LinkedIn and Twitter.

Method-11: SAP certification

Over the span of 2016, SAP Certification exams for cloud arrangements, for example, Success Factors, C4C (Cloud for Customer), Ariba and SAP Hybrids are given in the Cloud to take whenever it might suit you and area, 7 days /24 hours every day by means of the Certification Hub. A membership to the Certification Hub gives you 6 exam appointments in a year membership period. You can take 6 distinct exams or take one exam up to 3 times. Each retake of an exam considers one of the 6 exam endeavors accessible with the membership. The measure of exams accessible in the Certification Hub membership is quickly expanding.

Statistical Reports of E-Recruitment Process

Job Boards/ Job Portals	Social Networking Sites	Employee Referrals	Mouth Publicity/ Campus Drives
54%	16%	19%	11%

Discussions, Data Analyses, Interpretation and Results

The data have been analyzed with the available data which was collected from the secondary source,. Trend linear analysis method used for this study this study used MS Excel brings a wide variety of tools for visualization and statistical analysis of your physiological data. All the collected Data import from text files is as simple as generating summary metrics and customizable graphics and figures, Frequencies, percentages (proportions) have used to establish the number and proportions of firms using each of the online practices.

The Researcher taken the base year is July 2008 from Noukri.com.In case of monster.com, and compared with previous financial year report. The data shows that E-recruitment, growth rate is in Indian corporate companies. Here there are 7 corporate companies are monitored and analyzed for 5 year period, it’s based on financial year. Based on above analysis the health care sector has secured the E-recruitment opportunities in the FY of 2016-2017 Noukri has got (268.30%) with High position in similar way Monster has secured the online recruitment opportunities growth (38.86%) in Same FY 2016-2017. The Next Oil and Gas Sectors also in Noukri has offered the online recruitment opportunities with (-28.8%) in the FY of 2016-201. In the same way in Monster has created an online recruitment process with (34.85%) in the FY of 2015-2016. The next corporate company of BPO Sector e-recruitment practices Noukri has scored highly in the FY 2016-2017 with (79.7%). As usual in Monster has offered the Noukri.com has (98%) & Monster.com (14.67%). The next FY 2013-2014 Noukri.com has (139.5%) & Monster.com has (22%). The next FY 2014-2015 Noukri.com has (158.4%) & Monster.com has (18.9%%). The next FY 2015-2016 Noukri.com has (211.12%) & Monster.com has (36.86%). The next FY 2016-2017 Noukri.com has (268.30%) & Monster.com has (38.86%). Oil and Gas/ chemical sectors are low opportunities with (-2) in noukri.com, in the similar



way in Monster.com (-2.31%) in 2012-2013 FY. The Next FY 2013-2014 Noukri has (-9.32%) as well as Monster has (18%). In 2014-2015 FY Noukri (-1.47%) saimentensily in Monaster (-28%). In next FY 2015-2016 Noukri has (-19%) as well as Monster (34.85%) garment & textile industry has got high priority with (20.64%) and BPO sector with (0%) low level activity in the financial year of 2012-2013. In 2013-2014 financial years in Noukri.com health care sector high level recruitments with (139.57%) & oil and Gas/ chemical sectors are low opportunities with (-0.6%) in the similar way of Monster.com travel and tourism sector have recruitment opportunities with high position with (28.22%). Construction sector got low level recruitment opportunities with (-8). In the financial year of 2014-2015 in Noukri.com health care sector high level recruitments with (158.4. %) auto and Auto Ancillary sector low level opportunities with ease (-2.06. %) in the similar way of Monster.com IT & ITes Sector has got (32.45%) Auto and Auto Ancillary sector low level opportunities with (-2%). In the financial year of 2015-2016 In Noukri.com health care sector high level recruitments with (211.12%) & Telecom sector low level opportunities with (-7%). In monster.com IT & ITes Sector has got high level opportunities (52.32%), the Government and PSU sector got a low level E-recruitment Opportunities with (3.8). In the financial year of 2016-2017 in Noukri.com the Healthcare sector has got high preference with (268.38%), chemical and Gas industry has got a low lever e-recruitment opportunities with (-2.21% in the Monster.com IT & ITes Sector got (66.26%), the Government and PSU sector got low preference with E-recruitment opportunities with (4.9). Finally the noukri .com is most effective for the favor of the sector in the Healthcare industry. If we compare with monster.com in this job portal IT & ITes Industry most preferable in the process of E-recruitment Practices.

Conclusion

Traditionally companies have largely relied upon prospective candidates to find the firm however today head hunting is an active function of the HR department. Firms not only need to head hunt but also must retain existing employees. Here is a growing trend amongst firms to adopt and utilize these technical solutions. The future is bound to see an increased role of internet based solutions in recruitment and selection process.

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