



A Study on Sourcing Strategies and Effective Utilization of HR Software for Successful Recruitment Process

¹*Dr.A.Grace Antony*, ²*C.Sruthi*

¹ Associate Professor of Sri Ramakrishna Engineering College, Coimbatore, Tamil Nadu, India.

² Student of Sri Ramakrishna Engineering College, Coimbatore, Tamil Nadu, India.

¹lansam@srec.ac.in, ²sruthi.2091045@srec.ac.in

ABSTRACT:

The study is being carried out taking into consideration the significance of both the sourcing strategies and usage of an Applicant tracking system for the effective recruitment process at a SaaS product-based IT company. As the Information technology is an emerging sector considering the given situation, it is mainly dependent upon the human resources for its achievement of the set goals, standards and business outcomes. Taking an account of all this, a descriptive approach is being chosen to carry out the study for knowing the different sourcing strategies, benefits and impact of the utilization of an applicant tracking system for the effective recruitment process in every organization. The objectives which were designed for the study are: To know the best sourcing platform, to know which platform has provided good quality profiles, impact and benefits of using an applicant tracking system that fuels for the overall successful hiring process at an organization. Employees in this organization were given a structured questionnaire that was designed to know their perspectives towards different sourcing platforms and its scope, awareness towards the modern sourcing platforms like C# corner, GitHub etc and the practice of using an applicant tracking system for the entire hiring process. Data collection was done taking sample size of 150 employees while receiving 133 valid responses using convenience sampling technique. Analysis was done through the application of different data analysis methods in the SPSS tool. I have used Chi-square test, correlation and percentage analysis to study about the overall sourcing strategies and utilization & importance of Applicant tracking system in the recruitment and selection process.

REVIEW OF LITERATURE:

Perry Oostdam in the article social recruiting strategies and statistics (July 28, 2021) stated that 94% of recruiters plan or already use social media as part of their process, 78% of recruiters have already landed a hire via social platforms, 30% of all searches on Google are employment-related, 78% of recruiters have landed a hire using social media and around 93% of recruiters will check a candidates social media profile. According to Sim Samra in her article in Recruitee blog published on August 31,2021 has mentioned the various ideas for sourcing people and attracting talent to meet the requirements of the organizations. Similarly, another author Bev Campling published an article on Recruitee blog in the year February 28, 2022. Here, the author explains on how to use Facebook as a sourcing tool to attract talents by job posting on Facebook. For the ATS (Applicant tracking system), an author Adrie Smith published an article in the year July 28, 2021 about the HR software (application tracking system) which helps in effective recruitment process for scheduling and coordinating interviews, tracking and sourcing candidates' status in the company. Eric St-Jean (2020) - The article gives a detailed description about what is application tracking system, its benefits and how does it work. The author states its scope and various aspects of the Hifi software in the organizations.

OBJECTIVES OF THE STUDY

- To identify the most effective sourcing platform to hire top talents.
- To find out on ways to improve the sourcing of quality profiles.
- To study about the effective usage of HR software and to recognize the ways to improve the HR software and utilize it accordingly.

METHODOLOGY

RESEARCH DESIGN:

A research design is a matter plan specifying the methods and procedures for collecting and analysing the needed data. It is the frame work for the research plan of action. Research design based on the descriptive research technique employing the survey method and analysis is made on this primary

data collected for this projects study.

DESCRIPTIVE RESEARCH DESIGN:

Descriptive research design was selected to achieve the stated objectives. Research studies are those, which are concerned with describing the characteristics of a particular individual, or group on determining the relationship between the variables as to be measured descriptive research design was selected. The objective of the descriptive design is to answer the “who”, “what”, and “how” of the subject under investigation. Descriptive research is well structured. Primary data is chosen for data analysis For This study, the research design used isdescriptive. This kind of research will help us to establish the reasons, factors and what are the retention strategies which will help to retain the employee.

LIMITATIONS OF THE STUDY

- The entire research is restricted only to this particular company Kovai.co and its recruitment process.
- The respondents may have not given the correct representation to the entire population.
- Few employees may not be ready to express their views/ opinions honestly and hence there might be a few variations in the study

ANALYSIS

Designation * 9. For what purpose do you use an applicant tracking system?

Crosstabulation

Count

	9. For what purpose do you use an applicant tracking system?				Total
		Employee referrals	Providing feedbacks	Sourcing and scheduling	
Designation	47	0	0	0	47
Employee	0	22	4	2	28
Panel member	0	0	27	11	38
Recruiter	0	6	2	59	67
Total	47	28	33	72	133

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	360.866 ^a	9	.000
Likelihood Ratio	333.870	9	.000
N of Valid Cases	180		

a. 1 cells (6.3%) have expected count less than 5. The minimum expected count is 4.36.

NULL HYPOTHESIS (H0):

There is no significant relationship between the designation and the purpose of using the applicant tracking system.

ALTERNATE HYPOTHESIS (H1):

There is significant relationship between the designation and the purpose of using the applicant tracking system.

ANALYSIS & FINDINGS:

Over here, the significant value of chi square shows 0.000 which is lesser than 0.05. Hence, we have to accept H1 and reject H0. Therefore, there is a significant relationship between the designation and the purpose of using the applicant tracking system. Here, a recruiter uses ATS mainly for sourcing and scheduling interviews, panel member uses the ATS for providing his valuable feedbacks and an employee uses it for referring the candidates for new job openings.

Correlations

		14. On a scale from 1-5 rate your experience in Fresh teams	23. Rate the effectiveness of the interviewing process and other selection methods?
14. On a scale from 1-5 rate your experience in Fresh teams	Pearson Correlation	1	.709
	Sig. (2-tailed)		.000
	N	133	133
23. Rate the effectiveness of the interviewing process and other selection methods?	Pearson Correlation	.709	1
	Sig. (2-tailed)	.000	
	N	133	133

** . Correlation is significant at the 0.01 level (2-tailed).

NULL HYPOTHESIS (H0):

There is no relationship between ATS (Fresh teams) and the effectiveness of interviewing and selection process.

ALTERNATE HYPOTHESIS (H1):

There is relationship between ATS (fresh teams) and the effectiveness of interviewing and selection process.

ANALYSIS & FINDINGS:

In this analysis, the significant value is $0.000 < 0.05$ and so we have to accept the alternate hypothesis and reject the null hypothesis. Alongside, the correlation value as shown above is 0.790 and hence it is treated as a strong positive correlation whereby if the usage and experience of ATS increases the effectiveness of interviewing and selection process will also increase.

CONCLUSION:

Effective recruitment and selection process requires a strong talent pool that contributes for the entire success ratio in every organization. Hence, it is important for every HR domain to work towards building a pipeline of the top talents that could engage in the accomplishment of all organization's goals and objectives. Therefore, it is necessary to create a framework for sourcing process and utilize the Applicant tracking system to render a more efficient process of end-to-end recruitment. An effective recruitment and selection process reduces turnover and simultaneously increase the probability of success rates of the organization. In conclusion, the process of human resource planning is vital in assessing both the current and future personnel need of an organization in terms of quantity as well as quality. It is a fundamental process that directly links human resource activities to the organizational plans and objectives.

RECOMMENDATIONS

- In this corporate world, talents are widespread across all fields which tends to have a highly competitive environment and hence building a strong pipeline of talented people is pretty hectic. So, every organization must prefer using Modern social communities like GitHub, C# Corner, Stack overflow that are exclusively for technical talents.
- Similarly, organizations and IT companies can start using these exclusive platforms for sourcing talents and hiring the potential people for increasing the success ratio of the company.

- Using paid platforms like Naukri could also be of great help but however when we can use free platforms to connect with talents and build network which has proven results is way smarter. Hence, every recruiter must be aware and have a hands-on experience on the modern platforms to source and hire top talents.
- These platforms can be opened up using 0 rupee for creating a user account and can start interacting with the technical community and source profiles that are more relevant and a closer match for their requirements. However, posting jobs in these platforms involves certain set of pricing policies which could be used if in case of choosing niche skills for a particular job.
- Platforms like Upwork and Fiverr are available exclusively for Marketing talents. So, companies that focus upon hiring for marketing requirement can use this to build network with marketing specialists.
- Applicant tracking system has changed the entire recruitment process and has made it even more simplified. It allows the recruiters to source talents directly to the company through the company's careers page, helps to screen and schedule interviews, block panel members calendar, provide feedbacks on the selection of candidates and it provides an entire database for end-to-end recruitment process. In today's world, every recruiter must use an ATS for a smarter and quicker recruitment process at any organization.

REFERENCES

Boyd, D. M., & Ellison, N. B. (2018, November). Social network sites: Definition, history and scholarship. *Journal of Computer-Mediated Communication*, 13(1), 210-230.

Oracle. (2019). Oracle Taleo Recruiting Cloud Service. Retrieved August 30, 2019 from Oracle: <http://www.oracle.com/us/products/applications/taleo/enterprise/recruiting/features/index.html>

Holm, A. B. (2017). *E-recruitment: Towards an Ubiquitous Recruitment Process and Candidate Relationship Management*. Aarhus V: Rainer Hampp Verlag.

<https://recruitee.com/articles/polywork>

<https://recruitee.com/articles/event-recruitment>

<https://recruitee.com/articles/talent-sourcing-strategy>

<https://recruitee.com/articles/how-to-recruit-on-facebook>

<https://recruitee.com/articles/creative-recruitment-strategies>

<https://recruitee.com/articles/hiring-strategy-for-startups>

<https://recruitee.com/articles/social-recruiting>

<https://recruitee.com/articles/sourcing-strategies>

<https://www.techtarget.com/searchsoftware/definition/applicant-tracking-system-ATS>

<https://www.recruitingbrief.com/article/sourcing/?open-article-id>