



An Analysis of E- Recruitment Practices (A Literature Review)

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ABSTRACT-

E-recruitment, often known as online recruitment, is the process of hiring individuals using the internet, which has made it easier for organizations to find competent employees. Today businesses are streamlining their hiring and selection procedures by integrating technology such as video conferencing, mobile apps, chatbots, internet and computer-based assessments, etc. to enhance their hiring procedures by improving the ability to match candidates with open positions. Many researchers have identified employers and recruiters are increasingly adopting online social networking to find and evaluate the new employees. Nothing is possible in any organization without the human resource. So, E – recruitment helped organizations a lot for making the availability of people and their management during COVID – 19 pandemic when no one was supposed to go outside. This study with the help of qualitative analysis of literature tries to explore how e-recruitment has enabled organizations to improve their recruitment process its effectiveness in people management during COVID - 19.

Key words: Recruitment, E- Recruitment, COVID – 19 Recruitment Practices, E-Recruitment Trends, Traditional & Modern Recruitment Practices.

Introduction –

Recruitment is a vital aspect of any organization as it directly affects the quality of the workforce. In today's highly competitive business environment, organizations need to attract the best talent to stay ahead of the competition. With the development of technology, e-recruitment has become a popular method for organizations to attract and select job applicants. In today's dynamic business environment, organizations face a constant challenge to attract and retain the right talent. With the advancement in technology, e-recruitment has become a popular method for organizations to recruit candidates. E-recruitment refers to the use of technology, specifically the Internet, to attract, screen and select job applicants. This paper aims to study the e-recruitment practices of IT companies with special reference to Tech Mahindra, Infosys and Cognizant.

Most organizations now depend heavily on information technology (IT), and over time, demand for trained IT personnel has grown dramatically. IT organizations need to have effective hiring procedures in place to draw in and keep top people if they want to stay competitive. Organizations can contact more candidates, streamline the hiring process, and save money by using e-recruitment instead of more conventional means.

The three biggest Indian IT businesses with a presence outside are Tech Mahindra, Infosys, and Cognizant. These businesses are crucial in luring in IT specialists. Gain knowledge of current e-recruitment trends and how these organizations are able to attract and keep the best talent by studying their e-recruitment practices.

Traditional hiring practices involve candidates searching for openings in general media and on billboards outside the employer's office. The information for job descriptions and directly applied resumes could be found online by applicants via e-recruitment. From posting job advertisements to receiving resumes and choosing the best applicant for the job, e-recruitment handles the complete hiring process.

E-recruitment has proven to be a fantastic alternative for both job seekers and organizations, according to research. It will lower recruitment costs, increase the number of applicants for the organization, allow for time savings for both job seekers and organizations, and enhance corporate image. Another study by Sills (2014) compared conventional recruitment with e-recruitment and came to the conclusion that while some features of traditional recruiting are still relevant today, e-recruitment is the present and future of recruitment operations. In light of earlier study, it appears that e-recruitment may be more advantageous than conventional recruiting; yet, traditional recruitment strategies still have some aspects that must be satisfied in order to indicate that this method has not declined. As a result, the researcher wanted to find out how these traditional and modern recruitment methods were perceived by the workforce.

The recruitment process has been revolutionized by the advent of technology, especially the Internet. E-recruitment has become a popular method for organizations to attract and select job applicants. IT companies are no exception to this trend. In fact, they are pioneers in implementing e-recruitment practices due to the high demand for skilled IT professionals. IT companies have been using e-recruitment practices for several years and it has proven

to be a successful method of attracting and retaining the right talent. E-recruitment has several advantages over traditional recruitment methods. It is cost effective, saves time and reaches a larger pool of candidates.

Recent recruitment research shows that more and more candidates are using the internet as a resource for job hunting. Up to 15% of unemployed job seekers use the internet as part of their work and up to 90% of major organizations in India have incorporated it into their current recruitment practices.

Objective of the study –

The objective of the present study is to explore how e-recruitment has enabled organizations to improve their recruitment process and its effectiveness in people management during COVID - 19.

Methodology Used –

1. Content Analysis:

This literature review is the result of content analysis combined with other qualitative methodologies including interpretation of current literature on e-recruitment. Content analysis is a scientific and systematic way to observe and analyze information. It seems to be suitable for preparing a literature review due to its high flexibility to gather multifaceted research on e-recruitment (Srivastava, Gupta, Singh, & Srivastava, 2017).

2. Selection of Journal and Article:

This literature review is prepared by following the approach of Laplume et al. (2008) to select articles, using Harzing's (2011) list of journal quality to select journal papers based on monitoring their impact factors (Srivastava, Gupta, Singh, & Srivastava, 2017).

Analysis of Objective – (Literature Review)

This era of greater knowledge and information propels us toward rapid changes that intensify over time. Therefore, we must be more aware of the advances and changes in the field we are researching. In order to increase our knowledge and understanding we must come in the habit of critically reading and analyzing the available literature which includes books, reports, previous studies, articles, newspapers and magazines. This is only the motivation to critically analyze the literature of E-recruitment which has evolved over the last few years and plays a key role in the recruitment process of many organizations, especially in the IT sector.

A study explains that utilizing Internet resources and methods to find, evaluate and hire people is called e – recruitment. Due to its efficiency, effectiveness and ability to reach a wider range of candidates, e-recruitment practices have become popular with technological innovations.

Origin of E – Recruitment

I. W. Kaharuddin, S. S. Pangemanan, and F. S. Rumokoy (2018) in their study attempted to examine how employees perceive both traditional and modern hiring practices. Exploratory research has been used in this study to develop a deeper understanding of their perception. The findings of this study demonstrate that traditional hiring practices are more effective from the viewpoint of employees since they give them greater opportunities to land a position in the targeted organization.

U. C., and Irabor, I. E. (2017) explained how e-Recruitment is a new technology method for choosing one of a company's most important resources, namely its human resource. In the fiercely competitive job market, recruitment has grown in importance. The rise of the internet has revolutionized conventional hiring practices. The newest trend, e-recruitment, has been implemented by both large and small organizations. Many businesses utilize e-recruitment to advertise job openings, take resumes online, and communicate with applicants via e-mail. The value-added services offered by the job sites' cost effectiveness, speed, provision of customized solutions, aiding in the development of relationships with HR managers, and facilitation of brand growth are the primary success elements of e-recruitment.

S. Kapse, V. S. Patil, and N. V. Patil (2012) have discussed, there will be an introduction on e-recruitment and its development process. They tried to make a discussion on the various advantages and disadvantages of e-recruitment practice broadly taken from various literatures

M. Sills (2014) in his study determine whether the value of the conventional hiring process has decreased and what impact social media has had. His thinking was that it's appropriate to do both a qualitative and a quantitative analysis in order to get a clear understanding of its significant impact.

Evaluating the Success of E – Recruitment

Gopalia, A. (2012) has provided an overall evaluation of the success of using the internet to attract and choose candidates. An exploratory, theory-building technique is adopted for this research article. Online hiring is efficient in terms of reducing hiring and selection costs. A case study on the efficiency of online hiring and selection shows that it speeds up the hiring process and lowers hiring costs. Other businesses in various industries, students participating

in internship programmers in HRM, HR practitioners, and researchers can use the effectiveness of online recruitment and selection processes to produce new theses and projects.

S. M. Dokey, M. Abunar, (2021) has done a study to ascertain how E-recruitment affects Saudi private organizations' efforts to find and hire talent. Through an online poll, 82 managers from Saudi Arabia's private sector were selected for data collection. The results highlight how the E-recruitment clearly has an impact on the entire hiring process in Saudi Arabia's private organizations. According to the investigation, the majority of human resource (HR) managers accepted that they were using the electronic hiring in their businesses.

E – Recruitment and COVID Pandemic

Goelb, A., Vashisthaa, N., and Dhimanc, A. A. (2021) have tried to examine the effects of the Covid-19 Pandemic scenario on the E-recruitment process for personnel working in Information Technology (IT) organizations in Uttar Pradesh. The survey took into account a total of 100 employees from five different IT organizations. The results of this study are anticipated to aid in the development of recruitment strategies and the creation of an efficient hiring procedure to find qualified people capable of functioning in a cutthroat atmosphere.

Gupta, P. and R. Gupta (2022) have provided an insight that all industries were impacted by pandemic like COVID-19 but the recruitment procedure was not affected while it was benefited from the use of the internet in that duration. According to the findings of this study, e-recruitment is a successful means of finding possible employees who have the skills needed for the position in any kind of adverse situation.

Al-Zagheer, H., and S. Barakat (2021) have also studied the impact of the COVID pandemic on increasing the use of electronic recruitment. Their study has suggested a model for electronic recruitment that helps many job seekers in searching jobs through electronic platform.

Chandra, P., Kumar, P., (2021) have investigated that how COVID – 19 Pandemic situation has affected the electronic recruiting of personnel working for Noida, Uttar Pradesh based IT companies. A sample size of 100 employees from five different IT companies was taken into consideration during data collection. This study has observed that e – recruitment has developed an efficient hiring procedure to bring in qualified candidates.

Current Scenario of E-Recruitment –

In recent years, e-recruitment—also known as online recruiting or digital recruitment—has grown in popularity in India. The COVID-19 pandemic has forced businesses to transition to remote work and digital operations, which has expedited the development of e-recruitment. Some key aspects of the current scenario of e-recruitment are:

- 1. Job Portals:** The most well-liked e-recruitment platforms in India are online job sites like Naukri.com, Indeed, Monster, and LinkedIn. A wide variety of job ads, resume search tools, and employer branding services are available on these portals.
- 2. Social media:** Websites like Facebook, Twitter, and Instagram are widely used for online hiring. These platforms can be used by businesses to promote job openings, interact with potential applicants, and develop their employer brands.
- 3. Artificial intelligence:** Predictive analytics, chatbots, and candidate screening software are among the recruitment tools that are becoming more and more popular in India.
- 4. Remote hiring:** It is on the rise, and businesses are increasingly bringing in people from across India and even from beyond. As a result, there is now more emphasis on digital hiring practices including video interviews, online tests, and virtual job fairs.
- 5. Skill-based hiring:** Rather than only focusing on degrees and credentials, Indian employers are increasingly emphasizing skills and competences. Because of this, websites that evaluate individuals based on their coding skills, like Hacker Rank, have emerged.

The entire hiring and talent demography in India has changed dramatically during the previous decade. In terms of the current recruiting and recruitment landscape, the last five years "in particular" have seen the establishment of a significant number of skill upgrading exercises" and an equally large number of high-end" specialist jobs. 25% of recruitment in Indian companies is done through internal referrals, with the majority of 50% going to recruitment consultants and placement agencies. 15% of overall recruitment is done through direct advertisements, with the remainder going through options such as employee referral websites.

Conclusion –

With the critical analysis of literature it is clear that e-recruitment has grown to become a key component of the hiring practices companies worldwide. As digital technology advances, organizations increasingly rely on e-recruitment strategies to find and hire the best talent. Strategies of e – recruitment like social media, online job portals, and artificial intelligence-based recruiting tools are instrumental in the growth of this new pattern of recruitment in the world. Reduction of costs and time, easier access to larger pools of candidates, and the ability to adapt to the evolving nature of work has attracted the HR professionals to utilize the benefits of e – recruitment. Apart of different benefits some problem were analyzed during the exhaustive review of literature which are creating the problems in smooth running of e – recruitment practices. These problems include the lack of digital literacy of job seekers and security of data.

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