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A STUDY ON TRENDS IN E-RECRUITMENT IN IT INDUSTRY IN BENGALURU.

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ABSTRACT:

Recruitment is a function of Human Resource Management by which an organization can attract the potential candidate and select the most appropriate employees of the organization. Now a day the standard recruitment techniques has been revolutionized by the wave of internet, E- recruitment is the latest trend and it has been adopted by large, medium, and small size organizations. Significance of internet can be seen as checking out best appropriate job is simply a client away job portals company website and social networking all makes recruitment speedy E- recruitment is getting trendy among all recruiter and job seekers. the E- recruitment industry has witnessed significant evolution in recent year. this study aims to explore and analyze the latest trends shaping E- recruitment practice among the young generation. the research aims to identify how E- recruitment and Internet is influencing the overall recruitment process of Organization in context of IT companies. In the study IT companies' employee have been taken as a population according to the participation in recruitment activities and also find the relationship between E- recruitment and overall recruitment process and the job seekers feel convenient to search potential job for their prosperous career.

Keywords: E-Recruitment, IT-industry, Job portals, Company website, Revolutionized, Latest trend.

INTRODUCTION

The Indian Information Technology (IT) industry has played a key role in putting India on the global map. The IT-BPO sector has become one of the significant growth sectors for the Indian economy. In addition to felling India's economy, this sector is also positively influencing the lives of its people through an active direct and indirect contribution to various socio-economic parameters such as employment, the standard of living, and diversity. The IT sector has played a significant role in transforming India's image from a slow-moving bureaucratic economy to a place of innovative entrepreneurs and a global player in providing world-class technology solutions and business services. According to the National Association of Software and Service Companies (NASSCOM), "The sector is estimated to have grown by 19% in the F.Y. 2011, clocking revenue of almost US\$ 76 billion. According to NASSCOM, India's outsourcing industry has witnessed a rebound and registered better than expected growth".

What is IT?

The IT sector is related to information technology, research and development services as well as engineering designs, hardware, and BPO. IT: The application of computers and telecommunication equipment to store, transmit, retrieve, and manipulate data, in the context of a business or an enterprise.

Recruitment

Recruitment is the process of searching for prospective and employees and stimulating them to apply for jobs on organization.

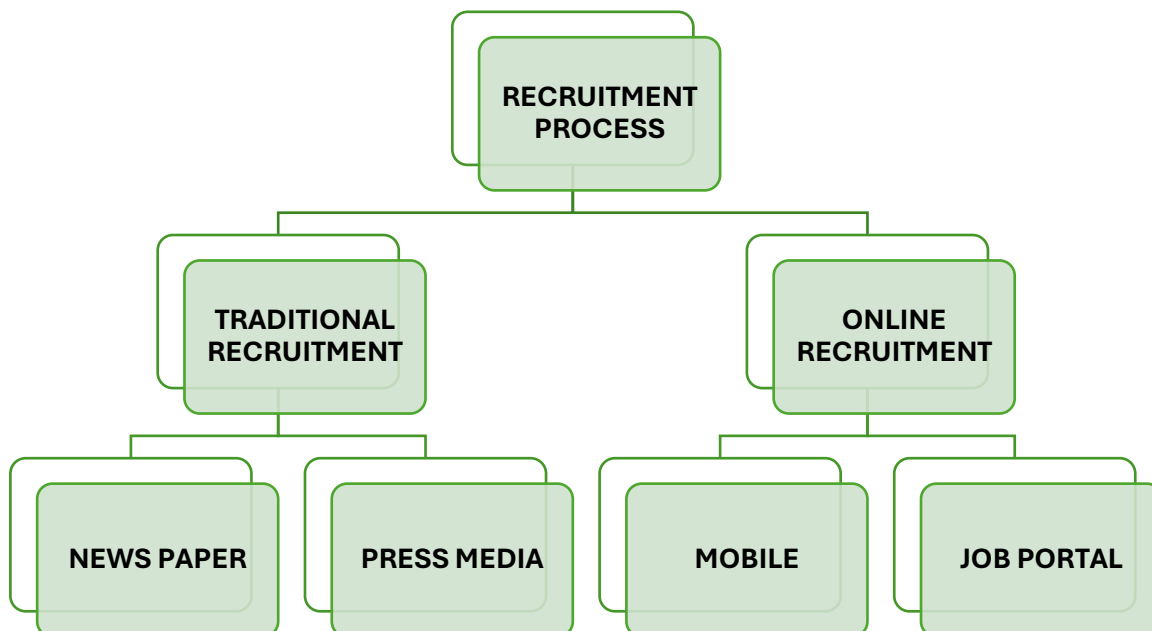
E-recruitment

E-recruitment is playing an important role in the present world as a crucial resource E-recruitment is the latest trend wherein it is being adopted by the small and large organization. Wherein it starts from posting jobs to responding through e-mail with the applicants. The main success of E-recruitment is cost effective, reduction of time for recruitment, 24*7 accessibility helping to establishing the relationship between the HR's.

E-recruitment is also known as electronic recruitment or online recruitment. Now a day the world is based up on the technology. E-recruitment is a process of recruiting candidates for applying vacant positions in the organizations through use of internet. It is a use of internet technology to improve competence of recruitment process. Electronic recruitment, online recruitment, cyber recruitment and internet recruitment these are all synonyms of E-recruitment. it is plays very vital role in the process of recruitment as it provides a suitable number of applicants who full fill the criteria set by the companies. E-recruitment can be done through company websites, social media and online job openings for example indeed.com, freshersworld.com, monsterindia.com and click jobs etc. Social networking sites also plays major role in the electronic recruitment process like twitter, Facebook, LinkedIn

etc. These are social networking websites. E-recruitment has proved to be very convenient for both company and job applicants. Sometimes it will be failing to the collection of the job applicants because of network problems. The purpose of E- recruitment is to make the process involved more efficient as well as expensive. It can reach a large pool of probable employees, and it makes possible to the selection process.

PROCESS OF E-RECRUITMENT



E-RECRUITMENT CHANNELS

- LinkedIn Online recruitment
- Online journals
- Blogs
- Google+
- Twitter

ONLINE JOB PORTALS

- Naukri.com
- Monster.com
- Indeed
- Career builder
- Jobs ahead
- Times jobs.com

FUNDAMENTALS OF E- RECRUITMENT

- **Applicant tracking system:** An applicant tracking system (ATS) is a software application that enables the electronic handling that of E-recruitment needs. Helpful in tracking the status of candidate with respect to the jobs applied by him/her. It helps to choose the right candidates for the job ads provided by the company.
- **Employers' websites:** An employee website can strengthen the bond between employers by making them feel that they are part of a community. It can also serve to introduce new staff to the company, provide existing employees with updates company information and can serve as an online community for socializing among workers. Provides details of job etc. these carry job advertisements from employees and agencies.
- **job portals:** A job portal is a website that posts jobs supplied by employees, whereas job search engines scour the web and aggregate job

listings from job boards and employers' websites. With job portals companies have specifically listed their open position and often accept job applications directly through the job portals. Like career age, indeed, monster, time job etc. these carry job advertisements from employers and agencies.

- **Online testing:** Evaluation of candidates over internet based on various jobs profiles to judge them on various factors.
- **Social networking:** Sites like google+, twitter, Facebook, LinkedIn etc. helps in building networking and finding career opportunities.

LITERATURE REVIEW

As the primary component of the research project, the literature review aids in comprehending the previous research conducted on the subject, serves as the foundation for the formulation and analysis of the research problem, and helps us understand the extent and constraints of previous studies. It also provides insight into the areas that previous researchers have not addressed.

Harsimran Kaur and Chhavi Krishna (2020) The study was to find out the perception of the candidates in interview process and this study had found out that respondents who are agreeing to the internal recruitment denotes that they are satisfied with their jobs as internal recruitment provides them the opportunity of career growth and suggested that company should take care of those individuals who are supporting for external recruitment wherein it brings the additional cost for the organization.

Dr.C. Chitra and Dr.K. Kalaiselvi (2019) The aim is to identify what E-Recruitment methods are being used and what benefits are being experienced by organizations using these methods. Recruiting tools, Technologies like Career Websites, job boards, social media and the use of search engine has made the recruitment process more convenient, and the candidates can be hired from different part of the world. It reduces the cost compared to the physical recruitment, less time required in hiring the candidates. The recruitment process becomes more efficient and easier to record details of the applicant

Pooja Gupta, Semila F, Fernandes, Manish Jain (2018) The dilemma in the case is whether the company should opt for automation or not. And if the company is adopting automation to support workforce planning and recruitment functions, is the company ready for the same. Recruitment process planning, Sourcing, Interviewing, Offer letter. It is the right time to automate several processes in recruitment and hiring, eighty-five percentage of recruiters would like to interview with hiring manager for better understanding of the Job description and gauge the hiring manager's interest.

Harpreet Singh and Roop Kamal (2019) This paper is to identify the various sources of recruitment used, factors affecting the recruitment practices, to know the level of satisfaction of employees with the recruitment practices and process in IT sector. It is found that Job portals and campus recruitment are the most widely used sources of recruitment in IT sector in NCR region. Campus recruitment is the most effective source of recruitment in the sector, as it may give good candidates both in terms of quality and numbers. The company's image and quality of work life are important internal factors, and socio-economic factors are external factors that have impact on recruitment practices.

Zanina KIROVSKA, Saso JOSIMOVSKI and Martin KISELICKI (2020) The paper presents the general ways for the implementation of gamified systems in e-recruitment, with a clear definition of the elements needed to achieve success. The findings clearly show that gaming systems can offer numerous advantages in the e-recruitment process and overcome certain barriers that companies face.

Celina Solek-Borowska, Maja Wilczewska (2018) The objective is to know How does the introduction and use of e-recruitment affect the design of the traditional recruitment process What are the advantages and disadvantages of e-recruitment versus traditional recruitment? The findings indicate that e-recruitment transforms the traditional recruitment process into a time- and space-independent, collaborative hiring process. The most significant changes are recorded in the sequence and increased divisibility of main recruitment tasks. Recruitment and selection strategy based on modern technologies requires an experienced and competent team, two unquestionable benefits are: limiting the length of the process in time and possibility to decrease the costs.

Ari Visaa, Jarno Einolanderb and Hannu Vanharantab (2015) The hypothesis of this work is to find out if it is possible to use new techniques to improve the recruitment process A new and interesting approach to speed up the recruitment process is described. Yes, it is possible to use new techniques to improve the recruitment process. The new tools helped to save time in calendar months and money in man months.

Filip LIEVENS, Karen VAN DAM, Neil ANDERSON (2002) This study is to identify the recent major trends in development in personnel selection, to review the existing research with regards to these recent challenges the major theme emerged in selection process labour market shortages, technological developments, applicant perception of selection procedures and constructive driven approach these relevant trends were summarized and avenues for future research is being specified

Sampling

A convenience sampling method is adopted to select participants for this study. A sample size of 50 respondents is considered, comprising HR professionals, recruiters, hiring managers, and IT professionals involved in recruitment decisions. These respondents represent various levels of expertise and roles across the IT industry in Bengaluru. The purpose of this selection is to gather insights from a diverse range of recruitment stakeholders, ensuring a comprehensive analysis of recruitment trends within the sector.

Methodology

A structured questionnaire is circulated among participants through an online survey platform to gather data on their views regarding recruitment practices, preferred hiring platforms, and emerging recruitment technologies. The data collected is then classified and presented in tabular format. Analysis is carried out using a percentile method to identify prevalent recruitment trends, as well as to determine how these trends impact talent acquisition in the IT industry in Bengaluru.

Objectives of the Study

- ✚ To identify the various sources of recruitment used in IT sector/ Industry
- ✚ To identify the factor affecting the recruitment practice in IT sector/ Industry
- ✚ To find out the perception of employees towards the current hiring methods

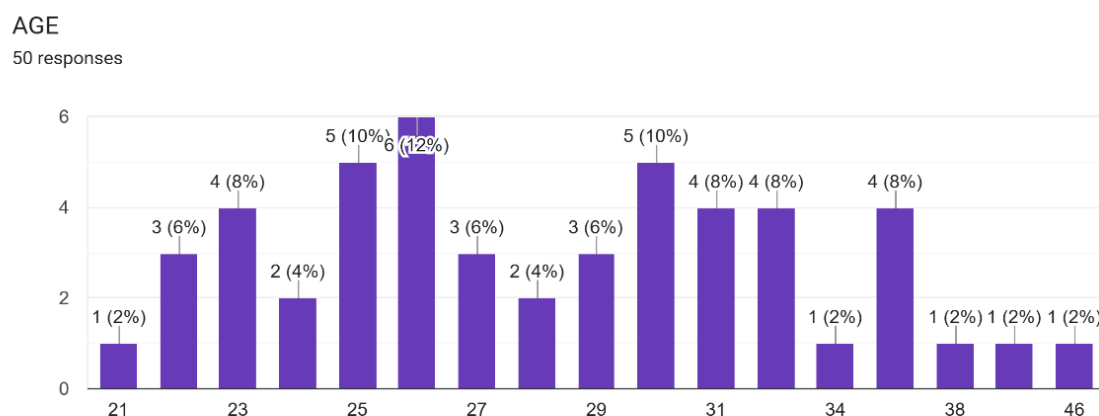
RESEARCH METHODOLOGY

The objective of this paper is to present insights into the prevailing trends in recruitment within Bengaluru's IT industry. The study aims to examine how these recruitment trends influence hiring practices, talent acquisition strategies, and the overall workforce composition in the IT sector in Bengaluru. Both primary and secondary sources are utilized to obtain a comprehensive understanding of current recruitment dynamics, including the adoption of digital hiring platforms, skill-based hiring, and the impact of emerging technologies on recruitment processes

Analysis of Demographics of the Sample

1. Age

Respondents are categorized according to their Age

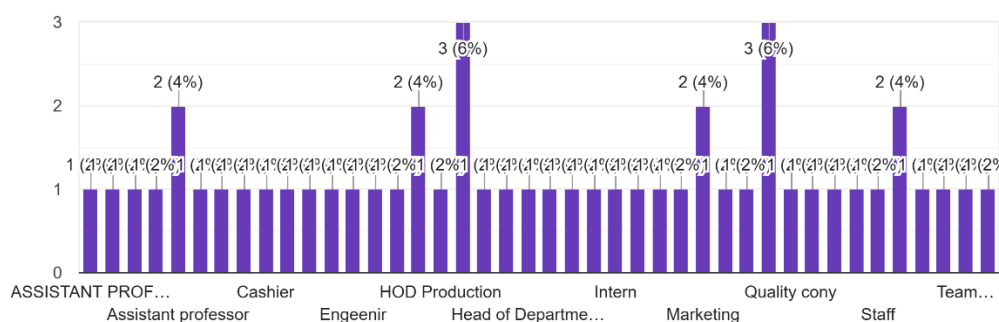


Interpretation: The above graph shows that out of 50 respondents, the majority of people are in between the age group of 25-27.

2. DESIGNATION

DESIGNATION

50 responses

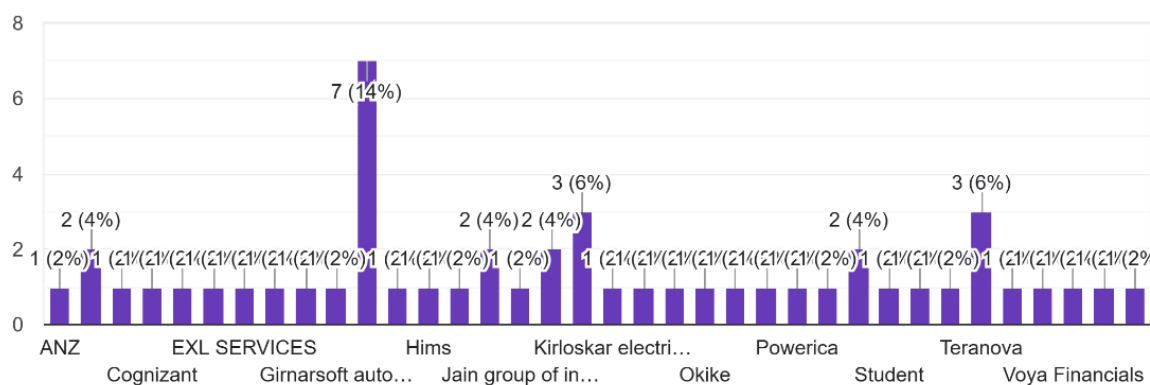


Interpretation: The above graph shows that out of 50 respondents, the majority of people are working in quality control and HOD production.

3. COMPANY

COMPANY

50 responses



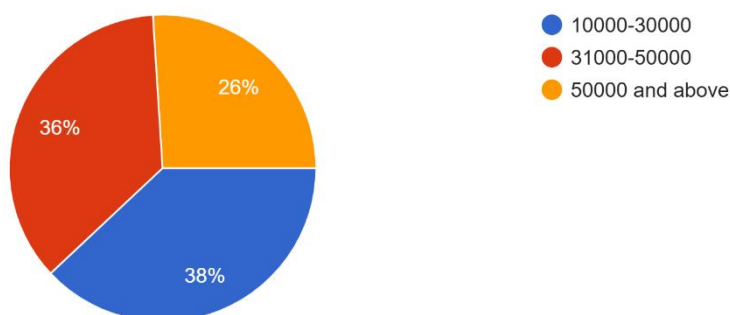
Interpretation: The above graph shows that out of 50 respondents, the majority of people are working in IT Industry.

4. INCOME:

RESPONDENTS	NO OF RESPONDENTS	PERCENTAGE
10000-30000	19	38%
31000-50000	18	36%
50000 and above	13	28%

INCOME

50 responses



Interpretation: The above table shows that out of 50 respondents, 38% of them fall under the income of 10000-30000, 36% of respondents fall under the income of 31000-50000 and 26% of respondents fall under 50000 and above.

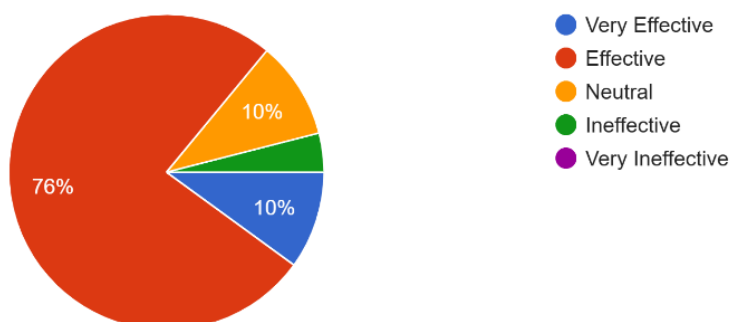
Inference: Majority of the respondents fall under the income between 10000-30000.

5. How would you rate the overall effectiveness of the current hiring process at your company?

RESPONDENTS	NO OF RESPONDENTS	PERCENTAGE
Very effective	5	10%
Effective	38	76%
Neutral	5	10%
Ineffective	2	4%
Very ineffective	0	0%

How would you rate the overall effectiveness of the current hiring process at your company?

50 responses



Interpretation: The above table shows that 50 respondents of them have responded the overall effectiveness of the current hiring process at their company. 10% of them responded that the hiring process is very effective, 76% responded effective, 10% responded its neutral, 4% have responded ineffective and 0% with very ineffective.

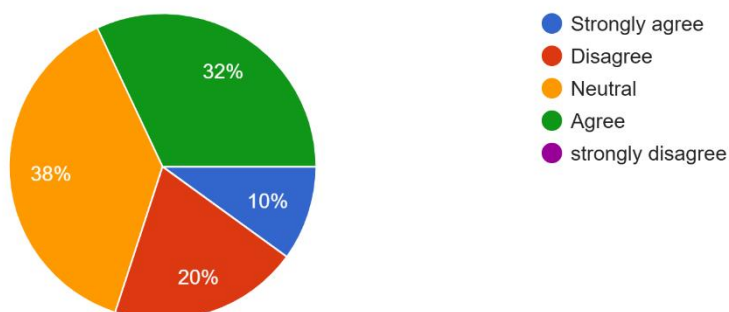
Inference: majority of the respondents feel that the overall effectiveness of the current hiring process at their company is effective.

6. Are you satisfied with the transparency of the hiring process?

RESPONDENTS	NO OF RESPONDENTS	PERCENTAGE
Strongly agree	5	10%
Disagree	10	20%
Neutral	19	38%
Agree	16	32%
Strongly disagree	0	0%

Are you satisfied with the transparency of the hiring process

50 responses



Interpretation: The above table shows that 50 respondents of them have responded the overall satisfaction with the transparency of the hiring process out of which 10% strongly agree, 20% disagree, 38% is neutral, 32% agree and 0% strongly disagree.

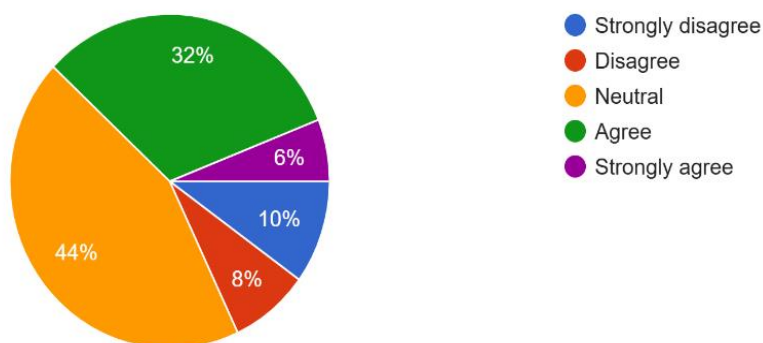
Inference: majority of the respondents feel that the overall satisfaction with the transparency of the hiring process is neutral.

7. Do you agree the current hiring process align with the company's value and culture?

RESPONDENTS	NO OF RESPONDENTS	PERCENTAGE
Strongly agree	3	6%
Disagree	4	8%
Neutral	22	44%
Agree	16	32%
Strongly disagree	5	10%

Do you agree the current hiring process align with the company's values and culture?

50 responses



Interpretation: The above table shows that 50 respondents of them have responded the current hiring process align with the company's value and culture out of which 6% strongly agree, 8% disagree, 44% is neutral, 32% agree and 10% strongly disagree.

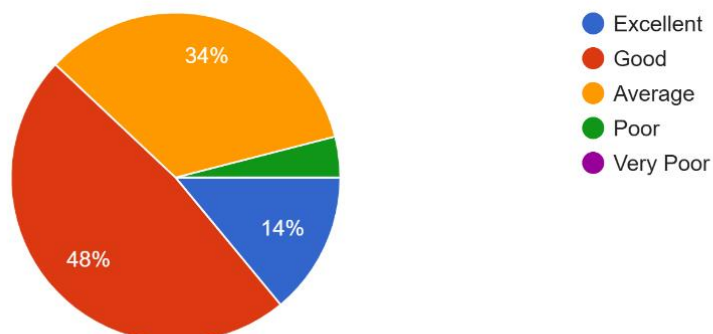
Inference: majority of the respondents feel that it is neutral that the hiring process align with the company's value and culture

8. How clear and detailed are the job descriptions provided during recruitment?

RESPONDENTS	NO OF RESPONDENTS	PERCENTAGE
Excellent	7	14%
Good	24	48%
Average	17	34%
Poor	2	4%
Very poor	0	0%

How clear and detailed are the job descriptions provided during recruitment?

50 responses



Interpretation: The above table shows that 50 respondents of them have responded for the clear and detailed are the job descriptions provided during recruitment out of which 14% responded excellent, 48% responded good 34% of respondents responded average, 4% responded poor and 0% with very poor clear and detailed are the job descriptions provided during recruitment

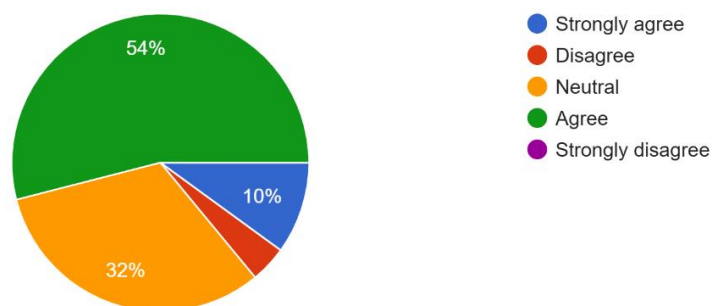
Inference: majority of the respondents feels good about the clear and detailed job descriptions provided during recruitment.

9. Do you believe the current hiring methods are fair and unbiased?

RESPONDENTS	NO OF RESPONDENTS	PERCENTAGE
Strongly agree	5	10%
Disagree	2	4%
Neutral	16	32%
Agree	27	54%
Strongly disagree	0	0%

Do you believe the current hiring methods are fair and unbiased?

50 responses



Interpretation: The above table shows that 50 respondents of them have responded for which they believe the current hiring methods are fair and unbiased out of which 10% strongly agree, 4% disagree, 32% neutral, 54% agree and 0% strongly disagree.

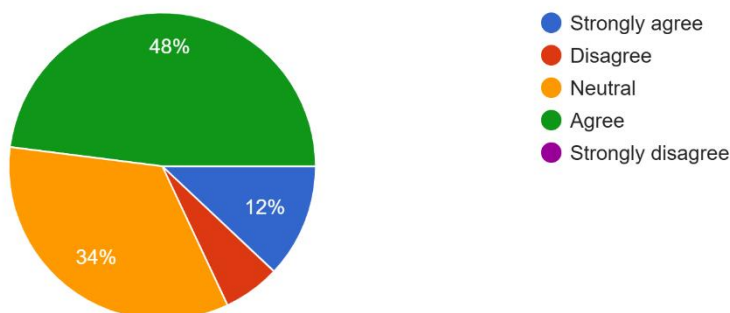
Inference: majority of the respondents agree that they believe the current hiring methods are fair and unbiased

10. Are you satisfied with the speed of recruitment process?

RESPONDENTS	NO OF RESPONDENTS	PERCENTAGE
Strongly agree	6	12
Disagree	3	6
Neutral	17	34
Agree	24	48
Strongly disagree	0	0

Are you satisfied with the speed of the recruitment process?

50 responses



Interpretation: The above table shows that 50 respondents of them have responded for which they believe the current hiring methods are fair and unbiased out of which 10% strongly agree, 4% disagree, 32% neutral, 54% agree and 0% strongly disagree.

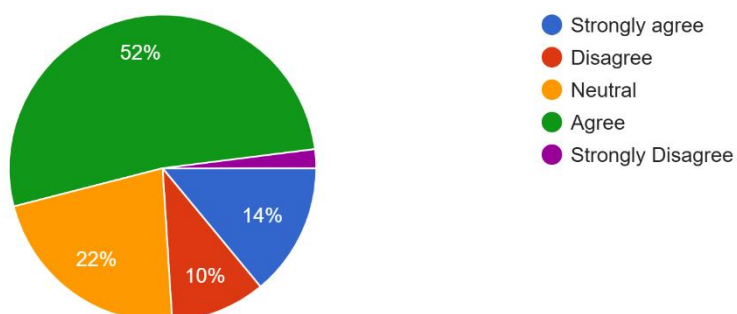
Inference: majority of the respondents agree that they believe the current hiring methods are fair and unbiased

11. Will there be assessment (eg, interviews, tests) in the hiring process

RESPONDENTS	NO OF RESPONDENTS	PERCENTAGE
Strongly agree	7	14%
Disagree	5	10%
Neutral	11	22%
Agree	25	52%
Strongly disagree	1	2%

Will the assessments (e.g., interviews, tests) in the hiring process to the actual job roles

50 responses



Interpretation: The above table shows that 50 respondents of them have responded for which there Will there be assessment (eg, interviews, tests) in the hiring process out of which 14% strongly agree, 10% disagree, 22% neutral, 52% agree and 2% strongly disagree.

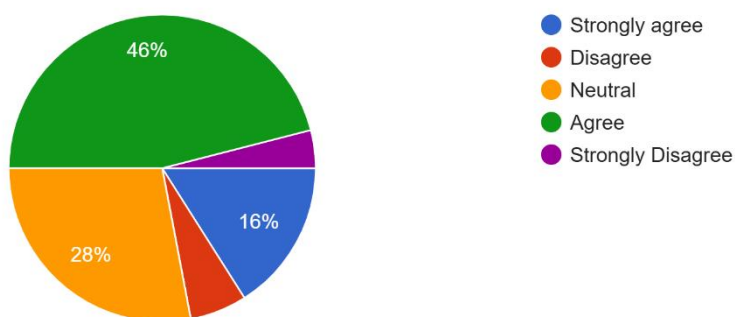
Inference: majority of the respondents responded agree that neutral that there Will there be assessment (eg, interviews, tests) in the hiring process.

12. Do you think the current hiring process attracts top talent?

RESPONDENTS	NO OF RESPONDENTS	PERCENTAGE
Strongly agree	8	16%
Disagree	3	6%
Neutral	14	28%
Agree	23	46%
Strongly disagree	2	4%

Do you think the current hiring process attracts top talent?

50 responses



Interpretation: The above table shows that 50 respondents of them have responded for which they believe that the current hiring process attracts top talent out of which 16% strongly agree, 6% disagree, 28% neutral, 46% agree and 4% strongly disagree.

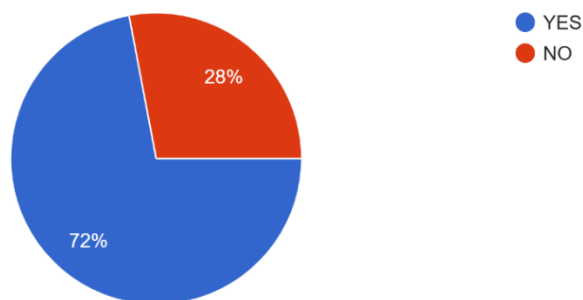
Inference: majority of the respondents agree that they believe the current hiring process attracts top talent.

13. Would you recommend any changes to improve the current hiring process?

RESPONDENTS	NO OF RESPONDENTS	PERCENTAGE
Yes	36	72%
No	14	28%

Would you recommend any changes to improve the current hiring methods?

50 responses



Interpretation: The above table shows that 50 respondents have responded for recommended for changes to improve the current hiring process out of which 72% have responded YES and 28% have responded No.

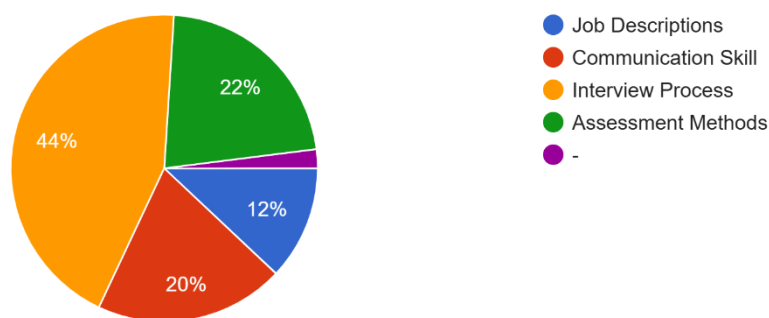
Inference: majority of the respondents agree that they recommend the changes to improve the current hiring process

14. If yes which area would you suggest improving the most?

RESPONDENTS	NO OF RESPONDENTS	PERCENTAGE
Job descriptions	6	12%
Communication skill	10	20%
Interview process	22	44%
Assessment methods	11	22%
Others	1	2%

If yes, which area would you suggest improving the most?

50 responses



Interpretation: The above table shows that 50 respondents of them have responded for which area would you suggest improving the most out of which 12% job description, 20% communication skill, 44% interview process, 22% assessment methods and 2% others.

Inference: majority of the respondents responded that interview process is the area which they would suggest for improving the most.

Conclusion

E- recruitment is electronic recruitment it is very helpful to the many organizations. It has been said that recruitment is not only about hiring the best rather it's the question to enrol the right candidate in the organization. E-recruitment it has many benefits for both job seekers and recruiter like cost saving benefits and time saving., quickness, but still it cannot be suitable for every job and profile. It is recent trend in recruitment process Many small and large scale of organizations are adopted to the E-recruitment process. It is totally depending on the technology and network or internet. Online recruitment has been a tool widely used by human resource manager. This service has been expanding greatly helping companies to maintain growth in their curriculum databases. So, this model of recruitment has its good and bad side, both for the candidates and for the companies.

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13. <https://www.smartrecruiters.com/resources/glossary/recruitment/>
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