A Study on E-Recruitment Procedure Towards Ascent Staffing Solutions Private Limited With Reference To Banglore

K. Yogeshwaran[1], Dr. A. Ravisankar[2]

[1]II MBA Student, Department of management studies, Erode Sengunthar Engineering College, Erode – 638057
[2]Professor and Head, Department of management studies, Erode Sengunthar Engineering College, Erode – 638057

ABSTRACT

This study looks at Ascent Staffing Solutions Private Limited, a well-known employment company with its headquarters located in Bengaluru, Karnataka, and its e-recruitment practices. In light of the changing employment landscape in India, the organization has incorporated digital platforms to optimize its recruitment procedures. The study explores how well these digital technologies work to improve applicant experience, optimize recruiting efficiency, and lower manual mistake rates. The research offers insights into areas for improvement and best practices by identifying important possibilities and obstacles within the e-recruitment framework through qualitative analysis. The results will be useful for companies looking to improve their hiring practices and will also add to the larger conversation on the digital transformation of human resources.

KEY WORDS :E-Recruitment, Talent Acquisition, Staffing Solutions, Digital Hiring Platforms, and Recruitment Automation

INTRODUCTION OF THE STUDY

E-recruitment, often known as online recruitment, is the process of recruiting, placing, and evaluating candidates utilizing the internet, software, and other technologies. One way to find prospects online is by searching professional social media.
• Application tracking system (ATS) use.
• Using video interviewing software to conduct online applicant interviews.
These techniques are substitutes for offline hiring practices, such as advertising openings in newspapers, going to career fairs, and walking in with resumes. The majority of businesses use both online and offline recruitment strategies. Using technology to contact applicants anywhere increases the efficiency of your processes. By using offline recruiting channels, such as employment fairs, candidates can interact more personally with you and your business.

Definition:

"Recruitment is a process to find the sources of manpower to meet the requirements of the staffing schedule and to employ effective measures for attracting that manpower in adequate number to facilitate effective selection of an efficient working force," is the definition.

E-recruitmentprocedure steps

Every stage of your regular hiring procedure that uses web-based technologies is referred to as e-recruitment. The following are some crucial e-recruitment steps:
Post job openings on internet employment boards.
Use your Applicant Tracking System (ATS) to look for employee recommendations.
Look for prospects on portfolio websites or professional social media.
Conduct pre-employment assessments online.
Use video interviewing software to interview candidates.
Use a provider that your ATS integrates with to perform background checks.

Recent trends of e recruitment

Recent developments in online hiring include the usage of mobile applications for job searching or other purposes. Indeed, two of India's largest employment portals, Monster and Naukri, have launched mobile applications for job seekers. A significant part of looking for possible prospects is also using company websites. There are additional social media platforms that can be used to engage with job seekers and draw them in. In recent years, blogs have also gained popularity. Major Indian websites offer resume scanners, which assist employers in screening and shortlisting resumes based on candidates' credentials, experience, unique abilities, and pay information. These latest developments, which rely heavily on technology, are highly helpful in e-recruitment. The following are some current trends:

- Mobile applications
- Job portals
- Company websites
- Social networking

Organizations are increasingly leveraging internet technologies and the internet as a platform for hiring new employees, according to a wealth of information. The primary motivations for using e-recruitment are to enhance company images online, lower hiring costs, lessen administrative and paper work, and provide the recruitment team with sophisticatedweb tools. Using the internet and having a website enhances a company's reputation. The capacity to create sophisticated web resources for the hiring team; the reduction of paperwork and administrative strain; and the reduction of high to low hiring costs To increase the talent hunt, the employee can promote job openings with e-recruitment agencies and learn how to generate revenue on social media platforms such as Facebook, LinkedIn, and Indeed.

STATEMENT OF THE PROBLEM

The expertise, talents, inventiveness, and insights of an organization's human resources are the sole essential value in the quickly evolving global economy. These resources are essential to any business. In order to stay competitive in the market, modern, highly skilled organizations must draw in and keep the best talent. According on pertinent research, this study highlights online recruitment techniques and explains how the advantages of online recruitment might affect an organization's hiring decisions. Nowadays, human resource efforts to draw in and keep talented people are one of the most important sources of competitive advantage. Through a process known as "e-Recruitment," the internet has aided in drawing in prospective employees for a company. With an emphasis on E-Recruitment practices and trends in India, the goal of this study is to expand the research on online recruitment practices for the overall development of the company. It will also identify the types of E-Recruitment methods that are being used and the advantages that these methods provide to the company.

OBJECTIVES OF THE STUDY

- To study the E recruitment process in selected e-recruitment process in Faceprep with reference to Coimbatore
- To study the attitudes and perception of Employees related to HR practices
- To know the needs of the Clients regarding purchase of software solutions.
- To study the consumer's opinion and relationship about quality and services rendered.
- To identify the product development and software service to the clients.

SCOPE OF THE STUDY

- The research study entitled "A study on E recruitment process in selected Facepreptechnology companies in Coimbatore will help to understand the expectation of the consumer in a meaningful way.
- It also helps to understand the sales patterns of software materials and to know the factors influencing the sales.
- The research findings of this study will help the e-recruitment process in Faceprepsolution to frame certain strategies to improve the sales and the company image.
- The research finding will also help in the proper implementation and formulation of marketing strategies.

LIMITATIONS OF THE STUDY

- This is only confined 120 respondents due to time constraint.
- The accuracy of the study is based on the information given by the respondents.
- There is an insufficient data collection, because it is not accuracy.
- Hence the finding of the study is not universally applicable.
- Some of the data depends upon various clients from various areas. So its difficulties for my research studies.

INDUSTRY PROFILE

A business that helps another firm with payroll or does all payroll-related tasks on their behalf is known as a payroll service provider. Employers who respect their time and wish to guarantee that their workers and taxes are paid on time and precisely will frequently find this arrangement advantageous. Payroll providers assist businesses in processing payroll accurately and on schedule while guaranteeing adherence to statutory reporting requirements, payroll rules, and other regulations. For companies that lack the means or expertise to manage payroll internally, they are a common choice for payroll outsourcing, particularly when dealing with multi-country payroll where national laws must be followed.

A payroll service provider, or simply payroll provider, is a firm or organization that provides payroll processing services to other companies that lack the skills or knowledge necessary to handle payroll internally. The phrases payroll service, payroll vendor, and payroll company are also frequently used in this context.

REVIEW OF LITERATURE

Baber (2016) defines Employee recruitment as "practices and activities carried on by an organization for the purpose of identifying and attracting potential employees". Many large corporations have employee recruitment plans that are designed to attract potential employees that are not only capable of filling vacant positions but also add to the organization's culture.

Costello (2016) recruitment is described as the set of activities and processes used to legally obtain a sufficient number of qualified people at the right place and time so that the people and the organization can select each other in their own best short and long term interests.

Miyake(2016) indicated that while advertising is usual for job vacancies, applicants were sometimes recruited by word of mouth, through existing employees. Besides being cheaper, the "grapevine" finds employees who stay longer (low voluntary turnover) and who are less likely to be dismissed (low involuntary turnover). People recruited by word of mouth stay longer because they have a clearer idea of what the job really involves. The study reviewed five studies in which average labor turnover of those recruited by advertising was 51 percent. The labor turnover for spontaneous applicants was 37 per cent and turnover for applicants recommended by existing employees was 30 percent. One hypothesis proposed to account for this was the "best information" hypothesis. It was argued that people who were suggested by other employees were better and more realistically informed about the job than those who applied through newspapers and agencies. Thus, they were in a better position to assess their own suitability. Better informed candidates are likely to have a more realistic view of the job, culture of the organization and job prospects.

RESEARCH METHODOLOGY

The process of methodically addressing a research problem is known as research methodology. The study of how to conduct research in a methodical and scientific manner is known as research methodology. The process that researchers use to describe, explain, and forecast events is known as methodology. Techniques jeopardize the processes that are employed to create, gather, and assess data. Methods are the means by which data that can be used to evaluate explanations are obtained.

Primary Data

Primary data for a study on Ascent's e-recruitment procedures can be collected through:

- **Employee Interviews**: Conducting one-on-one interviews with current and former employees involved in the recruitment process to gather firsthand insights.
- **Surveys**: Distributing structured questionnaires to a broader employee base to quantify experiences and perceptions.
- **Observational Studies**: Observing the recruitment process in real-time to understand workflows and identify areas for improvement.

Secondary Data Sources

Secondary data can be sourced from:
- **Company Reports**: Analyzing annual reports and financial statements to understand organizational priorities and resource allocation.
- **Industry Benchmarks**: Comparing Ascent's practices with industry standards to assess competitiveness and innovation.
- **Employee Reviews**: Examining platforms like AmbitionBox and Glassdoor for employee feedback on recruitment experiences.
- **Academic Journals**: Reviewing studies and articles on e-recruitment trends and best practices to contextualize findings.

ANALYTICAL TOOLS AND METHODS

- Simple percentage analysis
- Chi square analysis
- Correlation

DATA ANALYSIS AND INTERPRETATION

GENDER OF THE RESPONDENTS

GENDER	RESPONDENTS	PERCENTAGE
Male	48	40%
Female	72	60%
Total	**120**	**100%**

Sources: Primary data

INTERPRETATION

The above table shows that gender of the respondents,40% of the respondents are male and remaining 60% of the respondents are female. Hence the majority 60% of the respondents are female.
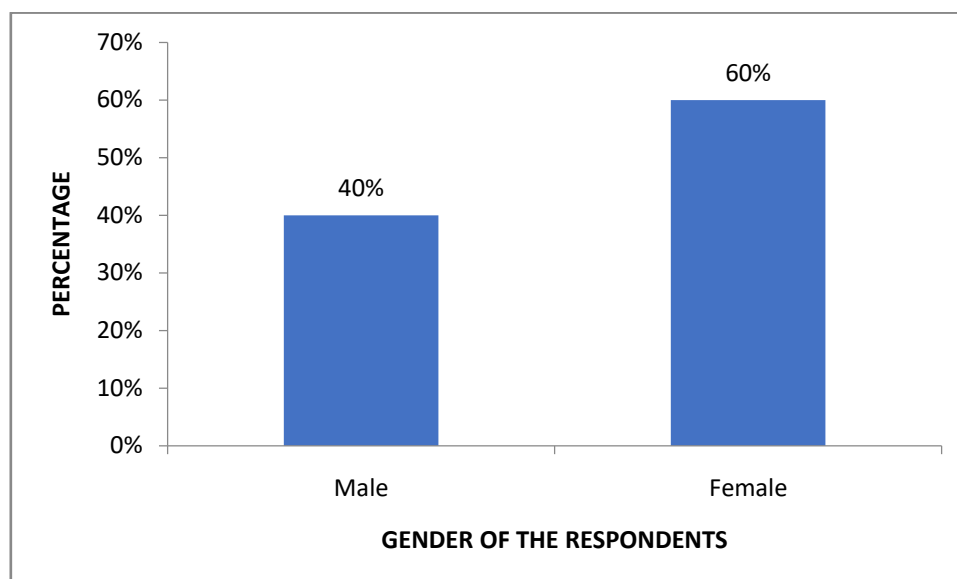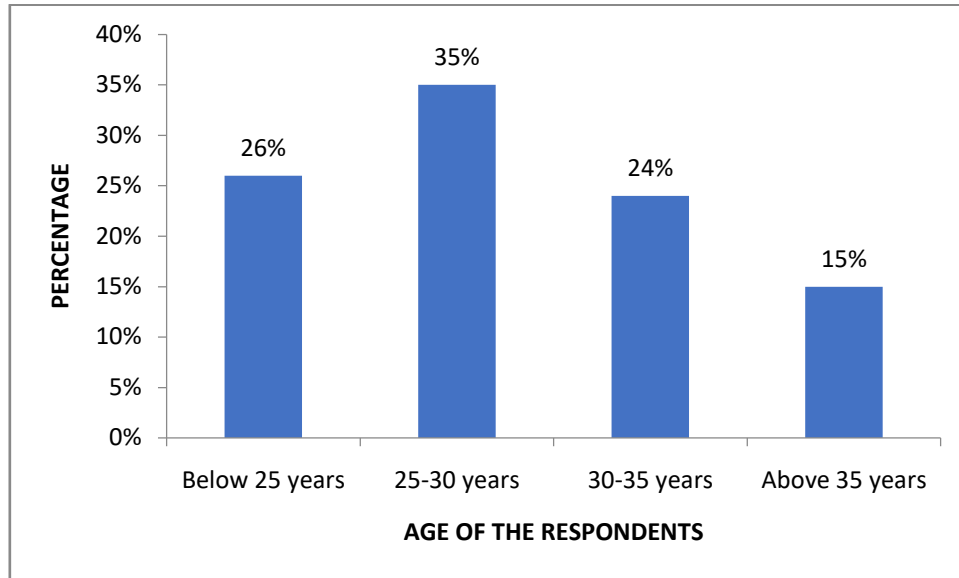

AGE OF THE RESPONDENTS

AGE	RESPONDENTS	PERCENTAGE
Below 25 years	31	26%
25-30 years	42	35%
30-35 years	29	24%
Above 35 years	18	15%
Total	**120**	**100%**

Sources: Primary data

INTERPRETATION

The above table shows that age of the respondents,26% of the respondents are in the age below 25 years, 35% of the respondents are in the age between 25-30 years,24% of the respondents are in the age between 30-35 yearsand remaining15% of the respondents are between above 35 years. Hence the majority 35% of the respondents are in the age between 25-30 years

CORRELATION

The table shows that the relationship between educational qualification of the respondents and special promotion at company

X	Y	X²	Y²	XY
25	64	625	4096	1600
34	30	1156	900	1020
45	18	2025	324	810
16	8	256	64	128
$\sum X = 120$	$\sum Y = 120$	$\sum X^2 = 4062$	$\sum Y^2 = 5384$	$\sum XY = 3558$

$$r = \frac{\sum XY}{\sqrt{(\sum X^2)\,(\sum Y^2)}}$$

$$r = \frac{3558}{\sqrt{(4062)\,(5384)}}$$

$$r = \frac{3558}{4676.5}$$

$$r = 0.76$$

RESULT

This is a positive correlation. There are relationships between educational qualification of the respondents and special promotion at company.

FINDINGS

1. Majority 60% of the respondents are female
2. Majority 35% of the respondents are in the age between 25-30 years
3. Majority 73% of the respondents are unmarried.
4. Majority 38% of the respondents are PG qualification.
5. Majority 35% of the respondents areearning Rs.15,000 – Rs.20,000
6. Majority 32% of the respondents are conductaptitude test in company.
7. Majority 33% of the respondents are strongly agree with E-recruiting as a suitable way of recruiting
8. Majority 41% of the respondents are consider increasing the speed of time for E-recruitment.
9. Majority 41% of the respondents arefeeling excellent about performance of online recruitment
10. Majority 42% of the respondents are highly satisfiedwith communication skills

SUGGESTIONS

*   In this study can suggest that organisations should not replace E-recruitment process with traditional recruitment process.
*   And also sufficient amount of information should be provided by the organisations in their official websites.
*   Moreover there may be some of the jobseekers who don't follow the online vacancies of the job. So my suggestion is that traditional process should continue along with online recruitment process.
*   The company can give more job offers to the employees to take them to the desired level and the recruiter can increase the information about the job vacancy and position.
*   The job sites have to give assurance and trustworthiness for personal information of the job seekers and assured that the applications and data uploaded in the job sites are accessible only by the recruiters and by applicants, It should not show to others.
*   The company can give internet services to reduce the expenses and cost of internet connection to the employees. These things can took the recruitment process of the company to the next level.

CONCLUSION

After weighing all the benefits and drawbacks, I want to conclude that using an e-recruitment method should not take the position of hiring people through traditional means. To eliminate the mistakes that can arise from online hiring, the ideal balance between online and traditional methods should be used. Even if the traditional technique of hiring takes a long time, it is sometimes vital to know all of the employees' details in order to avoid future issues that may arise when organizations assign the position to the wrong person. Therefore, before hiring an employee, every stage in the hiring process, even if it is the simplest, should be carefully examined.

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