Monthly Multidisciplinary
Research Journal

GoldenResearch Thoughts

E-recruitment In India: A Study Of Major Job-portals And Upcoming Trends

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Abstract: With the growing adaption of internet in the daily activities by the medium and upper class of India, searching for a job that best suits you is now at the finger tips. One can find the jobs that match his skills, academic background and professional experience, if any, by just a click of the mouse or tapping on the screen of his mobile phone or tablet. There are several popular job sites in India that provide information on various openings and also on other relevant topics. These job-portals along with social media platforms have opened new horizons for job surfing as well as profile mapping by the prospective employers. Internet is becoming the most important place to find the best suited talent for organization. Companies and recruitment agents have moved much of their recruitment process online so as to improve the speed by which candidates can be matched with live vacancies. Using database technologies, and online job advertising boards and search engines, employers can now fill posts in a fraction of the time previously possible. A new survey has revealed that internet users in India spend an average of 58 hours a week online; that's more than half the time they are awake. Job searching has come out to be the crucial activity for most of the web users in India. E- recruitment is getting popular among the recruiters and candidates as it saves their time, money, widens the search, scope for better match, standardization, speedy communication. The main objective of this study is to find out the various factors that affect the job seekers acceptance and involvement over e-recruitment. The strengths and opportunities for the e-recruitment portals and new models for the online job portals shall also be studied in this paper.

Keyword:e-Recruitment, Job portal, Online Recruitment, Social Media for HR, IT enabled HR.

INTRODUCTION:

It has been more than fifteen years since the inception of online job portals. While some job portals like Naukri.com and Timesjobs.com have acquired a dominant position in the Indian online job search market, many people still employ the traditional channels (newspaper, gate hiring and referrals) to find jobs. Monster.com has acquired prominence in the other parts of the globe too. But gradually, with the generation of millions of jobs in India, the concept of using job search sites to hire employees and search jobs has finally taken root in the Indian psyche. Using an online e-Recruitment system may potentially save the employer time. The recruiters can rate the e-Candidate (Profiles of Jobseekers on Job Portals) and several persons in HR independently review e-Candidates. E-Recruitment is the process of personnel recruitment using electronic resources, in particular the internet.
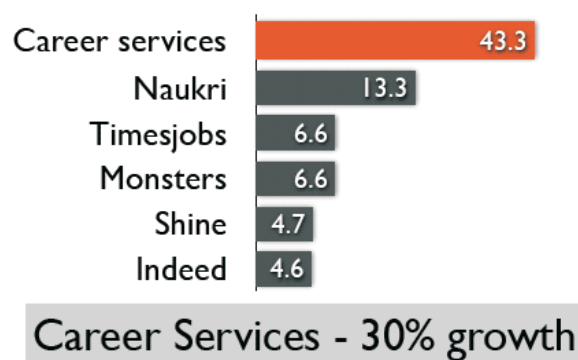
Figure 1: (Comscore, 2012)

E-Recruitment is getting popular among the recruiters and candidates as it save their time, money, widens the search, scope for better match, standardization, speedy communication. The widespread use of internet today has meant that advertising for candidates has become cheaper while at the same time appealing to the wider audience. This is main reason behind the sudden success of e-recruitment.

Traditional methods of recruitment in various small and large companies have faced many challenges in the form of cost and time consumed in the process. While e-recruitment is cost efficient, a time saving device, widening

Saurabh Mittal And Ashu Singh , "E-recruitment In India: A Study Of Major Job-portals And Upcoming Trends"
Golden Research Thoughts Vol-3, Issue-2 (Aug 2013): Online & Print

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the search, better scope for match, has standardization and speedy communication. Career Services sites have recorded 43.3 million visitors in India for July 2012, up 30% YoY. Among the top two sites include Naukri (13.3 million visitors) and Timesjobs (6.6 million) (ComScore, 2012). Other major players in the Indian market like Monster (6.6 million) and Shine (4.7 million) are also making their presence felt to a reasonably good extent.

E-RECRUITMENT FRAMEWORK

For a jobseeker, job portals are wide-open window of opportunity where they can try their luck in millions of posts by Indian and foreign organizations. They get to know about a number of jobs all over the country that pay well for their set of skills. The simple process starts with filling an online form and registering with the job-portal. Once verified and activated, the online profile gets the notice of a thousand organizations looking for matching skills.

RECRUITER'S ACTIVITY FLOW

Most of the job-portals provide the recruiters login as a paid service, which carries some fee for given number of job postings and access to the candidate's profiles. It is important for any potential employer to have a plan involving these steps in order to successfully hire the right candidate. The process for the recruiter has the following steps:

Figure 2: Recruiter's Activity Flow on Job Portals

Get registered with the Job-portal as Recruiter: The recruiter buys a package from the job-portal of their choice depending on their requirements. For Indian candidates, having an account on Naukri.com, Shine.com or Timesjobs.com is more beneficial, while to search the talent from other countries, the global portals like Monster.com may be selected.

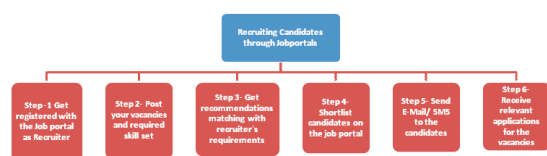Post your vacancies and required skill set: The job-portals provide specially designed interfaces for the recruiters to post multiple posts at one time or in a series. The already defined values for the "Area of Specialization", "experience", "academic qualification" etc. may be chosen and special skills may be defined in the job description along with the salary offered and allied benefits for the selected candidates.

Get recommendations matching with requirements: The job-portals based on the job post criteria, show the list of candidates with the best match skill-set. These suggestions are on the basis of fixed fields (experience, salary, area of specialization), not on the descriptions. Some advance techniques like Video –Resume are also linked by some job-portals.

Shortlist candidates on the job portal: The recruiters may shortlist the profiles and/or download their profiles. These

profiles may be shortlisted with the help of advanced filters, which might have been skipped in the job posting. Many organizations use the Social Media too for short listing and have a sneak peak in the candidate's profile.

Send E-Mail/ SMS to the candidates: The shortlisted candidates may be called upon through the job-portals directly or by sending emails and SMS. The E-Mail ID and Mobile number verification by the Job-Portals ensures the fast and assured delivery of invitation.

Receive application and selection of candidates: The invited candidates may be asked to send their updated profile and/or additional details. This stage involves various steps, from interviewing and profile checking of the applicants (Social Media platforms like Linkedin, Twitter and Facebook), scheduling of their in-person or telephonic interviews, online/offline tests etc.

Jobseeker's Activity Flow

Most of the job-portals provide the jobseekers login as a free service. This free service ensures large collection of the candidates on their portal. This large number of candidates attracts the recruiters for paid service. It also helps the portals in rankings and marketing activities. The free service offers job searches and advanced searches matching the candidate's profiles. It is important for candidates to be honest and clear in their profile managements in order to successfully get some good job offers. The process for the job seekers has the following steps:

Figure 3: Jobseeker's Activity Flow on Job portals

Get registered with the Job portal as Jobseeker Job-seekers need to register with the portal and fill a form which asks for their educational and employment details. They are also asked to enter contact details and answer to a confirmation mail on email and confirmation message on mobile. The information entered in this form shall be visible to the potential employer. Contact details may be visible to some of the recruiters depending on their account type. Many job-portals allow employers to view candidate's profile, and if the employer is sufficiently interested, they pay for contact details of candidates or downloading the complete profiles. So, it is very important to fill the registration form accurately and enter the correct contact details.

Post your Skill set, qualifications, experience and other details: Candidates are required to mention their academic and professional qualification on their profile. Some broad area of specializations, preference for the job location, selection of experience and expected salary etc. need to be carefully done. This effects the indexing of profile in candidate search by the recruiters.

Get job suggestions matching with profile : Employers also

list the vacancies in their company on the job-portal. Job portals recommend the jobs depending upon the profile of the jobseeker or the search criteria. The contact details of the employers are mentioned in these 'job posts' and resume may be sent to them through email. The candidates may regularly visit the job portals and have their custom job search too.

Apply directly through the job-portal or get contact details of recruiter: Upon finding a suitable job offer, the candidates have the option to apply directly to the recruiters through the job-portals. Or they may get the contact details for directly applying or getting their queries resolved first before formally applying.

Receive regular recommended jobs through email/SMS:

Most of the job portals have their Job Suggestions sent to the registered candidates on daily/weekly or monthly basis depending on the profile and jobs offered on the portal. Depending on the registration options of recruiters and jobseekers, the SMS alerts may also be sent to respective candidates.

Allied Services (Resume Writing/ Counseling)

Many job portals also offer the Resume writing services, resume blast (sending resume to multiple recruiters) and career counseling by experts. New trend of Forums and blog is being added by many job portals. These social plugins help in the customer engagement and add-on service to the jobseekers.

Placement Consultants:

Job portals also offer a new market for the placement consultants, who get the orders/contracts from the recruiters via job-portals. These job portals act as a central point for the placement consultants by providing them access

Figure 4: Placement Consultant Activities on Job Portals (Naukri, 2012)

to the best offers. Via Job-portals, the consultants are able to contact the job seekers too matching with the requirements of their clients.
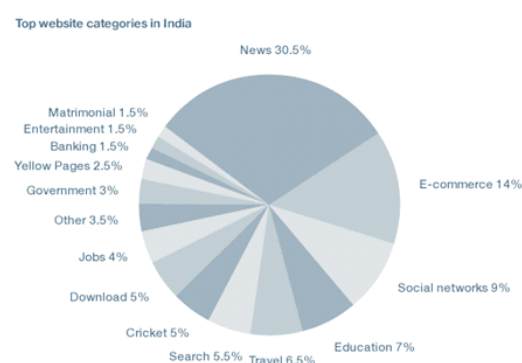
E-Recruitment Trends in India

Figure 5: Internet Usage by Indian Users (Opera, 2012)

India is a country of 1.2 billion people with nearly sixty percent of the population close to the age of thirty years. Nearly eighty percent of the population is employed and the figures affirm the fact that employment is not easy to get and if you are employed, it is all the more unlikely that you will end up getting a job of your choice. Online job forums have gained a lot of credence in the present time and have totally helped people gain employment of their choice. According to Census 2011 of India there are 15.54 Million households (6.3% of total population) in India who have computer/laptops in their homes. However Only 7.6 Million households (3.1% of total population) have laptops/computers with internet. Number of Internet connections in India is however 13.7 Million and the internet penetration rate is 11.4% as on June2012 (Internet WorldStats, 2012). Top 10 website categories in India are given below (Opera, 2012):

News Portals
E-Commerce
Social Networking
Education
Travel
Search
Cricket
Download portals
Job portal
Government websites

Even after emergence of E-Commerce and Social Media, Job search is still in the top category of the websites browsed by Indians. This ever increasing number of the Tech-savvy population offers new dimensions for the recruiters to attract and select the best of the talent available online. The recruitment trends in Indian market have shown positive signs in the job market recently. The firms are moving towards hiring right manpower that can make meaningful contribution to their organization. Job portals have made their significant contribution in fulfilling the needs of job seekers and employers. A recent survey on existing Indian job portals reveals that Naukri and Monster stood first and second, followed by Times jobs, Shine, Click jobs and Wisdomjobs. The growing number of job offerings on the leading portal naukri.com reflects the acceptance of
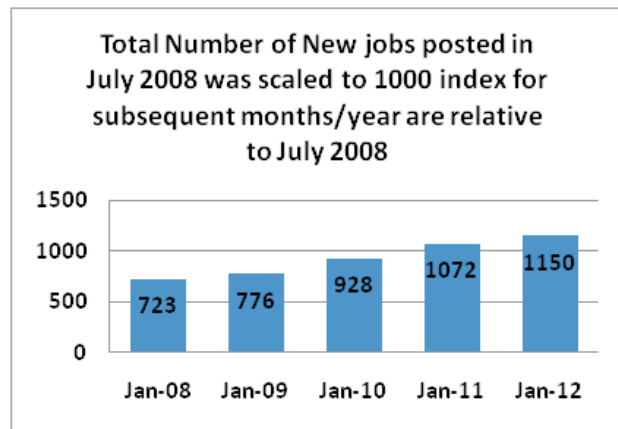
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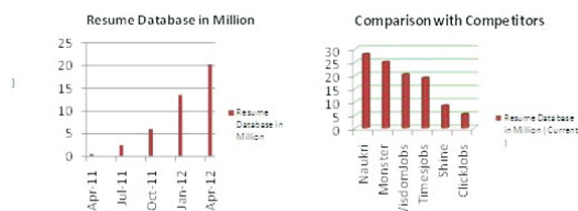

Figure 6: (Naukri, 2012)

Figure 7: (Naukri, 2012)

MAJOR JOB-PORTALS IN INDIA

·**Naukri:** Naukri.com, India's No. 1 job site and the flagship brand of Info Edge revolutionized the concept of recruitment in India. Since its inception in 1997, Naukri.com has seen continued growth while outperforming its competitors in every sphere. Naukri.com is a recruitment platform that provides hiring-related services to corporate/ recruiters, placement agencies and to job seekers in India and overseas. It offers multiple products like Resume Database Access, and Response Management tools and its services include Job Postings, and recruiter branding solutions on the site. With 200,000 jobs live at any point, Naukri.com serviced over 35,500 corporate clients in 2009-2010. Naukri.com is ranked #454 in the world and #25 in India (Alexa, 2013). Relative to the overall population of internet users, the site's users are disproportionately Asian, and they are disproportionately childless men earning less than $30,000 who have postgraduate educations and browse from work. It has been online for more than fifteen years. About 23% of visits to Naukri.com consist of only one page view (i.e., are bounces), and this site is located in India. (Alexa, 2013) It has database of over 30 million job seeker profiles and over 1 million live jobs from various corporate customers.

·**Monster India:** Launched in 1999, Monster India is a part of Monster Worldwide. Currently Monster is the biggest job search engine in the world. Monster.com has a three-month global traffic rank of #541(Alexa, 2013). Around 84% of the site's visitors are in the US, where it has attained a traffic rank of 101. It has been online since 1994. The site is particularly popular among users in the cities of Boston (where it is ranked #85), Dallas-Fort Worth (#86), and Philadelphia (#91). The time spent in a typical visit to Monster.com is approximately four minutes, with 40 seconds spent on each page-view (Alexa, 2013). It has a database of over 150 million resumes and over a million live jobs at anytime.
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Times Jobs: Launched in 2004, Times Jobs is a part of Times Group and operating mainly in India and Middle East. Timesjobs.com is ranked #1,743 in the world and #137 in India according to the three-month traffic ranking (Alexa, 2013). The site has a bounce rate of roughly 43% (i.e., 43% of visits consist of only one pageview). It is particularly popular among users in the cities of Bangalore (where it is ranked #98), Kolkata (#111), and Bombay (#112). Visitors to it spend roughly four minutes per visit and 46 seconds per pageview. (Alexa, 2013). TimesJobs.com also has the world's first voice resume service to its credit. Potential, and existing BPO/ or other sector employees can now "speak and record" their resumes as part of their online resume. The entire technology of this voice suite exclusively resides on TimesJobs.com is one of the pioneer job site which conducts job fairs in all metros of India. It sponsors Times Ascent, a weekly job supplement, along with Times of India every Wednesday.
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Shine Jobs: Shine is a part of HT Media and launched nationwide in 2008. Shine.com has a three-month global Alexa traffic rank of #2,045 and #147 in India. This site has a bounce rate of approximately 40% (i.e., 40% of visits consist of only one pageview). Compared with the overall internet population, the site appeals more to Asians; its audience also tends to consist of less affluent, childless men under the age of 25 who have postgraduate educations. Search engines refer roughly 7% of visits to it. Shine.com has been online since 1995(Alexa, 2013). It has great database of candidates and recruiters and provides multiple paid career services as well. It also sponsors Shine Jobs, a weekly job supplement, along with Hindustan Times every Tuesday.
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Click Jobs: ClickJobs.com, a part of Consim Info Pvt. Ltd. (formerly the BharatMatrimony Group) was launched in August 2005 as a comprehensive recruitment portal. Headquartered in Chennai (India), the portal has now evolved to become a career and professional networking platform that offers unlimited opportunities for connecting and extending reach. ClickJobs.com is ranked #45,811 in the world and #7,486 in India (Alexa, 2013). It has been online for at least fourteen years. Compared with internet averages, ClickJobs.com users are disproportionately childless, and they are disproportionately men earning less than $30,000 who have postgraduate educations and browse from work. Visitors to the site view an average of 4.7 unique pages per day. (Alexa, 2013). The site has huge database to maintain the increasing list of candidates and employers. It also provides number of paid career services.

New Model: Emergence of Social Networking Sites for Recruitment

A major trend over the past couple of years is the increasing use of social networking sites as an alternative to the major job sites. Experts say in-person networking is still the most effective way to find a job, but virtual networking is not far behind. A study by Jobvite (2012) shows 92 percent of hiring managers use or plan to recruit via social networks. The study says 93 percent mangers use LinkedIn.com, 66 percent use Facebook and 54 percent use Twitter. About 73 percent of companies had successfully hired using social media. Major Social Networking site, important for the e-Recruitment in India are given below:
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LinkedIn.com: Linked is referred as "the world's largest professional network on the Internet," (PCMag, 2012) with more than 150 million members in 200 countries. According to job-search guide Alison Doyle (About.com, 2011), "If you're not on LinkedIn, you need to be." LinkedIn recently announced that it was ending its partnership with Twitter, which had enabled users to cross-post between the two platforms. The linkage also meant that people on Twitter could access your LinkedIn profile. Now users can only send LinkedIn updates to Twitter, but not the other way around. LinkedIn.com combines social networking and job searching. It allows the candidates to build a professional network as well as search job listings on it. Users create a LinkedIn account and post a personal profile, detailing the skills and experience and even upload their resume. Each profile includes an option to add contacts and recommendations from past and current colleagues and friends. Job search can be done by keyword and location, or advanced search option. LinkedIn shows extended network works for the company advertising a job one may be interested in. LinkedIn.com has iPhone, Android, Palm and BlackBerry apps, as well as plug-ins for Outlook and Lotus.
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TweetMyJobs.com : TweetMyJobs.com allows job seekers to subscribe to one of more than 10,000 different "channels" of incoming job listings that are sent by tweet, email or text. One can subscribe or unsubscribe to any channel as per their wish or site recommendations. Job listings are sent immediately, making the service unique. PCMag.com and Mashable.com include it on their lists of top job sites.
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Twitter & Facebook: Familiar applications like Facebook and Twitter can also be used to conduct a job search. One can use the BranchOut app on Facebook, which attempts to create a professional network similar to LinkedIn.com. The Marketplace app on Facebook lists jobs in its classified ads. Active networking on Facebook can also help in finding a job. With Twitter, one can search for jobs - there are Twitter job search engines like TwitterJobSearch.com -- and use the networking function as well.

IMPORTANT FACTORS FOR THE SUCCESS OF E-RECRUITMENT PORTALS
Wider Scope to search the talent: e-recruitment facilitates the organisation to reach the large target and bring the qualified candidates. Millman (1998) cited in Rozelle & Landis (2002) suggested that online recruitment offers an efficient way to identify and classify a virtually unlimited number of job seekers. e-recruitment is a very good tool to reach the global target (Ganalaki, 2002).
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Quality Match for the Vacancies: e-recruitment allows employers to broaden the scope of their search, as a result significantly increasing the likelihood that the high-quality candidates will be found. Internet helps companies to attract better quality applicants and Internet users tend to be better-educated and obviously more computer literate than non-users. It has been sustained that e-recruitment can bring the qualified candidates to the employers. Applicants through the Internet are mostly young, computer literate, educated and showing some interest in the recruiting company (Ganalaki, 2002), (Zall, 2000). Online recruitment helps the organizations to weed out the unqualified candidates in an automated way.

Advertising Opportunity for the recruiters: e-Recruitment brings a never-ending list of links to sites where employers can advertise their vacancies and potential candidates can peruse the available jobs and submits their resumes. Moreover, it can reach people at a worldwide level while newspaper can reach people only at a local level (Chaskelson, 2000), (Ganalaki, 2002).
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Cost Effective: e-Recruitment is cost-effective. Publishing the vacancies on corporate website or jobsites costs less than publishing in other media. Cost savings may be achieved by reduced direct costs of newspaper advertisements, job fairs and head hunter fees, reduced mailing cost and reduced workload for human resource department.
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Time saving approach: e-Recruitment helps companies achieve faster recruiting cycle by faster posting jobs on the Internet, receiving resumes and the processing period by automating the associated tasks. Elswick (2000) cited in Bussler & Davis (2002) that a good e-recruitment system could bring lower cost by 90%. Bussler & Davis (2002) in particular, said that e-recruiting system can reduce the hiring time by two-thirds.
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Enhanced Market Value: E-recruitment can increase the image of organisation, especially when building a corporate recruitment site, it is considered to attribute to the company an image of innovation and flexibility (Fister, 1999). The study from Pearce & Tuten(2001); Hogler(1998) presented that the organisation with a strong brand name and strong geographical presence found their corporate Website could attract more applicants.

ADVANCED FEATURES FOR THE JOB PORTALS:
Blocking the resume view by current employer, multiple search options, saved searches, iPhone, iPad, Android Apps specially created for the job portals can be integrated in all the job-portals as done by Monster and other job portals.
Email job alerts, Add-ons for web browsers, mobile, and RSS feeds, Job and salary trend information, Guide-led forums and notes are provided by Indeed.com. These

advanced features might result in to more customer engagement and knowledge enhancement for the visitors. TimesJobs.com, launched "TimesJobs Mobile" a mobile interface that allows the candidate to search, view, and apply for jobs simply by SMSing "Jobs" to 58888 (Timesjobs, 2012)

Combining networking and job search features is another upcoming trend as proved by Linkedin.com.

CHALLENGES FOR E-RECRUITMENT PORTALS

· Discrimination to Internet non-user : e-Recruitment may have a disparate impact on certain groups of particularly ethnic minorities. People may lack access to computers or do not have the skills necessary to use online recruitment. Although in India, Internet has increased the geographic scope of recruitment, it remains limited in its demographic scope (3.1% of the total population with Internet connectivity, source : Census 2011). Organisations find it difficult to recruit executive level talent on the Internet.

· Preference to Traditional Methods for Higher Job profiles: Arboledas, Ferrero and Vidal (2001) argued that using e-recruitment tends to use only looking for junior positions and from recent university graduates. It is not suitable for recruiting top management. Since people in senior positions rarely mark their presence on job-portals for escaping the unwanted email and undue attention by the subordinates.

· Numerous junk job-postings: Many organizations find Job-Portals as a platform to showcase their growth in terms of job offerings. These fake offers/posts divert the attention of the applicants, who might get frustrated on not receiving a call from recruiters. Major job-portals like Monster and Naukri have faced this problem over last few years. Weeding out such job posting is a major challenge.

· Tough Navigation / Search: Job-portals might have fixed options while listing/ searching jobs. This narrows down the chances of specialized jobs on the portal. Complications in selecting the options/ keywords might make the search results irrelevant. Websites like Shine.com and Indeed.com are facing this issue.

· Expert Guidance/ Counseling/ Recommendations: In case of Job-portals, the career guidance is normally lacking and even the peer suggestions/ recommendations is missing. This gap is being filled by some Social Platforms like Facebook and Linkedin but other job-portals are seriously lacking in it.

· Irrelevant Resumes/ Applicants: There is a risk of overload of resumes as the Internet makes it easier for applicants to summit their resumes and it removes all barriers of time and geography in communication between employers and applicants. As a result, it could create a huge volume of unqualified candidates (Ganalaki, 2002).

CONCLUSION

The use of technology or the web based tools has revolutionized the recruitment process across the corporate. Most of the organizations are using Internet as a source of recruitment may be the posts on their own websites or with the help of job portals. The study clearly shows that the issues are still remaining with the organizations to make the system

more efficient. The job-portals have the challenge of filtering the information they showcase and removing the fake job offers as well as job seekers. There is a need to introduce the social features to the hiring process. The jobseekers might be provided the information about the people in their network, who are /have been associated with the recruiters. On the other side, the recruiters also must be provided the list of candidates with strong references in their network. Personal recommendations shall definitely help reduce the efforts in recruiting. The internet penetration in India is increasing and has tremendous potential. In near future with the increased penetration of internet, we may expect growth in this sector too. According to a study by NASSCOM – "Jobs is among the top reasons why new users will come on to the internet, besides e-mail." There are more than 18 million resume's floating online across the world. So the path ahead is full of opportunities but need continuous innovations in terms of socializing and use of intelligence. Despite the IT boom in the country, there is low Internet penetration in many locations. Organisations are still hesitant to completely switch over to an online recruitment process because of the limited penetration of the Internet.

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