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EFFECTIVENESS OF E-RECRUITMENT ADOPTION:- A WALK TOWARDS PAPERLESS HR.

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ABSTRACT

In the quickly shifting worldwide economy, the only vital value for an venture is the experience, skills, innovativeness and insights of its manpower resources they are the key components in every organization. Aggressive organizations of the present have to attract and retain the best and outstanding manpower to remain competitive in the market. This research identifies Internet recruitment methods from relevant literature, and describes how their benefits of online recruitment can influence the recruitment decision making of the organization. Today, one of the most critical sources of competitive gain is based on human resource efforts through attracting and retaining talented individuals. The internet has helped in attracting potential candidates to an organization from the recruitment process, which is referred to as E-Recruitment. The practice of issuing a vacant position and applying for a job via a website has increased progressively. The purpose of this paper is to expand the research on the online Recruitment practices for the entire development of the organization with focus on E-Recruitment practices and trends, to identify what E-Recruitment methods are being used and what benefits are being experienced by organizations using these methods.

KEYWORDS: *E-recruitment, Adoption, Effectiveness, Cost, Time, Saves Efforts.*

INTRODUCTION :

Universal struggle in fashionable market provides a business to overwhelm the competitors by looking out for an mixed bag of strategy, So many organizations purposefully in implementing e recruitment for their growth and sustainability, to source right person for right time with right cost. The superiority of real-time communi-cation over the Internet is a reason why e-recruitment becomes the main podium for HR Professionals to think and use e-recruitment. Many companies use e-Recruit-ment to post jobs and accept resumes on the Internet, and correspond with the applicants by e-mail. The main success factors of e-Recruitment are the value-added services provided by the job sites, cost effective-ness, speed, providing customized solutions, this helps to establish relation-ships with HR managers with applicants and facilitate brand building of the companies.

Nowadays HR professionals in an organization cannot work smoothly if it's not electronically adopted properly. This research helps to identify and analyze HR

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professional's behavioral intention and acceptance of e-recruitment system. This study investigates the adoptions of E-Recruitment by HR Professionals in Chennai. The study covers the impact of E-Recruitment system by HR Professional and also identifies the attitude, usefulness, easiness, intention to use, barriers of E-Recruitment system.

REVIEW OF LITERATURE:
(Peters, 2001; Snell, 2001), Researchers explained how to improve the value of e-recruitment, treating both the applicants and the organizations as standardized groups.
(McDougall, 2001) Ability to attract passive job searchers.
(Feldman et al., 2002), Several studies attentive on the effectiveness of the internet in the e-recruitment process associated to the traditional recruitment methods importance the advantages and the disadvantages of using the e-recruitment.
(Lengnick-Hall, L., and Moritz, S. 2003) Electronic-Human Resource Management (E-HRM) effects the efficiency and the effectiveness of the HR system by reduces cycle times, increasing data accuracy and dropping HR crew. E-HRM enables the HR system to generate value for the organization in new ways one of these ways is e-recruitment.
Kumar (2003), has examined the impact of the Internet on human resource management from employees and employers' perceptions. Based on author's industry interactions and statistics, answers were required to many related questions relating to quality human resource creativities and its link with technologically expert workforce. The author established that with the internet all types of jobs and employees could be easily found and acquired to fill specific needs. According to him the internet can assist employees in verdict employment opportunities faster and easier than ever formerly.
A research led by **Verhoeven and Williams (2008)** reports on a study into internet recruitment and selection in the United Kingdom. The study discussed the advantages and disadvantages as recognized in literature and considered those against the views of HR Managers in UK. Moreover, one out of every five UK HR Managers perceived the tool to be efficient, and only a slightly higher percentage of HR Managers representing cost-saving and acknowledging that internet recruitment tools as relatively cheap in comparison with more traditional tools. A survey conducted by Williams (2009) on E-recruitment showed dwindling recruitment applies focused on web-based recruitment at the overhead of traditional methods.
(Darrag et al., 2010), recognized e-recruitment as a linking pin between the potential candidates and the unoccupied positions in an organization. The researcher states e-recruitment as the process of operating technology through the usage of various electronic means to perform all the traditional recruitment purposes efficiently and effectively.
(Miss Jyoti H. Tiwari1 Mrs. Snehal S. Shinde2 Mr. Nripesh Kumar Nrip3, 2011) E-recruitment is integration and use of internet technology to improve efficiency and effectiveness of recruitment process. E-recruitment Provides HR and Recruiters with the tools Technology and the ability to deliver time and cost effective resourcing. E-recruitment can be important tool in making organizational needs by providing information concerning potential hires. This paper deals with the Status of e-recruitment in terms of cost, time and quality efficiency in Indian Organizations /in Current scenario. So this paper concludes with some global E-Recruitment service providers as well as it highlights on the need of adopting such system by Indian Organization.
Aakash Gopalia, This study has explored the effectiveness of online recruitment and selection process, a case study of Tesco is also used to draw findings. It has been investigated that internet recruitment and selection are effective in terms of saving recruitment cost, reducing time to hire and helping companies in developing competitive edge, market image and attracting right skilled candidates. Online recruitment is also effective in terms of managing talent process that is also considered effective. It has been investigated that e-recruitment will likely to grow in coming years. Use of online recruitment and selection process offers advantage in the form of economies of scale. Therefore, this feature of e-recruiting would attract lot of corporations to invest their resources in developing e-recruiting supply chain. Only limited researchers have been conducted over the effectiveness of online recruitment and selection process. So, there is lot of scope to conduct further research

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over this growing phenomenon that is currently on the prime focus for corporations.

Divyanshu chauhan & Ila chaturvedi,(2013),This research paper will give emphasis upon latest e-recruitment process and its significance in organization effectiveness; it will also focus on web portal usage and role of social networking sites in recruitment and selection of employees. The role of social media in the recruiting process will continue to grow. Social media, comprising of Facebook, Twitter, LinkedIn, etc is a growing medium of communication all over the world, whereas effective recruitment is one of the most important needs of companies. Everyday more people find talent through social media. Using the power of Internet to achieve HR goals not only increases productivity but also saves time and money to give a competitive advantage.

EFFECTIVENESS OF E-RECRUITMENT ADOPTION
➢ **Quality of applicants**
➢ **Saves Efforts**
➢ **Wider choice of candidates**
➢ **Cost**
➢ **Saves Time**
➢ **Sound Organizational Image**

Parry and Tyson [2008] conducted a study on the recruitment activities of corporations for a period of six years with the use of survey and interview methods, questions were asked as to why the respondents utilized or did not employ online recruitment, whether they predicted their use of the Internet for recruitment to change, and what impact they expected Internet recruitment to have on the use of other recruitment methods. Human Resource directors and managers, finance directors, managing directors and recruitment specialists from a sample of UK organizations with over 25 employees were the respondents of the study. There were 25,524 responses in the survey and twenty (20) HR or resourcing managers were interviewed.

The results of the survey showed that the most common reasons of using corporate or commercial websites in their recruitment were cost-effectiveness (75%), ease of use for candidates (64%), a larger candidate pool (53%), ease of use for the organization (52%), speed to hire (52%), and company policy (50%). On the other hand, the less common reasons were success in finding candidates (44%) and keeping ahead of competitors (32%).

Kar and Bhattacharya [2009] conducted a similar study. They determined the factors that could contribute to the effectiveness of the job portals and the elements of the job portal that could help increase the users' satisfaction on the use of the portal. Survey method and personal interviews were conducted to meet these objectives. Two hundred fifty (250) purposively selected respondents participated in the study. The study established that the age group 18-22 years old and 33 years old and above had more likely to search jobs through job portals. The curriculum vitae distribution and the face-to-face interaction were the key factors contributing to the popularity of job portals. Respondents believed that they would be more satisfied with the job portals if chat facility, online test, and help desk/call center facilities were available at the job portals.

CONCLUSION:

The aim of this paper is to study the perceived benefits of e-recruitment from the viewpoint of the HR managers. The purpose of this paper was to develop a scale to measure the perceived benefits of e-recruitment from the viewpoint of the recruiter. E-Recruitment helps organizations to be equipped with competent staff and thus it is linked with many HR activities of organization. E-Recruitment has proved to be important part of the recruitment strategy. It can be used to keep track and maintain candidate applications, mostly among larger organizations. E-Recruitment has provided some remarkable benefits in terms of cost and efficiency. In addition to the above discussion, a continuous improvement in considering the technological issues related to E-Recruitment is highly recommended.

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