

## *E-Recruitment in HR Consultancy via E-Technology*

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### **Abstract**

**H**uman Resources consulting is that branch of management which concentrates on the process of efficiently utilizing employees to attain the objectives of the organization. A proficient and effective HR consultant can help the business to become productive by guiding company in a varied array of matters. E-recruitment, which is also known as online recruitment which uses web-based technology for the various processes of attracting, assessing, selecting, recruiting and on boarding job candidates. This study was oriented to go through the usefulness of E-recruitment or online recruitment. The study specially aimed to govern the recruitment via electronic medium. It also aims to understand how major job portals perform their operations and provide services. It is found that online recruitment is the fastest mode for job application and it is also cost effective. E-recruitment also brings reduction in employee turnover. The findings suggests that job portals are easily accessible for the candidates. majority of the respondents agreed that number of successful candidates, cost per hire, time taken to close position and candidate and employer satisfaction impact the e-recruitment. This study is an attempt to understand the factors influencing E-recruitment from the point of view of HR consulting firms. This study would help the candidates searching for positions in job market about how to proceed so that they can get the job which suits them. The study will also help companies to understand the factors which impact the online recruitments so, that they can save on their cost and get the most deserving candidates for their positions.

### **Keywords**

Human Resource,  
E-Recruitment,  
Consultancy,  
Employees,  
Job Portals

## **1. Introduction**

The process of matching people to appropriate jobs through the Internet is known as online recruitment. Job postings on job boards and corporate websites are the most popular method of online recruitment. This may result in a large number of responses but attracting a large number of applicants is just one aspect of the e-recruitment progression. The true value of e-recruitment seems enormous. The minute recruiters reorganize the employing process, the true advantage of online recruitment becomes evident. Online recruiting makes use of the internet's power to link people with work. It all boils down to posting work openings on job boards or corporate websites. It is especially effective at having a high level of response at this very simple level. While it is possible that hundreds of apps will be created as a result of this. E-recruitment, according to Hoffman (2010), is "the use of the Internet for applicant procurement, selection, communication, and management during the recruitment process." "Companies can by electronic means

publicize effort, explore and stock resumes, accomplish examinations, and interact with competent applicants by means of the influence of the Cyberspace to contest individuals to careers,” [12]

When done correctly, the true strength and power of online recruitment lies in connecting cyberspace expertise to not only fascinate applicants but also to contract with them. In this context, it's also about rationalization the employment procedure so that overburdened HR divisions can better serve their other counterparts. Furthermore, it allows them to use more of their time.

Recruiters can save time, effort, and money by using application systems developed by a professional software provider like HR Portal. They can use 'killer questions,' profiling and ranking, psychometric assessments, and predictive CV scans to search for key terms like skills and experience to simplify the pre-selection process.

### **1.1. Consultancy**

Consulting as a discipline or a formal company first emerged in the late 1800s. Many of the old-school consulting companies still exist today, mostly offering supervision and tactic advice. There are modern and innovative groups and independent consultants as well who provide candid plans for all business-related matters.

However, the consultancy firms sometimes deal with challenging and stimulating patrons who seek out suggestion from the firms in relation to their difficult areas. There are various types of consulting firms, such as Industry Elite, which includes Hamiltonerc, Deloitte, Ernst & Young, KPMG, and Price Waterhouse Coopers are the Big Four accounting firms. Oliver Wyman (financial services), Gartner (research), Market Bridge (sales), and APM are examples of boutique firms (healthcare). IBM, Accenture, and the Big Four are among the IT experts. Hewitt Associates, Mercer, the Hay Party, and Towers Perrin are only a few of the top HR companies. Consultants step into offices and come up with new ideas. They offer advice on how to boost profits and grow your company. They provide advice on how to boost income while lowering costs and debts, enhance work flow while introducing change where possible etc.

### **1.2. MAGNES Profile**

MAGNES focuses on identifying the best manpower to serve their clients at the right time, with over a decade of experience in the HR industry. To provide a high-quality technical recruitment service in all sectors, the company focuses on recruitment operations. They have a completely integrated recruiting and selection process that includes comprehensive assignment briefing and fully relevant selection criteria. Due to extensive reference checks, the Company is able to pick and refer only those applicants that are the best fit for their clients' needs. As a result, the focus of this research is on E-Recruitment in MAGNES HR Consulting. This study attempts to understand the process of E-Recruitment in HR consulting Magnes and what factors impact E-Recruitment.

## **2. Review of Literature**

According to [23], e-recruitment is "a method of putting job ads, collecting resumes, and creating database of applicants and appointees." The terms e-recruitment, cyber hiring, and Inter-net recruiting are all used interchangeably in the literature. They imply that work information is formally sourced online [10].

E-recruitment as “The application of the Cyberspace for applicant tracing, assortment, communication and managing through the enrollment progression [11].

According to [16], in the case of Human Resource Information System (HRIS), it has been confirmed that such amalgamation progress diminishes in cooperation the organizational load and the expenses of acquisition actions. HRIS condenses the need for HR employees.

The time and expense savings are unquestionably the most visible benefits Indeed, due to quicker knowledge exchanges, the span of the whole employing process is suggestively abridged. Appreciations to the Cyberspace, applications are succumbed in jiffies, either straight to the recruiter's e-mail address or by the use of a workable site as an intermediate. The similar thing happens for the recruiter's reply and following exchanges; this hoards time for both the recruiter and the applicant. Additionally, the rate of automated effort position is characteristically lesser than the cost of conformist employing approaches such

as print media, jobs agencies, head-hunters, and other alike strategies [18]. However, listing job offers on job portals can be expensive; furthermore of them are unrestricted.

Another important benefit is that the HR department's financial burden is reduced [15]. Since certain characteristics of e-recruitment can be robotic by uniting possessions with the commercial data arrangement, certain events will be automated, plummeting the administrative load of effort and redeemable period [18].

According to [19], the United States Internal Revenue Service continued to plug situations rapidly and through advanced accomplishment of personalities by assertive up the start date of its campus enlisting act.

E -Recruitment is a method which is used by various employers and job seekers for filling the positions in a company. E-Recruitment is method which involves lower costs for both companies and job seekers [25].

Around 72 percent of American adults were online, according to Pew Internet Research, as stated by NAS insights (2006). This amounted to more than 145 million people. Subsequently there was no easier, modest, or more lucrative way to grasp thousands of appropriate candidates, the Cyberspace demonstrated to be a significant part of worker employment. In realism, 44% of online businesses are based in the United States. The Cyberspace permitted HR Executives to encourage the applicants all long.

“The implementation of e-recruitment is approximately additional than just technology,”[9]. It means that a company's technological skills and expertise, as well as its personnel, must be updated and deepened. Companies can, for example, train HR personnel to deal with Internet connectivity issues or have educated personnel to assist workers during the transition.

Job Portals are the most popular and widely used tool by companies and recruitment teams to facilitate the smooth flow of recruitment process in the competitive world. Job Portals offer a platform for the companies to meet the potential workforces. Hence this arrangement will help for advancement of old-style recruitment with less time and cost. This will act as stage for both job searcher to search the job and company sector to hire suitable applicants [13].

A study in Indonesia was conducted to scrutinize the variables that impact job seekers intents to use e-recruitment, it was found that alleged usefulness, ease of use, and enjoyment where the three factors which influenced the job seekers to use e-recruitment [8]

In Iran a study was conducted to understand the intentions of job seekers using e-recruitment. The outcomes of the study were, perceived usefulness was found to have a significant impact on applicants' behavioural intentions to use e-recruitment while perceived ease of use did not have any significant effect on their intention to use. [14].

Social networking sites were considered by lot of recruiters and HR employees as they believed and agreed that the social network sites would be effective and advantageous for recruiting and they might bring major changes in the process of recruitment [27]. A study was conducted on social networks especially Facebook to understand how effective it is for recruitment. The results indicated that Facebook was considered a good recruiting channel due to its various effective features. The study further added that Facebook helps in answering the questions of the candidate saving time and money [17].

There are few studies on E -Recruitment from the perspective of a HR consultants. So, this study is an attempt to provide insights about how E-Recruitments are done through the HR consultants and also what factors influences the effectiveness of E-Recruitment.

## **2.1. Objectives**

- To study the E-Recruitment process in Magnes Management Consultants.
- To analyse the factor influencing the effectiveness of E-Recruitment.
- To offer the suggestion based on the study.

## 2.2. Scope of the Study

This study aims at assessing employees' opinion on of e-recruitment, to find out the effectiveness e-recruitment at Magnes Management Consultants. This study measures the factors like Cost, time, deeper pool, efficient candidates.

## 3. Research Methodology

### 3.1. Research Design

This study uses descriptive research design.

### 3.2. Methods of Data Collection

For this study data had been collected using a primary data through a set of standard questionnaires. Secondary data was collected through various magazines, journals and internet.

### 3.3. SAMPLE

The data are collected from all recruiters in the Magnes management consultants. The total number of recruiters in the concern is 30.

## 4. Data Analysis and Interpretation

### 4.1. Classification of Respondents on the Basis of Preferred over Recruitment Website

The statistical tool Garrett ranking is applied to analyze the preferred online recruitment website type.

**Table: 1** show, the rank assigned by the respondents for the most preferred type. The Table defined that the respondents has given the first rank to Naukri, second rank and third rank had been given Shine, Magnes Jobs and fourth, fifth to LinkedIn and Monster respectively.

Table1: Assigned Rank

S.No	Particulars	Total Score	Rank	Percentage
1	Naukri	2078	I	27.4
2	Shine	1947	II	25.7
3	Magnes Jobs	1510	III	19.9
4	Monster	930	V	12.3
5	LinkedIn	1095	IV	14.48

From the above table 2 B, it is inferred that the highest ranked factor influencing e-recruitment is Reduction in Recruitment cost and Reduction in employment turnover ranked 6<sup>th</sup>

Table 2 A: Showing the weighted average of factors influencing E-Recruitment

Factors influencing E-Recruitment	Strongly Agree (5)	Agree (4)	Neutral (3)	Disagree (2)	Strongly Disagree (1)	WX	WX/W	Rank
Qualified Candidate	4	19	7	0	0	117	7.8	III
Cost saving than news paper Ads	7	18	5	0	0	122	8.1	II
Reduction of recruitment cost	12	15	3	0	0	129	8.6	I
Time saving in collecting the quality of resume	3	19	8	0	0	115	7.6	IV
Increase the performance of the organization	5	14	11	0	0	114	7.7	V
Reduction in employment turn over	4	16	9	1	0	113	7.5	VI

Table 2 B: Rank for factors influencing E-Recruitment

Rank	Factors influencing E-Recruitment
1	Reduction in recruitment cost
2	Cost saving than newspaper Ads
	Qualified Candidates
4	Timesaving in collecting the quality of resume
5	Increase in performance of the organization
6	Reduction in employment turnover

Table 3, shows that correlation between large pool of candidates through e- recruitment and performance of the organization about e-recruitment system. The coefficient of correlation value is -.27 and sig value (2 tailed) is 0.152. Since the value of P is greater than (0.152 > 0.05) therefore we accept the null hypothesis and conclude that no relationship between large pool of candidate and performance of the organization.

## CORRELATION

### 4.2. Correlation between large pool of candidates through e-recruitment and performance of the organization

**H<sub>0</sub>** = there is no relationship between large pool of candidate and performance of the organization

**H<sub>1</sub>**= there is relationship between large pool of candidate and performance of the organization

Table 3

		Large Pool of candidates	Performance of the organization
Large Pool of candidates	Pearson correlation	1.00	.27
	Significance N		.152
		30	30
Performance of the organisation	Pearson correlation	.27	1.00
	Significance N	.152	
		30	30

## REGRESSION

### 4.3. Comparison between corporate image for e-recruitment and the large pool of candidates collected through e-recruitment

**H<sub>0</sub>** – There is no relationship between corporate image for e-recruitment and the large pool of candidates collected through e-recruitment

**H<sub>1</sub>** - There is relationship between corporate image for e-recruitment and the large pool of candidates collected through e-recruitment

Table 4 A: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.02	.000016	-.04	.73

a. Predictors: (Constant), Corporate image

Table 4 B: Annova

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	0.00	1	.00	0.01	.928
	Residual	14.96	28	.53		
	Total	14.97	29			

a. Predictors: (Constant), Corporate image

b. Dependent Variable: Large pool of candidates

Table 4 C: Model Summary

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1.94	.37	.00	5.25	.000
Corporate Image	0.01	.15	.02	.09	.928

a. Dependent Variable: Better to avoid sarcastic remarks

Since the value of P is greater than 0.05 ( $0.928 > 0.05$ ) therefore the null hypothesis is accepted and conclude that there is no significant relationship between Corporate Image and large pool of candidates collected through e-recruitment.

### CHI-SQUARE TEST

#### 4.4. Comparison between time saving to collect quality resume and the Quality of the candidate

Ho – There is no relationship between time saving to collect quality resume and the Quality of the candidate

H1 - There is relationship between time saving to collect quality resume and the Quality of the candidate

Significance level is 0.05

Table 5

Statistics	Value	DF	Significance
Pearson Chi square between time saving to collect quality resume and the Quality of the candidate	2.28	4	0.684

Since the P-value (0.684) is greater than the significance level (0.05), we cannot accept the null hypothesis. Thus, we conclude that there is a relationship between time saving to collect quality resume and the Quality of the candidate.

## 5. Result & Discussion

The findings of the study were that 70% of the respondents are female. It is observed that 46.7% of the respondents fall under age category 20-25. It is found that 73.3% of the respondents had completed their PG. 76% of the respondents are Executives. It is noted that 50% of the respondents are sourcing through Job portals, Social network, and Employee referrals. It is found that 46.7 % of the respondents agreed that e-recruitment effective than old traditional method. 40% of the respondents agreed that e-recruitment support the qualified candidate in the organization. 60% agreed that online recruitment is cost saving activity. 50% of the respondents agreed that e-recruitment reduce recruitment cost. 63.3% of the respondents fairly agreed that e-recruitment leads to reduction in employee turnover. It is found that 63.3% strongly agreed that

applying through job portal and Social website more accessible for the candidates. It is observed, 46.7% of the respondents neutrally agreed that e-recruitment give qualified candidate in the competitive market. It is inferred, 46.3% of the respondents neutrally agreed that organization get success through e-recruitment. It is found that 46.7% of the respondents agreed that no. of successful candidates, cost per hire, time taken to close position and candidate and employer satisfaction are the impact of e-recruitment. It is observed that 63.3% of the Key limiting factors of e-recruitment are CV overflow; especially those not match with job profile. The recruiters give first rank to Naukri for preference over e-recruitment website. From the weighted average it shows that first rank for reduction in recruiting cost and least to reduction in employee turnover. There is no relationship between large pool of candidate and performance of the organization. There is positive regression between the corporate image and the large pool of candidates. It is inferred that there is a relationship between time saving to collect the resume and quality of the candidate.

## **6. Conclusion and Future Research**

The study was conducted to see the effectiveness of e-recruitment or online recruitment. The study also aimed to determine the extent of recruitment done through the electronic medium, and also to identify the services and operation of major job portals. The study shows that e-recruitment is more effective as compared to the traditional methods of recruitment. The E-recruitment should be made more effective to reap the extra benefits which can arise from it. There were certain limitations of the study, the study was timebound, and may not be applicable after the passage of time. The organization follows other source of recruitment.

The researcher on the findings of the study recommends that Monthly analysis of this process be made like how genuine are the profile, how many candidates have been placed. E-recruitment multiple level of security to avoid duplication, and genuine profiles. Very secured online chat is advisable for the recruiters and the candidates for handling enquiries. This project can go for further research on the perception of candidates.

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