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The technique and challenges for E-recruitment in contemporary Era

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Abstract: The work force is the only domain in the organization that can provide light and direction to grow the organization. It is a tool for the organization. The company will recruit man power on the basis of their skills, experiences and qualifications as it has to compete with the rivals in this competitive era. The companies have to tap all available and effective sources to recruit man power weather it is internal or external. Staff recruitment is an importance task for the HR manager in the companies. In the recent era the trend of E-recruitment is quite famous. Technology has changed the all concept of regional boundaries. Internet is nowadays a pivotal tool to impact the HRM. It helps in recruitment, selection, training, induction, database management etc. the concept of E-HRM has been evolved. All the Plans and polices related to HR has been developed through internet. Job seekers can apply for the job through internet media nowadays. They can go to the internet source and attach their curriculum vitae and apply for the vacancy. All the details regarding job may be available on the website. The main purpose of this paper is to identify various techniques and challenges for the managers at the time of e-recruitment.

Keywords: E-Recruitment, HRM, Internet.

I. INTRODUCTION

Today's world is based on technology; everything is getting automated day by day. We also heard about trendy attire, shoes and broad, it is a new creation of an interior building. Now couples can develop themselves, this technology is now possible. Computers are now a very important part of human life; People cannot imagine that they live without computers. How it is involved with HRM and recruitment, because we can advance in the past and remembers how complex it was to send potential employers to resumes. But now because of this technology we can send our resumes to a number of employees within clicks, which is not possible in the past.

It is necessary to move forward and be aggressive towards the goal that an organization wants to achieve, but it depends on the fact that what the organization provides from the human resources environment is what it is today. Today the race is both domestic and international companies. The field is running to provide the best manpower for their organization. Another major process is to select the best staff for the recruitment of the organization and employees are considered to be the main process. In the recruitment of various candidates in the company's database, the process of recruitment and selection is done in which the eligible candidates are selected and candidates selected in the staffing process are placed in the correct position. The e-recruitment includes information technology to hire people to reach out to people and save time. The e-recruitment comes under the E-HRM.

In today's world, human resources are considered the assets of the organization, so the human resource department is the challenge of the organization that needs to develop new strategies to stay consistent in the changing global business

environment. Human resources have been developed to meet human needs. "Human Resource Management is a strategic process and attracts, develops and maintains a talented and hardworking employee to support the organization's mission, objectives, and strategies." The main function of the HR department is to set up a structure for compensation and benefits, returns and benefits, group health coverage rates with insurance companies can negotiate, coordinate activities with the retirement savings fund manager and administrative work of payroll.

There are many other HR functions besides the above functions. Job Analysis, Orientation, Performance Assessment, Career Planning, Recording or Main Functional Record, Corporate Culture, Plans and Policies, Internal Change Agent and Consultant, Historical Record of Previous Steps Against Employees, Raw Material for Statistics, Guides and Guidance, Employees' Policies And many more. Electronic recruitment (e-recruitment) is also known as online recruitment or internet recruitment. Recruitment processes, known as e-recruitment, use of the Internet to achieve and improve the general recruitment and recruitment of the Internet, such as the use of electronic resources, such as the Internet.

It allows corporate HR to automate and streamline simple tasks, resulting in more efficient and productive recruitment processes. But with the advancement of technology, recruitment is still in people's business. And because directly, people's interactions can take considerable effort and time, supported processes with online technologies have added automation and functionality to the value chain. It is where online recruitment software technologies excel and where the high value can be received. The Internet Job Board quickly receives market share of all announced jobs.

II. OBJECTIVE

The purpose of this research paper is

- ❖ To identify the e-recruitment contribution that helps the HR department to go without paperwork.

- ❖ To analyze the recruitment of latest trends

- ❖ To analyze the possibility of e-tides and challenges facing them

III. REVIEW OF LITERATURE

E-Recruit formally suggests the online sourcing of jobs (Messy, 2002). E-recruitment is also known as online recruitment, through which job seekers can send their CVs electronically directly to the employer and on the other hand the employer will receive the CV and the other related candidates who can filter. CV (Finn, 2000). Installing software like "Active Recruitment" has now made it easier for the employer to capture a deserving candidate for a specific profile, it was necessary to fill 62 days in the past but now it needs 42 days to fill it. Status is so easy now (Wilenbock, 2005). It has been argued that the online recruitment cannot change the traditional method of recruitment but can help the organization to make the well-implemented online recruitment organization easier (Cagian, 1999 and Bork, 2000). They do not miss the resume they receive at Nike's headquarters, they deal with the potential of each CV, and an application like "Active Recruiters" makes them easier for them (Nike, 2005).

The findings of Holm (2012) thesis is that there was a difference between paper-based and electronic-based recruitment process. From the findings, Holman has found that the electronic-based recruitment process started with some electronic equipment for line managers to start the recruitment process, for example. Line administrators put their recruitment requirements in the Word document and sent it to the responsible recruiter. After that the recruiter had to read and rate the order of every applicant. In some cases, these filters are conducted by programs, which bring top applicants to the forefront. Homes (2012) study was conducted in three companies from Denmark between 2008 and 2010 in Denmark, which can limit the recognition of recruitment process, as electronic technology has been developed for the development of recruitment.

Smith (1999) worked on e-recruitment where he tried to imagine that the internet employer's more goals help potential employees. The author has mentioned that the Career Web, which can be considered a small company, may still be less valuable than multiple newspaper ads.

In a study conducted by Connellly, Carlson and Matchmaker (2003), the need for research was addressed by investigating results of companies that compete head-to-head recruiting for similar positions on evidence of differences in the applicant pool quality. The results of the analysis indicate that the quality of the applicant can vary significantly within and within the families of the job

Chapman and Webster (2003) In his survey of the use of technologies in the recruitment, investigation and selection processes of job candidates held in the USA, research has found that most organizations have implemented technology-based recruitment and selection tools to increase efficiency, new evaluation tools Enables, reduces costs, certified systems and extended the applicant pool.

According to Pew Internet Research, registered by NAS Insites (2006), approximately 72% of American adults were online. It is translated into more than 145 million people. These were huge audiences, and internet staff proved to be an integral part of recruitment because there was not a quick, easy, or more expensive way to reach thousands of qualified candidates. In fact, 44 percent of online Americans were searching for jobs. HR Managers allowed these candidates to reach 24 hours a day, 7 days a week.

IV. RECRUITMENT AND E-RECRUITMENT

Planning on the basis of the organization which is organized on the basis of the essential number of human resources, then the next step may be necessary manpower available and it will be a recommended role of buying sources to attract the organization. This is known as 'recruitment'. If they want to pass an exceptionally ruthless atmosphere and be rich, the organization will have to recruit with compulsory skills, qualifications and experience. By doing this, they have to respond to the country's fiscal, opinionated and legal forces. In real terms, finding and selecting the right candidate for job opening is not always easy. The choice of communication medium (eg advertising in a trade journal read by prospective candidate) may not be appropriate; Some vivid candidates can start watching the opening because they are not in queue with their current potential (such as tough work, best awards, flexible schedule etc.). An e-recruitment from the entire non-traditional forms of recruitment studies.

E-Recruitment is the use of the Internet to identify and draw potential candidates. It's a way to provide online spaces and provide information about that profile. Two trends that make compulsory for petite and intermediate-size concerns are electric trades and financial losses. Easy availability of information creates a high chance of getting the best manpower for the required state. It helps the organization reduce its screening costs by retaining employee details in the database; all employees will be connected to the line manager through the central system.

V. E-RECRUITMENT METHODS

Advertising jobs openings, tracking the source of the apps, and online inquiry forms, were the most widely used methods to attract candidates. In many cases, web-based technology is used only in the selection and evaluation of the most preferred-modern institutions that afford high start and maintenance costs. The IES survey said that out of 50 organizations in the survey: Large number of online application forms (67 percent) was used; only four percent of people were using psychological testing.

There was a huge variety of online applications that were designed and how they were screened, for example. By electronic means by keywords or manually. Due to the application and use of Internet technology at the stage of the attraction of the process, diversity and low maturity exist in this part of the e-recruitment process.

In terms of applicant tracking and workflow systems, 78 percent of the CVs and application forms found online, 49 percent of people used email response letters, of which 39 percent used progress-tracking systems. Provide status reports to recruit only about 9% of the managers.

VI. E-RECRUITMENT CHALLENGES

From an employer perspective:

❖ The best candidates for the job are already appointed by your competitors. But identifying these candidates is a difficult problem, which ensures that they come and work for you is still difficult.

❖ Renting pipelines (screening, interviews, etc.) are often unreliable to distinguish good candidates.

❖ References are now inappropriate, because people have stopped giving bad references.

❖ The meaning of the recruitment schedules for employers and candidates is that sometimes when good candidates are available, the job place is not empty.

From the candidate's perspective:

❖ Most candidates have poor negotiators to negotiate their salaries in a short time in their lifetime. Company negotiates wages on a daily basis; So negotiations favor more experienced employers.

❖ It's hard to find the company you want to work for

❖ Before you work there, it is difficult to say what the company's culture is internally.

❖ Salary is blind; often companies do not give any indication of the salary of the role.

❖ Most of these problems are basically information about asymmetric problems, so it is certainly possible that it can be used to use the Internet.

From the perspective of job seekers

Online recruitment is not for everyone, and it is not a solution to all the hiring requirements. It is always important to keep in mind how online environments affect the applicant pool (Boone and Kurtz, 2010). The biggest hurdle in online recruitment comes with the type of job recruiters who are attracted to online recruitment portal.

VII. E-RECRUITMENT MUTINY

In the late 1990's, Internet was proven to be recruitment, and in the early stages of the Internet recruitment, it provides many benefits to recruiters. It was predefined that the bones behind the internet recruitment business. And it brings a huge development in the field of recruitment and makes the world the only place to work. The latest trend in recruitment is 'e-recruitment' or 'online recruitment'. It makes the business easier for the employer, the employer can choose or call its candidate from anywhere in the world. It also gives the organization huge business opportunities. Internet acts as an interactive interface between employers and job seekers.
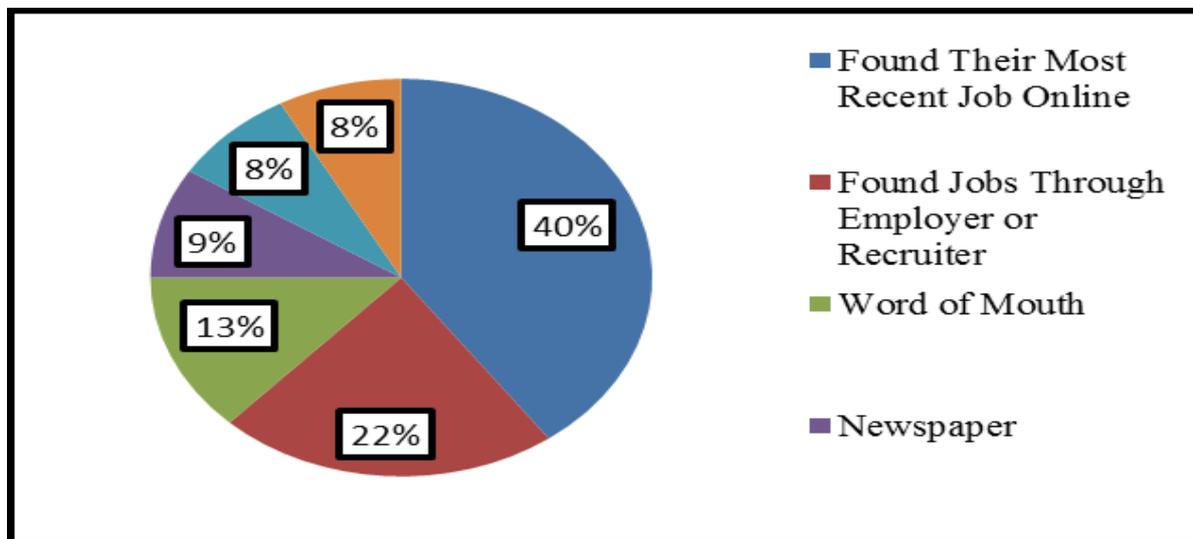
Figure – 1 Hiring Online Takes off in a Big Way in India

Here 78% of the candidates are satisfied with the online recruitment and the remaining 54% are satisfied with traditional written and posted applications. Hiring people for "tapping" or short-term enthusiasm provides resilience, reduces predetermined overheads, and is hired terribly. But enthusiasm can reduce enthusiasm and vow. This tide system is suitable for early adventures.

VIII. E-RECRUITMENT REIMBURSEMENT

The potential recruitment of e-recruitment is -

Employ Unlimited Exposure for both the employer and the job seeker, such as the World Flat World, and everyone has the opportunity to interact with each other and receive the opportunity available in the millionaire.

❖ Advertising costs will be very low as the Internet will be built into a single interface where both the employer and the job seeker will come and contact, no middleman is required.

❖ Opportunities are unlimited and grab them instantly in fractions of clicks.

❖ Employers can access their own database directly from the portal, which is available in various websites.

❖ Candidates can apply for all the jobs they want after entering their details in the database.

E-recruitment companies with more and more popularity are preparing to develop their own website and make corporation with the online work board. Mainly the tide market differs in newspapers, recruitment agencies and recruitment portal. When print media is used when middle-to-senior-level-executives are needed. Use of portals When entry-level employees (fresher) are required, placement agencies only help to expand the online market.

	Naukri.com	Monster.com
No. Of Clients	17,000	6,000
No. Of Live Jobs	80,000	70,000
Revenues	Rs. 45 crore (March 2005)	NA
Q4 Revenues	Rs. 11 crore (Jan-March 2005)	NA
No. Of Resumes	Rs. 36 Lakhs	Rs. 53 Lakhs
No. Of Additional Per Day	10,000	8,000

Table – 1 Source: Business Today, July 31, 2005

E-Recruitment Techniques

❖ Enlistment should be included in the organization's overall recruitment strategy.

❖ First, giving detailed job descriptions and job specifications in job postings to attract candidates with the right skills set and qualifications.

❖ A well-defined and structured applicant tracking system should be integrated and the system should have back-end support.

❖ Back-office support should be developed to develop a comprehensive website (directly or through an online advertisement) to receive and process job applications.

Modern Trends of E-Recruitment

❖ Fast communication: The company and potential staff can communicate with each other through the blog. Thus, blogs, podcasts, vodcasts are considered as e-recruitment tools. One way mail is not to blame the process for communication, fax is just as fast as it can be electronically. Podcast is the services of digital media files. Vodcasts are a video podcast.

❖ Candidate Selection: History states that employers have had the privilege of choice in recruitment process, especially in screening prescriptions, but are not always fair. It was not possible to pass through all the applications due to the time limit. Today, candidates can choose their employers because they are not only financially but also civilized.

❖ Search Engine Advertising: The result of a print advertisement is coming due to the popularity of search engine ads. Pay-click-click is not only convenient but also attractive.

❖ RSS Feed: Job Board accepts RSS feed. Hotjobs, Google specially deserve mention. While Google does not have their own site, Google offers an offer to upload jobs to Google Base. RSS can be read by using the software "RSS Reader". It is a family of web feed formats to publish frequently updated functions. Such as blog entries, news headlines in standard format.

Benefits of E-Recruitment-

HR professionals and technology experts say that implementing computer-based systems can save time and money in removing paper needs. Productivity and efficiency are the number 1 reasons for people to go to a paperless system. Such systems reduce significant space required by substantial storage. And it's designed to accommodate the huge and changing array of compliance issues to keep. Many HR departments have removed most of their papers from paper management and some other tasks, but hesitate to do this with processes like display management. Kicking the paper habit has been a painful point for HR for many years. "Paperless is more than just converting documents into digital. It's about what you can do with that data."

Implementation is a challenge. In team meetings, it takes time to compile users through group exhibitions, through a one-on-one session, and to create a PowerPoint presentation to answer those questions. I take time to start scanning every document. But once the HR department starts studying it, it will make life easier. Once it starts practicing it saves as much. Technologies have changed the whole activities of hiring people. It has moved liability and ownership.

In the early days of e-recruitment, this concept was meant to find candidates for different job positions using only online resources. Job Boards and Resume Databases allow employers and employees to find, find and contact each other. Once the contacts were established, the remaining tasks included in the recruitment process were made by face-to-face interviews and other traditional methods. Today's e-recruitment includes job boards, online advertising, web-based apps, talent communities, social recruitment efforts and pre-employment evaluation tools. In addition, software packages have been developed to automate volunteer and human resource personnel to automate recruitment process through automated database searches, self-answers and appraisal tools included in web-based employment applications.

With the explosive development of the business that exists completely online, the demand for e-recruitment equipment has also increased. Companies have the ability to run all aspects of the business using freelance contractors and remote working

employees. In this way, these businesses do not have the facilities or equipment to carry out traditional personal interviews and other human resource duties. For these businesses, the use and availability of e-recruitment tools is invaluable. The applicants have been instructed to apply online, to submit the necessary documents and tax reporting information, to submit work samples or to complete the assessment and to start the work.

IX. DISCUSSION

HR professionals and technology experts say that implementing computer-based systems can save time and money in removing paper needs. Productivity and efficiency are the number 1 reasons for people to go to a paperless system. Such systems reduce significant space required by substantial storage. And it's designed to accommodate the huge and changing array of compliance issues to keep. Many HR departments have removed most of their papers from paper management and some other tasks, but hesitate to do this with processes like display management. Kicking the paper habit has been a painful point for HR for many years. "Paperless is more than just converting documents into digital. It's about what you can do with that data."

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X. CONCLUSION

The e-recruitment is an easy and easy way to hire employees in the organization compared to the traditional method. Now-a-days use of the internet is at the top, thus making it easier for online jobs and candidates to find good jobs. The Internet has affected the entire operation of human resources department. If the E-HRM is implemented in the organization, then the work of the HR department will be easy. The use of paper will be reduced, less storage is required, documentation will reduce less time, manpower utilization will decrease, save time, and be used in many ways when needed. Thus, the cost of recruitment will be reduced in that way and the simplification process will be as a traditional one boring. This process will also help the market to cope with technology.

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