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Recent Trends in E-Recruitment in India

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Abstract: With India snowballing towards technological advancement and inclining towards an informed job market, there's a whole new world to explore when it comes to recruiting and being recruited. Job seekers now know which companies offer roles in their domain, are well aware of the kinds of job roles provided, how the hierarchy runs in the office, what the salaries are like and even details of projects that the company has worked on in the past. Another fantastic part of recruitment today is the resources that people have through networking. It takes a few clicks and conversations to know how the company's culture is like, what policies do they have in place, how flexible are they, and how the work environment will be like.

All of this data runs two ways- to help the recruitment agencies have a good understanding of who will be the ideal candidate and fit into the culture of the company as well as the candidates who will be able to assess if what's on the table for them is really what they are capable of handling.

The major objective of this paper is to study how the recruitment strategy has changed. The study also throws light on recent trends in the Recruitment This study is entirely done based upon secondary sources of information like conceptual papers, various peer reviewed journal articles, books and websites are used to further explore the concept..

I. INTRODUCTION

RECRUITMENT

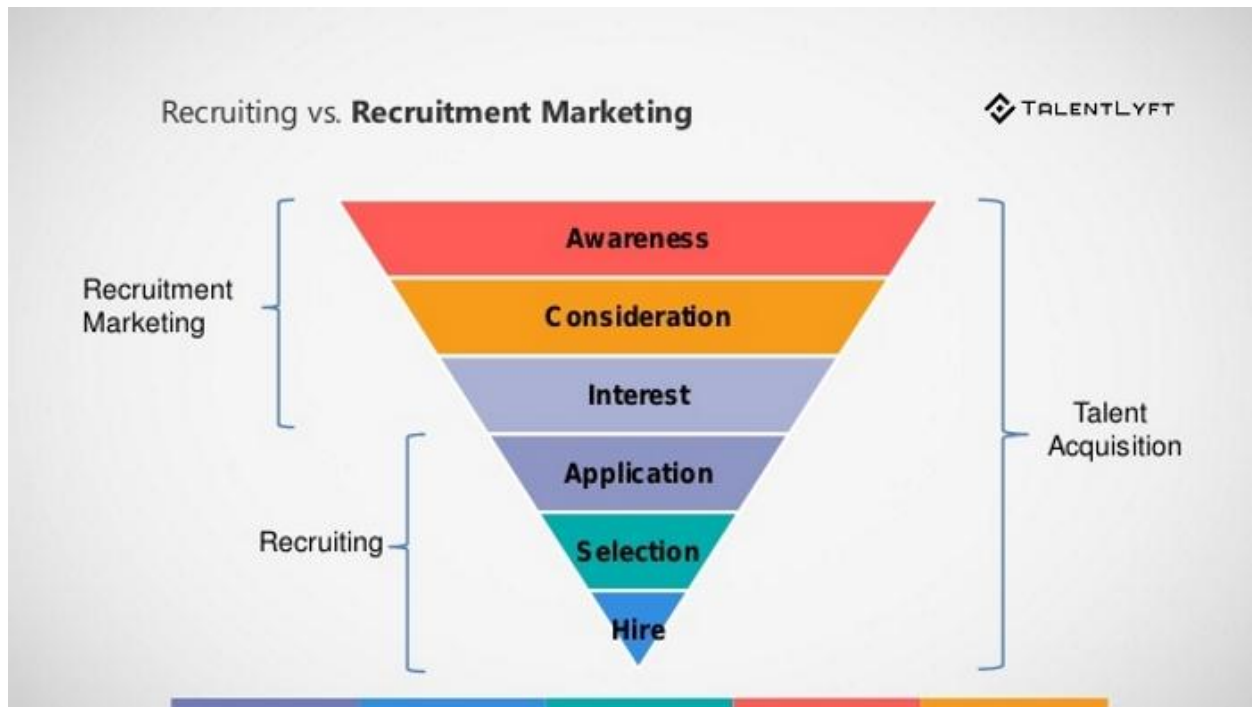
With the onset of New Year, there are going to be some new developments in the recruitment space worldwide, as each year brings with it a host of exciting possibilities and challenges. 2018 was the year when AI, automation and HR analytics were the most talked about terms in recruitment, and since the technology was still very new, these will continue to remain the mainstay of innovation in recruitment.

In simplified terms, recruitment is about selling roles to potential candidates. Amidst sustained talent shortages in the latest skills, it is imperative to use recruitment marketing and new marketing technologies to reach candidates through different channels at their preferred time of the day. Even after fifteen years, LinkedIn remains one of the most potent sources of highly qualified and experienced candidates as it has successfully managed to evolve the platform to fulfill the demands of the recruitment industry. Similarly, recruiters need to make sure that they are implementing best practices while performing daily routine jobs like job posting to get maximum visibility among the jobseekers.

II. RECRUITMENT MARKETING

Recruitment marketing strategy is based on the implementation of marketing tactics in recruiting. Recruitment marketing is the process of nurturing and attracting talented individuals to organization using marketing methods and tactics.

Recruitment marketing is a discipline that has been introduced as a consequence of the current situation in the labor market. Its main goal is to follow the latest trends in the market and offer solutions to the companies that best overcome these new challenges. Companies that first adopt these **new recruiting best practices** will be more likely to attract talent.



III. INBOUND RECRUITING

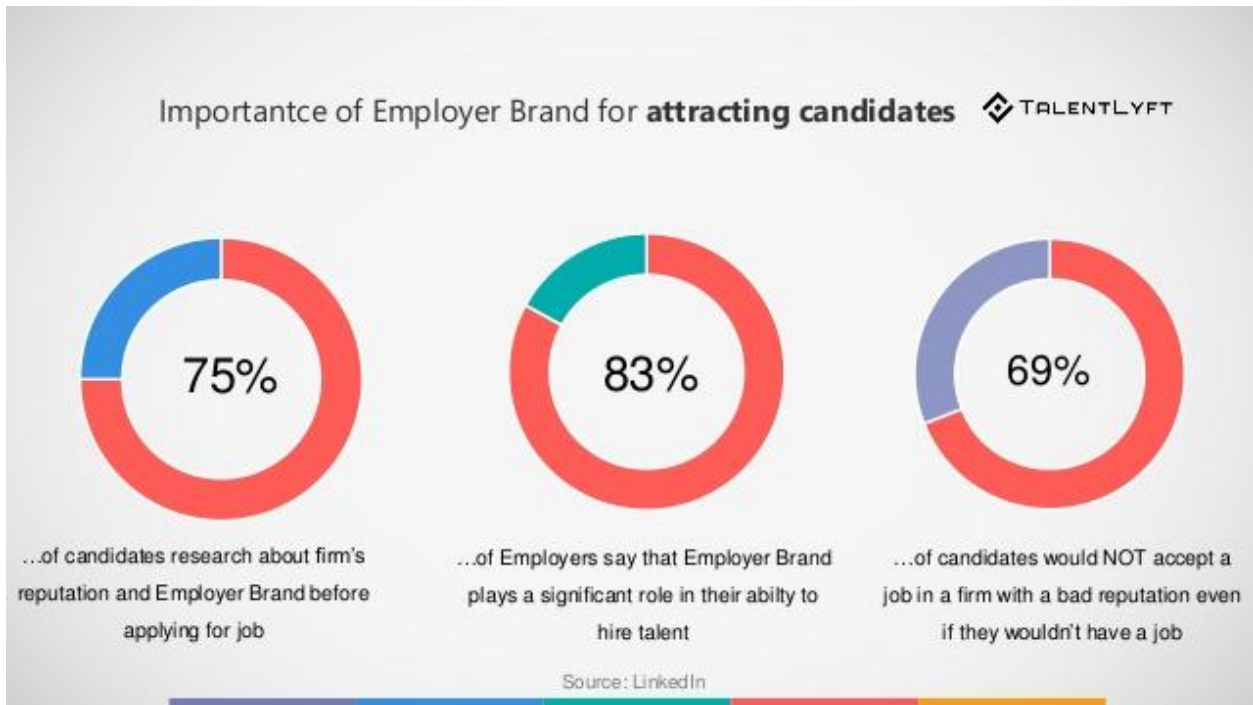
Inbound Recruiting is a recruitment marketing strategy where Organization proactively and continually attract candidates with the goal to make them choose the Organisation as their next employer. The Organisation goal in inbound recruiting is to attract, convert and engage candidates.

Lately, there has been a switch from outbound to inbound recruiting. Simply reaching out to the candidates and offering an open position is not the way to attract talent anymore. If for a long-term solution to advance recruiting and hiring strategy, inbound recruiting is the recruitment trend should adopted.

IV. EMPLOYER BRANDING

Employer brand is the term commonly used to describe an organization's reputation and popularity as an employer, and its employee value proposition, as opposed to its more general corporate brand reputation and value proposition to customers. Employer branding ideas are essential for building a strong and attractive employer brand.

Research by LinkedIn has proven that more than 75% of job seekers research a company's reputation and employer brand before applying. Companies with a bad reputation not only struggle to attract candidates, but they also struggle to retain employees. This is why employer branding is one of the top recruitment trends.



V. CANDIDATE EXPERIENCE

“Candidate experience” is current, past and potential future candidates’ overall perception of company’s recruiting process. It is based on candidates’ feelings, behaviors and attitudes they experience during the whole recruiting process, from sourcing and screening to interviewing, hiring and finally onboarding.

Because candidates who had a positive candidate experience in recruiting process will more likely accept job offer, reapply in the future and refer others to the company.



VI. TALENT POOLS

Talent pool refers to a place or database where recruiters and HR Managers keep all of their top job candidates. Talent pools make not only candidates that have applied for jobs, but also sourced, referred candidates, silver medallists and candidates that have willingly joined Company's pool in an inbound way.

Imagine if every time a company had a job opening, it had a pool of talent from which it can just pick the best one! Sounds great, right? This is the reason why many recruiters have already adopted this recruitment trend and started building a high-quality candidate database **for current and future needs**.

VII. CANDIDATE RELATIONSHIP MANAGEMENT

Candidate relationship management (CRM) is a method for managing and improving relationships with current and potential future job candidates.

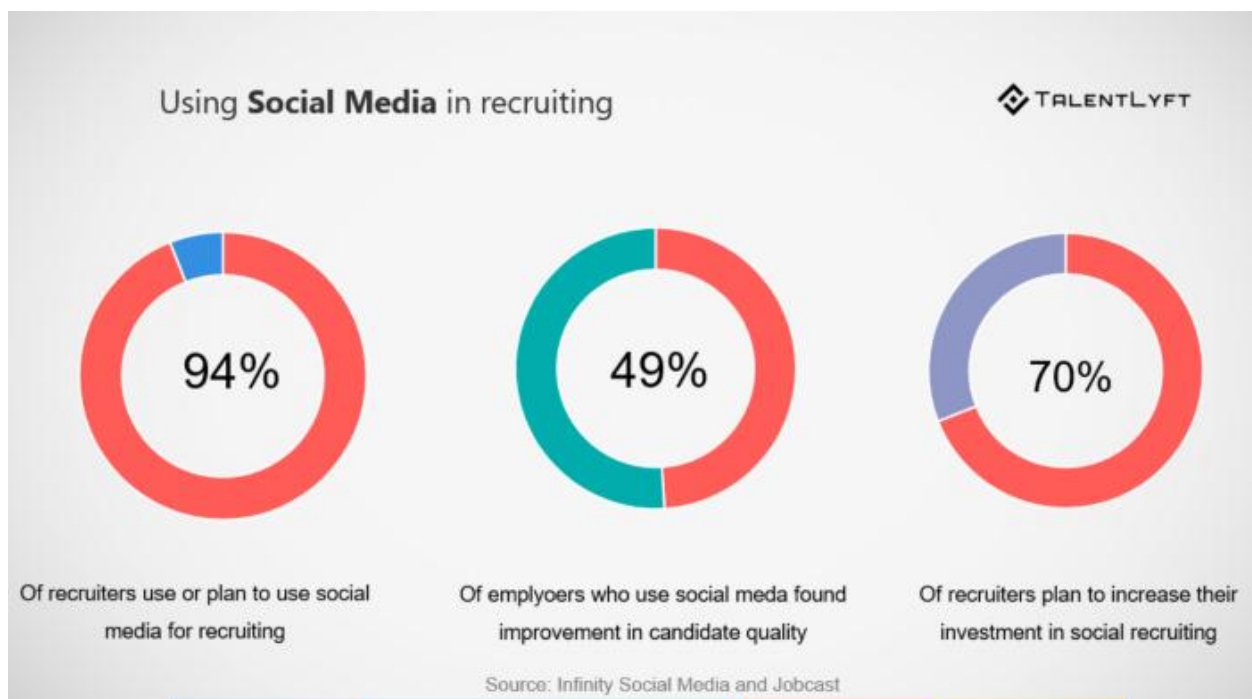
Having a strong candidate relationship management has quickly become one of the top 2019 recruitment trends. This relatively new method of recruiting was introduced to the world of talent acquisition as a solution to one of the biggest challenges in the HR industry - attracting talent.

VIII. SOCIAL RECRUITING

Social recruiting is using social media channels for recruiting. The term refers to different ways of using social media networks (such as Facebook, Twitter, LinkedIn etc.) and websites (blogs, forums, job boards and websites like Glassdoor for example) to find, attract and hire talent.

Social recruiting goes beyond posting current vacant jobs ads on company's social network accounts. It offers so much more! Company can use social media networks to proactively search for potential candidates, build a relationship with them and encourage them to apply for vacant job positions. Because of all the possibilities it offers, Social recruiting has become one of the top 2019 recruitment trends.

Make sure to implement an employee advocacy program. Company needs employees for a successful talent attraction strategy.



IX. RECRUITMENT AUTOMATION TOOLS

Simply put, recruitment automation tools are **software** that uses new technology to **automate the recruiting process**. Automation of the recruiting process has been around for a while, but now it will go beyond HRIS, Applicant Tracking System (ATS) and Recruitment Marketing Software. The new trend is software that offers 2 in 1 tools - integrate both ATS and Recruitment Marketing solutions under one platform.

These new all in one tools offer help in **finding, attracting, engaging, nurturing and converting candidates** into applicants. They also streamline, simplify and automate the hiring process, making it faster and more efficient. Those organizations that have up till now been too slowly to incorporate automation into their recruitment systems are in danger of **losing the best candidates** to their more forward-thinking competitors. This is why using recruitment tools is successful recruiters' favorite recruitment trend!

X. REMOTE HIRING

With the global pandemic entering our everyday more than a year ago, working from home became the new standard in how we conduct work. Not only that everyone got used to this model of work, but companies across the world started learning from the situation and decided never to entirely go back to the office. They are reshaping their office spaces, letting their employees choose where they want to work and with such freedom increasing satisfaction and even efficiency.

Remote work didn't just introduce a better work life balance for the employees, and gave them more freedom to organize their everyday, but it also introduced benefits for the employers as well. Companies can now save money by downsizing in office space and more importantly, to hire people without any geographical obstacles. An expert from Asia who loves his or her life in Asia, no longer has to relocate to Europe to work for Company. What we used to consider as impossible, suddenly became more than possible.

Now, the whole world is digital and the only important thing is that Organization is competitive in the digital space - how, where or when are employees doing the work, became more flexible than ever! And that is something that is here to stay for far beyond 2019.

XI. DATA DRIVEN RECRUITING AND HR ANALYTICS

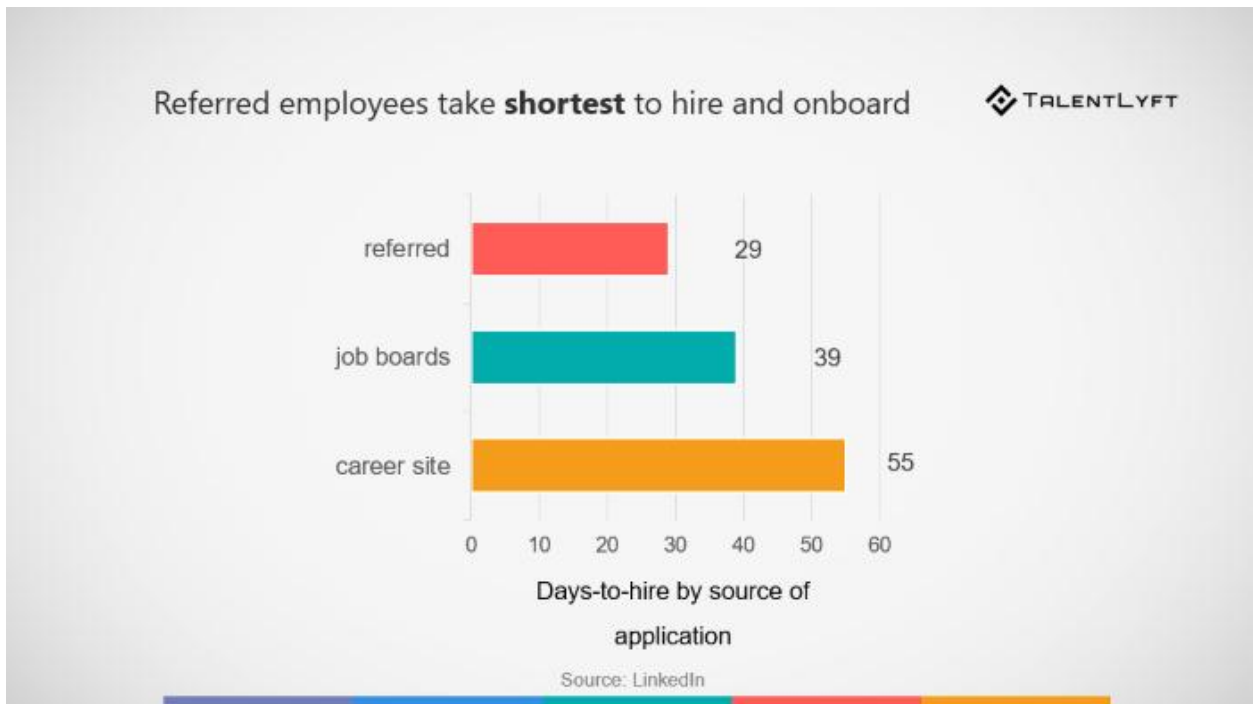
Data-Driven Recruiting and HR Analytics are expressions used to demonstrate recruiting methods in which planning and decision making are based on data acquired through HR technology such as Applicants Tracking Systems and Recruitment Marketing Platforms.

Using data-driven metrics is a recruitment trend that can give some great insights on which parts of Organization's hiring strategy work well, and which ones have room for improvement. Paying attention to HR analytics and using data-driven recruiting has proven to improve some of the most important hiring metrics such as time to hire, cost to hire and quality of hire.

XII. EMPLOYEE REFERRALS

Employee referral programs are definitively one of the most productive ways of hiring talent and filling open positions.

Many research has proven that referred employees take shortest to hire and onboard, and require way less money.



XIII. TALENT SOURCING

Proactive talent sourcing has become a **must-have recruitment strategy**. LinkedIn research has shown that only about 36% of potential candidates are job seekers. However, more than 90% of them are interested in hearing about new job opportunities.



XIV. COLLABORATIVE HIRING

Collaborative hiring is a hiring method in which both HR teams and teams from other departments work together to find and hire talent. Collaborative hiring is extremely important as it significantly **improves the quality of new hires**.

Consequently, turnover rates drop which positively affects the overall recruitment and hiring strategy. For all of these reasons, collaborative hiring was chosen as the top 15 recruitment trends for 2019!

XV. STRUCTURED INTERVIEW

Structured interviews are becoming the most popular interview type among many employers.

Why?

Here are a **few advantages** of structured interviews:

- effectiveness
- objectiveness
- fairness
- legal defensibility.

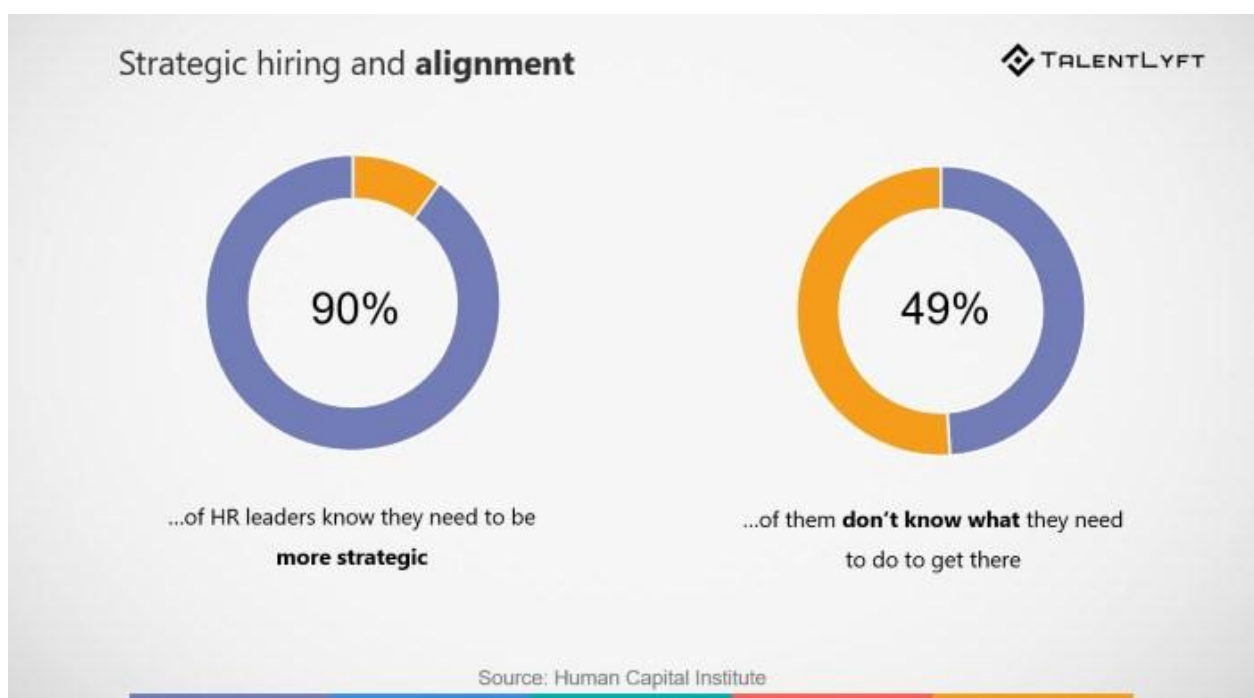
XVI. STRATEGIES ALIGNMENT

Recruiting and hiring should be aligned with the overall business strategy! As companies can't grow without people, **recruiting talent should be more strategic**.

What does this mean?

In order for recruiting to be more strategic, it is necessary to identify the company's future needs and goals. Based on that current and potential future skill gaps should be identified.

Based on the results, HR teams should plan their hiring efforts to **support business growth!**



XVII. CONCLUSION

Today's digital-fast world puts talent first. For this reason, each employee needs to stay abreast with the latest recruitment trends to win the best candidates. Failing to adopt a new recruitment strategy can cripple an entire country's employment sector. Having such a strategy in place is essential because it helps Company leverage the latest recruitment trends in the market. As a company, when it comes to finding ideal professionals. Recruitment strategies offer practical solutions that help overcome the challenges. Correctly implementing recruitment strategies can allow an Organization to attract the right talent.

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