Employees Standpoint towards E-Recruitment and Selection Process: A Case Study of Selected IT Companies in Bangalore City.

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Abstract

E- Recruitment or online recruitment is the process of recruiting personnel with the use of technology and web based resources. The practice of e-recruitment has made the process more efficient and effective in the organization development. This paper identifies internet recruitment methods from relevant literature, and describes how their benefits of online recruitment can influence the recruitment decision making of the organization.The main success factors of e-recruitment are the value-added services provided by the job sites, cost effectiveness, speed, providing customized solutions, helping to establish relationships with HR managers and facilitates brand building of the companies.The main aim of this study is to highlight the theoretical background of fundamental elements of E-recruitment process and to examine the demographic profile of employees and to analyze the different attributes that promotes E-recruitment process in the organization and also to assess the employees insight and problems accurse in E-recruitment process practices by the organization. In this study data has been collected from issue of questionnaire, the population or sample size for study was only 100 employees working in Accentures Pvt Ltd.The roles of HR department are linked with the help of IT for administrative process. Such by doing so, there is increase time consuming by speed in transactions and decrease in information errors.Therefore this paper seeks broaden the research on the online Recruitment practices positively depends on entire development of the organization

Key Words: E-Recruitment, Online Interview, Job Portal, Monstar.com etc.

INTRODUCTION

In the era of globalization, anyone who wants to be interested in the corporate world is aware of job-sites. Today Organizations have their sites or job postings are given in the placement sites again the candidates can visit the sites, post resume, and contact the company directly without any delay and the term recruitment considered as a human resource management function, is one of the activities that impact most critically on the performance and development of an organization. E-recruitment or Internet recruitment refers to the practice of advertising job vacancies online, and the formal sourcing of information about jobs online. Whilst E-recruitment is considered a relatively new concept for many organizations, articles on the top first started appearing in the mid-1980s. The rise in the amount of literature on E-recruitment was initially attributed to the sudden increase in the use of online recruitment by IT companies and universities, although as the technology field is constantly changing and progressing, much of

what has been discussed in literature is now outdated. It is therefore important to note that new research on E-recruitment is regularly published to report new development as they arise in the field.Cureently 85% of the IT companies are compulsorily adopted and practiced modern method and internet recruitment process to improve the effectiveness of HRM functions in the organizations.

Major Fundamental Elements of E-recruitment Process:

E-recruitment has bought a radical cultural and behavioral change, both within functioning of the HR department and the potential candidates and online Recruitment increases performance for organizational recruiting, and how specific Internet recruitment methods attribute to this organizational development. ***Therefore these are major key fundamental elements of E-recruitment process in the organization as follows***:

Table No.I
Fundamentals Elements of E-recruitment

SI.No	Elements	Description
1.	*Tracking*	Helpful in tracking the status of candidate with respect to the jobs applied by him/her.
2.	*Employer's Website*	Provides details of job opportunities and data collection for same
3.	*Job portals*	Career age, Indeed, Monster, Naukri, times jobs, etc these carry job advertisements from employers and agencies.
4.	*Online Testing*	Evaluation of candidates over internet based on various job profiles to judge them on various factors
5.	*Social networking*	Sites like google +, twitter, facebook, linkedin, etc helps in building strong networking and finding career opportunities.

Sources: Masese Omete (2018) , Journal of Management Science.

Latest trends in E-Recruitment are use of Mobile application for job search. Monsters, Naukri are one of major job portals in India who have started mobile application for job seekers. Use of mobile application makes job searching more easy for job seekers. Company websites also plays a major role in searching a potential candidates. Various social networking sites are available to connect with job seekers and attracting them towards organizations. Blogs are also getting popular now a days. Also Resume Scanner helps companies to screen and shortlist the resumes as per candidates, qualifications and experience, special skills and salary details and is provided by major portals in India.Major reasons for E-recruitment usage is having web presence and using Internet improve corporate image, minimizes hiring costs, reduces paper work and administrative burden, ability to arrange advanced web tools for the recruitment team. The employer must learn to reach job seekers by creating profiles on Facebook, Linked. In (social networking) along with using job portals for making recruitment more effective also they can advertise job vacancies with the numerous online recruitment agencies to brace the talent hunt process in the organization.

Profile of the Study Unit:

Accenture Services Pvt Ltd, incorporated on 2009, is a professional services company serving clients in a range of industries and in geographic regions, which include North America, Europe and Growth Markets. The Company's segments include Communications, Media & Technology; Financial Services; Health & Public Service; Products, and Resources. Its services and solutions include Accenture Strategy, Accenture Consulting, Accenture Digital, Accenture Technology and Accenture Operations. The Accenture Strategy provides a range of strategy services focused on areas, such as digital technologies; enterprise architecture and applications; Chief Financial Officer (CFO) and enterprise value; information technology (IT); security; mergers and acquisitions; operations; advanced customer services, and talent and organization.Currently overall 5,06,000 number of employees working in various positions in India as well as abroad and in the study area 08 branches and 2,875 employees working on Accenture services in Bangalore city. Likewise this kind of large scale MNCs is there need to adopt information technology in HRM functions. Therefore this study examines the "*Employees perception towards E-recruitment process in Accenture services*".

Review of Literature:

Akashi Rai (2014), focused a study on online recruitment process in MNCs .He try to gives overall view of advantage of using internet to select people with reference to tesco.He identifies in this study tesco method of recruitment helps to reduce admin cost, reduces time in hiring, increases market image in order to attract right candidate. Therefore the organizations have taken steps to make their HR team to accept of act in recruitment, selection, personality development etc.

Mujahid ghouri (2013), studied the significance of e-recruitment in the forums. This study examined the relationship between the recruitment sources, job seekers' perception and intention to pursue the job. He collected data from 257 respondents and analyzed in relation to the research objectives. Lastly, statistics of the study found that the Recruitment sources and applicant's perceptions of a job significantly influence the intention to pursue the position applied by the job seeker.

Maryam Taresh (2015), examined the impact of print advertisement and website on candidate's attraction by indicating how these recruitment workouts corporate with each other. He reveals that websites and printed advertisement promotions have an indirect impact on candidate attraction that is intervened by business information. Also, printed promotions complement the positive outcomes of web and, therefore, the synchronous utilization of various recruitment exercises directly impacts candidate interest in the organization.

Mohsan Khuri (2016), addressed a study on impact of e-recruitment on the attitude of the job seekers' perception and their intention to pursue the job. He shows this study internet is

the most preferred source to search job. The effectiveness of e-recruitment depends upon the placement of advertisement where perceived advantages and ease of use have significant impact on candidates' interest to apply for a job and therefore the HR practitioners need to understand the perception of potential candidates which will prompt them to apply for a online for job.

Sayel (2018), made a study on online recruitment which was adopted by many organizations. The case study helps to analyze the usage and practice of recruitment methods and challenges faced by the recruitment was solved and it increased the scope in the recruitment process of a company. He says that e-recruitment process using technology and web-based resources leads to interview and select the potential candidate. So that it reduces the work pressure of the employee.

Kamalasaravan (2021), observed a study on the effectiveness of job portal & networking sites recruitment. In this study he shares real images or real work life balance of the employees in an organization. In many MNC's they conduct a telephonic interview to filter the candidates through communication. Lastly he agrees that while the technology is growing in high speed, usage of job portals and networking has a separate value to develop sites, separate training has to be given to the recruiters.

Vasantha (2023), conducted a study on effectiveness of e-recruitment for man power selection process in MNC companies. This study is an attempt to make the researches understand the selection process that takes place in manpower solution If those things are made e-recruitment will be considered to effective and efficient. Therefore he concludes with one point that e-recruitment is effective when compared to other kind to traditional methods applied recruitment process in MNCs**.**

Objectives of the Study:

1. To examine the demographic profile of employees Accentures Pvt Ltd in Banglore City.
2. To analyze the different attributes that promotes E-recruitment process in the organization.
3. To assess the employees insight about E-recruitment process practices by the organization.
4. To depicts the major problems accurse in E-recruitment process in the organization.

Research Methodology:

The data required for the present study has been collected from both primary and secondary sources of data collection.The primary data was collected through issuing of questionnaire from 100 employees of Accenture Services Pvt Ltd situated in Banglore City. The sampling technique has been used simple random sampling method and administrate the questioner using Likert five scale rating method has been used. The secondary data was collected from research publications in books, journals and periodicals, dailies and study reports and

articles available on the chosen topic. For analysis of data used SPSS 21.0 Version, descriptive statistics, chi-square test, Mann-Whitney U-Test and and Kruskal–Wallis H-test etc.

Hypotheses for the Study:

1) **H1:** There is no significant difference between demographic profile of respondents
2) **H2:** There is a significant difference between attributes that promotes E-recruitment process in organization.
3) **H3:** There is a significant difference between employees insight about E-recruitment process practices by the organization**.**
4) **H4:** There is no significant difference between major problems accurse in E-recruitment process in the organization.

RESULTS AND OUTCOME

1. **Demographic Profile of the Respondents:**

Table No.1 represents the demographic profile of the employees of Accenture Services Pvt Ltd.The overall respondents were numbering, 100 respondents out of that 80 respondents were male and 20 respondents were female respectively. In the context of age pattern, majority of the respondents numbering,40 and 25 respondents are belongs to age group of between 30 to 40 years and between 40 to 50 years, this shows middle age group of employees are more working in the company. Further educational background of the respondents majority numbering, 50 and 30 respondents were post graduate and graduate respectively.

Table No.1
Demographic Profile of Respondents

Particulars	Frequency
1.Gender:	
a) Male	70
b) Female	30
2. Age Pattern:	
a) Less than 30 years	20
b) Between 30-40 years	40
c) Between 40-50 years	25
c) Above 50 years	15
3.Educational Background:	
a) Post Graduate	50
b) HR professionals	20
c) Graduate	30
4.Designation:	
a) HR Trainees	35

b) Team Leaders	20
c) HR Manger	45
5. Monthly Income:	
a) Less than 30000Rs	32
b) Between 30000-40000 Rs	48
c) Above 40000 Rs	20
6.Work Experience:	
a) Less than 5 years	45
b) Between 5-10 years	32
c) Above 10 years	23

Source: Field Survey.

In the case of designation, numbering 45 and 35 employees was HR manager and HR trainees respectively. Further the monthly income of the respondents, majority numbering, 48 and 32 respondents were belongs to the category of between 30000 to 40000 and less than 30000 Rs respectively. Lastly in the case of work experience, numbering, 45 and 32 respondents were belongs to the category of less than 5 years and between 5-10 years respectively

Table No.1 (a)
Chi-Square Results

Variables	Chi-square	P-value	Hypothesis
Age Pattern	3.387	0.000	*Ho=Rejected*
Gender	4.123	0.001	*Ho=Rejected*
Educational Background	1.240	0.055	*Ho=Accepted*
Designation	5.123	0.000	*Ho=Rejected*
Monthly Income	2.012	0.000	*Ho=Rejected*
Work Experience	4.087	0.088	*Ho=Accepted*

Source: Field Survey.

To calculate, chi –square test for data of age pattern, gender, designation and monthly income the P value (Sig 2-tailed) which is less than the Alpha value of 0.05, it was found to be significant. Therefore the results indicate that the stated null hypothesis to be rejected and alternative hypothesis is accepted. Further the data of educational background and work experience of the respondents the P value (Sig 2-tailed) which is more than the Alpha value of 0.05,it was found to be insignificant. Therefore the results indicate that the stated null hypothesis to be accepted and alternative hypothesis is rejected.

2. Different attributes that promotes in E-recruitment process:

Table No.2 represents that different attributes that promotes in E-recruitment process in the organization. The parameter consider in E-recruitment, the highest mean and S.D was recorded 4.05 and 2.01, this assigned values indicates majority of the respondents they strongly agree with

Relevance or suitable of the profiles of the candidates give preference for call form for interview in the organization.The usage of E-recruitment, the highest mean and S.D was recorded 4.58 and 2.26, this assigned values indicates majority of the respondents they strongly agree with depending upon vacancy available in the company they hire the suitable candidates. Lastly the sources of E-recruitment the highest mean and S.D was recorded 4.62 and 2.83, this assigned values indicates majority of the respondents they strongly agree with social network and job portal are the main sources of E-recruitment in the organization.

Table No.2

Attributes of E-recruitment.

I	Parameter Consider in E-recruitment	Mean	S.D
1.	Active Resumes	3.22	1.08
2.	Relevance of the profiles	4.05	2.01
3.	Popularity of the portal	2.88	1.01
4.	User friendly interface	3.37	1.21
	Mann-Whitney U-Test	*U-Test =2.742* *Asymp. Sig.(2-tailed)=0.000* *Degree of Freedom=03* *Ho=Rejected*	
II	**Usage of E-recruitment**	**Mean**	**S.D**
1.	Always	2.01	1.03
2.	Depending upon vacancy	4.58	2.26
3.	Most the time	3.03	1.44
4.	Organization needed/Rarely	4.02	2.04
	Mann-Whitney U-Test	*T-Test =3.024* *Asymp. Sig.(2-tailed)=0.002* *Degree of Freedom=03* *Ho=Rejected*	
II	**Sources of E-recruitment**	**Mean**	**S.D**
1.	Employees/ Company Website	4.01	1.03
2.	Job Portal	4.25	2.13
3.	Online Advertisement	3.88	1.84
4.	Mobile Applications Sites	3.26	1.56
5.	Social Networking	4.62	2.83
6.	Friends and relatives	3.01	1.63
	Mann-Whitney U-Test	*T-Test =2.214* *Asymp. Sig.(2-tailed)=0.058* *Degree of Freedom=05* *Ho=Accepted*	

Source: Field Survey

According to the *Mann-Whitney U-Test,* one can note from the above table there is no significant relationship between sources of e-recruitment, these variables are more than p value therefore null hypothesis should be accepted. Further there is a significant relationship between parameter consider in E-recruitment and usage of E-recruitment, these variables are less than p value therefore null hypothesis should be rejected.

3. Employees insight about E-recruitment process practices by the organization:

Table No.3 indicates that employee's insight about E-recruitment process practices by the organization. According to Kruskal–Wallis H-test, the highest mean was recorded 4.88 and 4.73, this assigned value indicates majority of the respondents they strongly agree with E-recruitment is easy recruitment process and faster hiring process/ save time is the main advantages to the organization respectively.

Table No.3

Employee's insight about E-recruitment Process

Variables	Mean	SD	KS–Test	Sig-H0
It helps quick access of employee data	3.71	1.18	0.000	*Significant*
Its easy recruitment process	4.73	2.41	0.071	*Not-Significant*
Reduced hire cost	4.33	3.74	0.063	*Not-Significant*
Wide range of job opportunities	3.21	3.17	0.003	*Significant*
Utility in attracting high quality talent	3.01	2.11	0.000	*Significant*
Faster hiring process and save time	4.88	2.44	0.004	*Significant*
Reduce paper work and administrative burden	3.98	1.88	0.091	*Not-Significant*

Source: Field Survey.

From the view point of statistical inferences, there is no significant relationship between its easy recruitment process and reduced hire cost and reduce paper work/administrative burden, these variables are more than p value therefore null hypothesis should be accepted. Further there is a significant relationship between It helps quick access of employee data utility in attracting high quality talent and faster hiring process and save time and also wide range of job opportunities, these variables are less than p value therefore null hypothesis should be rejected.

4. **Major problems accurse in E-recruitment process in the organization:**

Table No.4 shows that major problems accurse in E-recruitment process in the organization. According to Kruskal–Wallis H-test, the highest mean was recorded 4.73 and 4.48, this assigned values indicates majority of the respondents they strongly agree with Complexity of new technology and logistical problems, these are the major problems faced by the employees in E-recruitment process in the organization respectively.

Table No.4

Problems accurse in E-recruitment Process

Problems in E-Recruitment	Mean	SD	KS –Test	Sig-H0
Complexity of new technology	4.73	2.56	0.001	*Significant*
Poor Website/Network Issues	2.59	1.03	0.067	*Not-Significant*

Logistical Problems	4.48	1.98	0.000	*Significant*
Niche job boards	3.65	1.37	0.085	*Not-Significant*
Lack of skills persons	3.31	1.45	0.072	*Not-Significant*
Lack of training among employees	3.65	1.43	0.005	*Significant*

Source: Field Survey.

From the view point of statistical inferences, there is no significant relationship between poor website/network issues, niche job boards and lack of skills persons, these variables are more than p value therefore null hypothesis should be accepted. Further there is a significant relationship between complexity of new technology, lack of training and logistical problems, these variables are less than p value therefore null hypothesis should be rejected.

RECOMMENDATIONS FOR THE STUDY:

❖ For the organization that implementing both traditional and modern recruitment, it will be better if a walk-in applicants to meet the HR employee directly when they came to the company rather than told them to hand their document through the security guard.

❖ It is highly recommended that, the managers of these companies should continue to use these two methods at a time as long as the society becomes fully digitalized.

❖ While in online sources company should put an exact and certain information whether in their website or a job site's, also company better confirm to applicants email whether their files are checked or not.

❖ For the future applicants, better to make an attempt to meet the HR employee in person when applying directly to the company in order to prevent a scattered document.

❖ Develop a monitoring system to evaluate and assess the post-hire performance levels of employees recruited to assess the overall effectiveness of e-recruitment.

❖ Training must be provided to all HR persons for increasing their capabilities to deliver the proper result and actual benefits of E-recruitment.

CONCLUSION

The current study focused on overall concept of e-recruitment. Recruitment is the main functions of human resources management and its only about hiring the best right candidate for suitable job in organization.The competent staff helps in increasing organizations productivity.E-Recruitment helps organizations to be equipped with competent staff and thus it is linked with many HR activities of organization's E-recruitment has proved to be important part of the recruitment strategy and e-recruitment impact significantly businesses as well as job applicants who utilize this method in the hiring process and job search. Lastly this study concludes with there is no significant relationship between its easy recruitment process and reduced hire cost and reduce paper work/administrative burden.Therefore it can be said that using online recruitment and e-recruitment process improves organization's performance because they have good candidates with right knowledge which leads to organization development.

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