

RECENT TRENDS AND INNOVATIVE METHODOLOGIES IN PRESENT RECRUITMENT SCENARIOS: A STUDY ON SALES AND MARKETING JOB SEEKERS

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ABSTRACT

Purpose: - To emphasize the role of recruitment & innovations. The paper directs the influence of various innovations techniques in recruitment. The HR and global mobility departments have a great deal to gain by replacing existing deficiencies with operational efficiencies that can be achieved through the use of technology. Today the social networking sites viz. facebook, twitter, LinkedIn and ATS, video interviewing, mobile recruiting tools etc. are used as an innovative tool to recruit the capable and efficient human resources in any organization. Technology is moving beyond its role as a business enabler and become further ingrained in the life and work styles of the future workforce, while also changing employee and business expectations and interactions with one another and the world around them.

Design/methodology/approach – Based on review of existing literature and expert.

Findings: - There is clear evidence that innovative recruiting techniques must be geared to attracting the new generation of workers. Additional attention should be given to increasing employee engagement for Generation, while at the same time developing strategies focused on knowledge transfer and reverse mentoring.

Research limitations: - This particular paper attempt to analyze the things which are extracted from secondary sources

Practical implications: - In an effort to address the growing talent shortages in the industry, coupled with the exiting of retirement of workers, aggressive strategies must be adopted and the framework provides a holistic approach to achieving competitive market share while addressing critical talent issues.

Originality/value: - This paper provides strategic systems and processes to attract and retain talent in an increasingly competitive market. Practical strategies are presented with a holistic framework.

Thus the paper takes an overview of advanced technology and opportunities in recruitment process.

Keywords:- Trends in Recruitment, currently Impactful Trends, Innovations in Recruitment, Recruiting opportunities for 2015.

1. INTRODUCTION

Recruitment is an important part of an organization's human resource planning and their competitive strength. Competent human resources at the right positions in the organization are a vital resource and can be a core competency or a strategic advantage for it.

The objective of the recruitment process is to obtain the number and quality of employees that can be selected in order to help the organization to achieve its goals and objectives. With the same objective, recruitment helps to create a pool of prospective employees for the organization so that the management can select the right candidate for the right job from this pool. Recruitment acts as a link between the employers and the job seekers and ensures the placement of right candidate at the right place at the right time. Using the right recruitment processes can facilitate the selection of the best candidates for the organization. In this is competitive global world and increasing flexibility in the labour market, recruitment is becoming more and more important in every business. Therefore, recruitment serves as the first step in fulfilling the needs of organizations for a competitive, motivated and flexible human resource that can help achieve its objectives.

2. OBJECTIVES

- To Study the current trends of recruitment process.
- To research in area of various innovations in recruitment process
- Analyzing the various recruiting opportunities for 2015.

2.1 Scope

- It will encompass the research in recruitment and focus on the study of various innovations towards recruitment process.
- The research is purely based on the secondary data and encompasses the area of recruitment.

3. GENERAL TRENDS IN RECRUITMENT

Recruitment is a process of finding and attracting potential candidates for the job available. Recruitment is a set of activities an organization uses to attract job candidates who have the abilities and attitude needed to help the organization achieve its objectives.

Following are the trends of recruitment

- 1) Recruitment Process Outsourcing
- 2) Poaching /Riding
- 3) Online or E – Recruitment
- 4) Campus Recruitment
- 5) Referral recruitment
- 6) Summer Internship
- 7) Contract Recruitment

3.1 Recruitment Process Outsourcing:

The recruitment is one of the leading functions that organization outsourced. External service providers are conducting all or parts of clients' recruitment services. This practice is very

common today and widely accepted in the Industry. This practice will help the organization in reducing time and costs in recruitment.

3.2 Head Hunting and Poaching:

Head Hunting means you attract the employ of your choice from competitors by the way offering lucrative packages for beginning the work for your organization. Poaching means intended to offer job who are already working with another organization and which is known. Indian retail and software sector are facing this serious brunt of poaching today. This is very common in BFI sector for gaining immediate advantages. Various implication presents in this process cracking of relationship and offering unrealistic salary for immediate gain.

3.3 E recruitment:

Internet has created revolution in recruitment and selection process. Career with us or Job@ organisation is common button on Companies website .Today aspirants having global mindset and information on opening are available online with placement consultant website, companies website, city line websites and other portal. Organisation are collecting database whole of the year through this and excersing this to its level best. This will help in time and money cost for the companies and for aspirants it is easier to access it on 24/7.

3.4 Summer Internship Program: This program bridges the gap between concepts reinforced in class room and real corporate and environmental situation. Corporate having opportunity to evaluate students for long term perspectives. Internship program is undertaken in the discipline concerned.

3.5 Referral recruitment:

OK4KO refer the people for job with your esteemed organisation. This is very common term in Coca Cola; in fact, this is the process of recognizing the employee's loyalty and Values. This means organization needs valuable employees like you.

3.6 Campus Recruitment:

This campus recruitment is the systems where various organizations visit the college campuses to recruit bright youngsters to work for them. The various selection processes tend to remain the same for most of the companies. The selection occurs through 3 main steps,

- (I) Aptitude test,
- (II) Group Discussion and,
- (III) Personal Interview.

Hiring great candidates is a pretty hard job. Recruiters try to dip into their employee's social network by having them refer candidates they know.

3.7 Contract Recruitment:

In this kind of recruitment two basic points to be considered, first abilities to match a job requirement and the specialized skill and professionalism of contractors. Communication is critical throughout the process- Contracts, Insurance, accommodation and expenses all need to organize efficiently and professionally.

4) CURRENTLY IMPACTFUL TRENDS

4.1 The mobile platform continues to be a critical tool – even though last year was “the year of the mobile platform,” the impact of this platform in recruiting will continue to expand and grow. The emergence of the technical capability that allows the direct “instant” application for jobs from mobile phones will soon become mainstream. A multitude of startups will continue their development of a variety of recruiting-focused mobile phone apps.

4.2 A data-driven approach to operations continues to be the benchmark standard – even though most business functions have long ago shifted to data-driven decision making, the practice is strikingly unusual within recruiting. Google continues to separate itself from every other firm in its comprehensive data-driven approach to recruiting and its use of predictive metrics. Its recent data-driven research on the ineffectiveness of many traditional recruiting tools can only be classified as groundbreaking.

4.3 Live video interviewing steadily grows in acceptance – live video interviews has now proven its effectiveness, so its use will continue to expand until it becomes the standard practice, at least for initial interviews.

4.4 On-line candidate assessment continues toward the mainstream – as online technical knowledge and skill assessment options become cheaper and more effective, they will continue their growth until they become mainstream. Their impact is high because they reduce unnecessary interviews and they can dramatically improve the quality of hire.

4.5 Remote work continues to expand the talent pool – the growth of technology and the willingness of managers to accept remote work positions will continue to dramatically expand the number of available recruits for those remote work jobs. This shift to remote work will also force recruiting to increase its capability to find and land candidates around the globe.

4.6 Accelerated internal movement is still needed – continued uneven growth in business units will mean that there will be a much greater need for the rapid movement of current employees into new areas where they can have a higher impact. The most effective solutions have involved either using corporate recruiters to proactively move underused employees or encouraging employee referrals to quickly identify a wider range of talent for internal openings

5) INNOVATIONS IN RECRUITMENT

5.1 Talent journey management

To address today's talent needs, recruiters need to sort, select, utilize, and integrate new ideas and services. Until the next paradigm-shifting innovation comes along, the greatest challenge remains designing solutions that offer flexibility and ensuring continuous inflow of quality talent. The structure itself is no guarantee for success, of course. True excellence can only be achieved by skillful, end-to-end management of the whole recruiting process by simultaneously delivering the required business results and creating great candidate experience at every stage of the talent journey. Since the landscape is changing fast, recruiting activities have to be optimized and their efficacy regularly assessed.

5.2 Communications is key

Despite the complexity of contemporary recruiting, the most exciting innovations and improvements focus on core concepts. One of these is communication. For instance, consensus expressed at a recent European recruiting conference was that better communication between the recruiters and the hiring managers is a key factor in acquiring the best talent in the shortest period of time. Regardless of whether the recruiter is sitting in the same office as the hiring manager, works at a different company site, or is actually employed by a different entity in an RPO framework, there is room for better cooperation.

In theory, everyone agrees on the high priority of talent acquisition, but treating hiring managers as internal clients has created unnecessary barriers. The recruiter has to manage the process and is responsible for its output, but he or she cannot be expected to solve every challenge based on just a few input criteria. Hiring managers should put on their consulting hats and share their insights and information during the process from intake to final selection. To improve speed and quality, it is important to realize that teamwork is more efficient than the traditional provider-client setup, and there are numerous innovative solutions to create a more cooperative environment.

Some examples include gamification, which is taking the world of business by storm and is having a similar impact on recruitment. Adding gamification elements to the candidate feedback process and the referral system is a good example of how we can bolster internal communication. Rewarding quality feedback with badge and highlighting the days passed since feedback will motivate the hiring community to engage more. Creating a scoring system for referrals – the more difficult the position, the more points the referring individual receives – provides reach to otherwise hidden talent.

5.3 Real-time dashboards

Another innovative originates from the recognition that recruitment teams have to focus on highlighting and sharing the most crucial information with the hiring managers. Most of this information can be extracted from an applicant tracking system (ATS), but data has to be easily understandable and visually appealing – a feature not typically found within an ATS. Building an application on top of this data, with real-time dashboards, is a great way to communicate important information, eliminating the difficulty of going through a complicated report.

Better communication is not only important in the internal relationship. In the increasingly competitive recruitment arena, companies need to create great candidate experience to excel. A slate of technological innovations on the market can help them reach this goal.

5.4 Personalized Content

Recognizing the importance of pre-selection is key. Your funnel should be filled with candidates who are most likely to be qualified and interested in the position. To better attract qualified candidates, responsive design and personalized content should be employed built into any portal. If we know from previous visits, referral traffic, CRM data, or social sign-in information what the visitor's likely interests are, we can serve relevant content tailored to her tastes and needs.

For instance, a visitor coming from an accounting blog would be automatically shown new openings in finance, and we could even narrow down the selection geographically and by language based on her IP address and browser settings, thus creating a highly relevant, personalized recruiting environment on arrival.

5.5 Predictive technology

One of the pillars of direct sourcing efficiency is to reach candidates most likely to be interested in the opening. Depending on your status in the job market, your social activity and the content of your messages will change. This is where big data analytics can help. The ability to predict

who is ready to change jobs is an exciting opportunity to make recruitment activities more efficient.

5.6 Video interviews

In terms of the actual interaction, the aim is not only to create good candidate experience but to also make it memorable to build your employer brand. Specialized recruiters are a growing trend, but the truly specialized recruiter of the future is more than someone who recruited in a certain industry – he actually comes from it. These insiders speak the same language as the candidates, and they have the highest credibility among them. Personal touch and personal interactions are important factors in making the recruitment process memorable.

We tend to build emotional connections with people we see on a screen – a facet of human behavior we know too well from mass media consumption. Pre-recorded video interview questions have the advantage of showing the team to the candidates early on in the process, even in cases where the candidates do not reach latter stages in the hiring process. Comparing the memorability of this to a name signed in an email or a LinkedIn profile, there is no doubt which serves the long-term goals better.

5.7 Mobile devices

When preparing for the future of recruitment communications, we must consider the increased role of mobile platforms. This means more than optimizing a career page for mobile (which is an absolute necessity). In the usual application process, a CV has to be submitted at a certain point, and that is something not frequently available on a mobile device. Diverting mobile visitors to a computer results in loss of candidates, so the application process should be modified. Either by allowing a social site to help with the process or by just gathering limited information that we can follow up later, we can make recruitment truly mobile.

5.8 Fuel for innovation

The general sentiment in the recruiting community is clear: there has never been a better time for new ideas. Advancements in technology and methodology provide fuel for incremental improvements along the entire spectrum of the recruiting process. Thanks to advanced validation, prototyping, testing, implementation, and scaling practices, it is relatively inexpensive, fast, and uncomplicated to try new things in the increasingly digitized world. The potential payoff from these efforts can be huge, so innovation should not be a burden but a source of optimism for companies.

5.9 Applicant tracking systems (ATS)

The lowdown ATSs were among the first pieces of online recruitment technology that emerged in the 1990s. Early systems did little more than track incoming CVs but in recent years they have expanded their functionality into areas such skills-matching, CV parsing and job posting to multiple channels, including social media. As talent management research and advisory firm Bersin by Deloitte underlines, today's ATSs are "integration platforms" that connect to other tools and services used in the recruitment process.

How it will impact the way you work Although they have always been a core technology for HR departments, the new generation of ATSs can help bring many recruitment functions into a central place, further streamlining practices. One is Tribe Pad, which describes itself as a "social" ATS and whose users can advertise their jobs anywhere on the web. It features intelligent skills-matching based on semantic technology and provides built-in real-time analytics to evaluate what channels perform best. Importantly, the product allows hirers to create specific

communities based on skills and location so they can more easily communicate and engage with those candidates on the system. Recruitment and HR departments need to extract maximum value from their ATSSs, not just when looking for talent but to capitalize on the talent that already resides in the system.

6. THE RECRUITING OPPORTUNITIES FOR 2015

6.1 The competition for top talent intensifies — you could call 2015 “the year that intense recruiting competition returned.” That is because after years of slack hiring, the competition for top performers and technical talent will increase over the next year in many industries to the point where current recruiting resources and tools will be stretched to the limit. Aggressiveness, the need for counteroffers, higher rejection rates, and a renewed focus on recruiting the currently employed will all return to prominence. As a result of this increased competition, executives will begin to put pressure on recruiting to produce new recruiting approaches that provide them with a competitive talent advantage.

6.2 A metric-driven employee referral program becomes the dominant hiring source — as more firms adopt quality of hire metrics, it becomes even clearer that well-designed employer referral programs produce high performers, high retention rates, and if managed correctly, they are faster, just as diverse, and often cheaper than all other sources. Referrals are obviously not new but the results that they produce have been recently strengthened by the astonishing growth and usage of social media. The impact of social media has been so strong that that the referral hire target for top firms is now approaching a dominant 50 percent of all hires. The most effective programs will adopt specialized types of referrals including assigned referrals, proactive referrals, college referrals, and non-employee referrals. Overall the 2015 strategic referral goal should be to build a recruiting culture which makes every employee a 24/7 talent scout, and to channel these employee talent discoveries through a data-driven employee referral program. At the same time, many of the recently introduced vendor supplied external referral programs will begin their inevitable decline.

6.3 Predictive metrics and the use of big data move from interesting to essential — after years of struggling with “historical metrics” that have had only minimal impact, recruiting leaders are beginning to follow the lead of the rest of the business in adapting advanced metrics. This new focus will be on real-time metrics that let managers know what’s happening today, and predictive metrics, which alert everyone about upcoming recruiting problems and opportunities, so that they can act appropriately with time to spare. Although still in its infancy, a handful of vendors are beginning to show that you can actually identify hundreds of top performers who are not currently looking for a job (the so-called passives) using external “big data.” These advanced metric developments are on top of the established trend of shifting recruiting toward a data-supported decision model.

6.4 Recruiting finally adopts the practice of monetizing its business impacts — even though it has long been a standard business practice, recruiting is finally beginning to move away from its long-held attempt to “align with business goals” and instead focus on having a direct impact on business goals. Because revenue is one of the prime corporate goals, by quantifying the revenue impacts of great compared to average and weak hires, recruiting can now convincingly demonstrate its “highest of all talent function business impacts” to executives. Demonstrating the direct connection between recruiting results and improved business results will eventually supplant quality of hire as the most important recruiting measurement. By monetizing its revenue impacts, recruiting can make a continuous business case, which will provide it with the necessary funding to meet this latest hiring surge.

6.5 A focus on becoming a serial innovation firm increases the need for recruiting innovators – the wild economic success of serial innovation driven firms like Apple, Google, and Facebook have demonstrated to executives the high economic impact of hiring, retaining, and managing innovators. The renewed expectation for rapid corporate growth means that more innovators must be recruited. That simply can't happen unless current recruiting systems are redesigned so that they can now effectively recruit and hire these hard-to-land innovators.

6.6 Boomerangs become a primary target once again — boomerang rehires have proven to be one of the highest qualities of hire sources, and this new talent shortage will return them to prominence after years of inattention. As the competition for talent heats up, the best firms will re-energize alumni groups and they will use them as the mechanism for bringing back the very best former employees with a proven track record (among the many who were recently released). This increased emphasis will eventually lead to boomerang rehires reaching nearly 15 percent of all hires.

7. COCLUSION:-

Innovations and technology has also grappled the HR recruitment practices. HR has adopted a new, varied and dynamic recruitment processes by using social media and mobile applications as a tool of recruitment. This has not only helped in absorbing the right candidate at right position in an organization but have also benefited in employees growth by mobilizing the talents. Today's HR practices has broken the geographical and cultural barriers and helped the human resources to move worldwide and to choose the best job according to their talent. This innovative and technological advent in HR practices have benefited both the recruiter and the job seekers and ultimately the corporate world.

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