



EFFECTIVENESS OF E-RECRUITMENT ON WORK PERFORMANCE

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ABSTRACT

This research paper elaborates the impact of virtual recruitment challenges on organization performance. E-Recruitment is a core function of Human Resource management. The findings from the survey indicated that key implementation challenges were the cultural approach of the organisation towards e-recruitment, and the lack of knowledge within the HR. Further implications of e-recruitment are that it may allow a more strategic role for HR. In this research organizational performance is taken as dependent variable and Virtual recruitment is employed as independent variable. A sample of 123 respondents was considered for analysis. Employees are satisfied while using the e-recruitment process because internet is a best source of the job as compared to newspaper, friends and any other source. Virtual recruitment helps improve company image and reduces cost. The findings from the survey indicated that key implementation challenges were the cultural approach of the organisation towards e-recruitment, and the lack of knowledge within the HR.

KEYWORDS :

INTRODUCTION

The pandemic has affected many industries. The economy has fallen into recession and it has a huge impact on how companies recruit talented professionals. This pandemic has heavily impacted the recruitment industry as job interviews cannot be carried out in a face to face interview, the layoff of employees has increased and the on boarding of new employees in the organization has to be carried out remotely which was a challenging function. Recruiters opt for virtual recruitment as one of the probable solutions in such a time of crisis.

This study was intended to understand the online recruitment process at a, tried to understand the challenges, advantages, disadvantages, and outcomes of the virtual recruitment process. This research was intended to understand the effectiveness of virtual - Recruitment during the pandemic situation. There were various issues like network problem and less interaction between employer and employee. Organisations have faced frequent change of job.

The lack of inadequate information and evidence of recruitment and selection processes within financial sectors may cause organizations not to achieve their organizational goals and objectives. The overall target of the banking sector can be ruined if adequate recruitment and selection practices are not put into practice. Therefore, there is the need for management to put in place strategies that will aid the recruitment of the best employees to achieve organizational goals and objectives.

OBJECTIVES

- A study on impact of virtual recruitment challenges on organisation performance.
- To study about current virtual recruitment adopted by organisation
- To identify the problem associated with technology in an organisation.
- To analyse the interaction between interviewer and interviewee communication barriers.
- To know the virtual recruitment impact on organisation.

Need And Scope

This study provides information regarding online recruitment and recruiting process is more effective and less cost. HR managers can reach a wide pool of potential candidates and speed up the hiring process. The basic reason for studying virtual recruitment is to find a suitable candidateselect of the right candidate for the organization, by attracting more candidates to apply in the organization. This study is based

on the issues faced by both employer and employee through virtual recruitment. Organizational performance has been the primary focus of research as the way companies implement. In the present situation many job seekers and recruiters utilise online platform. This research shows both employer and employees face many challenges. This research explains about virtual recruitment challenges in an organisation.

Conceptual Framework

Independent variable

- Technology
- Applicants
- Lack of information
- Under qualified
- Time
- Interaction



Dependent variable



Reviews And Concept

Over the years, the topic virtual recruitment is the attention from many researchers. Before the 1990s, recruitment tactics looked less like your LinkedIn profile and more like a recruitment agent's Rolodex of index cards. Second, only to word of mouth, the Classifieds section was an integral part of every candidate's search for employment. If that didn't work out, then you would walk in or call a recruitment agency and have a face-to-face conversation with an agent discussing your work history and expertise. Ideally all papers on e-recruitment needed to be included in the review.

Prof. ArchanaSurywanshi(2013)-

HR having many challenges in the competitive world due to globalization privatization and legal and also forecast to recent the right candidate at right time and right place. And they have to adopt the change in their work environment and culture of the organization and should maintain the low attrition, focus on organisational cost pressures economic and job changes, talent management and development, technology expansion etc.

VinishaPanwar (2015):

Role of Human Resources in MSME"- It states that attract best talents and retain it. Dynamic challenges of the emerging companies have been changed. The newly emerging companies cannot try to compete with already established companies. The challenges faced by company are to maintain employee hand book containing and work place discrimination policies etc. They should communicate organizationgoals to the newly hired employees in boarding check list. They should give platform to communicate and share knowledge with the organization.

Srivastava and Shaw (2014) - Less interaction between employee and employer -

It noted that the accuracy, verifiability, and accountability of applicants' data are also major issues for managers whose organizations use virtual recruitment system. The author noted that the lack of personal interactions during the process of applying in online limits the flow of communication between potential employees and the employer, leading to frustration on the part of the job candidates and missed opportunities to share or gather additional information by employers. A study shows the interviewers answer incorrectly. Message regarding suitability in term of skill and experience may get lost and chances of landing job will be diminished. Srivastava and Shaw States that because of lengthy process during virtual recruitment process there is chances to lose the job. Most companies undertake a long hiring process resulting in the communication barriers Due to the long process it limits the interaction between the employer and employee.

Georgina (2015):

HR personnel in the organization. There should be limited staff for virtual recruitment organization otherwise it will lead to poor performance. Sometimes it's necessary that redundancy will happen in an organization that will make organization in taking wrong decision. Since it is a virtual recruitment time is fixed at any time for conducting a virtual interview. The author says that both the employer and employee face same time and date issue during the virtual recruitment.

Findings

In the last two years, our work has changed dramatically. The pandemic forced many of us into lockdowns, and the organisations had to quickly create new ways to keep our organizations running. In doing so, the organisation ended up creating more effective solutions regarding how to be more productive, have better work-life balance, produce more value. Candidates seeking jobs have more options when it comes to accepting roles, and they are leaning towards better perks like work from home, hybrid work, and a strong corporate commitment to diversity and inclusion. This also means candidates have the advantage in negotiating salaries, and because they can be more selective, companies are having to work harder and smarter to satisfy them. Recruiters have to source through a wider network. Not to mention that remote recruitment saves time, reduces recruitment costs, and allows for more efficient ways to screen candidates. Though survey find that there is no female employee. Company should hire female candidates more to develop their business level. Traditional process of recruitment should be changed by the virtual recruitment.

It is hard to monitor employees sometimes many fraudulent activities may happen. Impact on employee's satisfaction: Employees are satisfied while using the e-recruitment process because internet is a best source of the job as compared to newspaper, friends and any other source. There are cases of inadequate provision of contact information. Chances of conflict between HR and other managers is also high. Connection delays is an easy mistake to commit, and it can make for an uncomfortable conversation. Majority of the candidates do not know to the proper norms of communication. The company can encourage candidates to speak in their mother tongue. There might be lack of clarity while the candidate taking up virtual interview because he might be busy with personal work. Poor preparation is an obvious killer and 75% of interviews fail because the candidate doesn't expect some of the questions asked. Employer selection processes are not flawless and in some cases eligible candidates will fail to get through only because the criteria for selection does not match them. It is also true that in some cases, poor candidates will get through because the processes for recruitment are not effective. The survey

shows that the majority of respondents. So company has to force on other department to fill vacancy. It is difficult to follow candidates in virtual recruitment. Virtual recruitment helps improve company image and reduces cost. Advertising job openings, tracking the source of applications, and online enquiry forms, were the most commonly used methods for attracting candidates. In many cases, web-based technology in selection and assessment is only being used by the most select sophisticated organisations that can afford the high start-up and maintenance costs. The findings from the survey indicated that key implementation challenges were the cultural approach of the organisation towards e-recruitment, and the lack of knowledge within the HR.

Conclusion, Suggestion And Limitation

In this paper these changes are analysed for specific human resource management (HRM) functions: job analysis and job design, recruitment and selection. Online recruiting is changing the way employers think about finding good employees and the way employees think about their jobs and their employers. Indeed, the Internet may completely change the way companies manage human resources. The aim of this research is to examine the impact of the e-recruitment on the quality of applicants, cost and time involved in acquiring applications, wider choice of applicants and employees job search behaviour and the development of the resulting conceptual. There is negative impact on organisation performance.

Company can hire candidates through social media like Instagram and Facebook. More people are active on social media due to the pandemic, and companies are now using it to connect with candidates during and outside of hiring cycles. Social media can also be used to build a strong employee value proposition, showcase your culture, and build brand advocacy by sharing employee stories. To attract the young people instead of advertising in newspaper few can go for a better option. Employees online is by leveraging social media platforms. Social media is a fantastic tool for building your employer brand. Company can provide facilities for employees like providing break, rest room facilities. Around 60% of employers say the most difficult part of hiring the right candidates from the vast pool of candidates. Create career pages and attend events for candidates to participate in. Use sourcing platforms to find candidates based on the requirements. With the digital transformation, it is time recruiters made use of the online platforms to focus on attracting the candidate. Companies have added an application system to its website, where the 'passive' job seekers can submit their resumes into the database of the organization for consideration in future, as and when the roles become available.

This study has some limitation there is no female employee to get data. Survey restricted only for managers level. Lower authority employees are not permitted to do survey. Company prefer more male employee rather than female. Research limit to collect only with middle authority employee. There are no respondents from Zonal head as they are so busy in their work. It is difficult to track highest authority people to collect survey. Limited to interact with only Tamilnadu HR professional. There is less limitation to recruit candidates.

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