Emergence of New Technologies in Recruitment

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ABSTRACT Recruitment is process of finding and attracting capable applicants for employment. It is concerned with searching for prospective employees and stimulating them to apply for jobs in organisation. The success full recruitment strategy should be well planned and practical to attract more and best talent to apply in the organisation for job.

E-recruitment is recruiting bonanza for organisations because they can scan online job boards using key words to identify candidates with the educational background, training and working expenses that they need

Introduction:

Recruitment means announcing job opportunity for discovering candidates for existing vacancies. Recruitment is a process of finding, inviting and attracting capable applicants for employment. The process begins when new recruits are located and ends when their applications are submitted. It is way of creating pool of applicants for picking right kind and volume of candidates. The recruitment and selection is the major functions of human resource department. Recruitment process it the first step towards creating the competitive strength and strategic advantage for the organisations. Recruitment process involves a systematic procedure for sourcing the candidates for arranging and conducting interview.

Broadly speaking recruitment is a process of seeking out and attempting to attract individuals in external labour market, who are capable of and interested in filling available job vacancies. It relates to the supply of potential employees for job in an organisation. Recruitment forms first stage in the process which continues with selection and ceases with the placement of candidates. Recruitment is defined as a form of business competition just as corporate complete to develop and market the first products or services, so they must complete to identify the most qualified people for job. Recruitment is essentially a process of translating board strategies of HR planning into operational task. The first stage in selection is to make the vacancies known to a large number of people and the opportunities that the organisation offers. The process of attracting people to apply is termed as recruitment. It is defined as a process of searching for prospective employees and stimulating them to apply for jobs.

The first stage for recruitment may arise out of following situations-

• Vacancies due to transfer, termination, retirement, or death

• Generation of vacancies due to expansion, growth and diversification.

The first cause is mainly by the mobility of human assists, while the second is caused by the growth of business of the organisations.

Emergence of new technique –

In recent years, there prevails an increasing use of recruitment throughout sourcing an E.recruitment.

Outsourcing

In India the HR process is being outsourced from more than yester decades. An organisation many get required personnel from outsourced companies. These outsourcing companies help the organisation by initial screening of the candidates according to the need of the organisation and creating a suitable pool of talent for the final selection.

Outsourcing companies develop their human resource pool by employing people for them and make available personnel to different organisations as per their need and demand. In turn the outsourcing companies charge the organisations for their service. Generally outsourcing companies advertise, interview and provide a short list. They make available their expertise and negate work overload of the organisational management. They keep the organisation anonymous, if it is required. Normally they charge a fee based on percentage of the salary for the job, from the organisation. They are special issues involved while using outsourcing companies for executive search "head hunters". The outsourcing companies charges 30 to 40% of their first years' salary. Initially they attempt to approach their own contacts in the concord industry. The top in class outsourcing companies maintain their own databank and also have their own team.

When right people are located, the head hunter holds an informal meeting with them and finally they forward the names of right people to the Clint organisations.

Advantages of outsourcing are due to –

• Organisation do not need to plan for HR in advance

• Value creation

• Turing management focus to strategic level process of HRM

• Organisation may make their self, free from wedding suitable resources

- Organisation's management may not bother for salary negotiations

- Organisations can save their valuable time and resources

E-Recruitment

Technological promotion and advancement in telecommunications helped the organisations to use internet as a source as recruitment. Organisations advertise the job vacancies through the World Wide Web (W.W.W.). The job seekers send their applications through e-mail using the e-internet. Alternatively job seekers place their CVs in the W.W.W./internet, which can be draw by the prospective employers depending on their recruitment.

There is a growing interest in the use of e-recruitment by the organisation.

- Characteristics of work: the use of internet differs with the characteristics of job. Computer related positions are the most common jobs filled through internet posting (60%) followed by (22%) sales (15%) management (15%) marketing (13%) and accounting (10%). There are veiled internet job placement and recruiting sources available these days.

The Personnel Journal workforce has a website which has links so many sites. Same way "yahoo" provides for other ways to place and access employment classified advertisements.

- Different Rout: e-recruitment can be used by various routs. The job description can be posted on a World Wide Web page. Management may also make the use of internet based "Cyber Fairs" to recruits Attempts many also be made to search for temporary workers with intensive knowledge of Micro soft Excel. There is also a trend to practice a website with an employment opportunities page for hot Jobs.

- Online Recruitment websites:

These sites have two main features

- Job boards

- CV database.

Job boards allow companies to post Job vacancies on the other hand candidates can upload CV (curriculum vitae) to be in search by companies. Fees are charged for job posting an process and access to search CV.

Advantages of e-Recruitment

E-recruitment is much more faster and cost effective, while advertisement through newspaper is costly and has short life period. Responses to electronic job listing may reach the same day when posted. On the other side responses to newspaper advertisements may take much more time to reach. Advantages of e-recruitment includes –

- Low cost of recruitment per candidate

- It reduces cost by 95 percent: job recruitment time period from traditional recruitment

- Enhances selection number

- HR professionals can focus on strategic issues

- Increasing ratio of collaboration among recruiting agencies

- Increases effectiveness and efficiency of recruitment

- It shortlist the candidate by matching the candidates qualifications, Skills with those of skills and competencies in built in the software.

Conclusion

E-recruitment advertises the job vacancies through WWW or sends the matter related to vacancies directly to the most competent people through e-mail. The job seekers send their application through e-mail using the internet. Further job seekers place their CV in the WWW through various sites such as Naukari.com, hot.com and Job.com. This can be draw by the right organisations depending on their need. E-recruitment increases the applicant pools by enabling both applicants to locate potential employment opportunities and the employer's ability to access job seekers. It is therefore adopted by most of the organisations today, due to its low cost and high speed.

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