



A Study on Effectiveness of E-Recruitment and Selection Process At Insource Technologies, Coimbatore

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ABSTRACT

The internet has changed the ways organizations do business and recruit new members. This paper concentrates on how there is a drastic increase in the online recruitment process with the emergence of technology. Here efforts are made to understand if users prefer online recruitment or face to face selection. Effective E-recruiting and selection process increases organizations competitive advantage through lower costs and increased efficiency and offers more benefits for both job seekers and recruiters. The businesses set up as a regular recruitment strategies and techniques that would be the most useful to accomplish hierarchical objectives and goals. The main purpose of this research paper is to understand the increase in recruitment and selection procedures online. We found that most of them select E- recruitment more than regular recruitment process and prove to be more successful in finding the right candidate for the right position.

Keywords: online recruitment, emergence, competitive advantage, procedures.

I. INTRODUCTION

Human Resources, or HR, consulting is a branch of management consulting that focuses on the process of effectively utilizing personnel to obtain the goals of the organization. At its best, HR consulting helps to develop a human resources model that addresses the specific needs of the business in a manner that serves the best interests of both the company and the employee work force. A professional and effective HR consultant will be able to advise companies in a wide range of issues that can help the business to become a more productive and unified company.

A wide range of skills are of use as part of the process of HR consulting. The HR consultant

may have a background in such disciplines as accounting and finance, legal matters as they relate to personnel issues, health and benefit packages, and management education. A human resources consultant may also hold credentials in the specific area of human resources.

RECRUITMENT

Recruitment is the process of matching people to appropriate jobs, using the Internet. The most common form of online recruitment is the advertisement of job openings on job sites and corporate sites. This may generate a lot of responses, but simply attracting large numbers of potential candidates is only part of the online recruitment process. The real benefit of online recruitment is apparent when recruiters streamline the recruitment process. Online recruitment uses the power of the internet to match people to jobs. Fundamentally, it is about advertising vacancies on either job sites or corporate websites. At this very basic level it is particularly effective at getting a high level of response. While it may generate hundreds more applications than traditional print advertising, simply attracting more candidates is only part of the job.

FACTOR INFLUENCING E-RECRUITMENT

It's cost-effective

Placing job advertisements on the Internet is a lot cheaper than placing them in newspapers, magazines and other media. Using social media like Facebook and Twitter can even make publicizing a position an essentially free exercise for companies, if it is linked to a Web site on the company's Web site where candidates can view the job specs, input their CVs, apply and followup.

Clear communications

Press insertions have word and space limits that can lead to unclear messages. On the Internet, there is no



word limitation and all relevant details can be expressed unambiguously. In addition, the automated application process can immediately provide feedback to candidates who are under-qualified or not suitable for the position.

Broader search, deeper pool

The Internet's virtually instantaneous global reach means companies have the advantage of reaching a much broader pool of candidates, which increases the chances of finding the right candidate. Candidates can also permit recruiters to keep their CVs on file, and even update them from time to time. This means that recruiters have a deeper pool of candidates on which to call for future positions.

Improved standardization and compliance

The information provided by candidates is obtained in a standard, uniform format, which facilitates easy comparison. This allows for more objective adjudication of candidates in order to compile shortlists, and provides an auditable data trail, which assists with regulatory compliance.

Fast time-to-appointment

Automating recruitment administration, like posting a job opening complete with all the specifications on the Internet, takes only a few minutes. Delivery time and response time are immediate.

II. BENEFITS OF E-RECRUITMENT

Online job exchanges are very commonly used for online recruiting. The advantage is that applicants can upload their CVs and other documents quickly and easily, smaller online job exchanges, online recruiters who advertise through the huge online portals no longer select applicants personally but use computer programs instead.

Cost efficient:

Advertisements in internet when compared to newspaper, magazines, and employment agencies is considerably cheap. As in the other sources continuously one has to revise the advertisement, for example a company wanted their ad to appear on every Sunday for a month thus was suppose to pay for four advertisements. But for internet it is not applicable.

Time saving device:

Time to deliver; to communicate is minimized by this. Response is direct and immediate without any delay. Beforehand the postal services, fax was one way communication and was time consuming. Phones provided two way communications but resume management, communicating worldwide were not possible.

Widens the search:

In the era of globalization the reach cannot be restricted at one place. It provides global reach that

also within a fraction of second. Truly the process supports the definition of recruitment by creating a vast pool of potential candidates.

Provides clarity:

Advertisements in employment news, other newspapers, magazines will have word limit, thus sometimes is misinterpreted. For an example a company advertisement announced vacancy for computer skilled person which was interpreted as MIS job which was rather a job for computer skilled receptionist.

Scope for better match:

Information in detail is provided with clarity therefore suitable candidate match is possible. The search is widened link with other websites are possible, these attracts the candidates and after the job profile matches, the candidates apply.

Standardization:

The information of the candidates are collected in a standard format. Beside collecting the data it also consolidates information received from various sources.

Reservoir:

It acts as the reservoir of information. From the job profile to candidate profile is available along with past applicant data.

Lessen paper work:

As the data collection, filing, administrative work are done electronically thus paper work or documentation has been lessened.

MODERN TRENDS OF E-RECRUITMENT

Speedy communication:

Company and the prospective employee can communicate with each other via the blogs. Thus blogs, podcasts, vodcasts are being considered a tool of e- recruitment.

Candidate's preference:

History states that employers had the privilege to be selective in hiring process, especially in screening resumes but were not always fair. Because of the time constraint it was not possible to go through all the applications. Today the candidates can choose their employers as not only the financial state is known to them but also the culture is known. Applying for the Organization will no more be influenced only by the image.

Search engine advertisement:

Print ad is phasing out due the popularity of search engine ads. Pay-per-click is not only convenient but also more attractive.

RSS feed:

Job boards are embracing RSS feed. Hot jobs, Google deserves special mention. Google offers one



to upload the jobs on Google Base even when one doesn't have their own site. RSS can be read using software "RSS reader".

CRITERIA FOR EFFECTIVE RECRUITMENT

- The requirement for it is to benefit the selection procedure. Thus to make the process effective, the Organizations should be concerned about various factors. Among them most important are- Return on investment (ROI) should be calculated to compare the costs and risks. It facilitates to evaluate benefits and to calculate the estimated return.
- Recruitment policy should be flexible and proactive, to adapt market changes. The companies will have their own mix and match sources according their objective. The guideline to be provided in the policy.
- Unemployment rate, labour turnover rate are considered. As the whole process depend on the availability of candidates in the market. For every post, position it is not viable to spend too much of time. These rates will determine whether to be stringent or lenient.
- Impact of supplying compensation details to be considered. That is the wage, salary, benefits, when disclosed on line then it should follow the legal norms. Chance for negotiation will not be there. Compensation rate of the company not only reaches to the candidates but will be known to all.
- Precautions to be taken for resume screening. Words that discriminates gender, age, religion etc to be avoided. For an example, 'recent' college graduates only in an ad are not preferable.
- Review the results periodically and also update regularly to achieve a better result. Otherwise pool of candidates will remain static and will not serve the purpose.
- Organizations need to selective while choosing the sites. It refers to whether it is required to be giving to the job search sites like www.monster.com or in their own site. When special skill candidates are searched then generic job search sites to be avoided.
- The most procuring and largest online job search engines are Shine.com, Naukri.com, CareerBuilder.com, Monster.com, Hotjobs.com, Global job boards, which are widely known to both the applicants and employers across the world.

INDUSTRY PROFILE

The Indian Information Technology industry popularly known as software industry has

remarkable success story. It has gained recognition in the early eighties, as companies took up posting of trained software manpower, especially to USA. Very soon several companies started taking up software projects at customer sites, and sent their professionals to carry out the task. Starting with routine jobs, most companies graduated to more and more sophisticated tasks and India started getting recognized as having special talent for software development and management of software projects. It has grown more than 30 percent annually for last 25 years, with 2500+ exports projected at close to \$75 billion. India provides software services to more than 60 countries, with two-thirds to the United States which includes 50% to Fortune-500 companies. Initially, the Indian software industry has been concentrated in a few major cities such as Pane, Bangalore, Chennai, and Hyderabad. Soon, Indian Government recognizes that IT will influence economic development extensively in the years to come. The Government constituted a Task Force on IT industry, which was given the responsibility to recommend the steps that the Government needs to take to remove the bottlenecks and boost the Information Technology industry within the country. The proactive initiatives taken by various State Governments have resulted in many software companies with their development centre across the country. They were making available the land and other resources needed by the IT organizations. The procedure of issuing license and clearance to start the new organizations had been made simple through the "Single Window Clearance" systems – chief among these states were Karnataka, Andhra Pradesh, Tamil Nadu, Maharashtra, Haryana, Madhya Pradesh, Orissa, Pondicherry, West Bengal, etc. and new clusters had taken shape. The Information technology as an industry today occupies a strategic place in Indian economy and business. Its origin and growth in India have been phenomenal during the last two decades. Not only the economic and business environment has undergone a change but one can also see changes in the social sector as well. The education and employment fields have changed. It has played a key role in putting India on the global map.

III. REVIEW LITERATURE

Joy O Ekwoaba, Ugochukwu U Ikeije, Umudikendubusiufoma (2015) It explores the utilization of Fidelity Bank for the R & S process for convergence for exploring its effects of organization. When a survey was conducted many enlisted factors came out and uncovered choice criteria was



out, which made an impact on the capital of the organization and also on association executive. As many difficulties solved by the association executive, the R & S criteria become stronger and better, utilizing all resources in the organization.

Ms.G. Karthiga, Dr. R. Karthi and Ms.P. Balaishwarya (April 2015) Recruitment is the process of identifying and searching potential workers and enhancing their skills and empowering their employments. Determination is the key factor, through which the organization classify their employees. They select the candidate who has meet the organizational goals with all conditions applied without any restrictions. Hence it is suggested to follow all kinds of recruitment strategies for selecting the best candidates for the vacant positions and also to enhancing the performance.

Dr. Salitha Jardat (2014) the key factor that drives the Human Resources is R & S process, which has inspired many associates. For better conclusive results, productive recruitment and selection are used.

Mavis Adu-Darkoh (June 2015) The Ultimate aim of R & S is to accomplish the objective of human asset administrative work, which is fundamentally set up on execution of association in the organization. This is to differentiate between recruitment process and selection practices followed in an organization for business development. Many difficulties occur on this process and they are distinguished as boundaries of recruitment and laborers of selection, which consists of improper occupation investigation, low level of competency representatives, poor HR assets, bad enrolment techniques and poor choice of workers, lack of offices and infrastructure, and absence of expertise guidance. The R & S process reflects necessary activities of followed in the organization.

Pooja Khanna (June 2016) There is a statement; "One wrong choice and the entire firm will end up in inefficiency". R & S is the process to understand the ability of the organization, as it the main key for business development and achievement. The process of R & S is performed depending on the convictions. All the candidates, Managers & General Representatives can identify and resolve their problems and maintain

their standards without affecting their jobs.

Syamala Devi Bhoganadam, Dr. Dasaraju Srinivasa Rao (October 2016)

As Human Capital sources are providing best outcomes and esteemed resources which are cherished, the business associates have starting focusing on it from the past decades, in addition to recruitment and selection. There should be a list of accessible HR, which helps in making better decisions for the associates leading them as the upper hands while selecting.

IV. RESEARCH METHODOLOGY

The process used to collect information and data for the purpose of making business decisions. The methodology may include publication research, interviews, surveys and other research techniques, and could include both present and historical information.

Research design

The research design is used to find out the recruitment and selection at INSOURCE technologies

Source of data:

Primary data:

Primary data is original data is collected by the researcher for the first time in this study; Primary data is collected by using questionnaire. Questionnaire is a popular means of collecting primary data questionnaire

Secondary data:

Secondary data is the data which is already collected. Secondary data used in study was collected from the internet.

Sampling Plan:

It is the obtaining information about an entire population by examining only a part of it by adapting convenience sampling method.

Tools of analysis

- Simple average
- Weighted average
- Chi – Square test
- ANOVA

SAMPLING

Types of research	Descriptive research
Sampling method	Simple random sampling
Sampling technique	Convenient sampling
Sampling size	120



Sampling area	Coimbatore
Date collection instrument	Questionnaire Method
Method of analysis	Excel Data
Data analysis technique	Weighted average, Chi – Square test, ANOVA test were used to analysis the technique

WEIGHTED AVERAGE METHOD

Arithmetic mean which computed by considering importance of each item called weighted arithmetic mean. To give due importance to each item under consideration, we assign number called weight to each item in proportion to its relative importance. It is computed by using the following formula.

$$\text{Weighted average (Xw)} = \frac{\sum (W X)}{\sum W}$$

Where,

Xw stands for weighted arithmetic mean.

X stands for values of the items.

W stands for weight of the items.

Chart and Tables

A Study on consumer buying behavior towards dell laptops has been analyzed with the help of classification of tables and charts.

Sample Size

The Sample size selected is 100 customers. The required data is collected through questionnaire.

FACTORS THAT ARE TO BE GIVEN MORE IMPORTANCE IN RECRUITMENT


Factors		Field work		Technical Interview		Personal Interview		HR Interview		Group discussion	
X	W	X1	Wx1	X2	Wx2	X3	Wx3	X4	Wx4	X5	Wx5
1	5	30	150	35	210	38	210	21	126	30	210
2	4	24	96	26	130	23	140	34	175	19	95
3	3	25	75	22	88	20	80	22	88	28	120
4	2	20	40	18	54	20	90	18	84	28	96
5	1	21	21	19	38	19	38	25	58	15	30
	CW	120	382	120	520	120	558	120	531	120	551
		3.18		4.33		4.65		4.43		4.59	
	Rank	5		4		1		3		2	



INFERENCE

From the above table it can be inferred that Personal interview ranks 1st, Group discussion 2nd, HR Interview ranks 3rd, Technical Interview ranks 4th and Field work ranks 6th

CHISQUARE ANALYSIS

A **chi-squared test**, also referred to as  test, is any statistical hypothesis test in which the sampling distribution of the test statistic is a chi-squared distribution when the null hypothesis is true, or any in which this is asymptotically true, meaning that the sampling distribution (if the null hypothesis is true) can be made to approximate a chi-squared distribution as closely as desired by making the sample size large enough.



HYPOTHESIS

Null hypothesis (H0): There is no significant difference between the age of the respondents and satisfaction level of selection process.

Alternative hypothesis (H1): There is a significant difference between the age of the respondents and satisfaction level of selection process.

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.056 ^a	9	.631
Likelihood Ratio	8.712	9	.464
Linear-by-Linear Association	.978	1	.323
N of Valid Cases	120		

INTERPRETATION

According to the Chi-square table the $X^2 = 7.056$, degree of freedom is 9 and 'p' value is 0.631. Here, the 'p' value is greater than 0.05 ($0.631 > 0.05$). So the H_0 is rejected and the H_1 is accepted. Hence there is a significant difference between the age of the respondents and the satisfaction level of selection process.

ANOVA

A statistical analysis tool that separates the total variability found within a data set into two components: random and systematic factors. The random factors do not have any statistical influence on the given data set, while the systematic factors do. The ANOVA test is used to determine the impact independent variables have on the dependent variable in a regression analysis. It is also the initial step in identifying factors that are influencing a given data set. After the ANOVA test is performed, the analyst is able to perform further

analysis on the systematic factors that are statistically contributing to the data set's variability. ANOVA test results can then be used in an F-

GENDER - One-Way Ann ova Analysis

One way analyses were conducted to check whether the study variables differ across various gender groups. The gender break up among the respondents is as follows

	Frequency
Male	84
Female	36
Total	120

To check whether the various study variables differ across different gender groups, one way ANOVA was conducted. The various hypotheses being considered are:



NULL HYPOTHESIS

H₀: There is no significant difference between the gender of the respondents and company prefer for sourcing

ALTERNATIVE HYPOTHESIS

H₁: There is significant difference between the gender of the respondents and company prefer for sourcing

TABLE SHOWING ONE WAY ANALYSIS BETWEEN THE GENDER AND THE METHODS OF COMPANY PREFER FOR SOURCING

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Campus	Between Groups	2.634	3	.878	.915	.453
	Within Groups	18.236	19	.960		
	Total	20.870	22			
Employee referrals	Between Groups	4.932	3	1.644	2.110	.133
	Within Groups	14.807	19	.779		
	Total	19.739	22			
Walkin	Between Groups	2.168	3	.723	.781	.519
	Within Groups	17.571	19	.925		
	Total	19.739	22			
Advertisement	Between Groups	1.135	3	.378	.440	.727
	Within Groups	16.343	19	.860		
	Total	17.478	22			
Job fair	Between Groups	.326	3	.109	.059	.981
	Within Groups	34.979	19	1.841		
	Total	35.304	22			

INTERPRETATION

From the above ANOVA analysis it is inferred that there is a significant difference between the gender and the methods of company prefer for sourcing like on campus, employee referrals, walkin, advertisement as the P value of all those metrics are greater than the significant value of 0.05 except the method which has lesser P value 0.011 than the significant value, and so it is said that The respondents rating about the job fair will not differ across various gender of the respondents.

V. FINDINGS

There is no significant difference between the age of the respondents and satisfaction level of selection process. There is a satisfaction level of selection process of age and satisfaction level of selection process. There is no significant difference between the gender of the respondents and company prefer for sourcing. It can be inferred that Personal interview ranks 1st, Group discussion 2nd, HR Interview ranks 3rd, Technical Interview ranks 4th and Field work ranks 6th. Majority 33% of the respondents are said number of successful applicants measures is mostly used to evaluate the impact of recruitment. Majority 46% of the respondents are said telephone take any technological support for the process of

recruiting, Majority 29% of the respondents are said reference kind of verification you do during the time of recruitment.

VI. SUGESSTIONS

The management can increase its scope of requirements through advertisements and company can go for job fairs where people get to know about the openings. They should also follow new selection techniques and methods for better recruitment. The member of the selection committee should be well qualified and experienced people. So that the selection of the employee will be more effective. For filling up vacancies recruitment process can be adopted more in the concerned. It suggested that the Hr department should involve various departmental heads while recruiting an individual, because the departmental heads can analyze the technical knowledge relating to the job to the particular department.

VII. CONCLUSION

The study was conducted among the workers of 120 respondents. The data was collected by means of questionnaire and the data was classified and analyzed carefully by all means. From the analysis, it has been found that the most of the employees in the company were satisfied but



changes are required according to the changing scenario of recruitment process that has a great impact on working of the company as a fresh blood, new idea enters in the company. Selection process is also good and the company's recruitment department is doing well in placing the candidates and filling the job vacancies for all levels of positions. Some of the suggestions were mentioned to enhance the organizational policies, strategies, procedures and process.

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