

E-RECRUITMENT: A NEW PERSPECTIVE MODERN RECRUITMENT

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Abstract - E-Recruitment, often referred to as electronic recruitment or online recruitment, involves the utilization of internet based technologies and digital platforms to attract, identify, assess and select potential employees. The swift advancement of information and communication technology has notably changed traditional recruitment practices. Organizations are increasingly utilizing corporate career websites, online job portals, social media, professional networking platforms, applicant tracking systems and various other digital tools to enhance the recruitment process. E-recruitment enables organizations to access a border pool of candidates, minimize recruitment time and administrative costs and enhance communication with applicants. Organizations may encounter challenges related to data privacy, cyber security, digital exclusion, information overload, fraudulent applications and ensuring fairness in automated selection processes. This paper explores the concept, evolution, process, benefits, challenges and emerging trends of e recruitment, highlighting its significance for organizations in today's business landscape.

Keywords: E-Recruitment, Online Recruitment, Digital Recruitment, Job Portals, Social Media Recruitment, Applicant Tracking System, Human Resource Management.

1. INTRODUCTION

Recruitment is a crucial function of Human Resource Management, as organizations need qualified and suitable employees to meet their objectives. Traditionally, recruitment activities involved methods such as newspaper advertisements, employment exchanges, consultants, walk-in interviews, employee referrals and other offline approaches. However, the rise of the internet and digital technologies has transformed how organizations engage with potential candidates.

E-recruitment refers to the utilization of electronic and internet based technologies across different phases of the recruitment process. Organization can advertise job openings, accept applications, communicate with candidates, perform initial screenings, arrange interviews and manage candidate information in a digital format.

The growing reliance on digital platforms has streamlined the recruitment process, making it quicker and more accessible. Job seekers are now able to search for job vacancies and submit applications from virtually anywhere. Meanwhile, employers benefit from the ability to connect with a wider and more geographically diverse pool of talent.

2. MEANING OF E-RECRUITMENT

E-recruitment is the process of attracting and acquiring potential employees using electronic or internet-based methods.

It includes the use of-

1. Organization career websites
2. Online job portals
3. Social media platforms
4. Professional networking websites
5. E-mail recruitment
6. Online application forms
7. Video interviews
8. Digital assessment tools
9. Artificial intelligence-based recruitment tools

E-recruitment can be defined as the incorporation of digital technology into the recruitment process, aimed at enhancing the identification and attraction of potential employees.

3. EVOLUTION OF E-RECRUITMENT

The evolution of e-recruitment can be broadly understood through the following stages, reflecting the gradual transformation of recruitment practices from traditional methods to technology-driven approaches.

3.1 Traditional Recruitment

In the traditional recruitment process, organizations primarily relied on newspaper advertisements, employment agencies, personal networks, employee referrals, and physical submission of applications to attract potential candidates.

3.2 Internet-Based Recruitment

With the emergence of the internet, organizations began publishing job vacancies on their official websites and accepting applications through e-mail and online application forms. This marked a significant shift from conventional recruitment methods to digitally enabled recruitment practices.

3.3 Online Job Portals

The emergence of specialized online job portals further transformed the recruitment process. These platforms enabled organizations to advertise vacancies to a wider audience, while allowing job seekers to search for suitable employment opportunities and submit applications online.

3.4 Social Media Recruitment

With the growing use of social media, organizations began utilizing social networking and professional networking platforms to communicate with potential candidates, promote job opportunities, and strengthen their online employer presence.

3.5 Applicant Tracking Systems

The introduction of Applicant Tracking Systems (ATS) enabled organizations to manage large volumes of applications more systematically. These systems facilitate the storage and management of candidate information, tracking of recruitment stages, and preliminary screening of applications.

3.6 AI and Data-Driven Recruitment

In recent years, recruitment practices have increasingly incorporated automation, artificial intelligence, data analytics, digital assessments, and virtual interviews. These technologies support various recruitment activities, including candidate screening, assessment, communication, and decision-making.

4. OBJECTIVES OF E-RECRUITMENT

The major objectives of e-recruitment are as follows:

1. To attract qualified and competent candidates through digital recruitment channels.
2. To expand the reach of recruitment advertisements to a wider pool of potential candidates.
3. To reduce the time required to complete various stages of the recruitment process.
4. To minimize administrative and recruitment-related costs.
5. To simplify and streamline the job application process for candidates.
6. To develop and maintain an organized digital database of potential candidates.
7. To facilitate effective and timely communication between employers and applicants.

8. To support systematic and efficient candidate screening and selection.
9. To enhance the overall efficiency and effectiveness of recruitment activities.
10. To provide organizations with access to a broader and more diverse talent pool.

5. E-RECRUITMENT PROCESS

The e-recruitment process involves a systematic sequence of activities, beginning with the identification of manpower requirements and continuing through digital onboarding.

Manpower Requirement → Job Analysis → Digital Job Advertisement → Candidate Application → Screening → Assessment → Interview → Selection → Job Offer → Digital Onboarding

5.1 Identification of Vacancy

The recruitment process begins with the identification of a manpower requirement. The organization determines the nature of the vacancy, job responsibilities, required qualifications, skills, experience, and other relevant criteria.

5.2 Preparation of Job Description

The organization prepares a comprehensive job description specifying the key responsibilities, qualifications, skills, experience, compensation or benefits, and other requirements associated with the position.

5.3 Online Job Advertisement

The vacancy is advertised through appropriate digital recruitment channels, including the organization's career website, online job portals, social media platforms, and professional networking websites.

5.4 Online Application

Interested candidates submit their applications electronically by providing their resumes, educational qualifications, professional experience, skills, and other information required by the organization.

5.5 Screening

Recruiters review and evaluate applications to identify candidates who meet the specified job requirements. Digital recruitment technologies may assist recruiters in organizing, filtering, and shortlisting applications.

5.6 Assessment and Interview

Shortlisted candidates may undergo online assessments, technical tests, video interviews, group discussions, or other selection procedures, depending on the nature of the position.

5.7 Selection and Job Offer

Following the assessment and interview stages, suitable candidates are selected based on the organization's recruitment criteria. The selected candidates are then informed of the employment decision and provided with the job offer electronically.

5.8 Digital Onboarding

After accepting the job offer, selected candidates may complete documentation, verification, orientation, and other joining formalities through digital platforms and HR systems.

6. MAJOR SOURCES OF E-RECRUITMENT

E-recruitment uses various digital channels to attract, identify, communicate with, and select potential candidates. The major sources of e-recruitment are as follows:

6.1 Corporate Career Websites

Corporate career websites are official online platforms through which organizations publish job vacancies and provide information about available positions, eligibility requirements, organizational culture, and application procedures. Candidates can submit their applications and resumes directly to the organization. These websites also help organizations strengthen their employer brand and maintain a direct relationship with prospective employees.

6.2 Online Job Portals

Online job portals act as intermediaries between employers and job seekers. Organizations can post vacancies, search candidate profiles, receive applications, and communicate with applicants through these platforms. Job seekers can search for vacancies according to job role, location, qualification, experience, and other criteria.

6.3 Social Media Platforms

Social media has become an important channel for attracting potential candidates. Organizations can advertise vacancies, share information about workplace culture, communicate employment opportunities, and engage with prospective applicants. Social media recruitment can also help organizations reach both active and passive job seekers.

6.4 Professional Networking Platforms

Professional networking platforms enable recruiters to identify candidates based on their educational qualifications, professional experience, skills, and career interests. Recruiters can search candidate profiles, establish professional connections, communicate directly with potential applicants, and promote employment opportunities.

6.5 Employee Referral Platforms

Digital employee referral systems allow existing employees to recommend suitable candidates for vacant positions. Employees can submit candidate information through online referral portals or organizational HR systems. Such platforms can facilitate faster communication and help organizations utilize employees' professional networks.

6.6 E-Mail Recruitment

E-mail is widely used as a communication tool throughout the recruitment process. Organizations may use e-mail to circulate vacancy information, acknowledge applications, request documents, schedule interviews, communicate assessment details, and inform candidates about recruitment decisions. It provides a relatively direct and convenient method of communication between recruiters and applicants.

7. ADVANTAGES OF E-RECRUITMENT

E-recruitment provides several benefits to organizations and job seekers by using digital technologies throughout different stages of the recruitment process.

7.1 Wider Reach

E-recruitment enables organizations to advertise vacancies beyond their immediate geographical area. Online platforms can help employers reach candidates from different cities, regions, and countries, depending on the nature and requirements of the position.

7.2 Faster Recruitment Process

Digital platforms allow organizations to publish vacancies quickly and receive applications continuously. Automated communication and online screening can also reduce the time required for several routine recruitment activities.

7.3 Cost Reduction

E-recruitment may reduce certain recruitment expenses associated with newspaper advertisements, printing, postage, physical applications, and manual administrative activities. The actual cost savings, however, depend on the technology, recruitment channel, and organizational process used.

7.4 Convenience and Accessibility

E-recruitment provides convenience to both employers and applicants. Candidates can search for vacancies and submit applications from different locations and at different times, while recruiters can access applications and communicate with candidates through digital systems.

7.5 Access to a Larger Candidate Pool

Online recruitment channels can provide organizations with access to a broad pool of potential candidates. Job portals, professional networks, corporate websites, and social media can increase the visibility of employment opportunities.

7.6 Improved Record Management

Digital recruitment systems facilitate the electronic storage, retrieval, classification, and management of candidate information. Applicant data can be organized systematically, making it easier for recruiters to track applications and maintain recruitment records.

7.7 Improved Communication

E-recruitment supports faster communication between organizations and candidates through e-mail, online portals, messaging systems, and video-conferencing tools. Automated notifications can also keep applicants informed about different stages of the recruitment process.

7.8 Data and Recruitment Analytics

Digital recruitment systems can generate data related to applications, recruitment sources, candidate progression, response rates, processing time, and other recruitment indicators. Such information can support organizations in monitoring recruitment activities and evaluating the effectiveness of different recruitment channels.

7.9 Improved Applicant Tracking

Applicant Tracking Systems (ATS) can help organizations manage applications systematically. Recruiters may use such systems to screen applications, track candidate progress, schedule interviews, and maintain recruitment records.

7.10 Employer Branding

Digital recruitment channels provide organizations with opportunities to communicate their organizational culture, values, employee experience, career opportunities, and employment proposition. This can contribute to how prospective candidates perceive the organization as an employer.

8. CHALLENGES OF E-RECRUITMENT

Despite its potential to improve the efficiency and accessibility of recruitment, e-recruitment also presents several challenges for organizations and job seekers. These challenges relate to information security, technology, accessibility, application management, and the increasing use of automated decision-support systems.

8.1 Data Privacy

E-recruitment involves the collection and processing of personal and professional information, including resumes, contact details, educational qualifications, employment history, and assessment data. Organizations need to establish appropriate measures for protecting candidate information and ensuring that personal data is collected, stored, processed, and shared responsibly.

8.2 Cyber security

Online recruitment systems and applicant databases may be exposed to cybersecurity threats such as unauthorized access, data breaches, phishing, and other forms of cyberattack. Weak security practices can compromise confidential candidate information and may affect the trust of applicants in the recruitment process.

8.3 Digital Divide

Access to e-recruitment opportunities may differ among candidates because of differences in internet connectivity, availability of digital devices, technological infrastructure, and digital literacy. Candidates with limited access to digital resources may face difficulties in searching for vacancies, completing online applications, participating in virtual interviews, or undertaking online assessments.

8.4 Large Number of Applications

The wide reach of online recruitment platforms can result in a substantial increase in the number of applications received for a vacancy. Managing and screening a large volume of applications can increase recruiters' workload and may make it difficult to identify suitable candidates efficiently.

8.5 Fake or Incomplete Information

Online applications may contain inaccurate, misleading, exaggerated, or incomplete information relating to candidates' qualifications, skills, experience, or employment history. Organizations may therefore need appropriate verification and screening procedures to establish the accuracy of information provided by applicants.

8.6 Technical Problems

Technical difficulties such as website failures, application errors, server problems, connectivity issues, software incompatibility, and interruptions during online assessments or interviews can negatively affect both candidates and recruiters. Such problems may create delays and reduce the overall quality of the recruitment experience.

8.7 Algorithmic Concerns

The use of automated screening, artificial intelligence, and algorithm-based recruitment tools raises concerns relating to transparency, bias, explainability, and fairness. If recruitment algorithms are based on inappropriate data or poorly designed criteria, they may reproduce or amplify existing patterns of disadvantage. Appropriate validation, monitoring, transparency, and human oversight are therefore important when using automated recruitment technologies.

8.8 Candidate Experience

An excessive dependence on automated systems may reduce personal interaction between candidates and recruiters. Complicated application procedures, repeated form filling, automated rejection messages, or limited opportunities to communicate with recruitment personnel may negatively influence candidates' perceptions of the recruitment process.

8.9 Skill and Infrastructure Requirements

Effective e-recruitment requires organizations to have suitable digital infrastructure, trained HR personnel, reliable software, and appropriate technical support. Smaller organizations may face difficulties in adopting and maintaining sophisticated recruitment technologies because of resource and expertise requirements.

Data Analysis

Possible statistical techniques include:

- Percentage analysis
- Mean and standard deviation
- Reliability analysis
- Chi-square test
- Correlation
- Regression analysis
- t-test
- ANOVA
- Factor analysis

The final selection of statistical techniques should be based on the research questions, variables, measurement scales, sample size, and assumptions of the respective tests.

9. CONCLUSION

E-recruitment has transformed traditional recruitment by integrating digital technologies into the process of attracting, screening, assessing, and communicating with potential employees. It provides organizations with opportunities to reach broader candidate pools, accelerate recruitment activities, organize applicant information, and support data-driven HR practices.

At the same time, successful e-recruitment requires attention to data privacy, cyber security, accessibility, candidate experience, transparency, and appropriate human oversight. Future research can examine the adoption and effectiveness of e-recruitment across different industries and geographical regions and identify strategies for improving digital recruitment practices.

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