A Study One-Recruitment With Reference to Tech Mahindra

[1] Obulesu Varikunta, [2] Garugula Shireesha

[1]Assistant Professor, Department of Master of Business Administration, CMR Institute of Technology, Medchal, India.

[2] Student, Department of Master of Business Administration, CMR Institute of Technology, Medchal, India.

Corresponding author.
Correspondence: Garugula Shireesha
E-mail: garugulashireesha14@gmail.com

Abstract

Now a day the traditional method of recruitment has been revolutionized by the influence of the Internet. Hence In the last decade, the use of Internet has dramatically changed the face of HR recruitment and the ways organizations think about the Recruiting methods. In the next coming years, online recruitment and hiring new candidate is continued their explosion and Growth. Presently, e- recruitment has been adopted in many organizations like large organizations as well as in small Size companies, Even Most organizations are already using e-recruitment to post jobs and accept Resumes on the Internet, and correspond with the applicants by e-mail. It brings the benefits to the organizations. In this article, there will be an introduction on e-recruitment and its development process. There will also be a discussion on the various advantages and disadvantages of e-recruitment practice broadly taken from various literatures. . E-Recruitment is getting trendy among recruiters and job seekers because of its advantages like time, cost & quality etc. By just a click of the mouse or tapping on the screen of his mobile or tablet, one can find the jobs as per his skills, education and professional experience. The main objective of this study is to find out the various trends of online recruitment and to list the opportunities and challenges that job seekers and employer face while doing E-Recruitment.

INTRODUCTION

As the world gets more competitive and jobs need more skills, it is very important to hire the best workers. But getting the right people at the right time is harder than ever. Using old ways of hiring does not work anymore and does not get enough good people to apply. Many companies now use new and better ways to hire people or combine different hiring methods to get the best workers. They mix things up to attract the top talent. It is important to use social media and job websites to reach more people. Companies can make videos that show what it is like to work there. They can go

to job fairs and school events. Companies should also look at their own workers and let them tell friends and family. o get more people, companies can use newspaper ads and job search firms. But this costs a lot of money for each new hire. Some companies used their own sites to find workers. Others started e-recruitment businesses. Third- party job sites provide hiring services to companies who want to post open roles on their websites and view resumes from potential candidates. They charge lower fees than typical hiring methods. These job sites let job seekers post resumes on their sites for free.

Most job sites have a huge database of resumes. Companies can search through them easily. The sites make money by charging fees to companies, not job seekers. Why do companies use job sites? First, the fees are low compared to hiring agencies. Second, the resume databases are huge so they can find many candidates quickly with this free posting; many people put their resumes online. The number of resumes grows a lot. A large number of resumes are put on famous websites for getting jobs. This makes a real job market. This job market is not limited to one place or country. E-Recruitment uses technology and websites. It finds people for jobs. Organizations like it. It costs less money and time. This study looks at how recruiters see e- recruitment. It looks at how media is used. It looks at the good parts. It looks at how e- recruitment works at each step.

E-recruitment uses computers and web pages to find workers. Companies prefer it. It helps them meet many people who want jobs. It costs less cash and takes less time. The main goal here is to see what recruiters think of e-recruitment. A model shows the parts of e-recruitment like media choices, good things, and how the process works. To get new hires, firms use online tools. They ask folks to apply on the web. Then they interview top picks digitally. Businesses dig e-recruiting's low price tag. It also saves man-hours. The study aim is to learn HR staff views on computer-based hiring efficiency. Finding new workers is an exciting journey that gets more fun as technology advances. It started with word of mouth, but now it's just a click away. Companies look for and attract potential employees to join their team. This is a crucial part of managing people, as it brings in the human resources an organization needs (Baber, 1998). Recruitment is a vital tool for hiring candidates.

The ways companies recruit have changed drastically over the years. During the industrial revolution, a simple sign on the factory front was the main way to recruit. Recruiters can look for candidates in advance using various filters like professional networking websites or resume databases. This way, they can find people with the skills, experience and qualifications needed for different positions. Efficient communication all through the recruitment process is made possible by e-recruiting. This includes messaging between employers, hiring managers and interviewees among others about interviews or even providing feedback on them; thanks to digital platforms which allow for real-time updates.

One of the definitional aspects related to e-recruiting is its ability to quickly streamline the screening and assessment process using various online tools and evaluations. Recruiters take advantage of pre-employment tests, video interviews, and competency assessments conducted remotely when selecting candidates who meet job requirements. This speeds up not only the recruitment process but also ensures that candidates are evaluated accurately and consistently. In addition, e-recruiting allows organizations to be more proactive and strategic in their approach to acquiring talent. By utilizing data analysis and insights from recruitment metrics, they can pinpoint areas in need of improvement as well as identify patterns or trends within their current hiring practices. This information-driven strategy gives companies the power to make educated decisions,

allocate resources more efficiently, and align recruitment goals with business objectives. Finally, e-recruiting is instrumental in boosting employer brand visibility while also fostering candidate relations. Through attractive job advertisements, interactive career sites, and compelling social media posts, companies can create a favorable impression of themselves among potential employees, thereby increasing application rates.

REVIEW OF LITERATURE

Naga kumari Yedama(2020)

The way people find jobs is changing fast. New tools and tech make it easy for firms to find talent. We are young people who cannot live without phones or computers. Employers know they must appeal to young people, who are full of talent. That is why more businesses are moving hiring online. Web hiring is a smart move that most firms will need to make. Web hiring means using tech to find workers. It makes hiring quick and good. With web hiring, firms can reach many workers and find skilled people.

Jost Sieweke (2020)

Hiring people- plays a big part when companies change to use- more tech. Many companies need to hire workers who know about te-ch stuff to make their products, service-s, and ways of doing things more digital. But most research so far has only looked at how companies use digital tech to hire- people, and what happens after.

MdS AJJAD Husain (2020)

Many firms now use online recruitment (job posting on the internet).This is because more and more human resources departments are using technology. Around the world, we can also see that social media is being used for online recruitment, but not very much. This review paper talksabouthowsocialmediaisusedinonlinerecruitmentbasedonpastresearch.Moststudies show that social media is not the main way companies recruit online, but is used as an extra way. It is getting more popular to use social media this way because it is cheap and easy to get information.

Md.Kazimul Hoque (2018)

Recruitment is a big part of human resources. It helps companies find and hire good workers. These days, people use a lot of technology. That's why e-recruitment is popular. Companies use it to find new employees online. This study looks at how e-recruitment and the internet affect the way companies hire people in Bangladesh. The study looks at big companies in Bangladesh that use e-recruitment.The researchers asked people from different levels who Were looking for jobs. They used statistics to show that e-recruitment is used a lot. The study also shows how e-recruitment is related to the overall hiring process.

Hella Sylva (2009) People know little about how job seekers feel when companies use web- basedhiringprocesses.Thisstudylookedathow1360jobseekersfelt about online hiring at a big money company in the UK, Netherlands, and Belgium. Outside job seekers, But the most important things that made job seekers happy were website features, efficiency, and user-friendliness. The results show what companies and future hiring research should focus on when using web-based hiring.

RESEARCHMETHODOLOGY

Research Gap

The research gap in e-recruitment pertains to the exploration of the long-term effectiveness and impact of digital recruitment strategies on organizational performance metrics and employee outcomes.Whilenumerousstudieshaveexaminedshort-termindicatorssuchastimetofilland cost per hire, there is a lack of comprehensive research evaluating the sustained benefits and draw backs of e-recruitment over extended periods. Understanding how recruitment methods influence key performance indicators such as employee retention, job satisfaction, and organizational productivity can provide valuable insights into the overall efficiency.

Need of the Study

Recruitment in studies of universities and educational institutions a more efficient way to connect with potential students worldwide. Universities can display the in programs, admission requirements, and campus life effectively through the Internet, thus, attracting a wide range of applicants. Similarly, learnerscanenjoythe convenience of exploring and applying to several schools without leaving their homes. Additionally, electronic recruitment transcends geographical boundaries; hence personalized communication between universities and candidates can be established. This enhances a one-on-one interaction where questions are answered and information is given promptly.

By delving into its efficacy, adaptability to technological advancements, influence on candidate experience, integration with employer branding efforts, and potential for continuous improvement, researchers aim to inform evidence based practices that optimize recruitment strategies, enhance organizational efficiency, and ensure successful hiring outcomes.

Problem statement

Recruitment processesstillface notable challenges and inefficiencies.Thisstudyis intended to pinpoint the main barriers to effective e-recruitment, which include candidate sourcing issues, applicant tracking, candidate experience, and the assimilation of new technologies. Through tackling these challenges, this investigation intends to offer suggestions.

Objectives of the study

- To understand the usage of online recruitment portal.
- To maximize the efficiency and effectiveness in recruitment processes
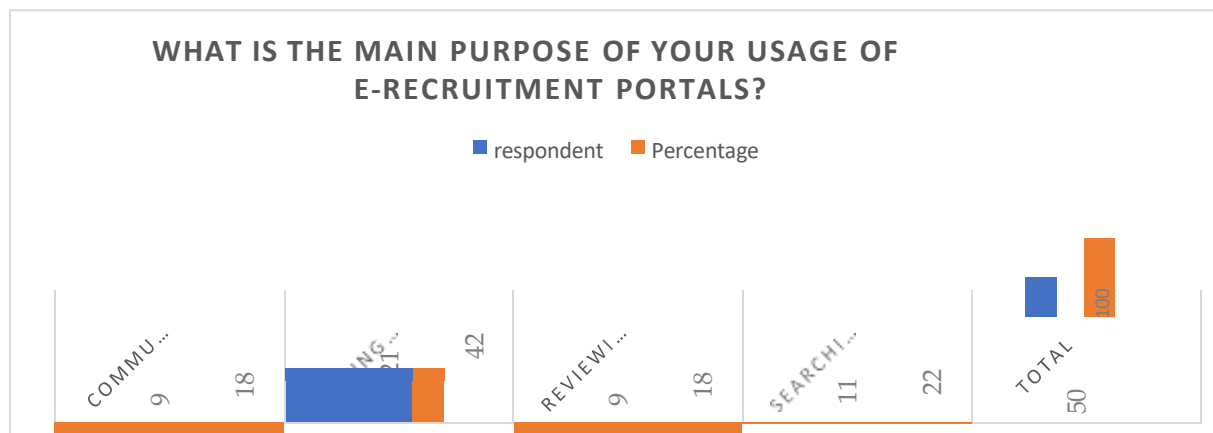
Research design

The research design for studying e-recruitment involves a systematic approach aimed at understanding the dynamics of online recruitment processes across various contexts. This study uses a mixed-methods design that combines quantitative and qualitative methods to investigate the multifaceted features of e-recruitment.

Quantitative method: collecting and analyzing numerical data related to e-recruitment metrics like application rates, response times, and candidate conversion rates..
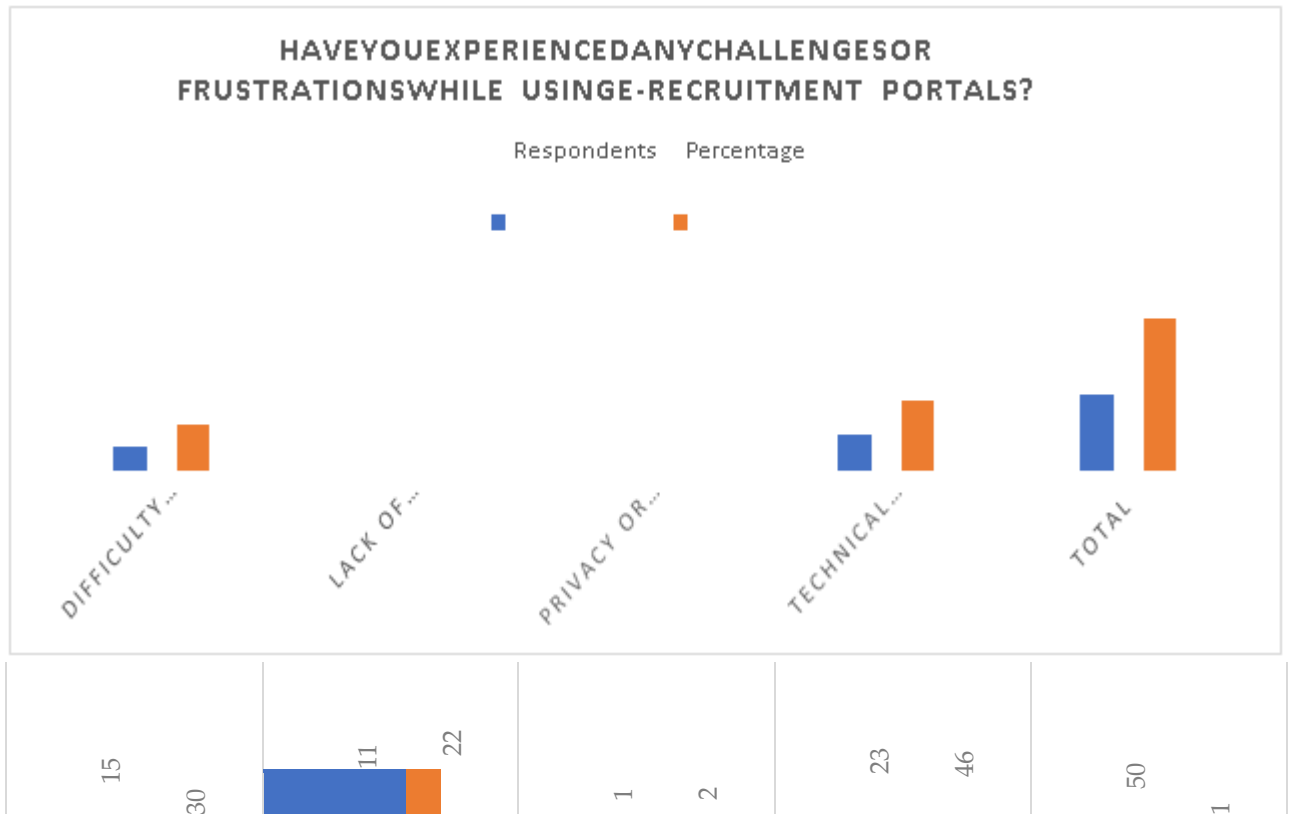
DATAANALYSIS

Interpretation: Most of the respondents are moderately effective with 66%

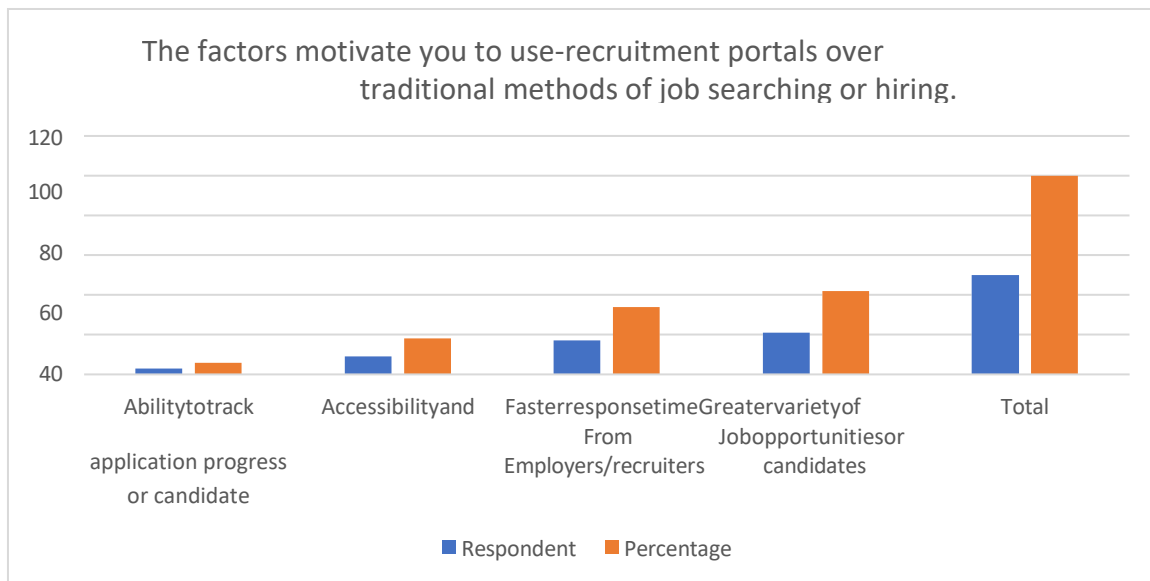| What is the main purpose of your Usage of e-recruitme nt Portals?	Communicating with potential employers/candida tes	Posting job openings as an employer/recruit er	Reviewing resumes/C Vs of candidates	Searching for job opportunityes	Total l
Respondent	9	21	9	11	50
Percentage	18	42	18	22	100

Interpretation: It is observed that 42%of respondents are posting job openings as an employer/recruiter remaining are 22% are searching for job opportunities

Have you experienced any challenges or frustrations while using e-recruitment portals?	Difficulty in finding relevant blasting or candidates	Lack of response from employers/recruiters	Privacy or security concerns	Technical issues with the portal (slow loading, errors,etc.)	Total
Respondent	15	11	1	23	50
Percentage	30	22	2	46	100

HAVE YOU EXPERIENCED ANY CHALLENGES OR FRUSTRATIONS WHILE USING E-RECRUITMENT PORTALS?

	DIFFICULTY ...	LACK OF...	PRIVACY OR...	TECHNICAL...	TOTAL
Respondents	15	11	1	23	50
Percentage	30	22	2	46	1

Interpretation: Most of the respondents faced technical issues with the portal (slow, loading, errors, etc) with 46% remaining 30% facing Difficulty in finding relevant job listings or candidates.

What factors motivate outhouse e-recruitment portals over traditional methods of job searching or hiring?	Ability to track application progress or candidate responses	Accessibility and convenience	Faster response time from employers/recruiters	Greater variety of job opportunities or candidates	Total
Respondent	3	9	17	21	50
Percentage	6	18	34	42	100

The factors motivate you to use-recruitment portals over traditional methods of job searching or hiring.

Interpretation: Most of the respondents are Greater variety of job opportunities or candidates with 42%

STATISTICAL TOOLFORANALYSIS

H0: The usageoftheonlinerecruitmentportalhas no significant impactonthe efficiency of hiring processes.

H1: Using the online recruitment portal positively correlates within creased efficiency in hiring processes.

	High Impact	Low Impact	Marginal Rows Total
Male	23(14.58)[4.86]	4(12.42)[5.71]	27
Female	4(12.42)[5.71]	19(10.58)[6.7]	23
Marginal columnsTotal	27	23	50

FINDINGS

Most of the respondents are somewhat with 50%familiar◉ Most of respondents are 60% occasionally It is observed that 42% of respondentsare posting job openings as an employer/recruiter remaining are 22% are searching for job opportunities.◉Most of the respondents faced technical issues with the portal (slow, loading, errors, etc) with 46% remaining 30% facing Difficulty in finding relevant job listings or candidates.

SUGGESTIONS

Firstly, prioritizing user experience through intuitive interfaces and mobile optimization is paramount. Candidates and recruiters should navigate platforms seamlessly, enhancing engagement and facilitating efficient recruitment processes. Secondly, leveraging data analytics enables personalized recruitment journeys tailored to individual candidate preferences and behaviors. So, this stronger connections and boosts satisfaction levels. Additionally, integrating social media platforms

expands reach and engagementopportunities, allowing organizations to show case their employer brand and attract diverse talent pools.

Investing in employer branding initiatives further solidifies the organization's reputation, communicating its culture,values, and growth opportunities effectively.Continuously evaluate adapt e-recruitment strategies based on feedback and performance metrics. Continuous learning and adaptationare crucial for staying ahead in recruitment. By staying updates on emerging technologies, trends, and best practices, organizations can refine their recruitment strategies to remain competitive in the talent market.

Lastly, providing clear and timely updates on the status of their applications, offering constructive feedback, and maintaining open lines of communication can enhance the candidates with respect and professionalism, organization scan strengthen their employet brand and leave a lasting impress=ion on candidates, even if they are not ultimately hired.

Conclusion

When it comes to e-recruitment, companies are attracting, engaging and recruiting personnel in a completely new way that has been driven by the digital revolution. Many are the advantagesofe-recruitment that includes; lowercost, highefficiency, and wide selection.Itis worth noting that through the use of technology, firm scansimplify their talent search process which allows them to get access to very many job seekers all over the world Data From another perspective, the challenges posed by recruitment should not be ignored For example, cyber security is one of the risks associated with online recruitment methods besides possible biases in algorithms come up during selection process among others. Additionally, e-recruitment cannot be a universal solution because different industries, organizational cultures, and geographic locations may require specific methods for using online recruitment tools effectively. Adjusting and changing these systems to meet each company's individual goals and objectives should involve flexibility and the ability to make custom adjustments.

Furthermore, successful management of such a system will depend on cooperation between HR professionals, IT experts, data analysts, and other parties involved in its operation who need access should want to see everything that goes into making this work well so they understandwherethings might not be working as expected. Organizations can take advantage oftechnologywhileminimizinganypotentialrisksbypromotingteamworkacrossdisciplinary boundaries and sharing knowledge among staff members with different areas of expertise.

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