A STUDY ON VARIOUS E-RECRUITMENT TOOLS AND ITS EFFECTIVENESS FOR RECRUITMENT

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MAQOLA HAQIDA	ANNOTATION
	E-recruitment refers to the use of web-based technology for the different processes of drawing in, assessing, selecting, recruiting and onboarding candidates. Through E-recruitment employers reach a larger number of potential employees. With the adoption of technology and Internet penetration by employers in the future, the growth of the e-recruitment industry has been promoted. Turning to the online recruitment process, the organization has reduced the cost of the traditional recruitment model by nearly 80%. Here in this study descriptive research design is adopted. The objective of any recruitment is to recruit the right candidate for the right slot. The means of recruitment is also equally important. Keeping the current trends in view, emphasizing on E-recruitment is essential and ideal for effective and efficient recruitment. The days of manual recruitment are fading away gradually as organizations are moving to E- recruitment. E- Recruitment is here to stay.

Introduction. E-recruitment refers to the use of web-based technology for the different processes of drawing in, assessing selecting, recruiting and onboarding candidates. Through e-recruitment employers reach a larger number of potential employees. Nowadays, companies make use of the internet to reach a large number of job seekers and hire the best talent for the company at a less cost, as compared to the physical recruitment process. E-Recruitment includes the entire process of finding the prospective candidates, assessing, interviewing and hiring them, as per the job requirement. Through this, the recruitment is done more effectively and efficiently. Generally, the job vacancies are advertised on the world wide web (www), where the applicants attach their CV or resume, to get recognized by the potential recruiters or the employers. The companies undertake their online promotional activities via their official websites, wherein the complete information about the corporation is enclosed. Through this information, the prospective candidates could decide whether to be a part of a firm or not. Thus, the firm's official website is considered to be an essential element of E-Recruitment.

The following are the importance of E Recruitment:

1. Reduced time-to-hire:

E-Recruitment allows for immediate real-time interaction and 24x7 hiring/job search activity. Employers can post a job in as little as 20 minutes on a career site such as Bayt.com with no limits to ad size and start receiving CVs in response immediately. The posting typically remains active for as long as 30 days and continues to receive applicant CVs immediately as job seekers come across it. This is in comparison to traditional methods where a newspaper ad may take appear

a week later and only for a day, or a recruiter has to wait till month-end to reap the benefits of an ad in a monthly industry or geography-specific publication. Typically, e-recruitment hiring is on average 70% faster than traditional hiring methods and the recruiting cycle is speeded up at every stage from posting, to receiving CVsto filtering to managing the contacts and workflow.

2. Reduced cost-of-hire:

Costs of posting jobs and/or searching for candidates on job portals can be up to 90% lower than the costs of using traditional search firms and/or advertising methods. Online postings at approximately USD250 on a site like Bayt.com are substantially more cost-effective than the 30% of annual salaries fee that many traditional recruiters charge or the costs of newspaper/publication ads for the same reach and time period.

3. Wider reach for employers:

Unlike traditional methods which are usually restricted by career level, geography, industry or other parameters online recruitment portals typically have current and active talent databases that cover all career levels, industries and regions. Top marketing dollars are spent ensuring the databases are diverse, updated regularly, relevant and high quality. Sprawling business development teams also ensure that affiliations are established whereby the portals are always prominent and top-of-mind with the relevant candidates and arevisited by the target job seekers regularly.

4. Wider reach for candidates:

Candidates benefit immensely from the wider scope they gain through online job sites. They are Able to access jobs in companies, industries, and locations they may not otherwise have learned of and can apply immediately with the click of a mouse. By posting their CVs online they can be contacted by employers/recruiters directly for opportunities that may not even be advertised.

5. State-of-the-art filtration tools:

Leading job sites like Bayt.com offer employers the latest technologies and filtration criteria that help them find potential future candidates in the easiest, most rapid, and efficient way. Bayt.com provides its community of employers with more than 33 unique search criteria and state-of-the-art screening and sorting tools to help them quickly and easily target and contact both active and passive professionals without the delay of using a go-between.

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Literature review. Review of literature helps to understand various theories related to the research project. It displays how many reviews and references are taken by the researcher in order to present in his paper. The following references were referred for the review of literature.

● Mencken & Winfield (1998) explored the advantages and disadvantages of informal and formal recruiting practices in external labor markets. The authors found that quality was a strong motivator than cost for informal recruiting. The findings from the regression analysis also demonstrated that the quality of applicants was more salient for hiring managers in the private sectors.

● Smith (1999) had worked upon e-recruitment where he had tried to conceptualize that internet helps employer's better target prospective employees. The author mentioned that the career web, which small companies may consider expensive, could still be less costly than multiple newspaper ads.

● Galanaki (2002) had conducted a descriptive study on the decision to recruit online, involving UK IT companies whose shares were traded in London stock exchange. A survey was carried out, in the form of a postal questionnaire, followed by an interview to which 34 companies replied. The author found that internet agencies provide the company with fewer but substantially better applicants than traditional recruitment agencies. tools to improve efficiency, enable new assessment tools, reduce costs, standardize systems and expand the applicant pool.

● Matthews (2006) on the recruitment of law students by the United States Internal Revenue Service described how by moving up the start data of its campus recruitment efforts it was able to fill jobs more easily and with better quality individuals.

● Verhoeven and Williams (2008) reports on a study into internet recruitment and selection in the United Kingdom. The study discussed the advantages and disadvantages as identified in literature and considered those against the views of HR Managers in UK.

● Williams (2009) on E recruitment showed dwindling recruitment spends focused on web-based recruitment at the expense of traditional methods. The author also reported that online methods proved far more popular, as two-thirds (66 per cent) of the HR professionals surveyed said that the jobs section of their own company's website was used as a recruitment tool for most jobs.

In the above research, a lot of the authors did research but they are not focused on the E-Recruitment Tools and its Effectiveness. So, we are doing this research.

Research methodology. The article uses the methods of scientific abstraction, analysis and synthesis, induction and deduction. The data of this study were obtained from official sources, a comparative analysis of the scientific and theoretical views of outstanding scientists and economists on the problems of entrepreneurship development in the development of our economy was carried out, foreign experience was summarized and the study of foreign experience of motivation models in entrepreneurial activity was achieved based on the results obtained on achievements. The article used such methods as methodology of economic research, system analysis, monographic analysis, comparison, grouping, expert assessment, economic and statistical.

Research results. The aim of this study was to investigate the effectiveness of various e-recruitment tools for recruitment. To achieve this, a review of the literature was conducted, and data was collected from a range of sources. The data was then analyzed to identify patterns and trends in e-recruitment practices. With the adoption of technology and Internet penetration by employers in the future, the growth of the e-recruitment industry has been promoted. "E- Recruitment is still in its infancy and takes time to penetrate. The computer literacy rate is still very low. Sometimes the employer loses the right person. A manual traditional recruitment system is no longer effective and accurate process to hire applicants or to fulfill vacancies within the company. This system is impacting negatively on the performance of human resources department. The traditional process of hiring and selecting is having several gaps and errors which is waste of resources, efforts, and time consuming. The solution for this problem is to replace manual recruitment system within an e-recruitment system.

The Ruel Model:

According to Ruel el al (2007), "Online recruitment also falls under e-HRM which is an organization's e-business system that uses web-based technologies for human resources management practice and policies". The following figure gives the model for online recruitment proposed by Ruel el al (2007).
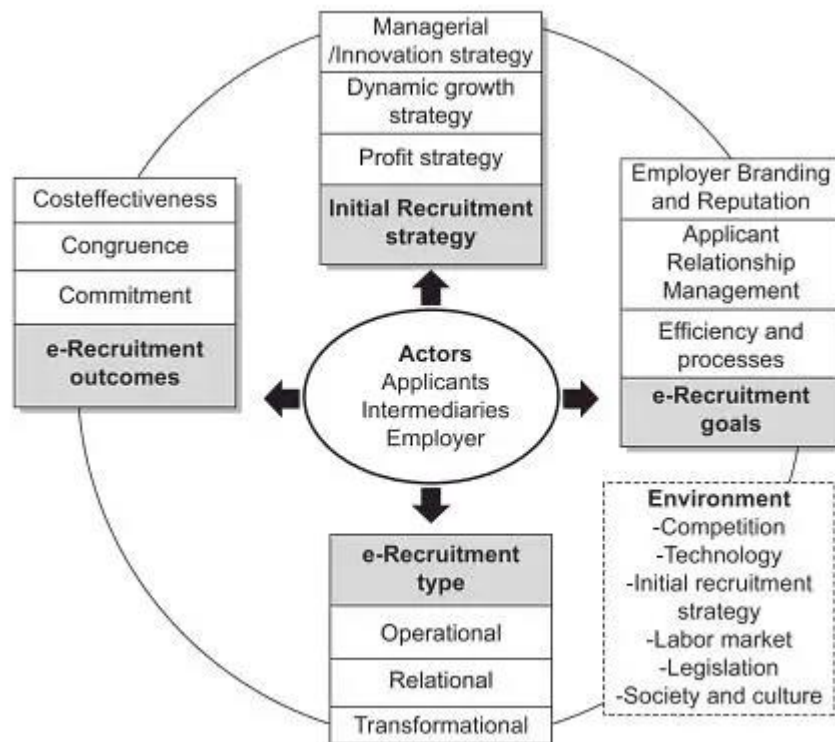
According to this model, the main participants or actors of online recruitment are the employers, job seekers and the intermediaries which are nothing but online recruiting mediums such as online consortiums, career websites, blogs etc. E-recruitment according to this model is based on three types by name relational, transformational and operational. Operational recruitment is meant for processing applications of candidates for a short term relationship. Relational recruitment is for long-term relationships and characterized by features like feedback and personalization of messages of candidates.

The study found that social media is one of the most effective e-recruitment tools, with LinkedIn being the most popular platform for recruitment. LinkedIn provides a range of features that make it an ideal tool for recruitment, including job postings, employee referrals, and social media advertising. Companies that use LinkedIn for recruitment tend to have higher success rates than those that don't, with a significant

correlation between the use of LinkedIn and the effectiveness of recruitment.Another key finding from the study is that employee referrals are one of the most effective methods of recruitment. Companies that use employee referral programs tend to have higher success rates in recruiting top talent, with employee referrals being a key source of candidates for many companies.

The study also found that social media advertising can be an effective tool for recruitment, particularly for companies that want to reach a large and diverse pool of candidates. Social media advertising can be targeted to specific demographics and interests, making it a more efficient and effective way to attract candidates.

Finally, the study found that the effectiveness of e-recruitment tools can vary depending on the type of job being recruited for. For example, social media is more effective for recruiting for professional and managerial positions, while job boards are more effective for recruiting for hourly positions. This highlights the importance of selecting the right e-recruitment tools for the job.

Conclusion. The goal of every recruiting process is to find the best applicant for the job. The methods of recruiting are also crucial. In light of current trends, focusing on E-recruitment is critical and suitable for successful and efficient recruitment. Organizations are increasingly shifting away from manual recruiting and toward E-recruitment. E-recruitment isn't going anywhere. Because the only constant in our world is change, it is necessary to adjust recruiting techniques in order to maximize the accuracy of the appropriate person for the right slot, which reduces employee discontent and attrition. When we consider both the challenges and the opportunities in E-recruitment, we can confidently conclude that the opportunities outnumber the problems. The company must focus on E-recruitment in order to hire superior personnel and must reinvent itself to meet the requirements of the twenty-first century.

Suggestions

1. Managers must distinguish between jobs that will be recruited through traditional recruitment methods and jobs that are recruited, with the he1p of on1ine recruitment.

2. Small on1ine interviews can also be conducted with resumes so that managers can get a lot of information about applicants.

3. The organization may talk to the HR department about the sorts of individuals it needs and how to get in touch with them.

4. Keep the firm website up to date, advertise open roles, and develop material that reveals what the company is about and who you are to attract suitors.

5. Software for E-recruitment solutions must be reasonably priced.
6. Talk to other workers on how the firm can make E-Recruitment more significant and entertaining in order to find the next hiring.

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