

E – Recruitment (Online Recruitment)

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Abstract : E – Recruitment also called as online Recruitment, is the process of hiring the potential candidates for the vacant Job positions, using the electronic resources, particularly the Internet. Now-a-days 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 candidate could decide whether to be a part of a firm or not.

Keywords : Recruitment, Internal and external sources, Job Enrichment.

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I. INTRODUCTION

E – Recruitment also called online Recruitment, is the process of hiring the potential candidates for the vacant Job positions, using the electronic resources, particularly the Internet. Now-a-days 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. Companies undertake their online promotional activities via their official websites, wherein the complete information about the corporation is enclosed. Through this information the prospective candidate could decide whether to be a part of a firm or not, Thus the firm’s official website is considered to be an essential of E – Recruitment.

Advantages of E-Recruitment

- ❖ Low cost per candidate as compared to the physical recruitment process.
- ❖ Wide geographical coverage ie the candidates can be hired from any part of the world.
- ❖ Less time required in hiring the potential candidate for the firm.

Recruitment Process :

Recruitment is the process of analyzing the Job recruitments and then finding the prospective candidates who are then encouraged and stimulated to apply for the Job in the organization. Recruitment programme is designed to attract more and more applicants such that the pool of candidates applies for the Job, and the organization has more options to select the best out of them. The recruitment process consists of five interrelated stages which are as follows :

Recruitment Process



Recruitment Planning :

Recruitment process begins with the planning where the vacant Job positions are analyzed then comprehensive Job draft is prepared that includes Job specifications nature, skills, qualifications and experience for the Job.

Strategy Development :

Next step is to decide a strategy that is adopted while recruiting the prospective candidates in the organization.

❖ **Screening**

Screening means to shortlist the applications of the candidates for further selection process. Selection process begins only after the applications are scrutinized and shortlisted on the basis of Job requirements.

❖ **Evaluation and Control :**

Evaluation and control is the last stage in the recruitment process wherein the validity and effectiveness of the process and methods used.

External sources of Recruitment :

❖ **Media Advertisement :**

Advertisement in newspapers, professional Journal, give a comprehensive detail about the organization.

❖ **Employment Exchange :**

Employment exchange is the office run by government wherein the details about the Job seekers such as name, qualification, experience etc is stored.

❖ **Casual callers :**

Casual callers also called as unsolicited applications are the Jobseekers who come to the well – renowned organizations casually and either mail or drop in their Job applications seeking the Job opportunity.

Internal Sources of Recruitment :

Internal sources of Recruitment mean hiring people from within the organizations.

❖ **Transfer**

Transfer means shifting an employee from one Job to another.

❖ **Promotion**

Promotions are the most common form of internal recruitment wherein the employees are moved to the upper levels of organizations.

Trends in E – Recruitment

- ❖ Improve corporate image and profile.
- ❖ Reduce recruitment cost.
- ❖ Reduce administrative burden.

II. CONCLUSION

The key message for recruiters is to acknowledge that the adoption of e-recruitment is about more than just the technology. It is about the recruitment system being able to attract the right candidate, selection being based on sound and credible criteria and tracking process being able to integrate with existing systems. E-Recruitment is about cultural and behavioural change, both within HR and at line management level.

- ❖ E – Recruitment is more than the technology.
- ❖ E – Recruitment is about winning buy – in and behavioural and cultural change.

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