
Recent Trends and Practices of e-recruitment System in India - A Case Study of Jagdamba Polymers Private Limited

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Abstract

Now a days the traditional method of recruitment has been revolutionized by the influence of the Internet. The very word recruitment is a logistics nightmare for the HR of many organizations. It has been seen, in this rapid changing world, that various sourcing recruitment channels, such as social media (LinkedIn, Facebook, etc.) have been developed and used, in addition to the traditional ones (advertisements, employee referrals, recruitment agencies, etc). The key to achieving this goal is to implement human resource management policies that attract, develop, and retain the best talent. Many companies use e-recruitment to post jobs and accept resumes on the Internet, and correspond with the applicants by e-mail. Successful recruitment and selection practices are key components at the entry point of human resources in any organization. The first objective is to understand the trends and practices of e-recruitment in the recruitment process of a company. The second objective is to analyze the potential of e-recruitment and the challenges faced by it. The present research paper is of descriptive type and based on primary data collected through questionnaire filled by the Jagdamba Polymers employees. It explains some suggestions to enhance recent trend and practices of e-recruitment system and findings of the study suggest that e-recruitment system is unavoidable in any sector.

Keywords : e-recruitment, HR Professionals, e-recruitment Trends.

1.0 Introduction

The plastic industry is well-known manufacturer for variety of plastic consumer products. It is a pioneer and one of the largest plastic injections moulding facility in the region. The industry is growing at a faster rate by expanding capacity, installing latest machinery and equipments, introducing new products to become the largest facility in the region to manufacture wide variety of moulded products. The products are manufactured in our highly productive, energy efficient and microprocessor controlled machines supported by highly qualified technical team. Expansion of manufacturing capacity and development of range of products are an ongoing process whereby new products are introduced in attractive designs and colors on the basis of market research and demand. Recruitment is commonly defined as the process of discovering potential candidates and generating a pool of qualified applicants by encouraging qualified candidates to apply for actual or anticipated job vacancies within the organization.

Recruitment is a vital function of human resource management which can be defined as the process of searching the right talent and stimulating them to apply for jobs in the organization. e-recruitment has been an issue of interest over the past ten years. The term online recruitment, e-recruitment and internet recruiting imply the formal sourcing of job information online. The process of recruiting has changed significantly over the last few decades. Hiring is an action of bringing on a new person to an organization. It is a step in the full employee lifecycle and represents end of a successful recruiting process. Sourcing is the use of one or more strategies to relate talent to organizational vacancies. At the present time getting a good job is very complicated task for any job seekers. The same problem also faced by a company to acquire intelligent and qualified employees. The traditional methods of recruitment had been revolutionized by the emergence of the Internet. This specialization of recruitment enables staff personnel to become highly skilled in recruitment techniques and their evaluation.

Recruitment and selection are two important functions of human resource management. It includes finding, developing prospective employees and attracting them to apply for jobs in an organization. In the contemporary business environment, companies are faced with a critical challenge to recruit and retain qualified employees.

As a result, the current trend demands a far more comprehensive and strategic perspective to recruit, utilize and conserve valuable human resources. Given the importance of recruitment, it is remarkable that little research has been conducted in the decision making processes in organizations that forms the basis of recruitment strategy.

2.0 Objectives of the Study

To understand the trends and practices of e-recruitment in the recruitment process of a company

To analyze the potential of e-recruitment and the challenges faced by it

3.0 Comparison Between Traditional & e-recruitment

Online recruitment, e-recruitment, or web-based recruitment is the use of online technology to attract and source candidates and aid the recruitment process. With a view to the rapid changing of the world the traditional recruitment takes a lot of time in recruiting the potential hires. However, e-recruitment saves a lot of time for both employers and job seekers. e-recruitment bridges the gap between the employers and job seekers. It provides wider scope, choice and opportunities for applicants.

Recruitment Process	Traditional	e-recruitment
Attracting candidates	Using sources that are not technology supported, like advertisement, flyers, spokespersons, to draw as many applicants as possible to contact the organization	Using the organization's reputation, product image, online technology and other methods to draw as many as possible to the organization's websites. Organization can present themselves there
Sorting applicants	Using paper-based test for applicants to create a manageable applicants' pool	Employing sophisticated, standardized online tests to screen candidates, and to winnow the applicant pool to a manageable number
Making Contact	Contacting the sorted applicants by phones and having face to face conversations	Using automated hiring management system to contact the most desirable candidate very quickly before they are snapped by another company
Closing the deal	Making the phone call, setting up the meeting and shaking hands	Making the phone call, setting up the meeting and shaking hands

4.0 Brief Profile Of Jagdamba Polymers Private Limited

Jagdamba Polymers Private Limited is a leading manufacturer and reliable source for innovative, cost effective and high quality Plastic Household, Plastic Moulded Kitchenware Products, Plastic Moulded Furniture, Crates, Pet Preform and other plastic injection moulded products. Established in 1999, the Company has most modern, microprocessor controlled plant & machinery backed by strong technical team to deliver the best quality products. It is a pioneer and one of the largest plastic injections moulding facility in the region located at Balasore, in the state of Orissa, in the eastern part of India. Directors of "Jagdamba Polymers Private Limited" are Chandra Prakash Bhartia, Hitesh Kumar Agarwal, Sr Executive (HR) is Satya Narayan Dash & Sales Manager are Mr. Dilip R. Mahapatra, Mr. S. N. Dwivedi.

5.0 Research Methodology

5.1 Research Method

The research instrument contained questionnaire. The instruments were developed by the research scholar after going through the literatures on Recent Trend of e-recruitment & Practices.

- The questionnaire contained employee background as well as e-recruitment process, employee perception, opportunities of job and recruitment actions.
- To measure the recent trends and practices of e-recruitment, the researcher used the summative rating scale known as Likert scale. Numbers of the questions were having 5 point rating scale from 1 to 5 in which 1 meant strongly disagree where 5 meant strongly agree although it was not mentioned in figures. The multiple response questions were also utilized to find out the viability of the questionnaire.

5.2 Sample Design

The survey was conducted with the employees of "Jagdamba Polymers Private Limited", Balasore. The sample size is 40. This opinion survey gave a lot of insight to study about the management's perception and recruitment process in their organizations even its practices.

5.3 Hypotheses

The hypothesis of the study is:

- Ho – Applicant's perception is positive towards e-recruitment.
- H1 - Applicant's perception is not positive towards e-recruitment.

5.4 Data Collection

The present research study is descriptive in nature and therefore, data are collected from both primary and secondary sources. Secondary data have been collected through comprehensive literature review and internet.

Other secondary sources included previous studies, journals, reports, magazines, newspapers and books. The primary data has been collected through field visits from Jagdamba Polymers employees.

5.5 Statistical Tools

The statistical tools consist of percentage analysis, F-test and analysis of variance. The researcher used these tools to analyze the result and for interpretation.

5.6 Period of Study

The data have been collected from September 2016 to November 2016.

6.0 Analysis & Interpretation of Recent Trends and Practices of e-recruitment Data

In this study, an attempt has been made to analyze, interpret and draw the conclusions by taking the respondents' views of the sample company. For better analysis and interpretation of the data, appropriate tools are also used to derive the meaningful conclusion.

Table 1 : Views of the Respondents on Recruitment Process in Organization n=40

Opinion	No. of Employees	% of Employees
Strongly agree	27	67.5
Disagree	13	32.5
Total	40	100

Source : Primary Data

Fig 1 : Views of the Respondents



Interpretation

Table 1 clearly shows that 67.5 per cent employee strongly agree for job description and job specifications in the recruitment process. 32.5 per cent people disagree

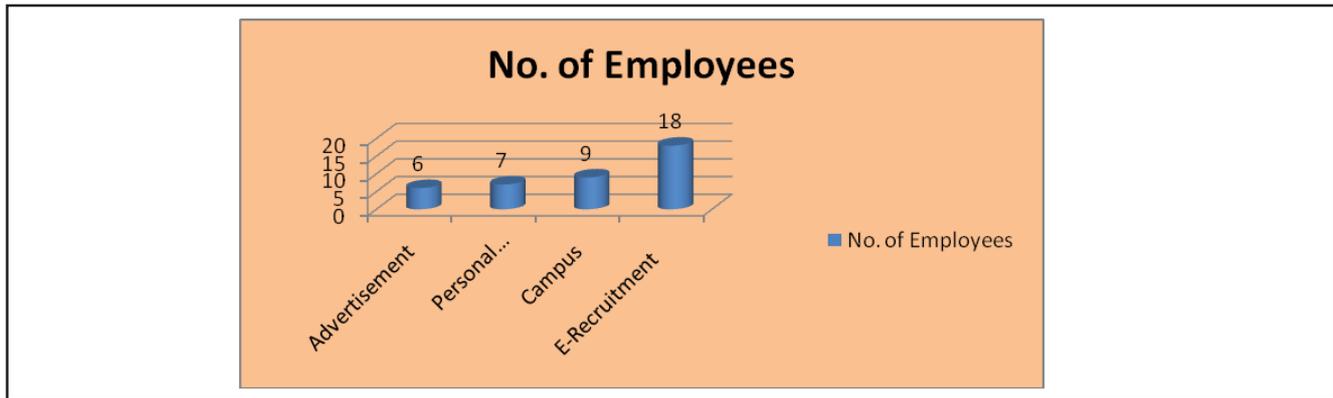
for job description and job specifications in the recruitment process. So maximum employees give importance over job description and job specifications of the recruitment process in the organization.

Table 2 : Views of the Respondents Identify the Source About the Job in Organization n=40

Source Of Recruitment	No. of Employees	% of Employees
Advertisement	6	15
Personal Reference	7	17.5
Campus	9	22.5
e-recruitment	18	45
Total	40	100

Source : Primary Data

Fig 2 : Views of the Respondents on Identify the Source About the Job in Organization



Interpretation

Table 2 clearly shows that, 15 per cent employees identify Advertisement as the source to know about jobs in an organization. 17.5 per cent people identified Personal Reference as the source to know about jobs in organization. 22.5 per cent people identified Campus as

the source to know about jobs in organization. 45 per cent people Identify e-recruitment as the source to know about jobs in organization. So maximum employees identify e-recruitment as the source to know about jobs in organization.

Table 3 : Views of the Respondents on the Recruitment Process Selected in Organization n=40

Opinion	No. of Employees	% of Employees
Yes	24	60
No	16	40
Total	40	100

Source : Primary Data

Interpretation

Table 3 clearly shows that 60 per cent employee are satisfied with the recruitment process selected in the organization. 40 per cent people are satisfied with

the recruitment process by which is selected in the organization. So maximum employees are satisfied with the recruitment process by which is selected in the organization "Jagdamba Polymers Private Limited".

Table 4 : Views of the Respondents on the Colleagues have Undergone the Similar Process in Organization n=40

Opinion	No. of Employees	% of Employees
Yes	28	70
No	12	30
Total	40	100

Source : Primary Data

Interpretation

Table 4 clearly shows that 70 percent employees are feel that their colleagues have undergone the similar process in their organization. 30 percent people feel

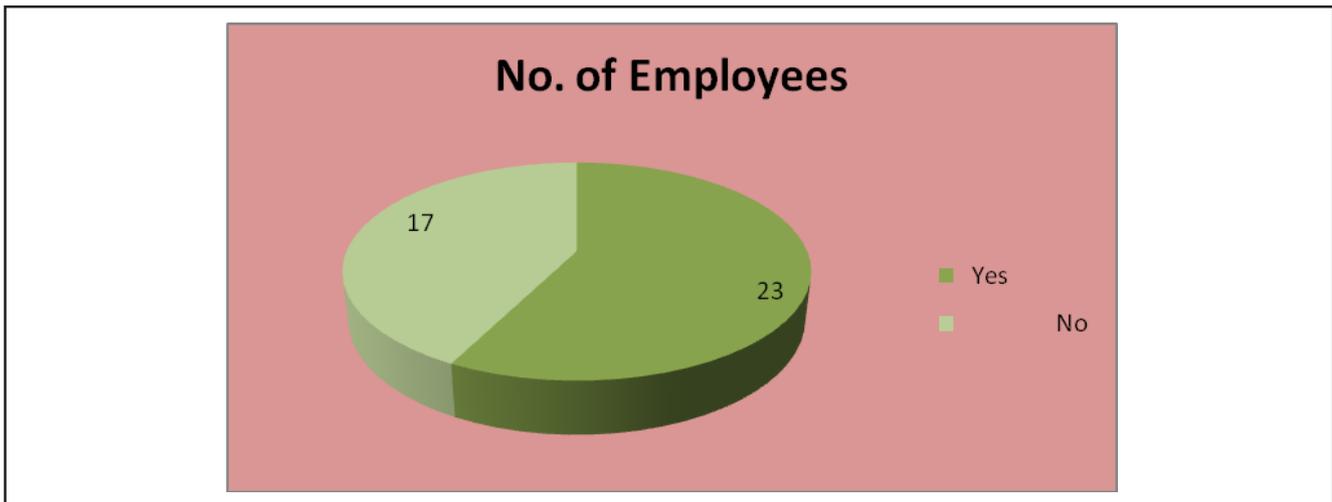
that their colleagues have not undergone the similar process in their organization. So maximum employees feel that their colleagues have undergone similar process in their organization.

Table 5 : Views of the Respondents on Formal Colleagues or Friends to Join this in Organization n=40

Opinion	No. of Employees	% of Employees
Yes	23	57.5
No	17	42.5
Total	40	100

Source : Primary Data

Fig 5 : Views of the Respondents on Formal Colleagues or Friends to Join in Organization



Interpretation

Table 5 clearly shows that 57.5 percent employees recommend their formal colleagues or friends to join their organization. 42.5 percent people have not recommended

their formal colleagues or friends to join their organization. So maximum employees are recommending their formal colleagues or friends to join their organization.

Table 6 : ANOVA for Variables

Anova: Single Factor						
SUMMARY						
Groups	Count	Sum	Average	Variance		
Various online job portals like online job portals, Emails, Corporate recruitment Websites are useful tools to search job.	40	169	4.225	0.537821		
Using e-recruitment sites help me to get current career information	40	160	4	0.666667		
Using e-recruitment sites increase my chances of finding an appropriate job.	40	183	4.575	0.250641		
Using e-recruitment sites is effective to look for Job.	40	148	3.7	1.394872		
My interaction with e-recruitment sites is clear and understandable	40	159	3.975	1.050641		
Interacting with the e-recruitment sites does not require a lot of my mental effort.	40	161	4.025	0.845513		
I find the e-recruitment sites to be easy to use.	40	167	4.175	0.455769		
Using e-recruitment sites to look for job is a better tool.	40	164	4.1	0.297436		
The use of e-recruitment has made me more aware of future career opportunities	40	171	4.275	0.358333		
I am more likely to find career information by visiting e-recruitment than through other sources of information.	40	172	4.3	0.420513		
While using e-recruitment websites it saves my time and cost.	40	178	4.45	0.253846		
ANOVA						
Source of Variation	SS	Df	MS	F	P-value	F crit
Between Groups	23.46818	10	2.346818	3.952051	3.57E-05	1.852783
Within Groups	254.75	429	0.593823			
Total	278.2182	439				

Source : Primary Data

Interpretation

It is clear from Table-6 that the calculated value of F-value is more than the critical value at 5 % level of significance. Hence it reveals that various online job portals Websites are useful tools to search job, e-recruitment sites help them to get current career

information, e-recruitment sites increase chances of finding an appropriate job, It is effective to look for Job, interaction with e-recruitment sites is clear and understandable, does not require a lot of mental effort for them, e-recruitment has made them more aware of future career opportunities, e-recruitment websites it saves their time and cost.

Table 7 : ANOVA for Views on e-recruitment Programme

Anova: Single Factor						
SUMMARY						
Groups	Count	Sum	Average	Variance		
Internet recruiting facilitates ease in building and managing database of received applications	40	109	2.725	1.999359		
Internet recruiting leads to restructuring of recruiting process	40	106	2.65	1.412821		
Your organization uses Internet as a source of recruiting.	40	126	3.15	1.720513		
Your organization uses placement consultants as a source of recruiting.	40	99	2.475	1.640385		
Your selected job board provides satisfactory service to you	40	120	3	1.897436		
Your company website deals with employment related inquiries of the candidates	40	120	3	1.692308		
Your company website provides relevant information about the job to the candidates	40	132	3.3	1.753846		
Internet recruiting helps in improving the efficiency of recruitment process	40	114	2.85	1.361538		
Internet recruiting reduces number of less qualified applicants.	40	121	3.025	1.563462		
Internet recruiting helps in locating better candidates	40	121	3.025	1.871154		
Internet allows employers to reach large pool of candidates 24 hours a day and 7 days a week	40	133	3.325	2.430128		
ANOVA						
Source of Variation	SS	Df	MS	F	P-value	F crit
Between Groups	27.80455	10	2.780455	1.581196	0.109429	1.852783
Within Groups	754.375	429	1.75845			
Total	782.1795	439				

Source : Primary Data

Interpretation

It is clear from Table-7 that the calculated value of F-value is less than the critical value at 5 % level of significance. Hence it reveals that no Internet recruiting facilitates ease in building and managing database of received applications, no Internet recruiting leads to restructuring of recruiting process, no organization uses Internet as a source of recruitment, no organization uses placement consultants as a source of recruitment , no job board provides satisfactory service to them, no company website deals with employment related inquiries of the candidates, no internet recruitment

reduces number of less qualified applicants, no internet recruiting helps in locating better candidates, no internet allows employers to reach large pool of candidates 24 hours a day and 7 days a week of **"Jagdamba Polymers Private Limited"**.

7.0 Findings

1. Maximum employees give importance to job description and job specifications in the organization **"Jagdamba Polymers Private Limited"**.
2. Maximum employees Identify e-recruitment as the source to know about the job in Organization.

3. 60 percent employees are satisfied with the recruitment process by which is selected in the organization "**Jagdamba Polymers Private Limited**".
4. The Anova variables shows that Various online job portals Websites are useful tools to search job, e-recruitment sites help them to get current career information, e-recruitment sites increase chances of finding an appropriate job, It is effective to look for Job, interaction with e-recruitment sites is clear and understandable, does not require a lot of mental effort for them, e-recruitment has made them more aware of future career opportunities, e-recruitment websites it saves their time and cost.
5. The views on e-recruitment programme, it is reflect that no Internet recruiting facilitates ease in building and managing database of received applications, no Internet recruiting leads to restructuring of recruiting process, no organization uses Internet as a source of recruiting, no organization uses placement consultants as a source of recruiting , no job board provides satisfactory service to them, no company website deals with employment related inquiries of the candidates, no internet recruiting reduces number of less qualified applicants, no internet recruiting helps in locating better candidates, no internet allows employers to reach large pool of candidates 24 hours a day and 7 days a week of "**Jagdamba Polymers Private Limited**".

8.0 Suggestions

1. Job description and job specifications should provide more & more by the organization in the recruitment process.
2. In recruitment process e-recruitment facilities should provide more & more to employees in organization to know about job source.
3. Applicant's doubts should be clear by e-recruitment.
4. Organization should recruit undergone through proper recruitment process.
5. Job board should provide satisfactory service to the employees.
6. Internet should support the recruitment process allows employers to reach large pool of candidates 24 hours a day and 7 days a week.

9.0 Conclusion

The new approach can assist the employees in finding employment opportunities faster and easier than ever before. Moreover, by knowing which human asset is required, when and where, will allow the cultivation of value-based relationships. The key message for recruiters is to acknowledge that the adoption of e-recruitment is about more than just technology. Traditional methods should not be replaced by e-recruitment, it should supplement. It has been found that

in the current scenario, companies prefer to adopt social media, networking agency, local press, corporate web site, agencies, job portals and employees reference for recruitment to hire candidates across skill sets. Out of which corporate web site is mostly preferable from other source. Recruiters must consider both market flow and share of applications when deciding which channels to use and to what extent. Job Portals provide a platform for the employers to meet the prospective employees. In other words, by using channels such as social media, job sites, and campus recruitment, companies have been able to get the effectiveness resources with minimum cost. This has helped organizations to grow as they have been able to get the right people for their vacancies. 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 results from the study thus throw a number of issues that are important for organizations seeking to maximize their manpower potential. The fact that both unwanted manpower and inventories are not good for companies, so there may be merit in adopting a human resource and supply chain concept in dealing with similar issues.

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