Campus Recruitment Management: Platform based on dynamic electronic commerce

Diksha Varshney, Bhumika Sharma, Somya Jain
IT Department, RKGITW, UP Technical University
Uttar Pradesh, India
Charu Gupta
charugupta@rkgitw.edu.in
dikshu7@gmail.com
bhumisharma1993@gmail.com
somyajain13@yahoo.com

Abstract:- The electronic recruitment (e-recruitment) systems are used to facilitate and improve human resource management. They address the needs of employers and job-seekers via internetworking means which increase the speed of employment, and improve the quality of recruitment and services. They become vital assistance to human discrimination to put right people in right places. Due to the rapid change in jobs demands and the required specialization and experience, it becomes more and more difficult for recruiters to find employees that are right for their business. Recommender systems have become valuable resources for jobseekers and employers. They are considered as seeking ways to search through the enormous volumes of information available to them.

Keywords:- Electronic recruitment, Human Resource Management, Recommender systems, Jobseekers.

I. INTRODUCTION

The paper is based on two assumptions. Firstly, e-recruitment is viewed as subordinate to e-HRM, also called virtual HRM (Lepak & Snell, 1998). Broadly defined, e-HRM is a way of executing HRM to acquire, develop and retain human capital with the use of ICTs. Secondly, as e-recruiting goes beyond physical organizational boundary-ies, it enters the realm of ICTs and cyberspace. My research thus takes a starting point in virtual organizing, which is understood as the organization of processes and activities, using technology and human agents, to facilitate time- and space-independent interaction and collaboration (Holm & Ulhøi, 2010). The empirical data used in the research stems from a variety of sources. Data collection and analysis started with a detailed review of profency a description of the research design, including the choice of qualitative research methods and a list of the interviewed organizations. The next section presents the findings, a summary of key e-recruitment properties, and the organizing elements of e-recruitment. This is followed by a discussion of the general and specific findings, and the conclusions of the paper. The last section discusses the limitations of the paper and implications for HR professionals, and outlines avenues for future research in the field of e-recruitment and e-HRM. E-recruitment, also known as online recruitment, is the practice of using technology and in particular Web-based resources for tasks involved with finding, attracting, assessing, interviewing and hiring new personnel. The purpose of e-recruitment is to make the processes involved more efficient and effective, as well as less expensive. Online recruitment can reach a larger pool of potential employees and facilitate the selection process. The online promotion of an organization as a desirable place to work, through the corporate website or other venues, is one element of e-recruitment. E-recruitment software and systems are available as standalone applications, product suites and services. A recruitment management system is an integrated product suite or portal that streamlines and automates the processes involved. The use of websites such as LinkedIn, Facebook...
and Twitter for some aspects of recruitment is sometimes referred to as social recruiting.

II. The traditional recruiting process

A. Job analysis

In situations where multiple new jobs are created and recruited for the first time, a job analysis and/or in some cases a task analysis might be undertaken to document the actual and intended requirements of the job. From these the relevant information is captured in such documents as job descriptions and job specifications. Often a company will already have job descriptions that represent a historical collection of tasks performed. Where already drawn up, these documents need to be reviewed or updated to reflect present day requirements. Prior to initiating the recruitment stages a person specification should be finalized to provide the recruiters commissioned with the requirements and objectives of the project.

B. Sourcing

Sourcing is the use of one or more strategies to attract or identify candidates to fill job vacancies. It may involve internal and/or external advertising, using appropriate media, such as local or national newspapers, specialist recruitment media, professional publications, window advertisements, job centers, or in a variety of ways via the internet. Alternatively, employers may use recruitment consultancies or agencies to find otherwise scarce candidates who may be content in their current positions and are not actively looking to move companies. This initial research for so-called passive candidates, also called name generation, results in a contact information of potential candidates who can then be contacted discreetly to be screened and approached.

C. Screening and selection

Suitability for a job is typically assessed by looking for relevant skills, knowledge, aptitude, qualifications and educational or job related experience. These can be determined via: screening résumés (also known as CVs); job applications; interviews. More proactive identification methods include performance assessments, psychological, aptitude, numeracy, physical and literacy testing. Many recruiters and agencies use applicant tracking systems to perform the filtering process, along with software tools for psychometric testing and performance based assessment. Performance based assessment is a process to find out if job applicants perform the responsibilities for which they are applying. In many countries, employers are legally mandated to ensure their screening and selection processes meet equal opportunity and ethical standards.

In addition to the above selection assessment criteria, employers are likely to recognize the value of candidates who encompass "soft skills" such as interpersonal or team leadership, and have the ability to reinforce the company brand through behavior and attitude portrayal to customers and suppliers. Multinational organizations and those that recruit from a range of nationalities are also concerned candidates will fit into the prevailing company culture.

D. Lateral hiring

"Lateral hiring" refers to a form of recruiting; the term is used with two different, almost opposite meanings. In one meaning, the hiring organization targets employees of another, similar organization, possibly luring them with a better salary and the promise of better career opportunities. An example is the recruiting of a partner of a law firm by another law firm. The new lateral hire then has specific applicable expertise and can make a running start in the new job. In some professional branches such lateral hiring was traditionally frowned upon, but the practice has become increasingly more common. An employee's contract may have a non-compete clause preventing such lateral hiring.

A lateral hire may also refer to a newly hired employee with no prior specific applicable expertise for the new job, and for whom a job move is a radical change of career. An example is the recruiting of a university professor to become chairman of the board of a company.
III. E-recruitment

E-recruitment is the process of personnel recruitment using electronic resources, in particular the internet. Companies and recruitment agents have moved much of their recruitment process online so as to improve the speed by which candidates can be matched with live vacancies. Using database technologies, and online job advertising boards and search engines, employers can now fill posts in a fraction of the time previously possible. Using an online e-recruitment system may potentially save the employer time as usually they can rate the eCandidate and several persons in HR independently review eCandidates. Some recruiting companies have set up their own systems like Taleo, and even Unicef, while also new companies were created to provide these services like Jobtrain, Ivy Exec, and HireServe. The internet, which reaches a large number of people and can get immediate feedback has become the major source of potential job candidates and well known as online recruitment or E-recruitment. However, it may generate many unqualified candidates and may not increase the diversity and mix of employees. In terms of HRM, the internet has radically changed the recruitment function from the organisational and job seekers’ perspective. Conventional methods of recruitment processes are readily acknowledged as being time-consuming with high costs and limited geographic reach. However, recruitment through World Wide Web (WWW) provides global coverage and ease. Likewise, the speedy integration of the internet into recruitment processes is primarily recognised due to the internet's unrivalled communications capabilities, which enable recruiters for written communications through e-mails, blogs and job portals. By 2005, expenditure on Internet-based recruiting will be $7 billion - Forrester Research Institute. 96% of all companies will use the Internet for their recruitment needs. In the U.S., some companies claim 30% of new hires are from the Internet and 77% of Internet use the Net to do so. A recent survey conducted by Employment management associations U.S.A, the cost-per-hire of print Ads was estimated at $3295 and Online Ads, a mere $377. There are over 16 million resumes floating online.

IV. The Benefits of Online Recruitment

Online job sites have revolutionized the recruitment landscape for both employers and job
seekers and largely increased the efficiency with which hiring decisions can take place. Read how employers and in turn jobseekers have benefited from online recruitment.

Gone are the days when online recruitment was the exclusive domain of the technologically savvy, the curious and the ultra-sophisticated. Today, with this medium tried, tested and proven to be true and more importantly indispensable, professional recruiters and employers alike rely on job portals as a primary source of professional talent both on a stand-alone basis and in some cases to complement traditional hiring methods. There has been a paradigm shift in the way companies recruit thanks to the value, efficacy and ease-of-use of today's career sites and with internet penetration levels ever skyrocketing, geographic boundaries blending when it comes to professional mobility and the quest for top talent at fever pitch in booming regional economies, this medium is definitely here to stay.

So what are the benefits of online recruitment that have led to such a meteoric rise in its use and revolutionized the way companies hire and candidates search for jobs in such a short time span? Below we list some:

**A. 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 CVs to filtering to managing the contacts and workflow.

**B. 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.

**C. 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 are visited by the target job seekers regularly.

**D. 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.

**E. 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
F. Branding opportunity for employers

Employers can use their job ads to project a consistent brand and company image/values to prospective job seekers. With the heat on for top talent, candidates can be very particular about who they work for and these company descriptions often serve as a basis for their application decisions.

G. Sophisticated management tools

The entire recruitment process is managed from one location which allows the employer to post vacancies, receive CVs, screen, prioritize and contact candidates individually or collectively and track all activities from the confines of a private and highly functional employer Workspace. job seekers similarly can track the progress of their application at every stage of the hiring process from their own functional Workspace. This allows for an enhanced user experience for both employer ad job seeker.

V. Disadvantages of Online Recruitment

A. High Volume of Responses
Because anybody in the world with Internet access could potentially see your job posting, you may be inundated with responses, many of them from unqualified candidates. You'll have to take time that you may not really have to wade through each application. To avoid unwanted applications, you'll need to be careful as to how you word your job posting and be as specific as possible about the job duties and the qualifications you're seeking.

B. Logistical Problems
What if the best-qualified candidates for your opening live halfway around the world? If that’s the case, you'll have to consider conducting screening interviews by telephone or email, which limits the expense of an in-person meeting. If the process moves forward, it poses the dilemma of whether it is really worth bringing the person in for an interview. If it turns out the candidate wasn't serious about relocating, you’ve wasted valuable time and possibly money.

C. Technology Issues
If your hiring process involves filling out an application, you may miss out on qualified candidates who would rather send a resume. Some candidates may not want to take the time or may not be confident enough with the security of an online application. There's always the possibility that your application system may operate slowly or lose information during the submission process.

D. Poor Website
In many cases, candidates who see your job posting will be relying on you website to gain additional information about your company, its mission and method of operation. If your website is poorly designed or out of date, the candidate may not even bother to respond. There's also the possibility that the site won't have relevant information regarding the candidate's area of interest.

E. Too Impersonal
Because much of the online recruiting process may involve emails and possibly telephone interviews, it can be viewed as somewhat impersonal. Without the opportunity for the employer to hold multiple in-person interviews, it can be difficult to determine if the candidate will be a good fit for the company and its culture. The candidate may also have a hard time gauging whether the company is the right place for her.

VI. CONCLUSION

The present study has shown that e-recruitment as an organizational concept and social phenomenon is not limited to the internal boundaries of an organization, and should not be perceived simply as some technological solution to a recruitment need. The research presented here has also confirmed that e-recruitment can be viewed and
studied from the perspective of virtual organizing. E-recruitment can thus be defined as the organization of recruitment processes and activities, which, by means of technology and human agents, facilitate time- and space-independent collaboration and interaction in order to identify, attract, and influence competent candidates. The analyses of the various data sources confirm the suggestion that e-recruitment is a highly composite phenomenon which relies on diverse organizational arrangements. Organizing for e-recruitment involves employers, various online intermediaries and technology providers, and even job seekers. Therefore, research into e-recruitment from an organizational perspective requires a theoretical approach or frame work which takes account of the environment in which the organization operates. E-recruitment is directed towards, and carried out together with, external partners and customers, and is therefore affected by the broader norms and traditions of the society in which the organization operates.

REFERENCES


