

E- RECRUITMENT OF IT COMPANIES IN COIMBATORE

Dr. R. SANGEETHA

Assistant Professor

PG and Research Department of Corporate Secretaryship

Vellalar College for Women (Autonomous)

Thindal, Erode – 638 012

Abstract

E- Recruitment is the latest and convenient process of recruiting personnel with the use of advanced technology and web based resources. The main objective of the study is used to determine the factors influence the IT companies towards E-recruitment. The study is based on both primary and secondary data. Primary data were collected by well structured questionnaire from 100 IT companies in and around Coimbatore. The collected data was analyzed using simple percentage, Ranking Test and correlation. The study concludes that that e-recruitment is boom to the HR managers of the IT companies but they also should concentrate on the e-recruitment challenges faced by them.

Keywords: e-recruitment, technology, internet, HR, personnel, selection, IT, companies, etc.

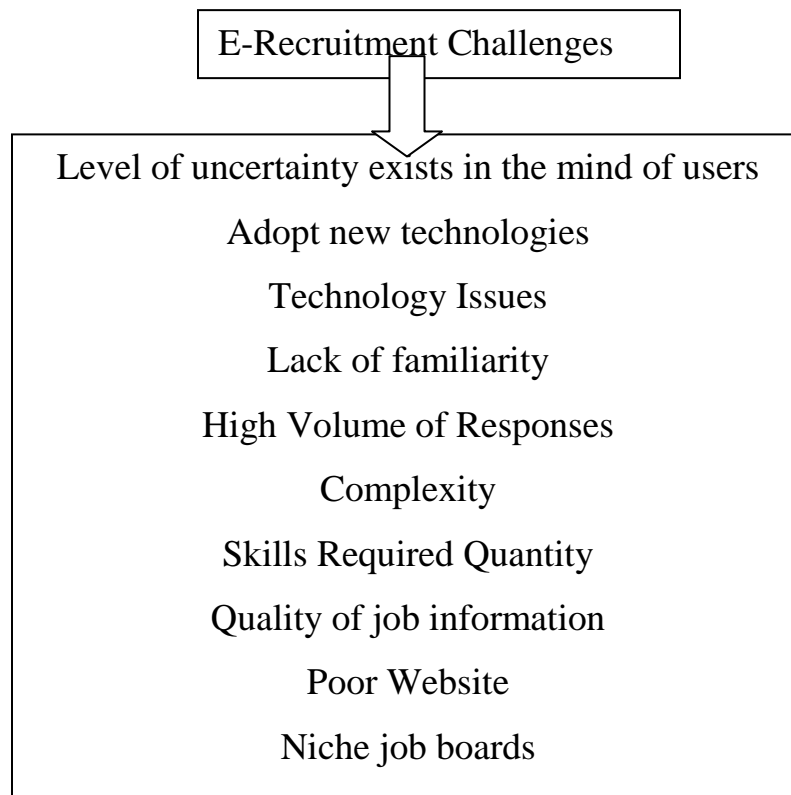
Introduction

In any type of companies employees are the most important resource. Employees have responsibility for each and every decision taken by them. Every employee doing their each and every work and have each and every result. Hence the companies should be more careful selecting their employees and carefully by the managers for the success of future companies. In recent days the employees are been recruited with the help of private, public agencies, employee referrals may reduce the time and cost of the companies. But the development of the modern technologies made much easier for the companies Human resource managers not only to believe on agencies but also they believe on Internet. With the help of the mobile, tablet or laptop on the hand with Internet connection HR managers can do all recruitment process while they are moving from one place to another. E-recruitment is a way of implementing Human Resource strategies, policies, and practices in organizations through a conscious and directed support of and / or with the full use of internet based-technology channels. E- Recruitment is the latest and convenient process of recruiting personnel with the use of advanced technology and internet based resources. In all IT companies f e-recruitment has made the employee selection process more efficient and effective.

RECRUITMENT METHODS

There are two methods of recruitment followed by the companies

Traditional Methods	Modern Methods (E-Recruitment)
In Companies advertisement, flyers, Spokespersons, to collect as many applicants as possible	In companies product image reputation, online technology and themselves to draw as many as possible to the organizations websites
Screening is done through using paper-based test	Screening is done through employing sophisticated, standardized online tests to screen candidates, and the applicant will pool to a manageable number
Interview is done through Contacting the sorted applicants by phones and having face to face conversations.	Interview that is online interview is done automatically by hiring management system to contact the most desirable candidate very quickly, before they are snapped by another company.
Placement is conducted by making the phone call, setting up the meeting and shaking hands.	Placement Order by email is conducted by as that of traditional method by making the phone call, setting up the meeting and shaking hands



REVIEW OF LITERATURE

Sangeetha (2010) revealed in her study that decisions made in the recruitment and selection process will impact on the company in the future. The researcher also concluded that bad decisions made in the selection process can create serious loss for an organization.

Neeraj (2012) explained that in recruitment selection as the process of picking individuals who have relevant qualifications to fill jobs in an organization. According to the researcher Selecting the right employees is important for three main reasons. They are performance, costs and legal obligations.

Florae (2014) analysed the advantages and disadvantages of the use of recruitment agencies to a firm is the same thing with that of external recruitment sources which the researcher listed. They are qualified personnel, a wider choice of candidates, fresh talent and competitive spirit among the candidate.

Ekwoaba, Ikeije, and Ufoma (2015) explained in their research the impact of recruitment and selection criteria on organizational performance. The researcher stated that recruitment and selection criteria have a significant effect on organization's performance. According to the researcher more objective in the recruitment and selection criteria, the better the organization's performance.

Stephen, Cowgill, Hoffman, and Housman (2013) pointer that employee referrals enhance monitoring, coaching and makes the work environment more enjoyable. According to them when employees work with friends they were very happy and comfortable to work because workers refer others like themselves, not only in characteristics but in behavior.

OBJECTIVES OF THE STUDY

- To study the Recruitment process in the IT Companies.
- To identify IT Companies using the sources and job portals for recruitments
- To determine the factors influence the IT companies towards E-recruitment.

LIMITATIONS OF THE RESEARCH

- The study is applicable to recruiters of selected IT Companies in Coimbatore
- The statistical method used to analyze the data has their own limitation.
- All the limitations of primary data are applicable to this study.
- The results of the study are based upon the views expressed by the recruiters of IT Companies.

RESEARCH METHODOLOGY:

Area of the study: The research study was done in and around Coimbatore.

Nature and source of data: The study is based on well structured questionnaire method; primary data has been collected from recruiters of IT Companies in Coimbatore and the

secondary data have been collected from related newspaper, websites, journals, magazines and textbooks.

Statistical tools used for the study:

- Simple Percentage
- Ranking Method
- Correlation

Sampling Used: 100 IT Companies were selected by purposive sampling method.

TABLE NO: 1
SOURCE WISE CLASSIFICATION OF RESPONDENTS

Source of Knowledge	Number of respondents	Percentage
Internet	21	21
Print Media	28	28
Campus Placement	36	36
Placement Consultants	7	7
Employee referrals	8	8
Total	100	100

The above table shows that, out of 100 respondents 21 respondents recruit their employee through internet, 28 respondents recruit their employees through print media, 36 respondents recruit their employees through campus placements, 8 respondents recruit through placement consultants and remaining 7 respondents recruit their employees through employee referrals. Majority of the respondents recruit their employees in IT Companies through campus placement.

TABLE NO: 2
FACTORS MOTIVATING IT COMPANIES TO CHOOSE
JOB PORTALS

FACTORS	TOTAL SCORE	RANK
Electronic privacy policy service	567	VI
e-mail with acquaintances alert service	635	II

Industry specific feature	624	III
Automated data matching service	560	VII
Interactive testing of candidates service	648	I
Screening of applications feature	582	V
Reviewing of applications feature	584	IV

It is found from the above table, that interactive testing of candidates service was the first factor which motivated the recruiters of IT companies to choose job portals for recruitment; e-mail with acquaintances alert service was ranked as the second factor to choose job portals; industry specific feature was ranked as third factor; reviewing of applications feature was ranked as fourth factor; screening of applications feature was the fifth factor; electronic privacy policy service was the sixth factor and Automated data matching service scored the seventh position.

As per majority of the respondents express that interactive testing of candidates' service was the first motivating factor to choose job portals.

TABLE NO: 3
CORRELATION BETWEEN FACTORS INFLUENCING IT COMPANIES TOWARDS
E-RECRUITMENT

S.No	Factors	R-value	Sig.	Result
1	Innovative techniques in recruitment	.008	.917	Positively correlated
2	The vast scope of improvement in the current process of hiring	.054	.604	Positively correlated
3	High-quality candidates lessen employee turnover	.025	.803	Positively correlated
4	The recruitment policy of the organization is inclusive and effective	.075	.456	Positively correlated
5	Job responsibilities and job description are clearly defined	-0.0643	.049	Negatively correlated
6	Environmental factor affects recruitment	-0.0346	.057	Negatively correlated

From the above table, it is inferred that there is a positive correlation towards the e-recruitment factor Innovative techniques in recruitment is inclusive and effective since P-Value (0.917)

From the above table, it is inferred that there is a positive correlation towards the e-recruitment factor The vast scope of improvement in the current process of hiring is inclusive and effective since P-Value (0.604)

From the above table, it is inferred that there is a positive correlation towards the e-recruitment factor High-quality candidates lessen employee turnover is inclusive and effective since P-Value (0.803).

From the above table, it is inferred that there is a positive correlation towards the e-recruitment factor The recruitment policy of the organization is inclusive and effective is inclusive and effective since P-Value (0.456).

From the above table, it is inferred that there is a negative correlation towards the e-recruitment factor Job responsibilities and job description are clearly defined is inclusive and effective is inclusive and effective since P-Value (0.049).

From the above table, it is inferred that there is a negative correlation towards the e-recruitment factor Environmental factor affects recruitment is inclusive and effective is inclusive and effective since P-Value (0.057).

Conclusion

Recruitment is the group of activities and lengthy processes used to legally obtain a necessary number of skilled people at the right work and time, so that, the employee and the companies can select each other, in their own best, suitable and future interests. The recruitment process provides the companies with a large number of potentially qualified candidates from which, brilliant and convenient selection can be made to fill the vacancies. HR are facing the challenges with stiff competition and advancement of technology and innovation are required in every aspect of the work. So they have more responsibility to suit best person for the correct job. Now days E-recruitment plays an enormous role in the selection process. Even though E-recruitment helps many companies to find their employees, it also lot of challenges and problems. The study concludes that that e-recruitment is boom to the HR managers of the IT companies but they also should concentrate on the e- recruitment challenges faced by them.

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