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## Perception of job seekers towards innovative e-recruitment

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**Abstract:** The increase in recruitment activities using the Internet, especially during the pandemic, result in financial savings of up to 90% of the costs incurred in traditional recruitment. The objective of the study is to understand the perception of job seekers regarding the usefulness of E-recruitment. Descriptive research is used in the study and sampling method used is convenience sampling. The sample size of the study is 100 and data is collected through a structured questionnaire. The results prove that factors under perception of E-recruitment are information, effectiveness and efficiency, usage of site, social media, job availability, decision making, internet information and service. It states that there is no significant difference between the demographic variables and perception of E-recruitment in job seekers

**keywords:** E-recruitment, job seekers, networking, career websites, innovation, hiring.

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### INTRODUCTION

E-Recruitment, otherwise called online recruitment, alludes to the utilization of electronic innovation for the different cycles of pulling in, surveying, choosing, selecting and on boarding position applicants. Through e-recruitment bosses arrive at a bigger number of likely workers. Organizations may construct their e-recruitment stages in-house, use e-recruitment HR programming or utilize enlistment offices that use e-enrolment as a major aspect of their bundle. The most valuable commodity in any company is workers. For every single decision made, every single job done and every single consequence, they are responsible. Such a sort of staff is taken carefully by the directors for the achievement of the future association. Currently, the time and expense of employees being taken over by the assistance of private or public offices could decrease. E-HRM is a way of applying approaches to HR procedures and operational processes through informed and organized assistance and/or the full use of electronics.

The increase in recruitment activities on the Internet, especially during the pandemic, result in financial savings of up to 90% of the costs incurred in traditional recruitment. The time savings as the hiring cycle can also be reduced about 25% (Sylva and Mol, 2009) in e-recruitment. Consequently, E-recruitment is also an appealing method for job seekers, as information can be transmitted immediately, applicants can search for organisations of their interest from home at any time of day. The range of interactive online information available also provides a highly appealing experience for job seekers. The Internet makes it easier and time saving for potential applicants to search and apply for job positions and to compare organizations online. Our research idea is based on the rich knowledge acquired by our peer teams across the university. (A.C.Gomathi, S.R.Xavier Rajarathinam, A.Mohammed Sadiq, Rajeshkumar, 2020; Danda et al., 2009; Danda and Ravi, 2011; Dua et al., 2019; Ezhilarasan et al., 2019; Krishnan and Chary, 2015; Manivannan, I., Ranganathan, S., Gopalakannan, S. et al., 2018; Narayanan et al., 2012, 2009; Neelakantan et al., 2013, 2011; Neelakantan and Sharma, 2015; Panchal et al., 2019; Prasanna et al., 2011; Priya S et al., 2009; Rajeshkumar et al., 2019; Ramadurai et al., 2019; Ramakrishnan et al., 2019; Ramesh et al., 2016; Venugopalan et al., 2014). The perception of job seekers towards e-recruitment is the primary objective of the study and evaluation of the usefulness of social media in e-recruitment is also done.

### LITERATURE REVIEW

(Kapse et al., 2012) have studied that In the last decade, the use of the Internet has significantly changed the face of HR recruitment and the way companies think about the hiring methods. The authors found that most organizations are already using E-recruitment to post jobs and accept resumes on the Internet, and communication with the job seekers by e-mail. It brings the benefits to the organizations. They concluded that in article will be an introduction on e-recruitment and its development process.

(Woźniak, 2014) had worked upon E-recruitment and they stated that the aim of the article is to present a typology of 4 levels of e-recruitment methods and assesses the application of e-recruitment methods in Poland and the USA.

The proposed classification allows to show that although access to the Internet is similar in Poland to the US, higher level e-recruitment is decidedly less widespread in Poland.

(Unadkat, 2012) has studied about In the current scenario, e-recruitment strategies are now common as the use of the internet is widespread, and organizations are gradually turning to virtual organizations. It was found from the research that E-recruitment techniques has increased hiring efficiency and it is largely recognized by the MNCs but at the same time it does not enable face-to-face communication

(Lakshmi, 2013) have studied the E-recruitment has made the process more efficient and effective. With the help of e- recruitment the organizations can reach large number of workforce and can identify the skilled personnel easily. The focus of this article is to analyse the efficiencies and deficiencies faced by the organizations of using e-recruitment.

(Sultana and Sultana, 2017) have studied that today most companies prefer online recruitment to attract and pick the right people for the right job. They have identified some variables to measure the feasibility of online recruitment to the hiring companies. They have also identified the stage of recruitment which gives more benefits to the organization through the internet.

(Singh, 2017) have studied the Internet recruitment methods from related literature, and illustrates how their advantages of online recruitment can affect the time and cost containment. The goal of this paper is to enhance the research on the online Recruitment techniques.

(Malik and Razaulah, 2013) have examined e-recruitment techniques that rely on primary and secondary data from all data sources. This report indicates that e-recruitment has a positive effect on recruiting and growth of employees in the telecommunication sector. The research study found findings that were consistent with the results of previous researchers as an effective part of e-HRM.

(Gopalia, 2012) have studied the overall examination of the reliability of hiring and identifying individuals with a Tesco case guide using the internet. They used an exploratory, analytical approach to design. They concluded that the use of the online recruitment and selection process in the form of economies of scale provides a benefit.

(Abia and Brown, 2020) have studied the diversity of e-recruitment. The purpose of this study is to bring conceptual clarity by investigating the alternative conceptualizations of e-recruitment in academic literature. They have included determining the relationships between the conceptualizations and determining conceptualizations in different settings among many other possible research focus topics.

(Borstorff et al., 2007) have studied the attitudes and behaviours of job seekers through online recruitment. This research investigates the perception and conduct of job seekers about the use of the internet as recruiting sources. They concluded that they have found no differences in gender and online recruitment behaviour and attitudes.

(Ekanayaka and Gamage, 2019) have studied the factors that influence e- recruitment. The aim of this study is to measure the effect of e-recruitment on candidates' intention to apply for the job openings. The result of the study would be significant to the organization to effectively carry out e-recruitment to enhance the correct pool of applicants and to design an effective work portal.

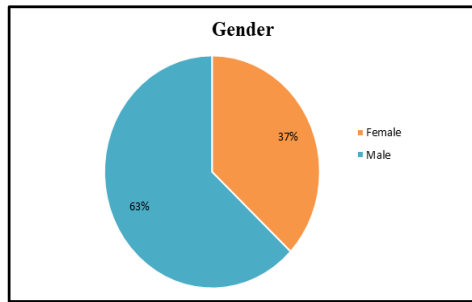
(Marr, 2007) have studied comparative comparison of the performance of recruiting sources. This research was focused on the pre-hire measures relating to the quantity and quality of candidates, with a strong attention on e-recruitment. The study has provided evidence to justify the need for firms to improve a recruitment technique which incorporates a diverse range of sources to reach quality applicants in the desired target market.

(Melanthiou et al., 2015) have studied the role of social media sites on e-recruitment. The intention of this study is to assess whether companies use social media to engage and screen candidates during the hiring process. The results of this research effort show that there are a number of advantages to the online recruiting process, but also drawbacks that recruiters should be aware of.

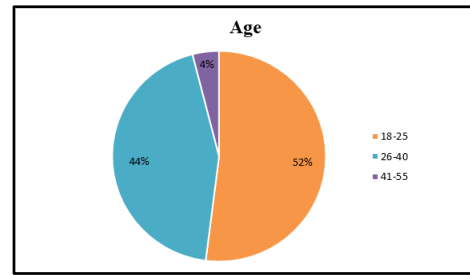
## **RESEARCH METHODOLOGY**

The descriptive research design is used in this study. Sampling techniques used in this study is convenience sampling. The data collection method used in this study is a questionnaire method. The items in the questionnaire are measured using a five-point Likert scale. The data was collected from 100 aspirants who are seeking jobs. The collected data is analysed using SPSS version 23. The collected data were classified, tabulated, analysed with some of the statistical tools such as frequency analysis, factor analysis and ANOVA.

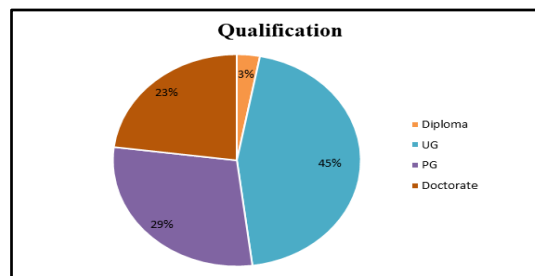
The profile of the respondents considered in the study are represented through the following pie charts



**Fig.1:** The pie chart depicts the percentage of gender in the sample. 63% of the sample were Male and 37% were female job seekers



**Fig.2:** The pie chart describes the age of the respondents. 52% of job seekers were of age 18-25 years, 44% of job seekers were of age 26-40 years and 4% were age of 41-55 years



**Fig.3:** The pie chart depicts the Education background of the sample respondents. 45% of the respondents were UG. 29% of respondents were PG. 23% of the respondents were Doctorate and 4% of the respondents were completed only Diploma.

## RESULTS

The data is analysed using Factor analysis and analysis of variance. The factor analysis classifies the perception of job seekers towards the e-recruitment process into eight factors. The results of factor analysis are depicted in Table 1 and 2. Whereas Table 3 shows the values of ANOVA.

**Table 1: Data sufficiency and variance**

S.NO	KMO	FACTORS	Total	% of Variance	Cumulative %
1	0.634	Component 1	2.229	10.132	10.132
2		Component 2	2.076	9.436	19.568
3		Component 3	2.029	9.221	28.789
4		Component 4	1.859	8.448	37.237
5		Component 5	1.857	8.442	45.679
6		Component 6	1.687	7.670	53.349
7		Component 7	1.661	7.550	60.899
8		Component 8	1.644	7.471	68.369

The data sufficiency for doing factor analysis is measured by KMO. And the value is greater than 0.5, which means the data is suitable for factor analysis. There are a total eight components with cumulative percent of 68.369, which means that 68% of the factors are explained by these 8 factors identified. Moreover, 22 parameters are clubbed into these eight factors.

**Table 2: Factor loadings**

E-Recruitment towards job aspirants in this pandemic situation	Component							
	1	2	3	4	5	6	7	8
I found it quick to do what I want to do on E-recruitments pages	.728							
It took little effort to find the information I needed	.639							
The career information provided seems truthful to me.	.579							
The possibility that I would use E-recruitment site for job search is huge	.509							
I was able to access the information I needed quickly	.442							
I can effectively complete my application using Internet recruitment		.819						
The website provides the most current career information for the organization		.677						
The information provided at E- recruitment site is effective			.756					

The information provided at E- recruitment site is sufficient			.740				
I regularly use E-recruitment page for employment search				.813			
I am willing to use E- Recruitment site for vacancy search				.696			
In the near future, I'd like to consider using job search websites for E-recruitment				.470			
Social media has become an effective tool for e-recruitment					.861		
Due to this pandemic situation most people prefer e-recruitment					.744		
The career information provided seems to be correct.					.572		

Table 2 shows the factor loadings of each variable. Parameters of E-recruitment sites, job search, information needed, internet recruitment form factor 1 which is named as Information factor. Factor 2 contains information regarding E-recruitment and recruitment sites and it is named as Internet information factor. Factor 3 contains regular usage of sites and it is named as effectiveness and efficiency factor. Factor 4 is based on willingness of usage of E-recruitment and it is named as usage of site factor. Factor 5 contains awareness, tools, career information and it is named as a Social media factor. Factor 6 is named as Job availability factor. Factor 7 is named as Decision making factor and Factor 8 is named as service factor.

**Table 3: Demographic profile and perception of E-recruitment in job seekers**

S.N O	Factor	Age value	F	Age significance value	Qualification F-value	Qualification Significance value
1	Information	3.103		0.049	1.184	0.320
2	Effectiveness and Efficiency	3.168		0.046	2.087	0.107
3	Usage of site	1.333		0.269	0.262	0.853
4	Social media	16.116		0.035	8.037	0.000
5	Job availability	2.493		0.088	0.724	0.540
6	Decision making	0.17		0.984	0.608	0.612
7	Internet information	3.423		0.037	4.087	0.009
8	Service	2.322		0.103	0.285	0.836

Table 3 depicts the Analysis of variance of variables. the table values prove that age and educational qualification varies the perception of job seekers towards e-recruitment. The results suggest that job seekers of different age groups have different perceptions regarding the usage of social media, usage of the internet, Effectiveness and efficiency and information sharing. The job seekers of different levels of educational qualification have different perceptions regarding social media and internet information.

The effect of demographics on perception of job seekers towards e-recruitment is successfully identified in this study. The works of (Sylva and Mol, 2009) and (Holm, 2012) contradicts the result obtained in the study. The contradictory result may be due to the pandemic situation and the fear of reaching offices for applying for a job could have resulted in the positive perception towards e-recruitment.

## CONCLUSION

The study was conducted to understand the e-recruiting process in the pandemic situation perceived by job seekers. Our research has explored the effectiveness of using e-recruitment and through research it has been analyzed that e-recruitment makes it easy for job seekers to find the right job in a pandemic situation. The study indicates that online recruitment and selection procedures are positively perceived by some applicants more than others, indicating that the success of online application systems cannot be generalized to all target groups. HR strategies on the Internet might therefore unintentionally lead to differences in applicant reactions, satisfaction, and organizational attraction.

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