A STUDY ON IMPACT OF ONLINE JOB PORTALS ON RECRUITMENT PROCESS IN HR CONSULTANCY INDUSTRIES, BANGALORE

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Abstract—*In this cut-throat era, the education among the people is so increasing that the jobs for them are now decreasing. The companies even want the people who are best in their fields. At that time, it becomes difficult to find the people who are bright enough to be hired. The work for the companies also increases to find the people who can fulfil their desires. Thinking about these problems, one can think about the method which can handle this process and make the work less difficult. This article is about the recruitment process which is done online and impact of those job portals on recruitment. The recruitment process here is handled by the software called TAMS at HR Consultancy Industries. Previously, the mass recruitment used to be conducted through walk-in interviews, or advertisements on the newspapers which were the old-school techniques of approaching the candidates. Now the recruitment agencies collect the profiles of the candidates, analyze them, and then select the best among the rest and schedule interview with the employers of the concerned organization. The Study is conducted in order to know about how these online job portals impact on the recruitment process followed at the HR Consultancy Industries, Bangalore. The study is restricted for the sample segment of recruiters.*

Keywords—*E-Recruitment, Online Job Portals, Recruitment Agencies, Selection Process, Sourcing.*

INTRODUCTION:

The recruitment is one of the faster growing sectors both in India and in the world. The industry is going through a fast-paced evolution to hire the best fit for an organization through new technology. This project work helps to understand how the major players of HR Consultancy industries are keeping pace with the other industries and provides an opportunity to understand various aspects of business both from the organizational perspective and from client's perspective. Therefore, there arises a felt need that Impact of Online job portals on recruitment process conducted in HR Consultancy Industries should be studied.

Contact with employees can be tricky for management. Social networking websites and online job portals provide an opening for management to have faster contact with their subordinates. If there is an issue that needs instant attention, a manager can send a message through social networking websites and the internet to their employees to get the information they need to make a decision.

"Organizations are actively influencing the supremacy of social networks and job portals to find new-fangled business opportunities, innovative groups of like-minded individuals and companies, and recent sources of industry specific knowledge, guidance and proficiency".

Previously, in HR consultancy industries, the mass recruitment used to be conducted through walk-in interviews, or advertisements on the newspapers which were the old-school techniques of approaching the candidates. Now the recruitment agencies collect the profiles of the candidates, analyze them, and then select the best among the rest and schedule interview with the employers of the concerned organization.

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Now, the online job portals have the capacity to gather as many applications as possible in no time. This is due to the higher demand of job seekers in bagging their dream jobs. But, the collection of innumerable applications is not the end because these are, thereafter, scrutinized meticulously.

Through the help of job portals, we also come across a new concept here called as E- Recruitment. E-Recruitment is also called as web recruitment. The step of sourcing and hiring of job seekers through websites is called E-Recruitment. The first stage of recruitment stage is identification of availability of job vacancies in an organization followed by sourcing of candidates depending on the required qualification and skills, testing of candidates and interview etc. instead of using the pen and paper for the recruitment process, the recruiter can use either the company website or other social media.

Today consultancy should continue to align their firms with others that provide complimentary services and have the same organizational values and ethics, while maintaining their flexibility to respond to the general economic conditions. Innovation is the key to consultancy prosperity.

A REVIEW OF LITERATURE AND GAPS:

The purpose of literature review is the identification of the problem statement, understand the secondary data that has been gathered in the field of study and to make new solutions on the problem statement. E- Recruiting gives details about the company and vacancy positions is given either in the company's website or on the online job portals, which has the capacity to gather as many applications as possible in no time. For the purpose of this study, previous research works that has been already done are studied to find out the existing gaps.

Prabjot Kaur (2015) E-Recruitment: A Conceptual Study, International Journal of Applied Research: "The smartest business choice you can make is to hire qualified individuals. Bringing the right individuals on board up spares you thousands, and your business will run easily and proficiently." (Brian Tracy) The way closer to finding and shopping the great-certified hopeful (from inner or outdoor of an association) for an employment possibility, in an auspicious and savvy way. The recruitment procedure contains breaking down the conditions of work, pulling in representatives to that occupation, screening and choosing applicants, enlisting, and coordinating the brand-new employee to the affiliation. online recruitment has made considerable progress since its beginning. It is the most recent pattern in recruitment process in this focused globalized era. The accomplishment of each association relies on an imperative segment that is human asset and enlistment is vital for achievement since it produces human capital. The conventional strategies for recruitment have been changed through the impact of web. Numerous authoritative have effectively executed e- recruitment forms for posting jobs and accepting resumes on web and relating with candidates through e-mails. In this paper light will be tossed on the idea, advantages, issues, and criteria for viable e-recruitment. It additionally concentrates on the current patterns and techniques for e-recruitment.

Ghazzawi K. (2014, June): Critical success factor of the E-recruitment process. Journal of the Human resource management and labor studies: Today, integral part of every organization is the people (Human Resource). Even to operate the small machine, human resource is needed. Without human resource, it is impossible to complete the production activity. Therefore, the organization has to give more importance to its staff members. To reach the organization's goal it is important to choose the right candidate for the right job. Employees are the pillar of an organization. Well selected employees would not only contribute to the efficient running of an organization but offers significant potential for future placement. For the growth of an organization, recruitment strategy needs to be dynamic. The review of literature has been very revealing as it has thrown light on the research and articles that have been written on online job portal's recruitment. Moreover, it has helped in identifying the degree of research that has been already done on the subject. It has reduced the scope of repetition and has formed the basis of secondary data for this study.

Holm A.B. (2012) E-Recruitment: Towards a Ubiquitous Recruitment Process and Candidate Relationship Management. Aarhus V: Rainer Hampp Verlag: There was a differentiation between the paper-based and the electronic-based enlistment process. From the discoveries, Holm's discovered that the electronic-based enrollment process began with couple of electronic instruments for line administrators to start the enlistment methodology, for example line administrators were putting their employing needs into a Word report and sending it to the reliable chose selection representatives. The spotter pro at that point expected to scrutinize each competitor and rate the solicitation. In a couple of cases, this is dealt with through channel programs passing on top contender to the cutting edge. Holm's (2012) study was coordinated between the years 2008 to 2010 of every three associations in Denmark, which could have limited the authenticity of the enrollment procedure today as electronic advancement has been made for the creating subject of enlistment.

Philips (2008): Tapping into the next talent generation II, Strategic HR Review: The utilization of e-recruitment and web functionalities had become out to be collaborative approach in securing and overseeing potential. The net revel in of internet browser access, interactive interfaces, social networking, coordinated attempt and institution are presently usual with competition. Nowadays, internet clients are vintage and younger, male, and female, skilled and unskilled. Using the net for deciding on is not constrained to professional and salaried positions. Increasingly it is also being utilized for recruiting for hourly employments.

Jain A. (2010, May): Effect of Online sourcing on ROI. Journal of Transactional Management: Recruitment via social media refers to the system of matching the recruitment and the growing area or scope of social media. On-line sourcing offers each opportunity and challenge for the recruiter in looking for of the appropriate candidate for task. On-line sourcing helps both the recruiter and the candidate to accumulate the wide verity of statistics about the activity openings. It also allows the recruiter to get the personal information about the applicants. This process is turning into famous due to its various benefits for the employers including sourcing hard to lease candidates, attaining prospective applicants, on-line reputation, large reach, different, less expensive, and higher return on funding (ROI).

Radhika K. Rathi, Neha V. Londase, Rhucha D. Gangamwar (2013), IT Job Portal in Android: This research makes a specialty of Discrete Time task seek. In Discrete Time activity seek the individual is inquisitive about selecting a coverage (i.e. A series of decision rules) that determines whether to simply accept any specific activity provide. The eventuality of the activity provide is referred to as the outcome and is dependent on possibilities of the searcher inclusive of talents, pay, place of the employment opportunity, and the willingness of the organization to rent the searcher. The review of activity seek idea provides the idea for a discussion on agent-primarily based software relevant to the activity seek procedure.

Navdeep Kumar, Pankaj Garg (2010), Impact of Online Recruitment on Recruitment Performance: Competitive companies of the future must appeal to and hold the satisfactory and fantastic personnel to remain aggressive in the market. The internet lets in businesses to reach a big quantity of candidates easily and effectively. Although the worldwide net is turning into the new recruiting device, traditional techniques, such as newspaper advertising and marketing, aren't yet old. Local newspapers are the preferred marketing medium for no control positions, and countrywide newspapers are broadly used to recruit managerial/professional applicants. This paper identifies internet recruitment methods from applicable literature and describes how their benefits can impact the recruitment performance.

Purvi Sheth, (2018) Recruitment Automation: Technology changing the way you Hire:

Generation is changing the manner we engage with humans across our lives and hiring is virtually no exception. Generation in recruitment has taken away the mundane and routine ache factors of the manner for recruiters and HR teams, and made it faster, quicker & less complicated. The role of a recruiter has substantially converted and it's far vital to recognize this. As continually, generation is an enabler, no longer just in safeguarding rapidity, however additionally in reinventing the human intervention. Automation is transforming the way people force and play an element inside the hiring procedure. Humans are required in fewer approaches for the operational areas of expertise acquisition and are far more vital in the intellectual and analytical elements.

Arhana L, Nivya V G, Thankam S M (2011), Recruitment through Social Media area: Human resource: The explanation of the paper is to discuss the pre-lease proportions of the amount and fine of up-and-comers, with a particular awareness on e-enlistment. Electronic enlistment (e-enrollment) structures are utilized to encourage and improve human guide control. They adapt to the requirements of managers and procedure searchers by means of internetworking way which speed up business and upgrade the best of enlistment and administrations. In this paper we portray how enlistment process takes area through online networking. Web based life in enlisting strategy is a success win for every business and limit candidates. Web based life currently remains as the second most extreme standard gracefully of lease, attached with organization vocation sites. The capacity of internet-based life does not hinder at employing; be that as it may, it additionally has a situation in supporting individuals start a new position and in inside correspondences, keeping people connected once selected.

NEED FOR THE STUDY:

The recruitment is one of the faster growing sectors both in India and in the world. The industry is going through a fast-paced evolution to hire the best fit for an organization through new technology. This project work helps to understand how the major players of HR Consultancy industries are keeping pace with the other industries and provides an opportunity to understand various aspects of business both from the organizational perspective and from client's

perspective. Therefore, there arises a felt need that Impact of Online job portals on recruitment process conducted in HR Consultancy Industries should be studied.

OBJECTIVES OF THE STUDY:

- To determine the Impact of Online job portals on Recruitment process in HR Consultancy industries.

- To study various E-recruitment methods adopted by HR Consultancy industries.

- To analyze whether E-recruitment plays an important role in the success of the HR Consultancy industries.

- To analyze whether usage of online job portals reduce the cost of Recruitment and selection process.

DATA AND METHODOLOGY:

The research is based on the practical way of conducting the traditional recruitment and E-recruitment process. Therefore, the researcher has considered both the way of collection of data such as, Primary and Secondary data collection.

Primary Data for the project has been collected through Questionnaire Method. It consists of a number of questions printed or typed in a definite order on a systematic format or set of forms. It is sent to respondents who are required to read and understand the questions and write down the reply in the space meant for the purpose in the questionnaire itself. The respondent has to answer the questions on their own. Primary Data is also collected from respondents' feedback, reviews and comments given about the topic.

Respondents:

- The employees working in various HR Consultancy industries in Bangalore are more, among those, I am taking the sample size of 100 for my research study.

- The income level of employees taken for survey is around Rs. 3Lakhs to Rs. 5Lakhs.

- The employees taken for my survey are around in the age group of 22yrs to 40yrs.

- The education of the employees is graduation, and some are of post-graduation as well.

Secondary data for this study will be collected from reference books, magazines, web pages, published reports and online journals.

The data and information collected will be tabulated and represented in the form tables, charts and graphs; the same will be studied, further analyzed with the percentage method and inferences will be drawn. From the inferences the summary of findings, suggestions and conclusion will be presented.

Empirical Results:

In today's business world, online has become trend. In the same way, it has become a trend in recruitment process as well. As the online recruitment is relatively easy to source the qualified candidates through internet portals. Online websites are an important tool for all the organizations to attract the qualified candidates than traditional recruitment.

- It is found that majority of the respondents agree they source the candidates through Job Portals and some through the use of social media and with also help of other mediums such as Walk-In, Referrals, Consulting and so on.

- The HR recruiters of HR Consultancy Industries, majority of the time use the Online Job Portal advertisement for their recruitment process. There are some employees, who use other options such as direct interview, social media for the selection of candidates.

- It is found that majority of the respondents have agreed that E- recruitment plays an important role in the organization success and few of the respondents have disagreed.

- It is found that majority of the respondents have agreed that online Job portals helps to shorten the process of recruiting a candidate and few of the respondent disagree with the statement.

- There is a less chances of getting true profile of a candidate. It is needed for a recruiter to understand the candidate before selecting him/her.

- It is found that majority of the respondents agree that on an average, they spend 3 to 6 hours on Job

Portals on a daily basis to source potential candidates for vacant positions and few of the respondents agree that they don't spend more than 6 hours a day.

- It is found that majority of the respondents agree that, E-recruitment gives the best results in selecting the candidates for a particular job than Traditional recruitment and few of the respondents disagree with the statement,

- It is found that majority of the respondents agree that, using online job portals for E-recruitment provides wide opportunity to choose right candidates from different nationalities and few of the respondents disagree with the statement.

- It is found that majority of the respondents agree that, Environmental factors like (Competitors, Job markets, Government Policies etc.) affects recruitment process of the companies.

- It is that majority of the respondents strongly agree that, on the whole, lot of time, energy, effort and money is saved to recruit the suitable candidate for a job through E-recruitment than Traditional recruitment methods and few of the respondents disagree with the statement.

SUGGESTIONS:

- It is suggested that, the HR Consultancy Industries can continue with the online sourcing in selecting the qualified candidates for the particular job. But at the same time, they should not ignore other method of sourcing.

- For verification of the candidates, the HR Consultancy Industries should involve some other tools as well for the background verification such as Social media networking.

- Dependency on Online job portals is more as compared with other options, at the same time dependency on newspaper job advertisement, social media advertising should be concentrated and the organizations can also use the campus recruitment process to select the qualified employees.

- It is suggested that both online job portals and social media should be given equal importance so that there will be possibility of fetching more effective candidates both the way.

- Online recruitment should be given due accentuate as this is going to be the most prevalent recruiting practices across the industry.

- The HR Consultancy Industries may take necessary steps to promote and increase employer brand image to attract quality candidates to apply for the vacancies in the organization.

- The organizations may tie-up with other agencies to source the good candidates from them to increase the average performance of the organization.

- It is also suggested, it will be more effective if the HR Consultancy Industries, establish Talent Acquisition team.

CONCLUSION:

Recruitment is an activity which includes finding out a qualified candidate with respect to the skills required for the job, either outside the organization or within the organization for job openings, with less time and cost. The recruitment process begins with the first step of analyzing the jobs available in an organization followed by attracting the candidates, screening, and selecting the applicants and the last step is selecting. The same steps follow both in the traditional and modern method of recruitment. But, in today's world the E- Recruitment has become the trend for all the organization as it avoids waste of cost and time.

The only problem with the online recruitment is authentication of the candidate's profile. To verify this, organizations are using methods such as telephonic interview, verification with the previous organization, college (for fresher). By analyzing the above findings, this can be concluded as, the online job portals have the positive impact on the Recruitment process in various HR Consultancy Industries, Bangalore.

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