# A Study On Increase in E-Recruitment and Selection Process

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*Abstract*: **The internet has changed the ways organizations do business and recruit new members. This paper concentrates on how there is a drastic increase in the online recruitment process with the emergence of technology. Here efforts are made to understand if users prefer online recruitment or face to face selection. Effective E-recruiting and selection process increases organizations competitive advantage through lower costs and increased efficiency and offers more benefits for both job seekers and recruiters. The businesses set up as a regular recruitment strategies and techniques that would be the most useful to accomplish hierarchical objectives and goals. The main purpose of this research paper is to understand the increase in recruitment and selection procedures online. We found that most of them select E- recruitment more than regular recruitment process and prove to be more successful in finding the right candidate for the right position.**

*Keywords*: **E-recruitment, Online interview, Organization, Selection.**

## 1. Introduction

Recently there has been significant increase in use of internet tools to recruit and select people has grown (Hopkins &Markham, 2003). The web initially developed as a recruiting tool in the mid-1990s and was hailed by the well-known media as the driver behind a 'recruiting revolution' because of the advantages it could bring in new recruits (Boydell, 2002). Various research evidences show that online recruitments have become easy way to save cost and valuable time of firms (Hart, Doherty & Ellis-Cha dwick, 2000). The World Wide Web, or Web 1.0, shortened the search time, costs and offered a transparent method of information for candidates (Salmen, 2012). The success of any business depends on the quality of its staff, requirement employee with the correct skill can be added value to the business. Researchers says there are two main reasons for online recruitment. Online recruitment is effective in terms of saving cost of recruitment and selection. Most firms implement technology-based recruitment and selection to improve efficiency, bring new assessment tools, reduce costs, standardize systems and expand candidate pool. The rise in technology and internet has changed the way how organizations strategize for hiring process. As a result of this paper it can be understood that why job seekers choose online recruitment and how is it beneficial to them.

An online recruitment has great potential to any organization as it's up to date recruiting method provides current information. Many companies adverise about their jobs through online platforms.

### A. Internet as a Recruitment tool

The internet has changed the perspective of recruitment function from the organization and job seekers perspective and also has improved the speed at which recruitment takes place. It also helps reach 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. 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 candidate data can be stored and be valued anytime. Automated communication system can allow responses to be easier and less time consuming.

A significant piece of human asset the executives is that it 'plays out the basic capacity of drawing a significant asset - human capital-into the association' (Barber, 1998, p. 841). It is a cost-effective procedure in light of the fact that immediate individuals associations can require a considerable measure of exertion and time, forms upheld with online advances have added computerization and efficiencies to the value chain. That is the place online enlistment programming advancements exceed expectations and where huge worth can be derived from them. The strategy for pulling in and holding excellent ability to keep up upper hand. The greatest concern while enlisting on the web is that there is inadequate opportunity to assess all the resumes, because of abundance applications from unfit competitors. Web has had an effect on the human asset field. E-enrollment empowers the firm to play out the assignments in speed and improves the procedure (Tong and Sivanand, 2005). One of the results of the development of e-enlistment innovations has been that going after positions has become less difficult and more smoothed out. E-enrollment develops as a helpful and invaluable strategy over customary techniques for enlistment (Tong and Sivanand 2005).

The use of E-recruitment has widely grown in the past 10 years, and internet has been a widely chosen platform by both job seekers and recruiters. Given that on average job seekers spend around six to seven hours every week looking and

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seeking after appropriate positions (Farris and Dumas, 1999), the adaptability of the web is incredibly attractive as a methods for sourcing occupations. For example, the CIPD (2006) found that 64% of UK associations utilized e-enlistment, recommending that the development of the Internet as a recruitment tool has been evolving.

All together for online recruitment to have the effect on the recruitment procedure that has been anticipated, it would need to offer extensive focal points over other, more settled, techniques for recruitment, for example, print promoting. The writing has given a sensibly not insignificant rundown of the benefits of Internet recruitment over different strategies which included: cost adequacy, access to more individuals, the capacity to focus on the individuals required, access to candidates with a specialized and registering foundation, quicker response and turnaround times, convenience and economy (Starke, 1996; Capelli, 2001; Galanaki,2002; Zusman and Landis, 2002). Lin and Stasinskaya (2002) discussed the improved precision and undeniable nature of information through online sources and Cober, Brown and Levy (2004) portrayed the intuitiveness and convenience of corporate sites and the capacity to give more data 7 less spatial imperatives and the open doors for managers to draw on their brands all the more successfully in pulling in applicants.

Ng and Burke (2006) in their study on the next generation at work explored the views, profession desires, and quest for new employment practices among an example of business understudies. The creators led away from home review including 20,771 understudies across Canada to comprehend the perspectives on college understudies on occupations, associations, vocations and view of their associations. The examination utilizing various relapse investigation found that helpful understudies seem to have more sensible desire, have better bits of knowledge into their own capacities and wants, and report higher self-assurance.

*B. Factors that influence candidates to choose E-recruitment*

To the new era of taking recruitment process online has widely been implemented in organizations and have led to huge changes. Job status can be viewed and everyone has access to equal information. However, there are issues faced by firms by going online. While the implementation of E-recruitment process has been widely used by companies there are number of problems with respect to this major change in recruitment process which have not been addressed by most companies. Research to explore candidate inclinations (Sylva and Mol, 2009), responses, and likely unfavorable effects on specific gatherings of Internet-based application methodology (Anderson, 2003; Cober et al., 2003; Lievens and Harris, 2003) is just an ongoing procedure and a ton of work despite everything should be done in such manner. Blue chip organizations draw in huge number of utilizations. Frequently, it isn't the cash that is significant. It is the view of the activity searchers about the organization that issues in pulling in qualified forthcoming workers. However, taking from a certain

point of view some factors which might have an influence on candidate's perceptions of E- recruitment system are:
1. Acceptance by Job seekers.
2. Access to information.
3. User-friendly.
4. Internet selection image.

Acceptance by job seekers: Some people may find it difficult to apply for an online interview when compared to a regular interview. The perception of job seekers towards an online application depends on how the content is provided by the organization. Organizational website content (compensation, organizational culture and training opportunities) and style (aesthetics and usability) influence organizational attraction (Cober et al., 2003). It shows that both the content and style of organizational web sites play a key role in attracting candidates. Through research it was found that factors without direct relevance to the organization or the job are still important determinants of organizational attraction.

*Access to information:* The information provided by the company regarding a post plays an important role. Job seekers need relevant and correct details about the job they are going to apply to. Several studies have indicated that job seekers actively seek organizational and job-related information (Cober et al., 2003). It also serves as a key factor on applicant's values and expectations. It is therefore likely that the amount of information that is provided to the applicant by the online system contributes to the applicant's experience. Also in the case of online recruitment, the candidate has global access to much more information on organizations from multiple sources such as discussion boards, forums like Qoura and much more. This permits candidate acquire data from peers just as existing representatives of the association and get a more comprehensive perspective on the activity. Utilizing the online enlistment stages competitors can look through whether organization offers supper offers or clinical protection or money related help for additional examinations and preparing. This data can cause a contender to go after the position. Sensible occupation reviews when remembered for the online application framework is additionally supposed to be a significant segment for the contender to settle on their choices since it lets the applicants choose whether it is the correct activity for them or not before putting their time and vitality into the application procedure. This is subsequently helpful to the candidate just as the selecting organization.

*User friendly:* Internet operations are very easy to do once a person knows what to do. As indicated in Radcliff's (2000) article on internet recruitment, using a few key words to search for job vacancies online is deemed by applicants to be easier than searching through newspapers, and responding to online advertisements quicker and more simplified than submitting hard copy resumes to companies (Radcliff, 2000). Job seekers find it easier to apply online, with the help of job portals most applicants apply for various jobs at the same time. Feldman and Klaas (2002) asked job seekers for advice on how to make

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online recruiting more applicant friendly, two of the top five suggestions focused on usability (i.e., improve procedures for submitting resumes; make website navigation more user friendly). An examination by Braddy et al. (2003) affirmed that navigational straightforwardness upgrades the intrigue of online occupation promotions. Job seekers can be attracted to website which does not consume time in submitting applications, easy way to navigate through the site. One click for information regarding the job will help organization earn more valuable candidates.

*Internet selection image:* This construct was first depicted by Sinar et al. (2003) and mirrors a competitor's picture of organizations that utilization the Internet for candidate choice purposes. Sinar et al. (2003) respected this develop inside a cross-hierarchical example as a result variable that relates with 'the impacts of online choice framework properties on the picture of organizations utilizing such methods.' Image impacts are likely on the grounds that the choice procedure is a key, beginning wellspring of data for applicants about authoritative attributes that are generally obscure (Spence, 1973). The significance of picture impacts in online enlisting and determination becomes amplified while considering the simplicity with which a planned applicant can explore among elective business openings introduced online. In the current examination, this build will be treated as an indicator variable. This examination sets that candidates' perspectives toward the utilization of Internet for choice purposes may influence their impression of online application frameworks and their fulfillment with Internet-based frameworks. Following this contention, it is normal that apparent ease of use, saw proficiency, reasonableness observations, data arrangement and Internet determination picture will influence the candidate's general procedure fulfillment with the online application framework. This investigation utilizes the help of the examination directed by (Thompson et al. 2008) where they demonstrated their theory that people's impressions of an association will mostly intervene the connection between their responses to the business' website page and their aims to seek after an occupation with the association.

*C. E-recruitment and selection process*

Purpose and Importance of E-Recruitment and Selection Process,

- Attract and energize increasingly more employment searchers to apply in the association.
- Create an ability pool of possibility to empower the choice of best contender for the association.
- Helps decide present and future prerequisites of the association related to its faculty arranging and employment investigation exercises.
- E-Recruitment is the procedure which interfaces the businesses with the representatives.
- Increase the pool of occupation up-and-comers at least expense.

- Begin recognizing and getting ready potential employment candidates who will be proper up-and-comers.
- Increase association and individual adequacy of different enlisting methods and hotspots for a wide range of occupation candidates.
- Right choice of applicants decreases the expense of preparing.
- Proper Selection likewise decreases faculty issues in the association like: Labor turnover, non-attendance and tedium will not be knowledgeable about seriousness in the association.
- It likewise helps the board in completing the work by individuals successfully.

E-Recruitment and Selection process directly effects the organization and its goals.

*D. The recruitment selection process*

E-Recruitment refers to the way toward drawing in, screening, choosing, and on boarding a certified individual for an occupation. At the key level it might include the improvement of a business brand which incorporates a 'representative contribution'. Contingent upon the size and culture of the association e-Recruitment might be embraced in-house by directors, human asset generalists and/or e-Recruitment experts. On the other hand portions of the entirety of the procedure may be embraced by either open segment work offices, or business e-Recruitment organizations, or master search consultancies.

*E. Components of E-Recruitment sources.*

This underlying examination for alleged detached up-and-comers, additionally called name age, brings about a contact data of potential applicants who would then be able to be reached carefully to be screened and moved toward Screening and Selection Suitability for an occupation is normally surveyed by searching for pertinent abilities, information, inclination, capabilities and instructive or work related understanding. These can be resolved by means of: screening resume of employment forms for interviews. More proactive ID techniques incorporate execution evaluations, mental, inclination, numeracy, physical and proficiency testing. Examination on enrollment sources has thus extended and enhanced top to bottom and core interest. In 1967, Soelberg developed a job search and choice model that broke the job search process into two phases: planning job search (prepatory); and job search and choice (active). This concept has endured over time and was further acknowledged by Blau (1994) who found empirical support for this two-dimensional measure of job search behaviour. 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,

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employers are legally mandated to ensure their screening and selection processes meet equal opportunity and ethical standards.

*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 bringing them with a better pay and the promise of better career opportunities.

*On-boarding:* "On-boarding" is a term which portrays the way toward helping new workers become beneficial individuals from an association. A very much arranged presentation enables new representatives to turn out to be completely operational rapidly and is frequently coordinated with another organization and condition. On-boarding is included in the e-Recruitment process for retention purposes.
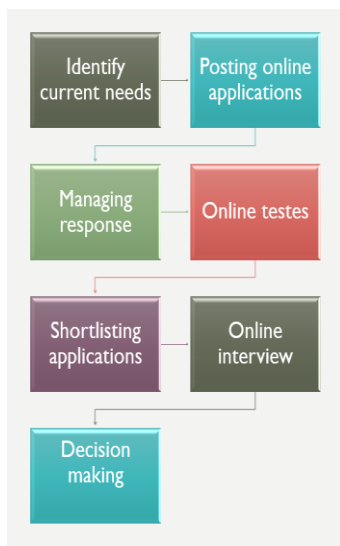


Fig. 1. Online recruitment and selection process

1. Identify current needs: The organization will have various goals, strategies and structure. The new candidates who are going to join the firm must suit the objectives and goals of the organization. The skills and talent required for the form for future success is to be considered while identifying the right talent to be hired.

Posting online applications: A company would go for mainly two options online:

a) Online Job portals: Job portals like Naukri.com, Monster.com, Timesjobs.com are some of the popular websites in India. An appropriate job description and necessary information is provided in the portal for job seekers to view and apply. The information includes job title, job description, required qualification, salary. These portals allow one to apply to multiple companies at a time. An applicant can save time and cost by applying through these portals rather than searching the newspaper or magazine. Everything is just a click away through internet.

b) Company website: This is the direct website of the company and allows candidates to understand the roles, requirements and duties of the job better. Job requirements will be posted in the company website. Example Google posts its job availability at Google Careers. This will hep a job seeker to identify the requirements of a specific company he/she wish to work with. Most top companies post their vacancies on their own website. It helps candidates to compare jobs within the same domain. The response from the candidate goes directly to the company rather than through intermediaries. According to online recruiting commentator Peter Weddle, nearly two-thirds of all companies under-utilize their corporate web sites for recruiting. Weddle suggests the following recruiting website improvements: take full advantage of virtually unlimited web space, communicate your company's image as an employer, attract both active and passive job seekers, and provide a high-quality web experience. Companies must therefore effectively utilize the available resources.

According to the general trend applicants prefer to apply through the career section of a corporate website.

2. Managing response: Once applications are sent by candidates the recruiters must review the skills and qualifications required depending upon the job description. Candidates are evaluated using various criteria. The Fundamentals of recruitment and Selection as an Human resource function are that; the post must be publicized, the selection and recruitment must be on the basis of merit and already predetermined criteria, and a record of all the selection and recruitment decision must be kept (Shultz & Duane, 2010 p53). The most suitable candidates are then shortlisted for further online tests or online interviews.

3. Online tests: Online tests can involve technical knowledge, subject knowledge, aptitude test, Language test depending upon the position the applicant applies for. These tests help recruiters evaluate suitable candidates more effectively. Online assessments can play a helpful role in recruitment. By conducting an online test right at the initial stage, a candidate's suitability and competence for the job role is determined. The standardised method of administration, scoring and the quantification and comparison of the results with other test takers allows the selection of truly capable candidates. Such candidates are more likely to succeed in the job. This step is optional to jobs which may or may not require a test.

4. Shortlisting applicants: Shortlisting is often the most challenging and time-consuming step in the

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recruitment process. A study of ability obtaining pioneers found that while 46% battle with pulling in solid up-and-comers in the current competitor driven ability advertise, 52% said the most troublesome piece of enlistment was distinguishing the correct up-and-comers from a huge candidate pool. After taking the tests the recruiters will be able to find candidates that have knowledge on the required skills needed, therefore will be easier to shortlist the candidates for the next round of the selection process.

5. Online interviews: Video conferencing emerged in the 1990s and in the last ten years we have seen the rise of two-way video such as Skype and Facetime. Human resource department will schedule interviews for candidates who are shortlisted. The interview needs to be scheduled and candidates often struggle to find the time and place during working hours to hook up on video, leading to inevitable delays, this should be avoided. The time and date will be informed to the applicants via E-mail or message and the candidate would convey if they are free for the slot. Some jobs require two stages of interview, telephonic interview and online interview. Online interview is commonly conducted through popular platforms like Google Meet, Skype etc.

6. Decision making: Once the interviews are done the candidate must be selected based upon knowledge, test score, communication skills and urge to work. The decision is then conveyed through an official mail from the organization with an offer letter. Even if a candidate is rejected it should be properly conveyed.

## 2. Objectives of the Study

The objective of the study is to analyze the increase in online recruitment processes.

- To find out why job seekers choose online recruitment over regular recruitment.
- To analyze whether organizations should move towards online recruitment.
- To measure if candidates are satisfied with online recruitment.
- To find out if online recruitment and regular recruitment provides the same result.
- To find out what makes Recruiters go for E-recruitment.
- To measure online recruitment provides information to a wide range of audience.
- To measure the motivational level of job seekers to attend an online interview.

## 3. The need for the Study

Recruitment takes place in every organizations. Whether online or otherwise, there are tons of jobseekers looking for a job 24/7. Every minute a person applies for a job and this study helps to find out why people choose online recruitment and the reasons to its increase.

## 4. Review of Literature

During the period of my research several E-recruitment practices has helped both organizations and job seekers to find what they are looking for and utilize the available resources effectively.

Because of the way that the Internet and innovation have become quickly over the previous years, simultaneously, the E-selecting space is developing and the activity searchers have a ton of online enlistment stages that they can use to secure the ideal position. The target of the E-enrollment stages is to distinguish and to draw in the possible workers and in light of the fact that is additionally effectively to choose the representatives is instance of significant distances, the e-selecting stages are currently broadly utilized by the two spotters and individuals searching for occupations either in India or in the entire world

As indicated by Galanaki, (2002) online enlistment (recruitment) process is begun by posting opportunities on the corporate site or an online recruitment merchant's site and permitting candidates to send their resumes electronically through the e-structure or email.

According to the assessment of Tong and Sivanand, (2005) online enlistment (e-recruitment) rises as a convenient and beneficial technique over customary strategies for enlistment e-enlistment empower the firm to play out the undertakings in speed and improves the procedure One of the results of the development of e-enlistment advances has been that going after positions has become more straightforward and more smoothed out.

The recent recruiting technology works by collecting a bunch of potential recruits and rejecting those who don't meet certain qualifications, or don't use certain buzzwords in their resumes and cover letters of the applicants (Adam Vaccaro 2014). Automating the Recruitment Processes acquiring the best talent involves the planning, sourcing, assessing, hiring and on-boarding of top talent and helps companies in implementing the best practices of recruitment and hiring the best talent available in the market (Tyagi 2012). The automation of HR enhances the professional development of HR professionals in the organization (Nishad Nawaz and Anjali 2012). In the National Institute for Health Research (NIHR) is considerable variation in the consent, recruitment and retention rates in publicly funded randomized controlled trials. (Walters et al. 2017).

A research of (Kapse et al. 2012) investigated the advantages and disadvantages of E-enlistment, for example, more extensive access and geological spread, bigger crowd, more noteworthy opportunity to discover right applicant snappier/with more noteworthy viability all day, every day no hanging tight for issue dates, faster and efficient/cost sparing generally modest, better match of laborers opening, effectiveness gains, cost

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sparing/sparing work force costs, get to latent job seekers, decrease of unfit up-and-comers, more open doors for littler organizations in advantage and in the territory of weaknesses screening and checking the ability planning and credibility of a large number of resumes is an issue and tedious exercise for associations. There is low Internet infiltration and no entrance and absence of familiarity with web in numerous areas across India, Organizations can't be dependent solely and totally on the online enrollment techniques. In India, the employers and the employees still prefer a face-to-face interaction rather than sending e-mails.

Chiefs of Malaysia accept that e-recruitment can lead them to another serious situation in territorial work advertisements because of the significance of information laborers and asset-based rivalry (Poorangi et al., 2011; Ahmed, 2009).

Galanaki, (2002); Khan, (2010) as expressed that lower cost speculation, shorter recruitment cycle, reach to a more extensive scope of candidates, better nature of applicants, the chance to address explicit market specialties, and issue fascination of uninvolved occupation searchers; is depicted as the solid sides of the Internet enlistment. Moreover, the promotion and its properties are significant elements in e-enlistment as Buda (2003) saw that the recruitment ad is as viable when it should incorporate positive data toward the beginning when being publicized through non-master sources (for example general media).

A research on Internet job search and unemployment durations by Kuhn and Skuterud (2004) had tried to find out which types of unemployed workers looked for work online and whether internet searchers became reemployed more quickly. The authors concluded that internet job search is more common among workers with observed characteristics that are usually associated with faster reemployment and internet job search does speed reemployment. The authors pointed out that, internet job search might significantly improve search outcomes on dimensions such as job quality that they had not measured in their research.

Jansen, Jansen and Spink (2005), gave suggestions for online occupation chasing and enlisting in their paper on utilizing the web to search for work. The creators centered upon three explicit exploration questions: how do people search for job-related information on the web? How effective are these searches? And how likely are job seekers to find an appropriate job posting or application? The information used to inspect these inquiries originate from work searchers submitting work related questions to a significant web crawler at three focuses in time over a five-year duration. After effects of their examination showed that people looking for work data for the most part submitted just one question with a few terms and more than 45 percent of employment looking for inquiries contained a particular area reference. Of the archives recovered, discoveries proposed that lone 52 percent were important and just 40 percent of occupation explicit quests recovered employment postings.

The audit of the above writing gives a sign that online enlistment (e-recruitment) is recognized just like a significant part of occupation/up-and-comer scanning for work searchers and associations. Besides, e-enrolling is turning out to be more viable enlistment instruments, making a road to assemble connections between work searchers and associations (Mooney, 2002).

A conceptual paper on Managerial challenges of e-recruitment: extending the life cycle of new economy employees by Smith and Rupp (2004), examined the application of technology to recruiting and retaining knowledge workers in an e-commerce, information intensive environment. The authors reported that e-recruitment as a general process is job specific and offers computer-assisted screening interviews and statistical prediction to aid in reducing recruiting costs, time-to-hire and employee turnover.

Hadass (2004) in his examination on the impact of web enlisting on the coordinating of laborers and HR Managers built up a model of enrollment in which work searchers have private data about their capability for various employments and firms have blemished screening innovations. The ramifications of the model were exactly inspected utilizing work force information from US-based worldwide assembling firm with in excess of 15000 representatives. The appropriation of E-enrollment was displayed as lessening application expenses to laborers and improving screening innovation for firms. He reasoned that organizations may receive e-enlistment systems as a result of the immediate decrease in enrolling expenses and in view of rivalry among HR Managers for qualified recruits.

Purcell and Wright (2007), in their study highlighted five different questions an organization has to answer to have an effective recruitment strategy to ensure survival and success. The questions are "Whom to recruit?", "Where to recruit?", "What recruitment sources to use?", "When to recruit?" and "What message to communicate?" the above question is patient to get appropriate answer before establishing recruitment strategy.

## 5. Materials and Method

The design used to collect the primary data is a widely used and is considered to be very useful. The model of questionnaire and survey method is used to collect the data. This research solely depends on primary data. An age group from 19-59 are present in this research. Through this questionnaire method we decided to find out the percentage of people's opinion about specific enquiries on how they feel about online recruitment and what leads to an increase in online recruitment.

## 6. Data analysis and Interpretation

*Interpretation:* Out of 152 responses 16.4% (25) of respondents have not attended an online interview before and 83.6% (127) respondents have attended online interviews.

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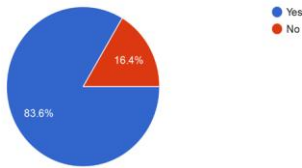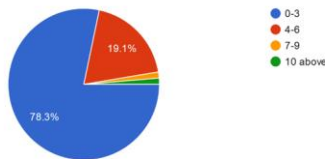
Fig. 1.



Fig. 2.

*Interpretation:* Out of 152 responses 78.3% (119) respondents attended 0-3 interviews, 19.1% (29) respondents attended 4-6 interviews, 1.3% (2) respondents attended 7-9 interviews and 1.3%(2) respondents has attended above 10 online interviews.
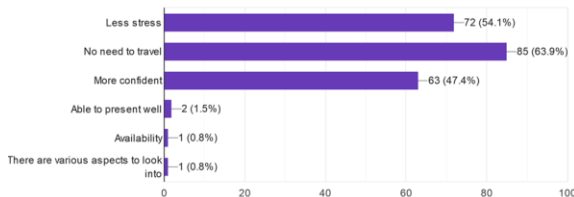


Fig. 3.

*Interpretation:* Out of 152 responses 133 respondents chose online interview over face to face interview from the following reasons: Less stress: 54.1% (72) respondents feel Online interviews are easy, No need to travel: 63.9% (83) respondents, more confidence: 47.4% (63) respndents, Able to present well 1.5% (2) respondents and various other aspects 0.8%(1).
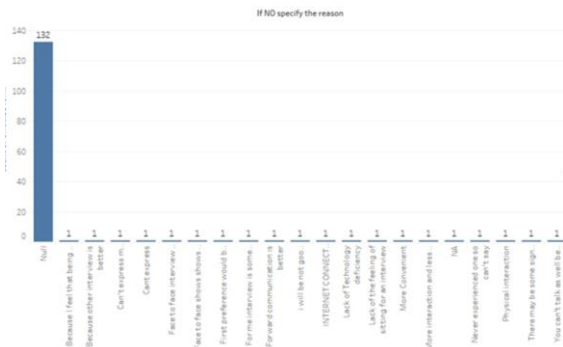


Fig. 4.

*Interpretation:* Out of 152 responses 20 respondents choose face to face interview and gave reasons like Internet connectivity issues, can't express- facial expressions won't be measured accurately, more convenient, more interaction and less misunderstanding, physical interaction, lack of technological deficiencies and more.
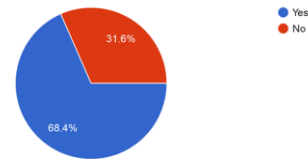


Fig. 5.

*Interpretation:* From the above pie chart out of 152 responses 68.4% (104) have been selected due to online interviews rather than face to face interview and, 31.6% (48) have not been selected.
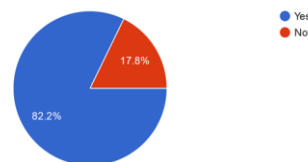


Fig. 6.

*Interpretation:* Out of 152 responses 82.2% respondents choose online interview over face to face interview, and 17.8% respondents choose face to face interviews.
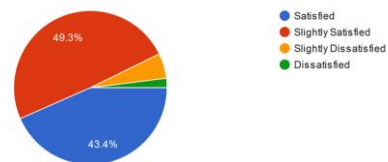


Fig. 7.

*Interpretation:* Out of 152 responses 43.4% (66) respondents are satisfied, 49.3% (75) is slightly satisfied, 6.3% (8) are slightly dissatisfied and 2% (3) is dissatisfied with E-recruitment.

*Interpretation:* Out of 152 responses 66.4% (61) respondents think online recruitment and regular interviews gives the same result, whereas 33.6% (101) think online recruitment and face to face interview are not the same.

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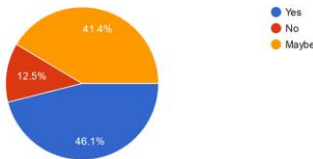
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Fig. 8.



Fig. 9.

*Interpretation:* Out of 152 responses received 46.1% (70) respondents believe E- Recruitment leads to placing the right person for the right job, 12.5% (19) respondents believe it doesn't lead to placing the right person for the right job and 41.4% (63) respondents are not sure whether E-recruitment places the right person for the right job.



Fig. 10.

*Interpretation:* Out of 152 responses 30.3% candidates think that all organizations should not move online recruitment and 69.7% respondents want all organizations to move to online recruitment.
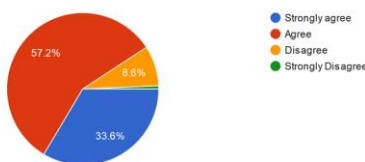


Fig. 11.

*Interpretation:* Out of 152 responses 33.6% (61) respondents strongly agree that E- recruitment offers an easy way to reach a wide range of job seekers, 57.2% (87) respondents agree, 8.6% (13) disagree and 0.7% (1) strongly disagree with the comment.
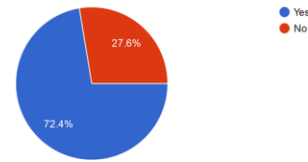


Fig. 12.

*Interpretation:* By the above graph most of the respondents 72.4%(110) found online selection to be less motivational than regular selection and 27.6% (42) respondents found it to be motivational.
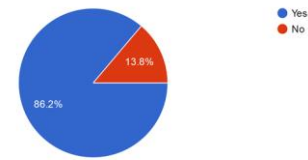


Fig. 13.

Interpretation: Out of 152 responses 86.2% (131) respondents post multiple job applications at the same time, and 13.8% (21) respondents do not post multiple job applications at a time.

## 7. Conclusion

We have done research and has found that most of the job seekers prefers online recruitment rather than regular recruitment because it is easier, less time consuming and cost effective. A candidate can post applications for multiple jobs at the same time. Internet E-Recruitment services including E-Recruitment websites and job search engines used to gather as many candidates as possible by advertising a position over a wide geographic area. In addition, social network sourced E-Recruitment has emerged as a major method of sourcing candidates. Online recruitment proves to have more accuracy in hiring the right talent and most candidates agree they have been selected due to online interviews rather than face to face interviews. The factors that organizations must improve in their online recruitment criteria is as under:

Collect and analyze feedback from candidates, Responsiveness to the candidate, considering applicant difficulties such as connectivity issues job seekers from remote areas should be given equal opportunities, transparency and accountability, Enhancing candidate experience, well defined job posting, optimize keywords for SEO, maximize advertising exposure, Provide the correct job title, Salary information.

Regardless of whether the Internet could supplant other recruitment channels is less clear. As of right now, apparently, while associations are utilizing E-recruitment, they are not set

up to dispose of the more customary strategies, for example, print media and business offices. There is unquestionably a need to utilize these techniques to drive work searchers to a corporate site in those associations with a less evolved brand. It is maybe too soon anyway to reach determinations about the future development of online recruitment and the relating change in the resourcing procedure.

Even with the current scenario of Covid 19 has had a huge impact on all industries. Every company that hires has adopted online recruitment strategies to find suitable candidates. This can increase the number of unqualified candidates who apply and the scrutinizing the applications and resume more time consuming.

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