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E- RECRUITMENT: TRANSFORMING TRENDS OF RECRUITMENT IN HUMAN RESOURCE MANAGEMENT

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ABSTRACT
Human resource plays a vital role in the organisation. Human resource is the means an important tool for any organisation. Organisation have to recruit people with requites skill, qualification and experience, if they have to survive in a highly competitive environment. Recruitment of efficient staff is one of the important activities as it generates the human capital for the concern. In the recent years, the field of human resource management has undergone numerous technological advancements. Internet has made an impact on the overall functioning of human resource department. E recruitment is a phenomenon that has led to the appearance of a new market in which there is a unprecedented level of interaction between employer and the potential employee. Now a day's large majority, online recruitment is an important part of the recruitment strategy because as the world is getting flatter day by day as of globalization, many new technology and concept coined. In recent years, the practice of using internet to recruit job applicants has increased steadily. The study tries to identify the overall concept of e-recruitment. It aims at collecting information regarding methods viz; e-mails, corporate websites and commercial job boards etc. of e-recruitment. There will also discussion on the various advantages and the disadvantages of the e recruitment practices broadly taken from the various literatures.

INTRODUCTION
Traditional recruitment has always been a time consuming and paper intensive process. They also tend to stress out your monitory resources. Online recruitment agencies are looking to remove the headaches associated with finding the right person or job. Appealing to both active and passive job seekers, recruitment web sites save companies and job hunters both time and money. Online recruitment is not just restricted to specific web sites either; many major companies are using some form of e-Recruitment, enabling candidates to e-mail their CVs to the human resources department. E-Recruitment, though at nascent stage, is becoming a part of corporate strategy with increasing numbers of companies setting aside budgets for online recruitment. E-Recruitment practices using the Internet to find candidates for job openings have established some roots in the business world, but are far from refined. However, the primary benefit is clear and convincing: 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 e Candidate and several persons in HR independently review eCandidates. Recruitment agencies also use a method of e-Recruitment by using a cloud based SaaS service; there are several online offerings for ready to use recruitment software. 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.

REVIEW OF LITERATURE
Anderson Neil (2003) found applicant and recruiter reactions to new technology in selection a critical review and agenda for future research through the review. The paper presents a narrative review of recent research into applicant and recruiter reactions to new technology in employee selection by different aspects of the use of new technology like computer-based testing, Internet-based recruitment and candidate assessment, telephone-based and video-based interviews, video-based situational judgment tests, and virtual reality scenarios.

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Verhoeven Helen and Williams Sue (2008) observed advantages and disadvantages of internet recruitment: A UK study into employers' perceptions through the literature review. It discusses the advantages and disadvantages of internet recruitment and selection as identified in literature and considers those against the views of employers in the United Kingdom. The results provide clear evidence that the majority of advantages and disadvantages identified in literature are also experienced by UK employers and help to lay foundations for future research.

Teng Yue and Cordoba-Pachon (2010) found social networking sites and graduate recruitment sharing online activities. The paper analyze key impacts of cyber personal data of social networking sites for students and graduates' job opportunities by using the combination of activity theory and interpretive analysis of data which were obtain from graduates participation in several popular social networking sites, which enables ascertain more clearly the role that sites could play in recruitment. Findings from graduates' experiences indicate that such sites have been used by a large proportion of them and with a variety of purposes.

L. Roth, Bobko et al (2010) examined social media in employee-selection-related decisions a research agenda for uncharted territory through the review. The paper suggest that organizational practice has outpaced the scientific study of SM assessments in an area that has important consequences for individuals (e.g., being selected for work), organizations (e.g., successfully predicting job performance or withdrawal), and society (e.g., consequent adverse impact/diversity).

Broughton Andrea, Foleyer et.al (2011) investigated the use of social media in the recruitment process by using questionnaire. The sample was drawn by Accent from an existing panel of business contacts and consisted of HR decision makers across a range of sectors, industries, GB regions and organizational size. The paper focused how the company use social media during the recruitment and what the benefit of the social media.

Pavitra Dhamija (2012) studies e-recruitment as roadmap towards e-human resource management through the review of literature. The paper aims at collecting information regarding methods viz; e-mails, corporate websites and commercial job boards etc. of e-recruitment. It includes the general advantages and disadvantages of e-recruitment.

S. Kapse Avinash et al (2012) explored e- recruitment through review of literature and finds that there will be a revolutionary change in e-recruitment and employees' development process. This study reveal also about discussion on the various advantages and disadvantages of e-recruitment practice broadly taken from various literatures.

ADVANTAGES AND DISADVANTAGES OF E RECRUITMENT
E recruitment provides the many benefit to the organisation. Through the e recruitment hire quality candidate those who frequently use online recruitment site may be the highly desirable early adopter. E recruitment reduces the sourcing cost and increase the ROI.

Online recruiting has a wider scope- locally, nationally and internationally- for enlarging the candidate pool and for improving the diversity of applicants. Consequently, employers have a better chance to find the right candidates for their vacancies.
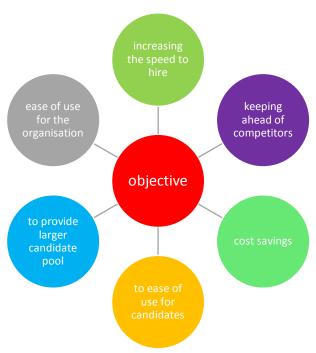
E recruitment program hires high quality candidate who perform better on the job and retention rates. E recruitment may provide your firm with a significant competitive advantage over other talent competitors. The net result may be that you can win more head-to-head battles with competitors over top talent.

Disadvantages
E recruitment gives the more facilities to the organisation but apart from that it has many disadvantages or limitation. E recruitment loss the personal touch. The lack of human touch is also a pitfall of e-recruitment. As a consequence, qualified candidates can be eliminated by the procedure. Sometime potential applicants do not use the Internet or are less familiar with it. Due to this organisation loss their capable candidates. E recruitment also arise the privacy issue.

Objective
There are various objective of the e recruitment:

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Sources of e recruitment

The Corporate Web Site and Homepage: The corporate Web site is a virtual medium that presents information about the company, often including human resources information, and possibly even allowing individuals to apply for jobs. The corporate homepage is the initial page of the Web site, used by an organization to present itself to viewers on the Internet. The growth in the use of the Web site and homepage as recruiting devices has been dramatic. The Web site provides a place to post an unlimited number of openings with detailed job descriptions and helps to tell the benefits of joining the company. Individuals desiring jobs with a particular organization discover job opportunities on the Web site.

Employment Web Sites: Many companies use employment Web sites by simply typing in key job criteria, skills, and experience and indicating their geographic location. They next click Search for Candidates and in seconds have a ranked list of resumes from candidates that match the firm's requirements. Fees vary from one employment Web site to another, and the number of sites has expanded dramatically in recent years. There are some example include like Monster.com, Timesjobs.com, etc.

Job Agent Service Sites: Privacy is lost as soon as resumes are posted, and excessive visibility may result. Sometimes resumes seem to float through the Web forever.45 to overcome this, individuals can use a job agent service site that permits job seekers to specify parameters for their ideal job and to receive information on the job opportunities that fit these criteria. This approach is effective for a passive job seeker (a person who is not actively looking for a job). With a job agent, a person who is not actively looking for a job can leave the door open to opportunities by indicating exactly what he or she wants in a dream job, then forgetting about it until something becomes available that fits the description.

Advertising: Print advertising will probably not be abandoned soon. However, go to any of the major Web recruiting sites and it will become readily apparent that advertising plays a major role in financing the site. Advertising job openings on the Internet is becoming increasingly popular. The homepage of most Web sites makes a person feel like studying the information presented. Advertising on the Internet requires new insight. Certainly the classified section of the Sunday newspaper provides a valuable source of available jobs. But now these same jobs are also being placed on the Internet. All major newspapers now have their jobs advertised on the Internet and at no additional cost to the companies placing the ads.

Private Employment Agencies: Employment agencies often have their own Web site to show prospective employees the array of jobs available through their agency. Rather than bombard the agency representative with

phone calls, a searcher can review the site to see what jobs might provide a fit, and then contact the agency. Job seekers are matched with a personal recruiter who can help them sort through job opportunities and give career advice over the phone.

Public Employment Agencies: The public Employment Service provides labour exchange services to employers and job seekers through a network of offices. Publicizing job listings on a national basis has helped employers recruit the employees they need to help their businesses succeed, while providing the labour force with an increased number of opportunities to find work and realize career goals. The public employment agencies network links various state Employment Service offices to provide job seekers with the largest pool of active job opportunities available anywhere and nationwide exposure for their resumes. For employers, it provides rapid, national exposure for job openings and an easily accessible pool of candidates.

College Recruiters: The Internet is a dramatic tool for recruiting college students. Some recruiters are using computers to communicate with college career counsellors and interview students through a video conferencing system without leaving the office.

Online Job Fairs: The Internet provides a special opportunity to conduct online job fairs, which are quickly becoming commonplace. Most major job sites regularly conduct online job fairs targeting major international job markets. The fairs are featured on the Web's homepage as well as on various other pages. Each corporate logo takes a user to a page with information on each company, job openings, and an online response form.

Internships: Currently, students find out about many internship programs by using the Internet. Numerous job sites focus on assisting students in obtaining internships. For example, internshipprograms.com focuses on student internship programs. The site enables students to search for internships by salary, industry, and geography, as well as by keyword, skills set, and organization.

EMERGING TRENDS OF E-RECRUITMENT
Online Newspaper Advertisements: All the national dailies are available on internet as e-paper. The method of posting advertisement in newspaper attracts attention of both the newspaper readers and those who use internet for applying to the job.

Speedy Communication: Company and the prospective candidate can communicate with each other via blogs. The process is no longer restricted to one way communication like mails, faxes only. Podcasts are the services of digital media files. Vodcasts are the video podcasts.

Candidate's Preference: Earlier the employers had the privilege to be selective in hiring process, especially in screening resumes but were not always correct. Because of the time limitations, it was not possible to go through all the applications. Today, the candidates have the right to be selective in posting the resume and choose their employers.

E-Mail Job Alerts: Today, the candidates get the job advertisements on their emails. Email alerts also help in tapping the passive jobseeker in the market. These people are still on work and are not looking for a vacancy seriously. But there is an opportunity of their choice, they can respond and apply.

RSS Feed The number of people sharing the information on how to the use the web more effectively to find a suitable role has gone up, making the usage of RSS feeders more. Today, the potential candidates get searches from Google and specific websites with up-to-date listing of jobs in the market at any one time.

WEB 2.0 - Social Networking: Gaining a reputation through word of mouth is one of the best forms of advertising the company. With the evolving Web 2.0 activities, lines of communication are created between like-minded people. This is done through user-generated content, via blogs, social networking, business community, discussion groups and recommendations online. Anything written online about organizations within community sites is considered to be worthy by the potential candidates, helping in the recruitment process.

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CONCLUSION

The study is set of comprehensive overview of how e recruitment is being used and provides an imminent into what organisation sees as the benefits and challenges of using the e recruitment technologies. It indicates that e recruitment is set to grow significantly in the coming years. The internet is being used for advertising and facilitating the application process. The organisation can also use internet based system to track and manage candidate's application, which provide significant benefit in terms of efficiency, cost and capability to monitor on recruitment activities. Internet recruitment are effective in term of saving recruitment cost , reducing time to hire and helping companies in developing competitive edge, market image and attracting right skilled candidate.

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