A STUDY ON OPPORTUNITES AND CHALLENGES OF E-RECRUITMENT IN IT SECTORS AT CHENNAI

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ABSTRACT- *The Internet has ushered in a new era of adoption, which has fundamentally altered the methods previously used. E-recruitment is the newest fad, and it's being used by businesses of all sizes. The fact that the ideal employment is just a mouse click away is a testament to the value of the Internet. The best candidates for open positions may be found more quickly with the use of job boards, corporate websites, and social media. Due to its time-saving, cost-effective, and high-quality benefits, electronic recruitment is gaining in popularity among both employers and job seekers. With just a few taps or clicks on your smartphone or tablet, you may search for and apply to jobs that are a good fit for your unique set of qualifications. The primary goal of this research was to catalog the current state of online recruiting and to catalog the advantages and disadvantages of this method of hiring. The IT industries in Chennai serve as the focus of this research. The study surveyed 163 IT professionals to determine how e-recruitment has affected the industry as a whole. SPSS is used to conduct statistical analyses on the data collected. In order to get insight into the state of e-recruitment as well as its efficacy, the data obtained was subjected to many types of analysis, including but not limited to the independent T-test, Chi-square, correlation, and One-Way analysis. E-recruitment is proven to reduce overhead and boost organizational output in this study. As this research indicates, there are benefits and drawbacks to using the internet for hiring purposes.*

Keywords- e-recruitment, opportunities, challenges, trends, benefits, job portal

I. INTRODUCTION

E-recruitment is essential since it guarantees that enough applicants who meet the organization's requirements apply for available positions. In the past, companies have found and hired new staff members using simplistic techniques like classified ads and word-of-mouth. Radio and television, as well as handbills, flyers, the mail, and courier services, are other common methods of recruiting. However, the rise of the Internet has led to a dramatic shift in conventional techniques of finding and employing new employees. Now more than ever, businesses big and small are embracing the efficiency and effectiveness of electronic recruiting.

This study's main goal is to investigate employment market trends, both present and future, pertaining to electronic job listings, including the benefits and drawbacks that job seekers may encounter. Electronic job searches can be conducted using sites like Indeed, LinkedIn, Naukri, Monster, Hirect, and Shine. The company's employment page, social media accounts, and internal and external referral programs are all excellent options. We now have a number of

devices at our fingertip thanks to the internet, which has significantly enhanced our capacity to choose applicants and bring on fresh hires. Online applications are preferred over alternative methods by both passive and active job seekers since they save time and money. The website also provides job seekers with information about the company and its culture (open positions listed directly on the site, connected roles, or looking for personal incentives). There are fewer small enterprises that offer a variety of job opportunities. Everybody has begun using their smartphone apps to look for job, including LinkedIn, Monster, and Naukri, which are all popular job platforms that all candidates access. The following are the primary justifications for e-recruitment: Utilizing the Internet and having a Web presence can improve the company's reputation, lower hiring expenses, and minimize the administrative and paperwork load. It also gives recruiting teams access to cutting-edge online resources. E-Recruiting bridges the gap between job searchers and employers. This gives businesses and candidates more flexibility, choice, and opportunity. Employers are seeing opportunities in a wider pool of candidates, time and money savings, keywords that make searching with Boolean strings or search quicker, and better candidate matching. Job seekers and candidates find opportunities in a straightforward application process, a focused job search with a wide range of options, a more comprehensive regional search, and a prompt response. Both job searchers and businesses must overcome the numerous obstacles that come with e-recruitment. Fake Profile, High Access Fees, Casual attitude, lack of Personal connection, Use of the Internet may not be a priority for all job seekers these are some of the challenges which are faced by the employers. Impersonal, privacy issues, old job posts, no response from company and not suitable for all job types these are some of the challenges which are faced by job seekers.

II. OBJECTIVES OF THE STUDY

The objectives of the study include:

• To understand the main e-recruitment process trends.

• To be aware of the main advantages that businesses can obtain from e-Recruitment.

• To determine the main obstacles that organizations have while using e-Recruitment.

• To examine the reasons behind recruiters' preference for online hiring versus traditional hiring practices and their degree of satisfaction.

III. LITERATURE REVIEW

From the perspective of both the employer and the employee, e-recruitment presents challenges such as the time and effort needed to identify the best candidates, the necessity of negotiating, the lack of transparency in the system, and the challenge of evaluating the company culture in the workplace. Businesses have been demonstrated to benefit from e-recruitment in a number of ways, including reduced costs, quicker turnaround times, increased reach, and improved matching. Applications are tough to assess, Indians are not very tech-savvy, and employers would rather meet candidates in person [2]. Social networking sites like LinkedIn, Facebook, and Twitter are important in this online hiring process because most graduates and post-graduates are thought to be the ideal people to approach [3]. The technique of using internet resources to supplement conventional methods of applicant discovery and selection is known as electronic recruiting, or e-Recruiting. Additionally, hiring the appropriate personnel fast and effectively can provide you an advantage over your competitors. A disadvantage for companies that have not yet completely incorporated web-based technology

into their corporate information systems and strategy is that, despite the recent increase in use, it has become omnipresent [4]. Businesses that adopt electronic recruitment tactics see a major impact on their overall success, productivity, and effectiveness. Companies appear to be worried about employing competent candidates for available roles while still being cost-conscious. Third-party interests that have a big impact include headhunters and recruiters [5]. In the IT sector, e-recruitment is frequently utilized for both executive and entry-level positions [6]. This study discusses the advantages and challenges of effectively using, monitoring, and controlling candidates' performances, applications, and activities. [7]. The author discusses e-methods of recruitment and trends, along with their benefits and drawbacks, and makes the case that traditional recruiting should not be replaced by e-recruitment but rather used to cover any holes left by the latter [8]. The usefulness of job sites, processing times and expenses, and factors influencing the selection of employment through jobs were all examined from the perspective of the applicants. The goal of this study was to determine the most effective ways to increase people's levels of happiness and self-awareness. On the basis of an understanding of the specific procedures offered to online job seekers, job seekers should provide useful information, user-friendly, and engaging web-based recruiting opportunities [9]. The study's focus was organizational adoption. In order to get individuals to attend seminars, they also considered using recruitment strategies. In order to better understand how to use recruitment methods to draw in and keep personnel, the study was carried out. It has been demonstrated that e-recruitment makes a company more appealing to prospective employees. The findings indicate that recruiting positively impacts telecoms businesses' capacity to draw in and nurture experienced new hires [10].

IV. DATA COLLECTION

A random sampling survey was taken in Chennai IT sectors. The data were collected through a mixed survey method by asking the questions to the people who are working in the IT sectors with Chennai. 163 samples were collected.

There are four parts to the survey

Part 1 collects the responder's personal information like gender, qualification, age, e-recruitment related questions and its impact.

Part 2 Collect their opinion and the kind of trend they are following in the e-recruitment process in their organization.

Part 3 collects the information regarding the challenges and opportunities they have went faced till now.

Part 4 questions are based on the satisfaction level of e-recruitment process.

V.METHODOLOGY

The purpose of this study is to identify and analyze the challenges and the opportunities that are faced in the organization while doing the e-recruitment. SPSS tools used to analyze the parameters of the study. Chi-Square analysis, Correlation, One-way Anova and Independent T-test are used to analyze the impact factors. The corresponding case study data values after testing and analysis are given in the tables I to VII

VI. CHARACTERISTICS OF RESPONDENTS

In order to find the characteristics of respondents, the respondents have been asked certain questions to classify themselves accordingly. Some of them are age and gender. The results for these questions are presented in tables 1 & 2.

Table I shows that 42.3% of the respondents are male and 57.7% of the respondents are female. Hence it is found that females are the ones who is majorly in the recruitment field.

Table I. Gender of respondents

Table II shows that 44.8% of the respondents use LinkedIn to source the profile while balance 55.2% of the respondents use Naukri to source the profiles. As from this analysis most of the respondents use Naukri to source the profiles. Naukri was found to be the best tool in e-recruitment process.

Table II. Job portal used to source the profiles

JOB PORTAL, YOU USE TO SOURCE THE PROFILES	NO. OF RESPONDENTS	PERCENTAGE (%)
LinkedIn	44.8	44.8
Naukri	55.2	55.2
163	100.0	100.0

Table III shows that 46.6% of the respondents are between the age group of 20-30, 36.8% of the respondents are between the age group of 30-40 and 16/6% of the respondents are between the age group of 40-50. Mostly young people are in the recruitment field.

Table III. Shows the Age of the respondents

AGE	NO. OF RESPONDENTS	PERCENTAGE (%)
20-30	76	46.6
30-40	60	36.8
40-50	27	16.6
Total	163	100.0

7. RESULTS AND DISCUSSION

The results and assessments of the potential and challenges in the field of e-recruitment processes in Chennai's IT industries are presented in this part. The SPSS software tool was analysed to get the data and the hypothesis.

7.1 TRENDS OF E-RECRUITMENT

A One-way Anova analysis is used to find whether there is any significance difference between the job portal they prefer to post the requirement and the job portal which helps them to find the most suitable candidate.

Null Hypothesis (Ho):

There is no significance difference between the job portal they prefer to post the requirement and the job portal which helps them to find the most suitable candidate.

Alternate Hypothesis (H1):

There is a significance difference between the job portal they prefer to post the requirement and the job portal which helps them to find the most suitable candidate.

From the Table 7.1 it shows that there is no significance difference between the job portal they prefer to post the requirement and the job portal which helps them to find the most suitable candidate. It shows that job portal they prefer to post their requirements helps them in their organization recruiting process to find the best candidate.

ANOVA					
Which job portal do you prefer to post the requirements?					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	6.616	4	1.654	1.114	.352
Within Groups	234.660	158	1.485		
Total	241.276	162			

7.2 OPPORTUNITY IN THE E-RECRUITMENT

Correlation analysis is used to find the If there is any relationship between time & cost saving of the e-recruitment and the productivity of the e-recruitment process in the organization.

Null Hypothesis (Ho)

There is positive relationship between time & cost saving of the e-recruitment and the productivity of the e-recruitment process in the organization.

Alternative Hypothesis (H1)

There is a negative relationship between time & cost saving of the e-recruitment and the productivity of the e-recruitment process in the organization.

From the table 7.2. it is found to be that there is a a positive relationship between time & cost saving of the e-recruitment and the productivity of the e-recruitment process in the organization, which means e-recruitment has so many opportunities in every organization in terms of considering all the factors.

7.2 Opportunity in E-recruitment (Correlation)

Correlations			
		E-recruitment is Time and Cost saving	*Productivity of E-recruitment process*
E-recruitment is Time and Cost saving	Pearson Correlation	1	-.021
	Sig. (2-tailed)		.795
	N	163	163
Productivity of E-recruitment process	Pearson Correlation	-.021	1
	Sig. (2-tailed)	.795	
	N	163	163

7.3 CHALLENGE IN E-RECRUITMENT

The Chi-square test has been used to find whether if there is any significance difference between the possibility of getting cheated in a virtual interview and the honesty of the resumes provided by the candidates.

Null Hypothesis (Ho):

There is no significance difference between the possibility of getting cheated in a virtual interview and the honesty of the resumes provided by the candidates.

Alternative Hypothesis (H1):

There is a significance difference between the possibility of getting cheated in a virtual interview and the honesty of the resumes provided by the candidates.

From the table 7.3 it is inferred that there is no significance between the possibility of getting cheated in a virtual interview and the honesty of the resumes provided by the candidates.

Chi-Square Tests			
	Value	*Df*	*Asymp. Sig. (2-sided)*
Pearson Chi-Square	33.351[a]	16	.007
Likelihood Ratio	33.609	16	.006
Linear-by-Linear Association	8.050	1	.005
N of Valid Cases	163		

Table 7.3 Challenge in e-recruitment (Chi-Square)

7.4 SATISFACTION LEVEL

The Independent sample t-test has been used to identify the satisfaction level in the e-recruitment process from the recruiter's point of view.

Null hypothesis (Ho)

There is no significance difference between the gender who are satisfied with the E-recruitment.

Alternative hypothesis (H1)

There is a significance difference between the gender who are satisfied with the E-recruitment.

From the table 7.4, it is inferred that there is no significance difference between the gender who are satisfied with the E-recruitment. All recruiters are satisfied with the e-recruitment process.

Independent Samples Test									
	Levene's Test for Equality of Variances		t-test for Equality of Means					95% Confidence Interval of the Difference	
					Sig. (2-	Mean	Std. Error	Lowe r	

		F	Sig.	t	df	tailed)	Differ ence	Differ ence		Upper
Are you satisfied with E- recruitme nt?	Equal variances assumed	.006	.937	- .01 4	161	.989	-.003	.184	-.366	.361
	Equal variances not assumed			- .01 4	146 .39 9	.989	-.003	.184	-.367	.362

Table 7.4 Satisfaction level (Independent t-test)

VIII. FINDINGS

From this study it is found that there are many challenges which is faced by the organization. And from the analysis, the study shows that the organizations are benefitting in most ways in terms of time, cost, massive number of options and keywords while they are also facing the challenges such as unresponsive, fake profiles, lack of integrity, personal connection and unprofessionalism. Majorly the e-recruitment is been a big success and beneficial to the most of organizations as many of them would suggest this process to every other peers & sectors. From the recruiter's perception most of the candidates is unresponsive if they are not interested this affects the whole recruitment process in the organization. Also, some candidates are not honest with their resumes, skills, educational qualification, experience and so on. It is found that on paper it is good but the candidates are not being honest with these factors towards the organization. In E-recruitment process the candidates and employers has number of options that reduces the trust and connection between the candidates and employers a well. It lies more towards the opportunities hence e-recruitment should not be replaced by the traditional recruitment it should supplement.

IX. CONCLUSION

Examining recruiting as a concept is the main objective of the study. When it comes to recruiting, simply hiring the most qualified candidates is insufficient. If your employees are talented, this can improve the output of your business. Every firm needs a skilled workforce, so e-recruiting is inextricably linked to the numerous other HR-related activities that companies carry out.

A reduction in time spent on administrative duties, less expenses, fewer steps, and more efficiency for both employers and employees are some benefits of computerized recruiting. E-recruitment's impersonal nature, privacy issues, and lack of a human component all add to its unreliability. Despite the widespread use of internet job advertisements, it is still difficult for potential workers to find firms they want to work with. Even with so many job advertisements on the internet, it is still difficult for potential workers to find employers they want to work for. The United States offers excellent internet recruitment services for both employers and job seekers. Similar to these are numerous additional network sites, such as Indeed, LinkedIn, Naukri, Monster, Shine, and Hirect. The simplicity of this process will be valued by both management and employees. Increased job happiness, improved productivity, heightened self-awareness, a successful business, and a simplified experience are all advantages for employees.

In the event that a particular course of action is not practical, the organization and its staff have several other options.

This affects the organization in ways such as monitoring applications, finding appropriate individuals through commercial websites, coming up with new ideas, and improving the quality of standardized contracts.

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