



E-RECRUITMENT PRACTICES IN IT SECTOR WITH SPECIAL REFERANCE TO CHENNAI

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Abstract

The study based on the pre-hire measures of the quantity and quality of applicants, with a specific focus on e-recruitment. Recruitment source effects were assessed through two perspectives applicant and organizational. Hence job seekers are also get benefited with the internet era and start searching the jobs on internet. What this usually means is the use of a company's own website, a third-party job site or job board, a CV database, search engine marketing or social media platforms to fill vacancies. The practitioners should be aware of the increasing demands of the quality of online communication with applicants, and with it the electronic communication skill of recruitment professionals. The study tries to identify the overall concept of e-recruitment.

Key Words: E- Recruitment, Job Seekers, Online Recruitment.

Introduction

Today the world is based on technology; E-recruitment has been an issue of interest over the pastern years. Internet is measured as the latest tool in hiring. It is a real revolution spreading over the world of job hunting & hiring. The term online recruitment, e-recruitment, cyber crusting, or internet recruiting, suggest the formal sourcing of job information online. The first references to e-recruitment. Appear in articles of the mid-1980s E-recruitment can be divided into two types of uses: corporate web site for recruitment and commercial jobs boards (such as monster.com) for posting job advertisements.

Online recruitment offers recruiters one of the most powerful and cost-effective ways to recruit staff for an organization.. What this usually means is the use of a company's own website, a third-party job site or job board, a CV database, search engine marketing or social media platforms to fill vacancies. What this usually means is the use of a company's own website, a third-party job site or job board, a CV database, search engine marketing or social media platforms to fill vacancies.

Review of Literature

E-recruitment formally implies sourcing of jobs online Ganalaki, 2002 E-recruitment is also known as online recruitment with the help of which the job seekers can send their CV's directly to the employer in an electronic form and their on the other end the employer will receive the CV and can filter is from the other respective candidate's CV's (Finn, 2000). By installing the software like "active recruiting" it is now becoming much easier for the employer to catch the deserving candidate for a particular profile, earlier 62 days were required to fill up vacant position but now it just require 42 days to fill up the same position it is now much easier (willenbrock 2005). It has been argued that online requirement cannot replace the traditional way of recruiting but a well implement online requirement can help the organization to make their much more easier (caggiano, 1999 & borck, 2000). At the nike's head quarter they don't miss.

A survey conducted by Williams (2009) on E-recruitment showed dwindling recruitment spends focused on web-based recruitment at the expense of traditional methods. The author also reported that online methods proved far more popular, as traditional methods of the HR professionals surveyed said that the jobs section of their own company's website was used as a recruitment tool for most jobs.

Haroon and Zia-ur-Rehman also investigated online recruitment. A total of sixty-five (65) respondents from small and large firms of the different sectors of the industries in Pakistan participated in the study. Data were collected through telephone interviews. Haroon and Zia-ur-Rehman [8] showed that preference was given to small firms as compared to large firms in terms of using internet recruitment. They also showed that large firms had their own websites and use them for recruitment as compared to small firms. They also revealed that online recruitment became a new medium that was going to replace the other traditional sources of recruitment because online recruitment offered reduced recruitment costs; time-saving capability, quick response features in checking application status, and online resume development.

Statement of the Problem

- The problem they faced is they cannot find the suitable candidate from the E-Recruitment for which they can't recruit best candidate from them.
- Another problem is the entire candidate sometimes are not sufficient capable for the specific job.



- Sometimes they have recruited the recommended person.

Objectives of the Study:To identify successful E-Recruitment practices in IT Sector.

Research Methodology:Research Methodology is a process by which the data are collected for the study from various sources and they are proceed, interpreted and analyzed using statistical tool to derive useful information.

Sampling:The sampling method for the research was census sampling method.

Sample Size :In this study the sampling size is 232.

Area of the Study:A study on e-recruitment practices in it sector with special reference to Chennai. Any of the resume they receive, they treat every CV's to be a prospective one, and the application like "active recruiter" makes it's much easier for them (Nike's, 2005).

History Five Company

1. Infosys History

In 1981, seven engineers started Infosys Limited with just US\$250. From the beginning, the company was founded on the principle of building and implementing great ideas that drive progress for clients and enhance lives through enterprise solutions. For over three decades, we have been a company focused on bringing to life great ideas and enterprise solutions that drive progress for our clients. We recognize the importance of nurturing relationships that reflect our culture of unwavering ethics and mutual respect. It'll come as no surprise, then, that 96.8 percent (as of December 31, 2015) of our revenues come from existing clients. Infosys has a growing global presence with more than 193,000+ employees. Globally, we have 85 sales and marketing offices and 100 development centers as at March 31, 2015.

2. Tata Consultancy Services-TCS

Tata Consultancy Services (TCS) is a global leader in IT services, digital and business solutions that partners with its clients to simplify, strengthen and transform their businesses. We ensure the highest levels of certainty and satisfaction through a deep-set commitment to our clients, comprehensive industry expertise and a global network of innovation and delivery centers. TCS has been recognized by Brand Finance as one of the Big 4 Global IT Services Brands. Our continued industry-leading growth is a testament to the certainty our clients experience every day.

3. WIPRO

It is a global information technology, consulting and outsourcing company with 170,000+ workforce serving clients in 175+ cities across 6 continents. The company posted revenues of \$7.6 billion for the financial year ended Mar 31, 2015. Wipro helps customers do business better by leveraging our industry-wide experience, deep technology expertise, comprehensive portfolio of services and vertically aligned business model. Our 55+ dedicated emerging technologies 'Centers of Excellence' enable us to harness the latest technology for delivering business capability to our clients. Wipro is globally recognized for its innovative approach towards delivering business value and its commitment to sustainability. Wipro champions optimized utilization of natural resources, capital and talent. Today we are a trusted partner of choice for global businesses looking to 'differentiate at the front' and 'standardize at the core' through technology interventions.

4. HCL Technologies: An Innovative Technology Solution Enterprise

At the dawn of the new millennium, a unique information technology company was born: HCL Technologies. As narrated in the video below, HCL Technologies has demonstrated remarkable growth through the recent economic downturn, emerging as one of only eight 21st century listed technology companies in the world to cross \$1bn in Net Profit, \$6bn in Revenue and \$15bn in Market Capitalization.

One Way Anova Test

Hypothesis set between Education qualification of the respondents & their opinion on the making the present job as their first choice.

Null Hypothesis: Ho = There is no statistically significant relationship between education qualification of the respondents & their opinion on the making the present job as their my first choice.

Alternate Hypothesis

H₁ = There is a statistically significant relationship between education qualification of the respondents & their opinion on the making the present job as their my first choice.



Descriptive								
Qualification								
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Strongly Agree	82	4.07	.262	.029	4.02	4.13	4	5
Agree	87	4.16	.400	.043	4.08	4.25	3	5
Neutral	39	4.08	.270	.043	3.99	4.16	4	5
Disagree	10	4.00	.000	.000	4.00	4.00	4	4
Strongly Disagree	12	3.92	.996	.288	3.28	4.55	1	5
Total	230	4.10	.385	.025	4.05	4.15	1	5

ANOVA					
Qualification					
	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	.902	4	.225	1.537	.192
Within Groups	32.994	225	.147		
Total	33.896	229			

Sources: Primary Data

Inference

This is the table that shows the output of the ANOVA analysis and we have no statistically significant difference between our group means. We can see that the significance level is 0.192 ($p = .192$), which is more than 0.05, therefore, there is no statistically significant relationship between education qualification of the respondents & their opinion on the making the present job as their my first choice.

Findings

Successful E-Recruitment Practices in it Sector

- 93% of the respondents said job titles bring the advertisement to their attention.
- 91% said they raise Telephone request to organization employee for duty statement mail out.
- 74% of the respondents said they consider salary factor for applying for a job.
- 47% of the respondents strongly agree that they accept the job they applied.
- 87% of the respondents agree that they would make this job one of their first choice.
- 99% of the respondents said they apply for full time position in job websites.

Conclusion

The aims of this paper were to examine the overall concept of e-recruitment. It has been right said that recruitment is not only hiring the best among those who applied for a particular post somewhat it's the question to enroll the right candidate in one's human capital. This will act as platform for both job seekers to search the job and corporate sector to hire appropriate candidates. E- Recruitment has come out to be a significant part of the recruitment strategy. It can be used to track and manage candidate applications, particularly among larger organization. E- Recruitment can provide some remarkable benefit in terms of efficiency and cost in the wake of above discussion a continuous improvement in understanding the technological issues related to E-Recruitment highly recommended.

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