E-Recruitment and It's Impact of Job Seekers

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Abstract

In recent years, the rapid advancement of technology has revolutionized various aspects of our lives, and the recruitment process is no exception. E-Recruitment, the practice of using electronic means to source, attract, and hire job candidates, has gained significant popularity among employers seeking to streamline their hiring processes and reach a broader pool of talent. It investigates how the shift to digital platforms has influenced job search behavior, candidate preferences, and overall experiences during the application process. The purpose of the article is to investigate the link between behavioural intention and the job seekers' perceptions of the utility, usability, enjoyment, and social influence. The accessibility and convenience offered by E-Recruitment have enabled job seekers to apply for numerous positions more efficiently, resulting in increased competition for each vacancy. The study delves into the advantages of E-Recruitment from the job seekers' perspective, such as enhanced access to diverse job opportunities and the ability to showcase their skills through digital portfolios. However, the research also identifies certain challenges faced by candidates, including the impersonal nature of the online application process and the prevalence of automated applicant tracking systems that might hinder

qualified candidates from getting noticed. While the digitalization of the recruitment process has undoubtedly brought numerous benefits in terms of efficiency and access to opportunities. The research serves as a foundation for understanding the implications of E-Recruitment on job seekers, offering valuable insights for employers and policymakers to optimize the recruitment process for the benefit of both candidates and organizations.

Keywords: E-Recruitment, job seekers, Perceived usefulness, social influence and online platforms.

Introduction.

E-Recruitment denotes to the progression of using electronic methods, such as online platforms, social media, and job portals, to attract, screen, and hire potential candidates for job positions. Over the past decade, e-recruitment has gained significant popularity among employers as a cost-effective and efficient method of finding suitable candidates. [10].The internet has had, is having, and will continue to have an effect on every industry, profession, and job. This is seen by the meteoric rise of online recruitment campaigns across sectors. Therefore, effective resource management is crucial for the success of any organisation, public or private. The usage of the internet is essential for any business nowadays.[6] The internet has become the primary source for candidate research for most companies nowadays. E-recruitment is a method of hiring that uses the internet to streamline processes and cut down on expenses. Sayel sabha, (2018). Online recruiting has the ability to expand access to qualified applicants and expedite the selection process. Paper applications followed a different process than their electronic counterparts. To kick off the electronic-based recruiting procedure for line managers, just a few electronic tools were employed. A crucial business practice is getting rid of cumbersome paper work. People nowadays used to spend countless hours every week on the internet, whether for work or for play. These people could also be looking for work. Online platforms may facilitate interaction between hiring managers and candidates.[3].Employers' and employees' approaches to both finding and applying for jobs have been altered by the proliferation of online recruiting and hiring platforms. E-recruitment removes barriers based on location, allowing people in one part of India to hunt for work in another part of the country. It is now easy, quick, and cost-effective to link an employer with a job seeker. They like an electronic application process over hand-delivering their resume to each potential employer. The author discussed how the internet cuts down on wasted time and effort. People looking for work often use these aspects of the internet. E-recruitment methods have also been widely adopted internationally. A company's internal factors include its recruitment strategy, HR strategy, recruitment costs, and rate of expansion. The challenges of online recruitment limit its potential. Because of how early in its development it is, its spread will be gradual. A lack of computer literacy also presents an obstacle for those who would like to apply online. This results in high turnover rates for many businesses. Due to a lack of computer literacy, some respondents have difficulty providing accurate data.

Figure :1

Developing effective e-recruiting websites:

Source: https://www.google.com/url
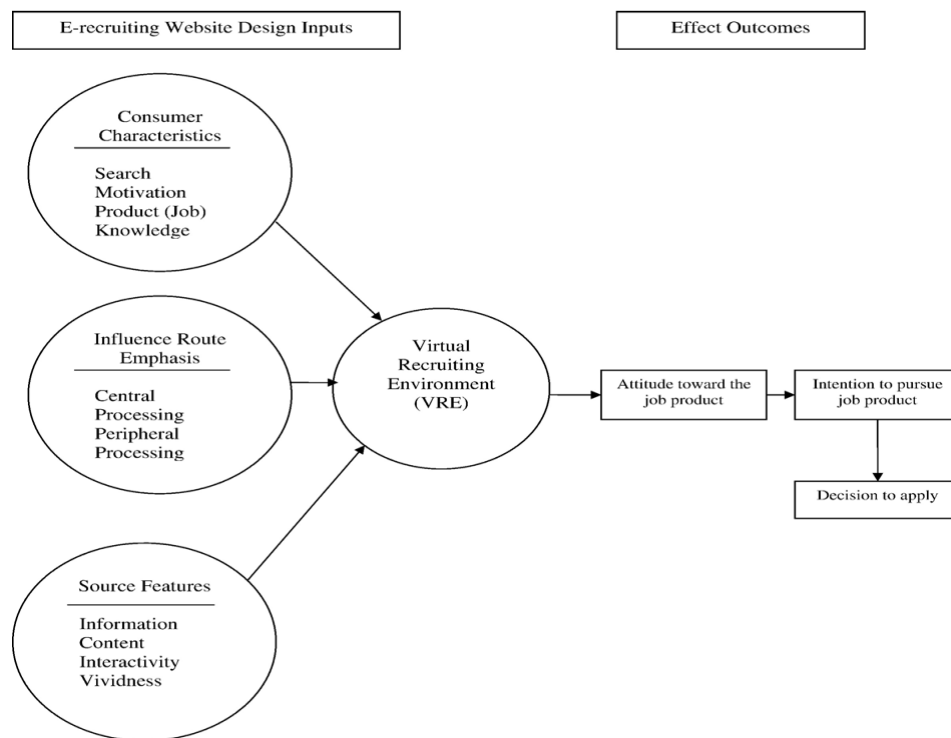
Background of the study

E-Recruitment has a lot of promise for any organisation since it is now a recruitment strategy that offers up-to-date information, opens up geographic borders to search for talent, and saves time and money. In order to source the right person at the right time and at the right price, many businesses have adopted e-recruitment as part of a strategic plan for development and sustainability. In order to win the global battle for the hip market, a company has to be on the lookout for a wide range of tactics. E-recruitment has risen in popularity among HR professionals due to the many benefits of online communication.[2]. Effective administration of a company's people resources requires widespread use of computerized human resource management. Perceived usefulness refers to the extent to which job seekers believe that using a particular technology (in this case, a recruitment platform or E-Recruitment system) will enhance their job search process and ultimately lead to positive outcomes, such as finding a suitable job. The belief that the technology will be beneficial motivates them to adopt and engage with the platform actively.[9]. Perceived ease of use relates to the job seekers' perception of how simple and straightforward the E-Recruitment platform is to use. When job seekers find the platform easy to navigate and interact with, they are more likely to have a positive behavioral intention to use it. A user-friendly system reduces barriers to adoption and encourages active engagement with the technology. Furthermore, the study examined the psychological impact of E-Recruitment on job seekers, addressing concerns like increased stress due to constant monitoring of job portals and social media platforms.

Additionally, it explores the impact of employer branding and online reputation on a candidate's perception of a company, leading to the phenomenon of "employer of choice" organizations

Research Review

Sayel sabha, (2018), [14] explored this involved using the inductive process to create a list of the alleged advantages of e-recruitment. On the basis of their interactions and experiences, participants were asked to rate the advantages of e-recruitment. The progressing results were used to the creation of the things. Brief interview answers that were often given included: lower expenses, less time, the potential to influence candidates from other nations, higher applicant quality, and a positive reputation for the organisation Haroon Zia-ur-Rehman M.(2010).This American research illustrated the advantages of the internet for hiring, with staff retention being the biggest source of worry. Internet recruiting is really important. The researcher concluded that businesses might implement e-recruitment practices due to the immediate decrease in hiring expenses and the competitiveness among HR Managers for qualified workers. Maurer and Liu (2007), web-based hiring may save costs by up to 87% for each new person hired by an organisation. With the aid of survey and interview techniques, Parry and Tyson (2008) studied the hiring practices of businesses over a six-year period. Thompsons (2008) conducted research on how organisations and site design affect potential job searchers. Haroon and Zia-ur-Rehman (2010) looked at internet employment in Pakistan. A total of 65 respondents from small and major businesses in Pakistan's various industrial sectors took part in the survey. The findings reveal that E-Recruitment has substantially altered job seekers' approach to finding employment. Online job portals, company websites, and social media platforms have become primary sources for job searches, displacing traditional methods like newspaper advertisements.

Need for the Study

Time and energy are conserved, and it's possible that the correct person is chosen for the job, thus it's deemed successful. The company might offer the employees more jobs to help them attain the required level, and the recruiter can spread the news.[7] That may be a boon to the job-seekers. The personal information of job searchers must be kept private, and the job sites must ensure that only recruiters and applicants have access to the applications and data posted on the sites. The company may provide internet access to its workers in an effort to reduce the financial burden of maintaining an individual connection. [11].The company's employment process may benefit from these considerations. Integrating social networking sites into the E-Recruiting process has become an effective way to introduce job-seekers to businesses.

Research objectives

1. To investigate the link between behavioural intention and the job seekers' perceptions of the utility, usability, enjoyment, and social influence.
2. To identify the factors influencing job seekers' preferences for using e-recruitment platforms.
3. To understand the factor connected to social networking site utilisation for e-recruiting

The research aims to answer the following questions:

1. How do job seekers perceive e-recruitment methods compared to traditional recruitment processes?
2. What are the factors influencing job seekers' preferences for e-recruitment channels?

Research Methodology: Quantitative data will be collected through online surveys, targeting a diverse sample of job seekers. The survey will include Likert-scale questions and structured items to measure perceptions, attitudes, and preferences. The data will be gathered through in-depth interviews with selected job seekers to gain deeper insights into their experiences with e-recruitment. The study has been carried out with 500 sample respondents (job seekers) who have been selected using the convenient sampling technique. The data have been collected using the interview schedule and Google forms. The data were analyzed using the SPSS software and simple percentage, descriptive statistics and F-test are used.

Analysis and interpretation and findings

The UTAUT model suggests that these factors directly influence job seekers' behavioral intention to use the E-Recruitment platform. Additionally, behavioral intention is considered a significant predictor of actual technology usage. In other words, when job seekers have a strong behavioral intention to use the E-Recruitment platform, they are more likely to engage actively with the system, increasing the likelihood of successful job matches and positive outcomes. Overall, understanding the relationships between these factors can help employers and recruitment platforms design and implement more effective E-Recruitment systems that cater to the needs and preferences of job seekers, ultimately leading to improved user experiences and higher adoption rates.

Chart 1
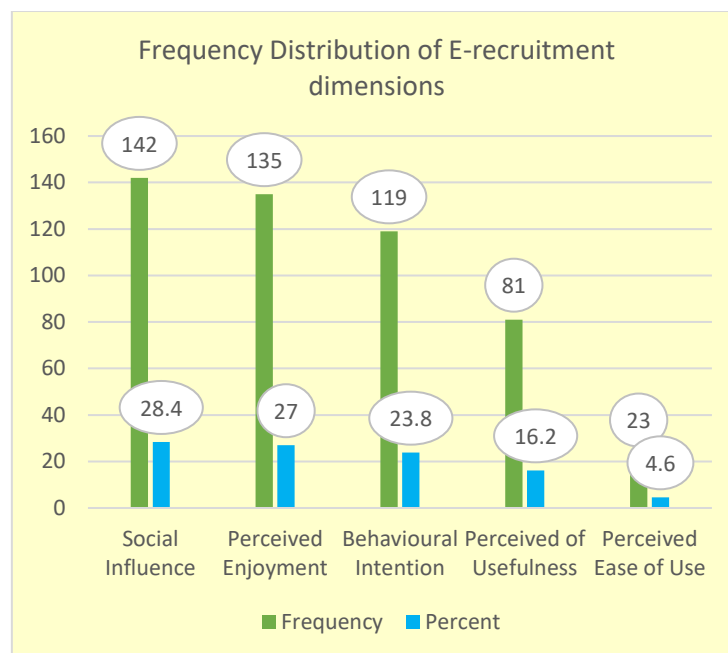
The chart 1 revealed that (28.4%) respondents preferred Social Influence. In the context of E-Recruitment, social influence can come from peers, colleagues, or social networks where job seekers share their experiences with using specific platforms. Positive reviews or recommendations from others can influence a job seeker's decision to adopt and use the E-Recruitment platform, thereby strengthening their behavioral intention to use Unified Theory of Acceptance and Use of Technology (UTAUT) is a concept that explains the connection between job seekers' desire to act and their evaluations of a technology's utility, simplicity of use, enjoyment, and social influence. The UTAUT

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model is a popular theoretical framework for investigating people's planned uses of technology in their daily lives.

II. Factors influencing social networking site utilisation for e-recruiting on different age group of job seekers.

Table 2

Results of F-test for Factors influencing social networking site utilisation for e-recruiting on different age group of job seekers

Social networking sites	Age group	N	Mean	SD	F	p
Jobseeker.com	< 25	172	3.87	1.974	1.062	0.376
	26-35	144	4.17	1.962		
	36-45	103	4.24	1.902		
	46-55	70	3.33	1.996		
	>50	11	4.78	1.470		
Naukri.com	< 25	172	3.14	1.923	1.035	0.387
	26-35	144	4.37	1.961		
	36-45	103	4.23	1.886		
	46-55	70	3.77	1.942		
	>50	11	4.51	1.470		
Monsterindia.com	< 25	172	3.49	1.967	0.848	0.468
	26-35	144	4.20	1.953		
	36-45	103	4.31	1.908		
	46-55	70	4.2	1.938		
	>50	11	4.12	1.564		
LinkedIn	< 25	172	4.56	2.001	0.758	0.559
	26-35	144	4.32	1.979		
	36-45	103	4.11	1.918		
	46-55	70	4.44	1.988		

	>50	11	4.39	1.470		
Placementindia.com	< 25	172	3.19	1.979		
	26-35	144	4.44	1.979		
	36-45	103	4.30	1.918	1.068	0.398
	46-55	70	4.28	2.001		
	>50	11	4.11	1.470		
Careerbulider.com	< 25	172	3.73	1.960		
	26-35	144	4.10	1.936		
	36-45	103	4.04	1.890	1.247	0.301
	46-55	70	4.02	1.986		
	>50	11	4.65	1.470		
Shine.com	< 25	172	3.32	1.962		
	26-35	144	4.83	1.928		
	36-45	103	3.45	1.890	1.123	0.362
	46-55	70	3.67	1.976		
	>50	11	4.36	1.470		

Table 1 shows the F-test results for social networking site utilisation for e-recruiting on different age group of job seekers. The computed F & p-value for factors influencing social networking site on different age groups of respondents is 1.062 & 0.376. The p-value is >0.05. The study concluded that there is no difference among the age group of consumers concerning the factor of ' Jobseeker.com' .The computed F & p-value for Naukri.com detail on different age groups of consumers is 1.035 & 0.387. The p-value is >0.05. The computed F & p-value Monsterindia.com on the different age groups of consumers is 0.848 & 0.468. The computed F & p-value for LinkedIn on different age groups of consumers is 0.758 & 0.559. The computed F & p-value for Placementindia.com' on the different age groups of consumers is 1.068 & 0.398. The computed F & p-value for the Careerbulider.com and Shine.com on the different age groups of consumers is 1.247 & 0.301, 1.123 & 0.362. The p-value is >0.05. The study concluded that there is no variance among the age group of consumers concerning the factor of the 'Careerbulider.com.' Younger generations, especially college students, have a favourable outlook on Internet recruiting, making it impossible for modern businesses to ignore this strategy (Parry & Wilson, 2008).The Internet has facilitated the development of a worldwide marketplace for both products and human capital. Online job boards are a useful medium for connecting recruiters and prospective employees. In the recent decade, the Internet has become increasingly important in the hiring process and the hunt for new employment. Over the past few years, the Internet's popularity has skyrocketed, and with it, the way businesses handle their human resources and other internal operations. The methods that businesses use to find potential employees have been improved as a result of the

Internet's prevalence.[7].Although the e-recruitment system is relatively new and is seeing rapid growth, traditional methods of hiring like as advertising in newspapers or relying on employee referrals are not extinct. Therefore, conducting research on online recruiting is quite important if we want to make the most of the monetary and non-monetary benefits it offers to both businesses and those looking for work. According to the findings of this research, the use of the Internet for the purpose of job hunting is positively influenced [6]. Habits of using the World Wide Web and performance expectations of internet services are two factors that influence individuals' decisions regarding whether or not they will utilize the Internet to look for work. Therefore, looking for work over the internet is becoming an increasingly common practice; nonetheless, the existing problems should be resolved by the various involved stakeholders. E-recruitment was found to be an efficient method for both job seekers and employers, and as a result, it is essential to the maintenance of a competitive edge in the job market [8]. To successfully apply the e-recruitment strategy at the national level in a country like Pakistan, however, there are various obstacles, the most significant of which is the cultural constraint [5]. In light of the findings of this study, which shown that internet use is widespread among people looking for work, businesses ought to make investments in the construction of e-recruitment infrastructure, which is indeed economically sound in comparison to traditional sources.

Discussion

E-recruitment, which refers to the use of digital platforms and technologies for the purpose of talent acquisition, has fundamentally altered the conventional process of looking for work. This study investigates the substantial influence that electronic recruitment has had on people looking for work and investigates the benefits and difficulties that have arisen as a result of this shift in technology paradigm. The study examined how the use of e-recruitment has revolutionized job search methods and the overall candidate experience [1]. This is accomplished through a comprehensive assessment of academic literature, information from the relevant industry, and empirical data. According to the findings, e-recruitment has enabled job seekers to have more access to a wider choice of job prospects, transcending geographical barriers and allowing for the submission of applications in real time [12]. Candidates are now able to submit their applications in a timely manner and more effectively monitor job listings thanks to the convenience and efficacy afforded by electronic recruitment, which has helped to expedite the process of applying for jobs. In addition, digital platforms have made it easier to create and share online resumes and portfolios, giving job searchers the ability to demonstrate their abilities and achievements to prospective employers [6]. E-recruitment, in conclusion, has brought about dramatic changes in the process of looking for work, which has had a huge impact on the experiences of those looking for work. E-recruitment practices should give priority to fairness, transparency, and human connection in order to maximise the number of good results for job seekers as well as employers [9]. While the benefits of enhanced accessibility and efficiency are obvious, there is a demand for vigilance to ensure that E-recruitment practices follow these guidelines. The study provides organisations, policymakers, and recruitment experts with useful insights that can be used to exploit the full potential of electronic recruiting while also addressing the well-being and contentment of job seekers in the modern digital age.

Implications

a. It will contribute to the existing body of knowledge on e-recruitment by focusing on its impact on job seekers, an aspect often overlooked in previous studies.

b. The findings will help employers and recruiters understand the implications of e-recruitment on job seekers, allowing them to tailor their processes to better meet job seekers' needs.

c. Job seekers will benefit from the insights, leading to improved job search experiences and potentially higher job satisfaction rates.

d. The study may provide insights into potential ethical and psychological concerns related to e-recruitment practices.

Conclusion

Online hiring has many potential advantages for businesses, including low costs, short turnaround times, a wider reach, and a higher likelihood of finding a suitable candidate. It has been rightfully pointed out that there is more to adopting e-Recruitment than just technology. The questions revolve on whether or not the applicant tracking system can be integrated with existing systems, whether or not the selection process is based on solid and dependable standards, and whether or not the recruiting system can attract the appropriate applicant [2].For e-Recruitment to be successful, HR departments and their line managers must undergo a cultural and behavioural shift. E-recruitment has become an integral part of the employment process. It's possible that most large businesses will use it to store and track applications [13]. In addition to the previously mentioned considerations, it is highly recommended that the technological difficulties associated with e-Recruitment be taken into account in an ever-improving manner. The goal of this study is to learn more about HR managers' thought processes as they consider the benefits of e-recruitment. Because of its role in helping firms find and hire top talent, e-recruitment is often linked to other HR processes [4]. E-recruitment has become an integral part of the employment process. It's possible that most large businesses will use it to store and track applications. E-recruitment has provided astonishing benefits, particularly in terms of cost and efficiency. It's also crucial to keep in mind the technological challenges that come with e-recruitment, as was described above.

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