

"E-Recruitment Vs. Traditional Recruitment: The Impact of Social Media"

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ABSTRACT:

E-recruitment is a fairly recent phenomenon that brings challenges for hiring managers and candidates. HR professionals use online techniques like posting job openings on their own platforms, social media, or the web to identify possible applicants. Businesses and human resources specialists want to integrate e-recruitment into their employment processes since it is faster and more effective than traditional hiring methods. This study set out to ascertain the impact of social networks and whether the traditional employment procedure has lost value. The author believes that doing both qualitative and quantitative analysis was suitable to gain a complete insight of the topic matter. The author used secondary research to both confirm and contradict many of the conclusions of the empirical research allowing them to make judgments regarding the theories they had formed throughout their research. The study yielded several results, opening the door to suggestions for further investigation. There are several elements of traditional recruiting that never change, even though e-recruitment is the reality of the future for hiring.

Keywords:-E-Recruitment, Traditional Recruitment, HR professionals, Job seekers & Social Media Network

Introduction:

Recruiting candidates is a thrilling endeavor that will continue to grow more intriguing with the emergence of new technology and innovations. The human resource profession has expanded to encompass formerly unprecedented strategies, starting with word-of-mouth, signage outside HR offices, and newspaper ads. Gaining more insight into the evolution of hiring and this investigation aims to examine how E-recruitment affects the employment process. Despite being a relatively recent problem, e-recruitment, the writer will attempt to use online platforms to and make the connections between how traditional recruiting methods changed and evolved into modern recruiting practices.

The recruitment sector is undergoing transition. All sectors have embraced new technologies and tactics for talent acquisition and management. Life would be inconceivable for the millennial generation without computers, tablets, or cell phones. Because new talent is available, recruiters recognise the need of being millennial-friendly. Consequently, a growing number of businesses are changing from traditional to digital recruitment techniques.

E- recruitment, also referred to as online hiring, involves utilizing internet-based technologies to attract, assess, select, hire, & onboard job candidates.. By leveraging e-recruitment, businesses can connect with a greater number of possible employees. The initial mentions of e-recruitment It made its debut in the mid-1980s. The two types of e-recruitment are

organisation Web resources for hiring and official job boards/ portals (such as monster.com, naukri .com, linked in etc) for posting job advertisements. Commercial websites are corporate-owned sites featuring links to job advertisements and career opportunities, allowing job seekers to explore available positions.. If the organisation posted its open positions on other employment websites such as naukri.com, monster.com, and so on, this would be Utilizing commercial job boards for hiring.

Companies & hiring agencies have moved the mainstream of their recruitment stages online in way to boost recruiting process speed. Companies may save time by employing an online e-Recruitment system since they may evaluate prospects and have many individuals in HR review their profiles independently.

To conduct e-Recruitment, recruitment businesses also use a cloudbased SaaS platform. There are several online recruitment software alternatives that reach a Multitude of candidates and save time, but they may bring in a large number of unqualified persons and fail to increase staff diversity and mix. The internet has had a significant impact on the hiring process for both job hopefuls and employers in terms of handling human resources. Conventional recruitment is tedious, costly, and susceptible to failure.

Rationale of the study

Recruiting has been around for decades. Staff recruitment as it stands now originated during World War Two. It originated as a consequence of labour shortages brought about by the necessity for men to join the war effort. Staffing firms originated as a impact of the numerous job openings in the workplace. A frantic scramble proceeded to replace the vacancies left by escaping soldiers by hiring men and women whose work, had not been recruited into the armed services. Professional job recruiters continued to assist returning veterans in securing employment long after the conflict ended.

The researchers in this study compare traditional and e-recruitment, in conjunction to any obstacles associated with it. Despite the employment of a robust instrument, the demand and supply of qualified individuals remain uneven.

LITERATURE REVIEW:

According to Verhoeven & Williams (2008) published A research investigation of learning in e-recruitment and selection . The study examined ,benefits and downsides recorded in the literature and compared them to HR managers' perspectives. In his study on E-recruitment, Williams (2009) discovered that web-based recruitment costs are lower than traditional techniques. The surveyed HR specialists confirmed that their company's website's careers section was used as a recruitment tool for various positions.

A review of Holm's (2012) thesis revealed a mismatch manual and electronic-based recruitment approaches. To kick off the electronic-based recruitment process, line managers were given a few electronic tools to employ. The online recruitment process started with a few digital tools enabling line managers to initiate hiring by drafting their job requirements in a Word document and emailing them to the recruiter. Subsequently, the recruiter reviewed and ranked each applicant. In certain circumstances, this is accomplished by filtering software that prioritises the best candidates. D Shahila, Ms. (2013) The study assists in examining e-recruitment trends, its implementation and practices, e-recruitment strategies, and the obstacles & issues associated with e-recruitment., alongside its expanding reach in a corporates recruitment process It also discusses the augmented services supplied by job/digital sites, Economical, speed, giving customised results, and Facilitating the establishment of connections is crucial for the success of e-recruitment. According to V.Indira&S.Rathika (2019). E-Recruitment is frequently used by job searchers all over the world to search a suitable position. The primary goal of this paper is to investigate the online job search landscape & analyse the costs and integrity of internet resources for job seekers.

Corporate and job-site e-recruitment approaches must provide confidence and reliability for job seekers' personal information. The corporation can provide internet services to employees to cut costs and expenses associated with internet access.

According to Sangeeta and Ahlawat (2020). The focus of the investigation is to determine how firms utilize social media to recruit and evaluate applicants throughout the employment process. The report also discussed the differences between

e-recruitment and traditional hiring. E-recruitment practises and contributions to better talent management for firms and career planning for employees in India. Strategies for maximising the genuine potential of India's e-recruitment techniques. The study's findings show that businesses should use reliable search engines to weed out candidates who aren't qualified for the job, but won't discriminate against any individuals or groups. Facebook, LinkedIn, and Twitter have evolved into actual networking platforms for alumni, business recruiters, and other professionals.

E-recruitment: an advantage over traditional recruitment :According to Anand Jayachandran (2020) expresses in his research E-Recruitment, often known as online recruitment, refers to the stage of posting job adverts, collecting resumes, hiring and welcoming fresh employees to the organisation via the official website, Internet sites, &social networking platforms such as Facebook and LinkedIn. Several organisations are transitioning from older recruitment practises to current digital recruitment methods or onlinerecruitment to obtain benefits such as perceived ease of use, candidate quality, broader applicant options,time and cost savings, and Brand portrayal refinement. It emphasises the intent of e-recruitment transformation by organizations tomake procedures more innovative and cost-effective, attracting Enlarged workforce options and speeding up the hiring process. S.Rathika and V. Indira (2020) This research paper examines the procedure for applying for jobs online. The study demonstrates how internet hiring is changing how firms hire new employees.

Dr. Bijal Shah Tilakraj Singh (2021:)In this study article, e-recruitment technology is examined. The aim is to comprehend the effectiveness and advantages of e-recruitment in Indian private sector enterprises.

Evaluating E-Recruitment Data Quality in Employee Hiring Process : According to Adelanke

H. Olaniyan & Sharma Hemlata (2023) Based on the study's findings, Human Resources (HR) can optimize e-recruitment channels to enhance job satisfaction ratings and ensure employee performance and relevance remain top priorities. Therefore, HR managers and organizations should strategically leverage electronic platforms for hiring to improve their recruitment outcomes.

TRADITIONAL RECRUITMENT & E-RECRUITMENT:

TRADITIONAL RECRUITMENT: Once it pertains to traditional recruitment, the Human Resources division typically handles the internal search. Internal promotion, making use of company-wide networks, and traditional forms of advertising are a possible tactics.

Traditional approaches in this context include print ads, posting a job opportunity on your company website, and visiting the local employment office. If the task simply demands a modest amount of expertise, even temp agencies may be of use.

New technology is being pushed; even when older methods have worked for a time. Older hiring methods are phased out, as they are too expensive and time consuming for workplace. They also prove inadequate in pinpointing genuine rarities within the industry.

E-RECRUITMENT:

In contemporary recruiting, technology is utilised to identify potential applicants. Job boards on the web and social networking sites such as LinkedIn have a good reputation for this; other sites perhaps utilised & are measured appropriate for the business and the requirements of the post.

Two other types of recruitment that could be additioned in the category of modern recruitment are online employment agencies and inbound marketing. The human resources division of the organization can save a trivial amount of time by comparing contemporary recruitment strategies with more labour-intensive ones.As an illustration, printing an advertisement takes time, and getting applications for a paper advertisement takes even longer. It therefore takes longer to discover the candidates because the department accountable for going through all of the resumes to find competent people is under more pressure.

The positive aspect of this method is as the organization will only receive a final shortlist of suitable applicants. Just

interview each applicant, and pick the one who best fits the company's culture. It saves a ton of time and money, too, depending on how much the recruitment agency fees, as most of them don't charge until the right candidate is found.

Furthermore, companies that recruit have a superior existing network of contacts and a far greater pool of resources—all without even considering the reality that they utilize other sophisticated recruitment techniques. It suggests that if you employ external recruitment techniques, you won't locate the perfect fit as soon.

RESEARCH METHODOLOGY:

OBJECTIVES:

1. To assess the E recruitment trends in an organisation.
2. To emphasise the benefits & drawbacks of E -recruitment.
3. To analyse the comparison between traditional recruitment and E-recruitment.
4. To study the effectiveness of E-recruitment and its influence on Social Media.

Table 1 :RESEARCH DESIGN:

Research Type	Descriptive research aims to systematically and accurately depict a population, situation, or phenomena. Various research methods can be utilized within a descriptive research framework to analyze one or multiple variables.
Data collection Tools	Questionnaires,
Data collection Techniques	Interviews
Statistical tools used:	A statistical tool called SPSS is used to analyse the data that is at hand and contribute to the production of specific outcomes.
Sampling Population	HR Professional & Job seekers
Sampling Method	Random Sampling: This strategy gives the sample an equal chance of being selected from the statistical population.
Sample Size:	$n = \frac{\frac{z^2 * p(1-p)}{e^2}}{1 + \left(\frac{z^2 * p(1-p)}{e^2 N}\right)} = \frac{\frac{1.959964^2 * 0.5(1-0.5)}{0.05^2}}{1 + \left(\frac{1.959964^2 * 0.5(1-0.5)}{0.10^2 * 279701}\right)}$ 95% confidence level and 5 %margin error, sample size 385 respondents.

DATA COLLECTION METHOD:

- 1) **Primary Source:** In this research, data was collected via a questionnaire using Google Forms, and the respondents were Bangalore City-based HR professionals and job searchers. Telephone interviews with HR specialists from Bangalore City's IT sectors.
- 2) **Secondary Source:** Gathered secondary information from publications, articles, and research papers.

SCOPE OF PRESENT INVESTIGATION:

- To comprehend the perception & perceived advantages of E-recruitment & Traditional methods.
- To identify the hurdles associated with E-recruitment and traditional methods.
- To comprehend the extent to which social media influence and e-recruitment techniques are effective.

LIMITATIONS OF THE STUDY:

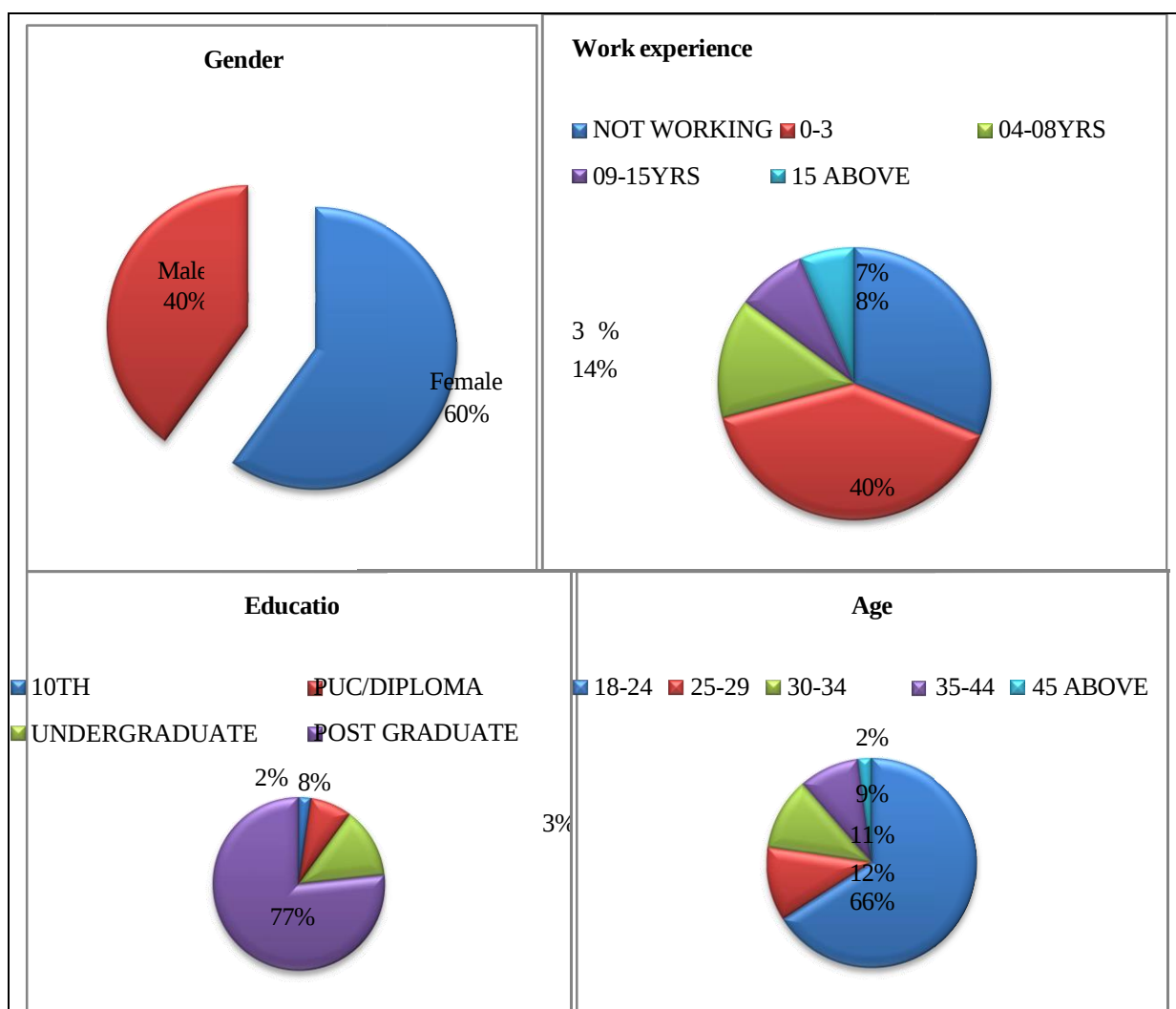
1. It was challenging to figure out which of the comments were sincere.
2. The study is confined to Bangalore city (HR & Job seekers).

RESULT AND DISCUSSION

The survey form, twenty-five questions on the questionnaire was designed absolutely for this study. A five-point Likert scale, with 1 representing strongly disagree & 5 denoting strongly agree, utilized to answer question. With the aid of SPSS software, the gathered data is tallied, examined, and simplified into percentages, which are then displayed in the tables & graphs below.

Demographic analysis:

Out of the 600 job searchers, the researcher distributed questionnaires, and 385 of them were deemed appropriate and useful for the investigation by researchers.



Gender: According to gender distribution data, women were more inclined to indulge in the recruiting process (60%) than men (40%). Platforms for e-recruitment frequently provide flexibility and ease. It can be especially enticing for women who could be responsible for providing care. This may be due to the greater involvement of women in the hiring process.

Work Experience: Work experience has a major impact on the way candidates interact with both online & traditional recruitment approaches. Respondents include 31% job searchers, 40% with 0-3 years of work experience, 14% with 4-8 years of experience, 8% with 4-8 years of experience, and 7% with 15 years or more of experience. Younger and less experienced candidates are more likely to use e-recruitment platforms for entry-level roles.

Still, more seasoned professionals may choose traditional approaches that include personal encounters and networking possibilities.

Education: Educational background has a huge impact on how candidates connect with both e-recruitment and traditional recruiting approaches. 2% of the participants have completed the tenth standard. 8% of them are from PUC/diploma backgrounds, 13% are undergraduate, and 77% are from PG backgrounds. Individuals with higher qualifications, such as postgraduates, are more likely to use e-recruitment platforms for specialized and high-level employment, Inexperienced individuals profit from conventional recruitment approaches.

Age: The age distribution statistics demonstrate considerable differences in how different age groups employ e-recruitment vs traditional recruitment approaches. 66% of survey participants are aged 18 to 24, with 12% falling between 25 and 39, 9% in the 30 to 34 age group, and 2% aged 45 and older. Younger people are more attracted towards e-recruitment because of their familiarity with technology, whereas older professionals may prefer conventional approaches that rely on personal networks and in-depth encounters.

2.TESTING HYPOTHESIS ONE-WAY ANOVA:

The means of three or more independent (unrelated) groups are compared see whether there are any statistically significant differences using one-way analysis of variance (ANOVA).

Hypothesis:1

Null Hypothesis (H0): There is no relationship between age of an HR professional/ jobseeker and use of social media /Website for recruitment.

Alternate Hypothesis (H1): There is relationship between age of an HR professional/ jobseeker and use of social media /Website for recruitment.

ONE WAY ANOVA

Sum of Squares		Df	Mean Square	f	Sig.
Between Groups	3.708	2	1.854	.855	.428
Within Groups	210.332	97	2.168		
Total	214.040	99			

Inference;

The data table represents a substantial association between the age of an HR professional/jobseeker and the usage of social media/websites for recruiting, since the p value (0.428) is larger than the significance threshold (0.05), therefore accept the alternate hypothesis.

1. CORRELATION:

It is a statistical method used in research to determine the correlation between two variables and measure the intensity of their linear association.

Hypothesis:2

Null Hypothesis (H0): There is no relationship between types of recruitment opted by HR professional's /Job seekers and fast response on social media /network job search

Alternate Hypothesis (H1): There is a relationship between types of recruitment opted by HR professional's /Job seekers and fast response on social media /network job search

Correlations

Types of recruitment

Fast response on Social Media/Network job search

Types of recruitment	Pearson Correlation	1	.364**
	Sig. (2-tailed)		<.001
	N	100	100
Fast response on Social Media/Network job search	Pearson Correlation	.364**	1
	Sig. (2-tailed)	<.001	
	N	100	100

**, Correlation is significant at the 0.01 level (2-tailed).

Inference:

The aforementioned table suggests that, with a Pearson correlation value of 0.364, there is an upward trend between the recruiting tactics chosen by HR specialists and job searchers. and prompt responses on social media and network job searches.

FINDINGS:

1. A survey revealed that e-recruiting is the most efficient instrument for getting A profusion of applications.
2. HR professionals and job searchers utilize LinkedIn more frequently to choose the best applicants and openings, respectively.
3. As anticipated, traditional hiring generates quality profiles.

SUGGESTIONS FOR FUTURE DIRECTIONS:

1. The company should employ e-recruitment at every level of the hiring procedure.
2. E-recruitment is the future, but more study is needed to identify impediments to attracting and recruiting top candidates.

CONCLUSION:

In contemporary society, social website platforms are comprehensively used for E - recruitment. The large number of individuals inside the organization aim to lower recruiting expenses and expedite the employment procedure. Compared to traditional recruiting, e- recruitment attracts the most qualified candidates, saves time, is inexpensive, effective and efficient in meeting recruitment objectives, and builds a market image. e-Recruitment works well for managing the talent process, which is also regarded as effective. However, further study is undoubtedly necessary to address many of the gaps and optimise the body of knowledge presently known in the wider subject of e-recruitment. A little research has been

done to compare the works that have already been published on the subject. Studies indicate that e-recruitment will likely rise in the next years.

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