Benefits of E-recruitment

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Abstract: Today recruitment method has been drastically revolutionized by the use of Internet. Any size organization has embraced e-recruitment, whether it is a big or medium-sized company. Now job searching is just a click away. E-recruitment provides various instruments that make recruiters ' hiring method more efficient and easier. The most successful characteristic of E-recruitment is time, price and quality, which improves their demand among recruiters. Now job searching is no longer a boring and tedious process for job seekers, and because of e-recruitment it is no longer a hard and long method for recruiters as well. This study's primary goal is to find out the different advantages of e-recruitment.

Keywords:-E-Recruitment, trends, Job seekers, advantages of e-recruitment, Online Recruitment

1. Introduction:

As science and technology have evolved, our lifestyle experienced changes. From the first telephone to the first medical drug, every invention and innovation has significantly affected the lifestyle across the globe. And the same is applicable for the internet as well. Since the first internet connections were laid in the late 1950s, the world has undergone a sea change, thanks to the power of the World Wide Web.

From the basic needs to the utmost luxuries, almost every facet of our lifestyle is now impacted by the internet. And as we go towards the future, the dependence on the internet and its role in our life are expected to grow more.

The world is now a global city and the internet is in a lot way responsible for that. With the power of web and smartphones, we can now connect with anyone, anytime from anywhere. Let us take a look at some of the areas of our lifestyle where the internet played a significant role and changed it.

Recruitment is regarded as the soul of an organization as it brings the most efficient and effective employees in the organization. Today with the use of internet we are blessed with a new term E recruitment, also known as online recruitment, refers to the use of webbased technology to attract, evaluate, select, recru it and hire job seekers. Companies now use the internet to reach a large number of job seekers and hire the company's best talent at a lower cost than the physical recruitment process. E-Recruitment includes the whole process of finding, evaluating, interviewing and hiring prospective candidates according to the job requirement.

Recruitment is done more efficiently and effectively through this. The job vacancies are generally advertised on the worldwide web (www), where applicants attach their CV or resume, in order to be identified by potential recruiters or employers.

Companies undertake their online promotional activities through their official websites, including complete corporate information. The prospective candidate could decide whether or not to be part of a company through this information. Thus, an essential element of e-recruitment is the official website of the firm.

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2. E-Recruitment meaning:

In order toreduce the administrative and financial burden of recruitment and gain access to a wider pool of talent, the use of electronic resources, typically internet to guide or assist the hiring process is known as E-recruitment. Many e-recruitment centres are located around major job sites that categorize open positions by location, industry and age. Companies, or recruitment firms working on behalf of companies, advertise open positions on these sites and provide applicants with instructions to follow. Either the recruitment firm or the business will carry out the initial sift of applications.

In e-recruitment, social media is increasingly being used as a way of reaching potential candidates quickly. Social media's targeted nature makes it useful for headhunting. Companies can build in-house their e-recruitment platforms, use HR software for e-recruitment, or use recruitment agencies that use e-recruitment as part of their package.

3. Tools:

In many areas, tools and technologies are being developed that can help HR use existing and emerging recruitment channels more effectively. Here's our overview of seven technologies and tools that we think can change your way of working.

➢ Applicant tracking systems (ATS)

One of the first pieces of online recruitment technology that emerged in the 1990s was the lowdown ATSs. Early systems did little more than track incoming CVs but have expanded their functionality to areas such as skill matching, CV parsing and job posting on multiple channels, including social media, in recent years. As Deloitte's talent management research and consulting firm Bersin underlines, today's ATSs are "integration platforms" that connect with other recruitment tools and services.

How it will impact the way you work

While they have always been a core technology for HR departments, the new generation of ATSs can help bring many recruitment functions to a central location, further streamlining practices. One is TribePad, which describes itself as a "social" ATS and wherever on the web users can advertise their jobs. It features smart, semanthetic-based matching skills and provides integrated real-time analytics to evaluate which channels are best performing.

Importantly, the product enables hirers to create specific communities based on skills and location so that they can communicate and engage more easily on the system with these candidates. Recruitment departments and HR departments need to extract maximum value from their ATSs, not only when searching for talent, but also to capitalize on the talent already in the system.

➢ Mobile recruiting tools

The lowdown mobile internet and recruitment has had a lot of fake beginnings, but record sales of powerful smartphones and tablets are likely to result in mobile usage for the first time this year leapfrogging desktop browsing. It has pushed mobile recruitment to the forefront and is forecast to be the key hiring channel.

Comscore research shows that 2.8 million jobseekers already access job listings in the UK from mobile devices a month, with 67 percent looking every day. A study of Potential Park found that 88% of them were looking for jobs on their mobile phones, with one in three interested in applying with their device.

How it will impact the way you work

Mobile is taking recruitment into a completely new space. While it is one that many of us know in theory, employers need to be aware that it marks a significant shift in how talent is communicated, engaged, and recruited. It will be crucial to understand how candidates act in the mobile environment and to make sure that they compete with the quality of the full desktop.

Mobile recruiting tools can be divided into four main areas: QR (quick response) codes, text alerts, apps and websites that are optimized for mobile. But the latter is often neglected, with many business career sites failing to offer any customized mobile experience to candidates. "It is often overlooked to understand the user journey and how visitors use mobile, but it is an important aspect of recruitment marketing, as is the application process," Johnston says 4MAT.

➢ Video interviewing

To date, the low-down level of development has exceeded HR's appetite and recruitment to use the tools available. But this may change: this year's survey by OfficeTeam UK, a specialist recruitment consultancy, found that 41 percent of HR directors increased their use of video conferencing compared to 2010 for interviews.

How it will impact the way you work

Video interviewing can take advantage of subtle emotional and body language clues. While this should not replace face-to-face interviews, its speed and convenience allows the early stages of the recruitment process to see more candidates close-up together with some personality.

Video is also the medium of younger generations, which means that HR needs to become more acceptable in the recruitment process. "Managers find it increasingly difficult to supply qualified local professionals and turn to technology to help them," says Phil Sheridan, OfficeTeam UK's managing director. "It[video] is especially useful for candidates with a long journey and allows hiring managers to conduct a candidate's visual and verbal evaluation."

A growing number of recruitment-specific tools and services are being built, including Sonru, Video-recruit, Tazio, The Interview Coordinator, LaunchPad Recruits, and HireVue based in the US. Many facilitate asynchronous interviewing: candidates typically answer the employer's list of questions and the interview is recorded at a convenient place and time. In the hiring process, the video clip can be shared with everyone.

➢ Internet sourcing

The lowdown At the most sophisticated level, internet sourcing refers to highly skilled individuals using a variety of advanced search techniques to search for hard-to-find talent. Social and professional networks such as LinkedIn, Twitter, Facebook, BeKnown and XING have become the commercial sourcing tools for hiring professionals on a daily basis.

How it will impact the way you work

LinkedIn and Facebook's advent challenged traditional recruitment practices. Suddenly, through in-house recruiters and HR departments performing keyword searches, only established recruitment agencies could gain access to the same candidate details previously held.

"Every recruitment team, whether in-house or agency, should have a clear strategy on how to use LinkedIn, whether or not they pay for the service," says Katharine Robinson, a renowned UK sourcer (also known as the Sourceress). "LinkedIn holds so many data and its search tools are phenomenal for the collection of intelligence and the identification of potential candidates. Organizations also need to consider what they would do if they lost LinkedIn.

But Internet sourcing is much more important than LinkedIn. Google+ is underused for recruitment, but its relative newness, as Robinson points out, has the advantage of maintaining up-to-date profiles. Meanwhile, a tool launched this year on Facebook called Graph Search helps make people and their information "more discoverable," Robinson says.

In-house teams ' challenge is to find the tools and techniques that will cost-effectively point them to the right talent. Semantic search capability, which is based on meaning rather than a word-for-word match, promises a lot but is still in the early phase of adoption. Tools to consider here include SeeMore from Monster using its 6Sense semantic search technology for skill matching and Jobtology from Evenbase.

4. Reasons why Companies Turning towards E-Recruitment:

E-recruitment involves using electronic resources to help with the recruitment process. Companies have been able to reduce the time and costs associated with recruiting talent by using the Internet to connect to potential applicants around the world. Many job sites are available to post job opportunities, providing organizations with a wide range of potential

candidates to meet their needs. Companies can implement multiple ways of e-recruiting. They can formulate their own in-house e-recruiting platforms to be managed by the organization's human resources personnel ; use e-recruitment software that meets their specific needs ; or retain a recruiting agency that can help advertise and manage open positions available.

The benefits of e-recruiting include easing the financial burden of the recruiting process and increasing efficiency and convenience for both open positions companies and job seekers. By using e-recruiting tools, organizations can specify in the system location, seniority, and other qualifications and requirements within niche areas, and then collect the summaries that come in.

➢ Digital Resume Checking

E-recruiting makes filling out applications easier for job seekers and receiving their resumes for employers. Digital resumes, however, offer various challenges compared to print resumes. Digital summaries can be integrated smoothly into automated storage, search, comparison, and ranking processes. Digital summaries also make it easier for companies to transfer content to different systems. While digitization helps the screening process, businesses often receive more digital resumes, often with an increase in both suitable and inappropriate applicants. It can take a long time to sort and organize these job responses.

➢ Virtual Human Resources

In addition to using e-recruiting, the human resources field has evolved. Adding new technology, software, and social media has resulted in the use of virtual HR platforms available to benefit both employees as well as HR professionals. Employers can use virtual HR as a means of increasing employee engagement, enabling the company to access and maintain employee data more easily and efficiently. Employees of human resources can benefit from virtual platforms that help maintain information about employees, automate daily administrative tasks, and recruit new staff.

➢ The Impact of Social Media

The way HR professionals market their businesses to attract new talent has changed significantly in social media. In the field of HR, the concept of employer branding is gaining importance. Organizations seek to create and tell their unique story to provide prospective hires with an intimate visual experience of the culture, team organization, and unique opportunities of their company.

There are many social media platforms that allow businesses to develop and share their brand of employers. With 2.32 billion monthly active users as of December 2018, Facebook is one of the most popular platforms. Employers can create a Facebook page to market and share their company message for their company. Facebook can be used to post job opportunities for recruiting purposes and to gain a better understanding of job applicants ' personalities and interests.LinkedIn is the largest professional network in the world and one of the best organizational recruitment tools. More than 500 million people are active members on LinkedIn in more than 200 countries, providing a valuable resource for employers to find qualified professionals. By searching for keywords and receiving recommendations from reliable sources, companies can create their own profile highlighting their company message, post open positions, search for potential candidates.

5. Major Benefits of e-recruitment tools/ techniques:

E-recruitment have multiple tools which makes it easier for recruiters to find the best suitable candidate for their organization. Major benefits of e-recruitment tools are:

➢ Online recruitment is cost effective

Putting a job vacancy on your own company website will usually cost you nothing but a few hundred pounds or euros to put one on a job board. Considering that a recruitment consultant fee for a candidate could be anything up to 20 percent of the first year's salary, and that advertising in a national newspaper can cost thousands, you can see the cost savings that can be made with online recruitment immediately.

➢ Online recruitment is quick

In the morning, a job vacancy can be placed on a job site, first applications arrive by lunchtime, and a candidate interviewed by the end of the day. It's not always like that, of course. It's not often that way. But the fact that things like this happen so fast gives an indication of how fast online recruitment can be.Wherever you are, with Internet access, you can send work posts at any time. You can overlook the documentation and manual data entry action. Not only will it save HR managers time, but it will also speed up the implementation process by retrieving documents from LinkedIn.

➢ Online recruitment gives you a better chance of success

Traditional print advertising — be it domestic, local or commercial press — faces limitations: the success of a vacancy advertisement depends on people in a particular issue occurring on the ad on a specific page. It's different to recruit online. There is a job vacancy advertisement on a job board or website for as long as you want, 24 hours a day, 7 days a week. Candidates can repeatedly come back to it. And from office manager to Financial Manager: they're all online.

➢ Online recruitment gives you a bigger audience

Many people new to online recruitment think it's only effective if you're looking for Facebook-type young people who are net-savvy. That's just not the case. Research shows consistently that candidates using online recruitment channels have an average age of about 35 years. And that's the trend. Online recruitment is now a standard part of job hunting for most people regardless of age or level.

➢ Online recruitment is easy

It's strangely enough to post a job on your own site. Most job sites and CV databases are very user-friendly and you don't have to have a thorough IT knowledge to post a vacancy ad. Your job description, a bit of time and a credit card are usually all you need. And the work board sales team is there to help you if you have any problems. Posting a job on Twitter, LinkedIn or Facebook is even easier— and they're free.

➢ Dynamic content
Generating dynamic content could successfully build up your employer branding to attract top talent and boost corporate culture. Use your social media account to spread the word and attract more traffic to your website as well as social media accounts.

➢ Effective
Recruitment online is easily accessible to individuals, making it a more effective way to notice your posts. Online job advertisements can be posted within a few minutes and can be posted easily on multiple social media platforms without wasting time.

➢ Shorten hiring process
You could shorten the hiring process by simply clicking a few buttons to screen, filter, and sort data and CV for applicants. Online recruitment streamlines the process of inviting or rejecting applicants one by one and it is no longer necessary to insert the data of applicants manually.

➢ Accessible
Job ads and campaigns can be released to reach the specific target group via various social media platforms.

➢ Broader scope for candidates
Recruiters will be helped to reach a wider number of applicants locally and abroad by using recruitment software. In addition, statistical analysis will be essential to track recruiters where job advertisements have been seen by applicants.

➤ **Personalized design**

Your professional career page is tailored to suit the company's graphic identity. This will help the branding of your employer, emphasizing the identity and values of the company.

➤ **Filtration tools**

Recruitment systems have tools for filtering to help recruiters find the ideal candidates with skills that match the job position. The filtration tools provided by e-recruitment systems accelerate the process of sorting candidates based on experience, education, skills, and many other criteria.

➤ **Flexible and easy**

Learning how to use an e-recruitment system is no problem, it is easy to use and provides a platform where all HR managers can follow the hiring process. In addition, the cloud-based feature allows the employer to have an unlimited CV database and comply with GDPR.

6. **Conclusion:**Although we know that e-recruitment is providing us numerous benefits and has truly made recruitment process highly effective and fruitful but also the thing which we cant ignore is that it does has some loopholes which needs to be addressed. As Benefits are far more in numbers as compared to its issues which makes it so popular amongst the recruiters today. As it's a known fact that e-recruitment tools are the future of hiring and with passage of time dependency on these tools will be increasing so it become a necessity now to improve tools by removing the loopholes and issues associated with them.

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