

A study on future of online recruitment in FABHOST Web solutions.

Submitted in partial fulfilment of the requirements for the award of

MASTER OF BUSINESS ADMINISTRATION

By

LEVISON R

Register No.41410179



SCHOOL OF MANAGEMENT STUDIES

SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

Accredited with Grade “A” by NAAC | 12B Status by UGC | Approved by AICTE

JEPPIAAR NAGAR, RAJIV GANDHI SALAI, CHENNAI - 600 119

MAY 2023



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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the Bonafede work of **R. LEVISON 41410179** who carried out the project entitled "**A study on future of online recruitment in FABHOST Web solutions.**" under my supervision from JANUARY 2023 to MARCH 2023.

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Submitted for Viva voce Examination held on

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31st Mar'2023

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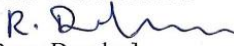
SUB: COMPLETION OF MBA PROJECT

This is to certify that **Mr. R Levison (REG NO: 41410179)**, pursuing final year MBA in Sathyabama Institute Of Science And Technology, Chennai, has successfully completed the HR project in our concern titled **"A STUDY ON FUTURE OF ONLINE RECRUITMENT AT FABHOST WEB SOLUTIONS"** from 4th Jan'2023 to 31st Mar'2023.

During the tenure with us, his conduct & behaviour was observed to be good.

We wish him success in all the future endeavours.

Fabhost Web Solutions


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DECLARATION

I **R LEVISON (41410179)** hereby declare that the Project Report entitled **A study on future of online recruitment in FABHOST Web solutions.** done by me under the guidance of **DR. K. SASIREKHA** is submitted in partial fulfillment of the requirements for the award of Master of Business Administration degree.

DATE: 06/05/2023

PLACE: CHENNAI



R. LEVISON

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R. LEVISON

ABSTRACT

The buzzword and the latest trends in recruitment is the “E-Recruitment”. Also known as “Online recruitment”, it is the use of technology or the web-based tools to assist the recruitment process. The tool can be either a job website like naukri.com, the organization’s corporate web site or its own intranet. Many big and small organizations are using Internet as a source of recruitment. They advertise job vacancies through worldwide web. The job seekers send their applications or curriculum vitae (CV) through an e-mail using the Internet. Alternatively job seekers place their CV’s in worldwide web, which can be drawn by prospective employees depending upon their requirements.

All job seekers look forward to get hired by good companies and all the recruiters try to take in the best candidate for their concern.

Through which way a job seeker can find a vacancy and apply for the same, for recruiters how to generate a greater number of resumes and the means through which the same could be carried out. This study helps to find out the best preferred recruitment channel.

The study was done in Fabhost Web Solutions, Chennai. The research revealed which recruitment channel is most preferred by job seekers and recruiters and its future.

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CHAPTER 1

INTRODUCTION

INTRODUCTION

The buzzword and the latest trends in recruitment is the “E-Recruitment”. Also known as “Online recruitment”, it is the use of technology or the web-based tools to assist the recruitment process. The tool can be either a job website like naukri.com, the organization’s corporate web site or its own intranet. Many big and small organizations are using Internet as a source of recruitment. They advertise job vacancies through worldwide web. The job seekers send their applications or curriculum vitae (CV) through an e-mail using the Internet. Alternatively job seekers place their CV’s in worldwide web, which can be drawn by prospective employees depending upon their requirements.

The internet penetration in India is increasing and has tremendous potential. According to a study by NASSCOM – “Jobs is among the top reasons why new users will come on to the internet, besides e-mail.” There are more than 18 million resume’s floating online across the world.

The two kinds of e- recruitment that an organization can use is –

- **COMPANY’S OWN WEBSITE** - Creating a complete online recruitment/application section in the company’s own website. - Companies have added an application system to its website, where the ‘passive’ job seekers can submit their resumes into the database of the organization for consideration in future, as and when the roles become available.
- **JOB PORTALS** –i.e. posting the position with the job description and the job specification on the job portal and also searching for the suitable resumes posted on the site corresponding to the opening in the organization.
- **RESUME SCANNERS:** Resume scanner is one major benefit provided by the job portals to the organizations. It enables the employees to screen and filter the resumes through pre-defined criteria’s and requirements (skills, qualifications, experience, payroll etc.) of the job.

Job sites provide a 24*7 access to the database of the resumes to the employees facilitating the just-in-time hiring by the organizations. Also, the jobs can be posted on the site almost immediately and is also cheaper than advertising in the employment newspapers. Sometimes companies can get valuable references through the “passers-by” applicants. Online recruitment helps the organizations to automate the recruitment process, save their time and costs on recruitments.

WHY E – RECRUITMENT?

E – Recruitment being an emerging trend is becoming more and more popular these days and the reasons for these are as follows.

- **COST EFFICIENT:** Advertisements in internet when compared to newspaper, magazines, and employment agencies is considerably cheap. As in the other sources continuously one has to revise the advertisement, for example a company wanted their ad to appear on every Sunday for a month thus was supposed to pay for four advertisements. But for internet it is not applicable.
- **TIME SAVING DEVICE:** Time to deliver; to communicate is minimized by this. Response is direct and immediate without any delay. Beforehand the postal services, fax was one way communication and was time consuming. Phones provided two-way communications but resume management, communicating worldwide were not possible.
- **WIDENS THE SEARCH:** In the era of globalization the reach cannot be restricted at one place. It provides global reach that also within a fraction of second. Truly the process supports the definition of recruitment by creating a vast pool of potential candidates.
- **PROVIDES CLARITY:** Advertisements in employment news, other newspapers, magazines will have word limit, thus sometimes is misinterpreted. For an example a company advertisement announced vacancy for computer skilled person which was interpreted as MIS job which was rather a job for computer skilled receptionist. The advertisement was not clear enough to explain the full profile. In internet the word limitation is not there, the idea, opinion, profile can be expressed as anyone like.
- **SCOPE FOR BETTER MATCH:** Information in detail is provided with clarity therefore suitable candidate match is possible. The search is widened link with other websites are possible, these attracts the candidates and after the job profile

- **STANDARDIZATION:** The information of the candidates is collected in a standard format.
- Besides collecting the data it also consolidates information received from various sources.
- **RESERVOIR:** It acts as the reservoir of information. From the job profile to candidate profile is available along with past applicant data.
- **LESSEN PAPER WORK:** As the data collection, filing, administrative work is done electronically thus paper work or documentation has been lessened.

MODERN TRENDS OF E-RECRUITMENT

- **SPEEDY COMMUNICATION:** Company and the prospective employee can communicate with each other via the blogs. Thus blogs, podcasts, vodcasts are being considered a tool of e-recruitment. No more the process can be blamed for being one way communication like mails, faxes only being speedy as done electronically. Podcasts are the services of digital media files. Vodcasts are the video podcasts.
- **CANDIDATE'S PREFERENCE:** History states that employers had the privilege to be selective in hiring process, especially in screening resumes but were not always fair. Because of the time constraint it was not possible to go through all the applications. Today the candidates can choose their employers as not only the financial state is known to them but also the culture is known. Applying for the Organization will no more be influenced only by the image.
- **SEARCH ENGINE ADVERTISEMENT:** Print ad is phasing out due the popularity of search engine ads. Pay-per-click is not only convenient but also more attractive.
- **RSS FEED:** Job boards are embracing RSS feed. Hot jobs, Google deserves special mention. Google offers one to upload the jobs on Google Base even when one doesn't have their own site. RSS can be read using software "RSS reader". It is a family of web feed formats use to publish frequently updated works. Such as blog entries, news headlines in a standard format.

There are many benefits – both to the employers and the job seekers but the e-recruitment is not free from a few shortcomings.

SOME OF THE ADVANTAGES AND THE DISADVANTAGES OF E-RECRUITMENT ARE AS FOLLOWS:

ADVANTAGES OF E-RECRUITMENT ARE:

- ☐ Lower costs to the organization. Also, posting jobs online is cheaper than advertising in the newspapers.
- ☐ No intermediaries.
- ☐ Reduction in the time for recruitment (over 65 percent of the hiring time).
- ☐ Facilitates the recruitment of right type of people with the required skills.
- ☐ Improved efficiency of recruitment process.
- ☐ Gives a 24*7 access to an online collection of resumes.
- ☐ Online recruitment helps the organizations to weed out the unqualified candidates in an automated way.
- ☐ Recruitment websites also provide valuable data and information regarding the compensation offered by the competitors etc. which helps the HR managers to take various HR decisions like promotions, salary trends in industry etc.

DISADVANTAGES OF E - RECRUITMENT

Apart from the various benefits, e-recruitment has its own share of shortcomings and disadvantages. Some of them are:

- ☐ Screening and checking the skill mapping and authenticity of millions of resumes is a problem and time-consuming exercise for organizations.
- ☐ there is low Internet penetration and no access and lack of awareness of internet in many locations across India.
- ☐ Organizations cannot be dependent solely and totally on the online recruitment methods.
- ☐ In India, the employers and the employees still prefer a face-to-face interaction rather than sending e-mails.

1.1 OBJECTIVES OF THE STUDY

PRIMARY OBJECTIVE

- A Study on the future of online recruitment towards Fabhost Web Solutions.

SECONDARY OBJECTIVES

- To assess the performance of online recruitment.
- To find out the most time-consuming process in the entire recruitment and selection process
- To study the sources through which maximum closures happen in the organization
- To know the factor considered in selecting portal
- To suggest measure to improve effectiveness in online requirements.

1.2 NEED OF THE STUDY

- The study is focused on understanding the need and demand for online recruitment, how far its established in market and helping both the end's one being employer and another being job seeker.
- Although India can't be pronounced a developed market in terms of e-recruitment yet, the trend toward technology in HR is fast catching up.
- The approach toward human resource management incorporates both the traditional HR principals, and technical support available in the market.
- E-recruitment is gradually becoming a core area for many organizations today, simply because organizations have now realized that age-old methods are no longer working where the management of their primary asset employees, is concerned.

- Moreover, an increasingly globalized work-force has come with yet another key issue for the companies to manage that of managing people at diverse locations.
- The Need for the study also arises to find out what exactly job seekers are looking out for, what kind of source do they use for searching job and how convenient it is.

1.3 SCOPE OF THE STUDY

The study has the following benefits:

- It studies the use of job portals.
- This study helped to find out how far job seekers and recruiters prefer job portals for recruitment and applying for job.
- Also the future of online recruitment.

1.4 LIMITATIONS OF THE STUDY

- During data collection a number of difficulties were confronted, data had to be collected within short time; each respondent had to be interviewed as quickly as possible.
- The sample size was limited to 120 responses from HR recruit.
- The findings were substantially based on information given by the respondents and in many cases, subjective bias cannot be completely ruled out

1.5 INDUSTRY PROFILE

RECRUITMENT TRENDS IN INDIA

Like any other industry, the recruitment “industry” is cyclical. It follows the cycles of other industries to a large extent. But the recruitment industry has a significant advantage because of the “products” it promotes – skilled manpower. For any organization, in any kind of economy, skilled manpower is absolutely essential.

In a booming economy, companies in India were offering high salaries and attractive incentive packages to attract the best talent to their payroll. However, as the economic downturn hit countries around the world, Indian companies suffered too. Lay-offs, salary cuts and deferred payments became commonplace. A vast pool of skilled, un-employed candidates was created during this recession. During this period, hiring was extremely limited and companies could cherry-pick from the cream of the crop.

Now that the economy, at least in India, seems to have stabilized and started clawing back to what it was in 2008, some striking trends are being observed in the recruitment industry. These trends have their roots in the recession and its effects on job seekers and recruiters. Some of the key trends have been discussed below.

CURRENT SCENARIO OF RECRUITMENT AGENCIES

- Demand is more than supply in the job market so the challenge for recruitment agencies is to supply the right candidates at the right place and most importantly at the right time.
- The clutter of recruitment agencies has led to a major chaos among the candidates to select the best agency for them to get placed because every agency seems similar and there is nothing new offered by them which they can claim i.e. adding value to the process.
- Among this clutter some agencies came out as a winner and their process really shows how strategize they are in terms of managing the various forces of competition.
- Fighting the competition neck to neck one need to look and re-look their strategies and constantly inculcate the ideas in practice with respect to the current trends in the industry.

RISE OF THE PLACEMENT INDUSTRY IN INDIA

Any and all aspect of HR can be outsourced. The research by Gartner, Inc., shows that around 80 percent of companies these days are outsourcing at least one HR activity, and the number such companies and the extent of human resources outsourcing is swiftly increasing. Companies are now looking at specialized firms in recruitment and placement to complete various aspects of human resource management.

BENEFITS OF RECRUITMENT FIRMS

While outsourcing is beneficial in many ways and also make sense for various reasons. The major benefit is in terms of cost cutting in companies' expenditure on recruitment and administrative work. There is seen large reduction in the costs of routine transactional and administrative work of the company that goes for human resources outsourcing. Another key reason is the belief that a company should outsource all non-mission critical aspects of its business.

The Placement consultant agencies, more commonly known as the professional employer organization (PEO), are well-equipped to take on the entire human resources activity. Most PEO clients are small- to medium-sized companies that sign up with a PEO, obtaining better deals on the purchase of benefits as a group rather than as a single small entity. Larger companies are also outsourcing HR tasks, but they more typically go with specialty firms. The most commonly outsourced function is employee assistance, and outplacement services.

Apart from firms and companies, candidates can also consult the placement and recruitment firms for job. Online they can submit their resume and explain their job requirement. On having any opportunity, the candidates are then called for the interview. Candidate can check for the employment in India and abroad.

Key Players in Placement Industry are

Hewitt Associates, Towers Perrin, Watson Wyatt, Sibson, Mercer Human Resources Consulting, AON Consulting

RECRUITMENT FIRMS IN INDIA

Larger companies are also outsourcing HR tasks, but they more typically go with specialty firms. The most commonly outsourced function is employee assistance, and outplacement services.

- ABC International Placement Services
- Times International Inc
- Bhardwaj & Company Chartered Accountants
- International Manpower Resources Pvt. Ltd.
- Total Strategic Solutions India Pvt. Ltd.
- Designing Solutions, Gurgaon
- Esource Global HR
- BRAINSTORM PLACEMENTS
- Suven Consultants
- M-Power HR Solution
- Cindy Placements & consultancy
- Smart Serve H.R. Consultant
- Horizon hr. Solution Pvt. Ltd.
- M.K.CONSULTANT
- JOBKOMPASSE

1.6 COMPANY PROFILE

About Fabhost

Fabhost web solutions, established in the year 2004 Fabhost is a professional software development company based in Chennai, South India. Our Company providing solutions for web design and development, Web application development, SEO based Digital Marketing, Creative Multimedia Works and Hosting Services. Our rich portfolio justifies the fact that we function as a world class offshore web development Company. We believe good service is good business our aspects are to focus the needs of our clients and provide 100% satisfaction.

Our passion is to provide a world class web designs to all the startups and large organizations. We deliver website designing and development services ranging from simple static to interactive dynamic, responsive website. Our web design process always takes into consideration the requirements, suggestion and continuous feedback from our clients in order to deliver web work that not only satisfies them but exceeds their expectations.

Why Fabhost?

For over ten years Fabhost have been delivering beautiful, standards compliant web sites and has emerged as a premium website design company in Chennai. With a deep commitment to designing the best possible experience for the end user it comes as no

surprise that our work is showcased around the web. Our web portfolio speaks for itself. From simple brochure sites through to highly complex database driven applications, Fabhost can design and build a solution that will work for you and your clients.

A professionally designed website is the most cost-effective marketing tool available in the world today. We are confident that all of our clients would not hesitate to recommend our web design services.

Our Uniqueness

- » One stop solutions for your complete requirements
- » Own innovative design team will provide a unique identity to your business
- » Vast Pool of IT Professionals
- » Extended Business Philosophy
- » Having 10 years of experience in providing internet services and solutions
- » We use modern software engineering practices to further our intent.

Our team

We are a team of young enthusiasts with strong focus, dedication and passion for what we do. We help you maintain and improvise your online identity and rediscover and reinstate your brand. We also facilitate you to reach out in the Global markets.

Project Manager | Layout Designer| Web designers | Web Developers | Content Writers | Hosting & Testing Engineers

Solution

Fabhost was established with an aim to provide Low-Cost Web Design, Development and SEO, Web promotions and social marketing services that not only meet the expectations, but also reflect our philosophy of creating real values for our clients. We have a holistic approach that goes beyond mere cost savings for our client.

Our Mission

To be a global online service provider in India having an excellent customer service with pioneering technology, creativity, integrity and social responsibility.

Our Vision

- » To create and deliver emerging highest quality precision services.
- » To ensure that projects are completed and delivered within the time requirements of our customers.
- » To satisfy our customer's requirements and expectations through dedicated service.
- » To treat each customer and employee with integrity and fairness.
- » To invest in technologies and personnel that will enable our company to stay at the forefront of precision online capabilities.

CHAPTER 2

REVIEW OF LITERATURE

Patricia C Borstorff, Michael B Marker, Doris S Bennett, (2006) The Internet has changed the way companies conduct business, including how they attract and recruit employees. As a result, online recruiting has become a major Internet business tool. Effective online recruiting processes increase firms' competitive advantage through increased efficiency and lower costs, and offers benefits and opportunities to job seekers. They found citizens to be more comfortable with online recruitment and used it more frequently than did non-citizens. Older applicants and those with work experience also applied more often and made more job searches. Minorities applied more frequently for jobs online than did whites. They found no differences in gender in online recruitment behavior or attitudes.

The decision to recruit online: A descriptive study

Eleanna Galanaki, (2002) online recruitment is a new tool, at the disposal of the HR departments, which has known a phenomenal success in very short time. This paper presents the findings of some descriptive research, involving UK IT companies. The research tries to identify the effect that the perceived attributes of the practice have on the decision of companies to recruit through the Internet. The attributes tested are cost effectiveness; recruitment cycle time; response rate; quality of response; impact on the image of the company; targeting of specific niches; targeting of the passive job-seeker; worldwide coverage; necessary resources, time and effort to implement; attractiveness of the mean to the job seekers (especially IT professionals and young graduates); risk of overload of answers; and impact of the size and reputation of the company. The paper provides an insight on how the companies perceive and value online recruitment.

Effectiveness of corporate employment web sites; How content and form influence intentions to apply

Marcel J.H. van Birgelen, Martin G.M. Wetzels, Willemijn M. van Dolen, Bradford: (2008) Although research is emerging, the knowledge base on the evaluative determinants of the effectiveness of corporate employment web sites is still limited. This paper attempts to narrow this gap by investigating how potential job applicants' evaluations of web site content- and form-related attributes contribute to corporate employment web site effectiveness. The approach takes the form of an empirical study using PLS path modeling. Applicants' attitude toward a corporate employment web site is found to be differentially influenced by the web site's content- and form-related evaluations. In turn, attitude toward the web site influences intentions to apply. This relationship is fully mediated by attraction toward the organization. The latter is also influenced by attitude toward corporate employment web sites in general, which consequently contributes indirectly to application intentions. Using a non-laboratory setting and a broader sample, future research should further apply a person-organization fit perspective to corporate online recruitment and investigate effects of personality-related factors such as risk/security-seeking tendencies. Furthermore, it may be worthwhile to include technology-oriented variables such as technological self-efficacy as well. Corporate employment web sites used to inform potential applicants about employment opportunities should be easy to use. In addition, firms should provide applicants with updated information and make sure that the information provided matches the applicants' needs during their information search process. Persons who hold a more favorable overall predisposition toward corporate employment web sites are more attracted toward an organization using such sites. This suggests that corporate employment web sites may be particularly effective for certain groups of applicants, beyond the effects of web site content and form. Drawing on literature in areas such as job applicant decision making, information systems, and web site effectiveness, the paper develops the understanding of the role of web site features in determining intentions to apply for a job via corporate employment web sites.

What innovations have you used in recruiting?

Anonymous. (2007) "I am about to start recruiting using Facebook. I think online social networking will be the best way to recruit in the future. I intend to message my industry friends saying that I am looking for staff. I'll also post my recruitment requirements on my 'wall'. Obviously, I'll also advertise in print and online channels to make the process fair."

Recruiting Success with Technology & Updated Processes

Anonymous. (2007) In the two years since Central DuPage Hospital eliminated paper and went to a completely electronic recruiting and hiring system, the organization has shown how process improvements combined with technology can work -- even with limited personnel available to put those tools to good use. Stephanie Gregory, manager, planning and staffing, described her recruiting department's process during the session "Maximizing Recruiting Efforts with Business Process Changes and New Technology at the IHRIM Conference and Technology Exposition in Houston. She outlined the primary process improvements that have served the hospital well. These include: 1. Applications are accepted online only. 2. Employment requisitions are posted within 24 hours. 3. Recruiters are empowered and rewarded for meeting goals. 4. Communicate your accomplishments. Gregory has improvements in mind for the future, including expanding communication efforts for employee referrals from the current internal referrals to flag outside referrals as well.

Recruiters and realistic previews: Perceptions of importance and practice

Baker, Colin Richard (2004) While recent research suggests that realistic previews given to job candidates reduce voluntary turnover and increases their performance and job satisfaction, the extent that recruiters share realistic previews and the nature (e.g., job or organization) of those previews remains unclear. This investigation explores linkages between extant research knowledge and recruiters' reported behaviors. Approximately 100 collegiate recruiters completed an online or mail survey measuring their reports of patterns of sharing realistic information, the

source of their job information, the timing of realistic previews, their interview training, and organization's recruiting priorities.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 RESEARCH DESIGN

In this study, a purposeful research design was used in to identify the perception of HR recruiters and job seekers towards online mode of recruitment. Since most of data is qualitative in nature, the **DESCRIPTIVE METHOD** is felt as suitable design.

QUESTIONNAIRE DESIGN:

The study is descriptive in nature and needs qualitative data for analysis. So, the study mainly relies on the primary data. So with the objective of studying the perception of hr. and jobseekers, the respondents were contacted with the predefined questionnaire which consists of the questions sufficient enough to collect information for achieving the objectives.

3.2 NATURE AND SOURCES OF DATA:

The data has been collected to identify the perception of HR and perception of job seeker towards online recruitment. For the purpose of this study primary data has been collected mainly from HR's and job seeker.

SOURCES OF DATA:

Primary data is collected from the HR and job seeker through structured, closed ended Questionnaire.

3.3 METHOD OF DATA COLLECTION:

With the help of predetermined and structured questionnaire which was prepared for the customers. Questions are planned in such a way that maximum information can be gathered

3.4.SAMPLE DESIGN

The **Convenient sampling method** was used for collecting data from the customers. This sampling method is used because of the time constraint and lack of thorough knowledge about the universe.

SAMPLE UNIT:

In this study HR recruiter and job seeker of different age groups belonging to different classes were considered as sample units. For the survey, the sampling units were the Hr recruiter and job seeker.

Place: Chennai City

SAMPLE SIZE:

Pertaining to the limitations of the study, and in consultation with the company guide and the project guide, the sample size is taken as **100** for job seeker and **50** for HR recruiter.

DATA ANALYSIS:

The data after collection has to be processed and analyzed in accordance with the outline laid down for the purpose at the time of developing the research plan. This is essential for a scientific study and for ensuring that we have all the relevant data. Processing implies editing, coding, classification and tabulation of collected data so that they acquiescent to analysis.

The term analysis refers to the computation of certain measures along with searching for patterns of relationship that exists among data-groups. Thus "in the process of analysis, relationships or differences supporting or conflicting with original or new hypothesis should be subjected to statistical tests of significance to determine with what validity data can be said to indicate any conclusions". Analysis of data in a general way involves a number of closely related operations that are performed with the purpose of summarizing the collected data and organizing them in such a manner that they answer the research questions.

3.5 STATISTICAL TOOLS

CHI SQUARE TEST:

A chi-squared test, also referred to as chi-square test or χ^2 test, is any statistical hypothesis test in which the sampling distribution of the test statistic is a chi-squared distribution when the null hypothesis is true, or any in which this is asymptotically true, meaning that the sampling distribution (if the null hypothesis is true) can be made to approximate a chi-squared distribution as closely as desired by making the sample size large enough.

The χ^2 test was first used by Karl Pearson in the year 1900. The quantity χ^2 describes the magnitude of the discrepancy between theory and observation. It is calculated using:

$$\chi^2 = \sum [(O_i - E_i)^2 / E_i] \text{ with } (n - 1) \text{ degrees of freedom.}$$

Where, O_i refers to the observed frequency & E_i to the expected frequencies. χ^2 was used as a test of independence and goodness of fit.

ONE WAY ANOVA TEST:

In statistics, one-way analysis of variance (abbreviated one-way ANOVA) is a technique used to compare means of two or more samples (using the F distribution). This technique can be used only for numerical data. The ANOVA tests the null hypothesis that samples in two or more groups are drawn from the same population. To do this, two estimates are made of the population variance. These estimates rely on various assumptions.

ASSUMPTIONS:

1. The results of a one-way ANOVA can be considered reliable as long as the following assumptions are met:
2. Response variable must be normally distributed (or approximately normally distributed).
3. Samples are independent.
4. Variances of populations are equal.
5. Responses for a given group are independent and identically distributed normal random variable.

CHAPTER 4

ANALYSIS AND INTERPRETATION FOR PERCEPTION OF JOB SEEKER

4.1 Profile of the Respondents:

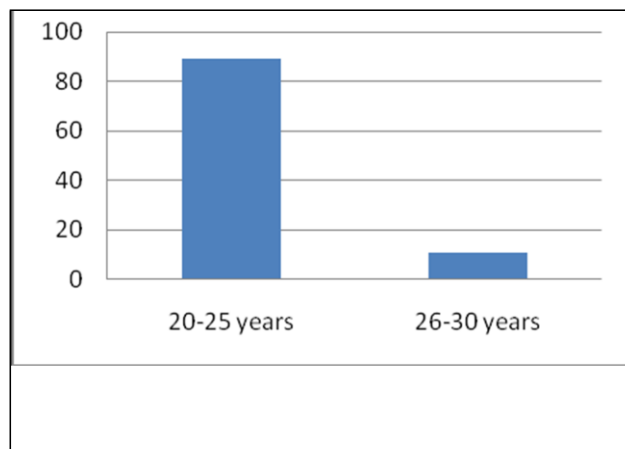
Demographic variables are factors which describes the characteristics of the population. The demographic characteristics considered for the study are age, gender, designation, qualification and monthly income.

Table 4.1.1

Age of the respondents

Age	Frequency	Percentage
20-25 years	108	90
26-30 years	12	10
Total	120	100.0

Figure 4.1.1



The above table shows that around 90% of the respondents are in the age category of

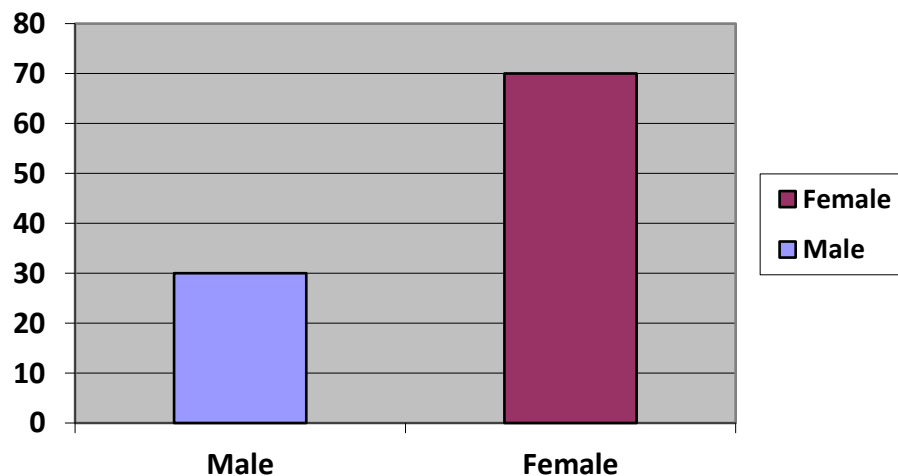
20 – 25,

10 % belonging to the age group of 26 – 30. Hence it could be studied that the majority of the online recruitment service users are of young aged group.

Table 4.1.2
Gender of the respondents

Gender	Frequency	Percentage
Male	36	30.0
Female	84	70.0
Total	120	100.0

Figure 4.1.2
Gender of the respondents



The above table shows that around 70 percent are Female respondents and remaining

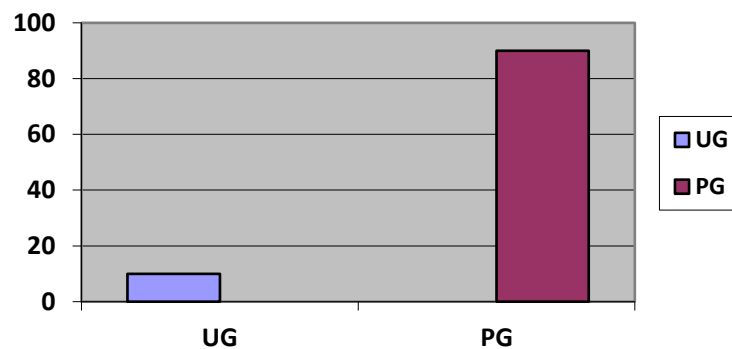
30 percent are male respondents. Hence it is inferred that majority of the online portal users are female.

Table 4.1.3
Qualification of the respondents

Qualification	Frequency	Percentage
UG	12	10.0
PG	108	90.0
Total	120	100.0

Figure 4.1.3

Qualification of the respondent

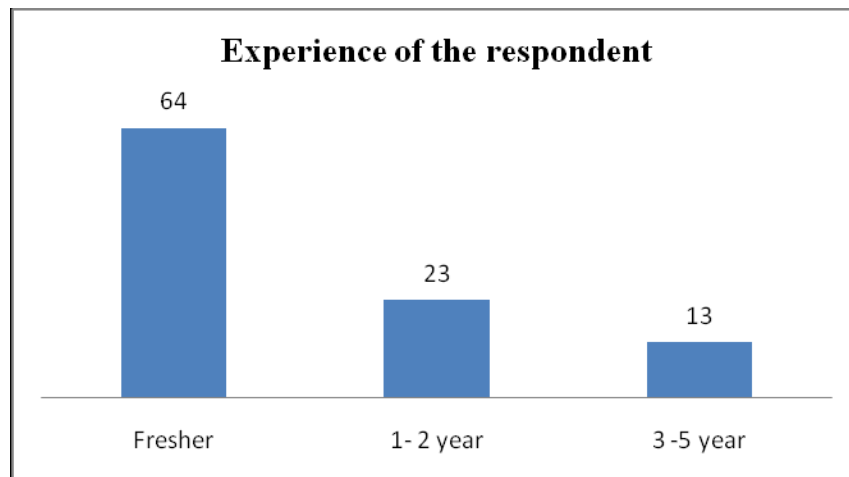


The above table shows that around 90 percent of respondents are post graduates and remaining 10 percent of respondents are under graduates. Hence it is inferred that majority of the online portal users are post graduates.

Table 4.1.4
Experience of the respondents

Experience	Frequency	Percentage
Fresher	76	64.0
1- 2 year	28	23.0
3 -5 year	16	13.0
Total	120	100.0

Figure 4.1.4

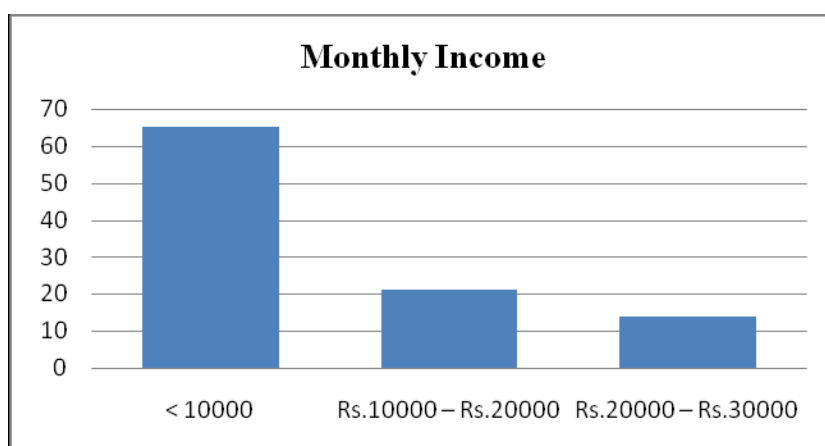


The above table shows that around 64 percent of respondents are Fresher 23 percent of respondents are with the experience of 1 – 2 year and the remaining 13 percent of respondent are with the experience of 3 – 5 years. Hence it is inferred that majority of the online portal users are Fresher.

Table 4.1.5
Monthly Income of the respondents

Monthly Income	Frequency	Percentage
< 10000	78	65.0
Rs.10000 Rs.20000	25	21.0
Rs.20000 Rs.30000	17	14.0
Total	120	100.0

Figure 4.1.5



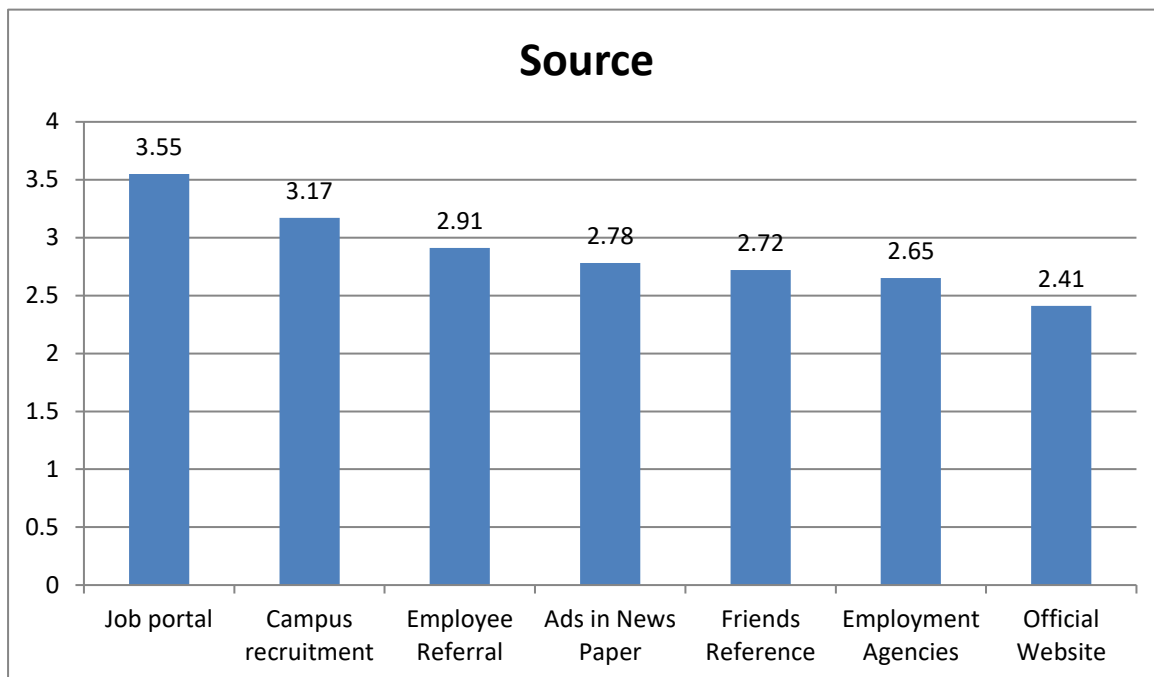
The above table shows that around 65 percent of respondents are in the income group of <10000 , 21 percent of respondents are in the income group of Rs.10000 – Rs.20000 and the remaining 14 percent of respondent are in the income group of Rs.20000 – Rs.30000. Hence it is inferred that majority of the online portal user are in the income group of <10000.

4.2 Sources of recruitment

It explains about the different sources of recruitment available to the respondents, the different sources and the preference of the respondent are listed below.

Table 4.2.1
Source of Recruitment

S.no:	Source	Mean value	Rank
1	Job portal	3.55	I
2	Campus recruitment	3.17	II
3	Employee Referral	2.91	III
4	Ads in News Paper	2.78	IV
5	Friends Reference	2.72	V
6	Employment Agencies	2.65	VI
7	Official Website	2.41	VII

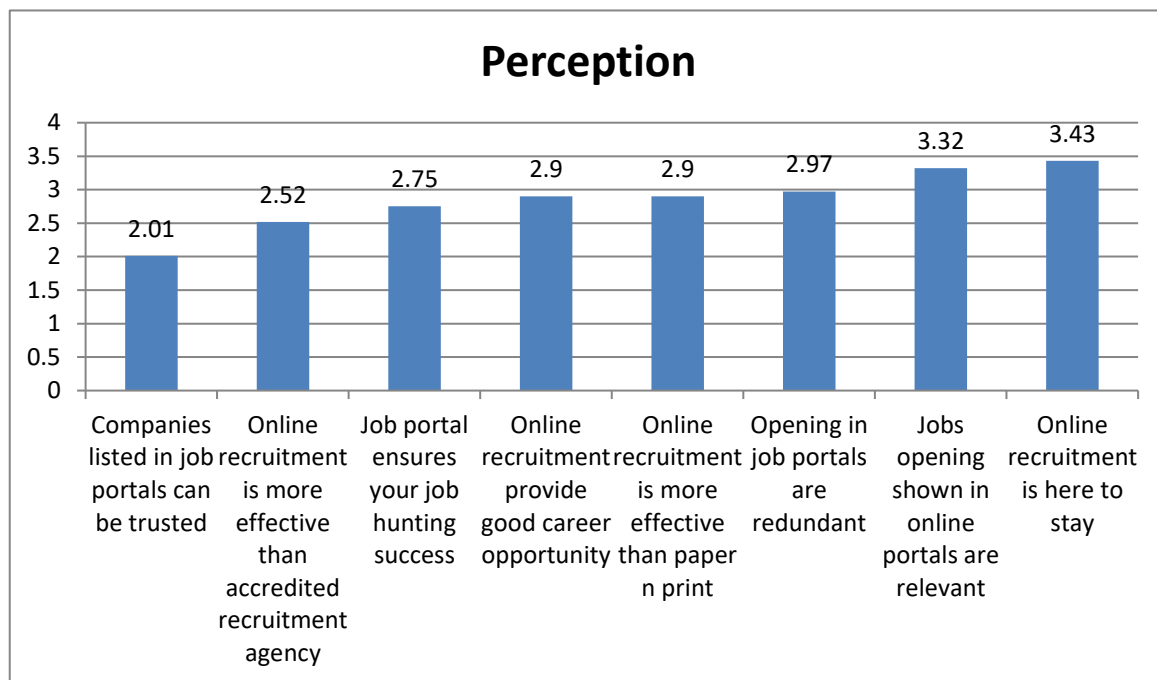


From the above table it can be inferred that job portal is the most preferred source of recruitment followed by campus recruitment and Employee Referral among the job seekers. Whereas the factors like ads in newspapers, employment agencies and employee referrals are not much preferred source of recruitment for job seekers. From the table it can be concluded that job portal is the most preferred source for the job seekers to find a job.

4.5 Job seekers perception about Job Portal

Table 4.5.1
Job seekers perception

S.no:	Perception	Mean value	Rank
1	Companies listed in job portals can be trusted	2.01	I
2	Online recruitment is more effective than accredited recruitment agency	2.52	II
3	Job portal ensures your job-hunting success	2.75	III
4	Online recruitment provides good career opportunity	2.90	IV
5	Online recruitment is more effective than paper n print	2.90	V
6	Opening in job portals are redundant	2.97	VI
7	The information provided on job portals are misleading	3.07	VII
8	Jobs opening shown in online portals are relevant	3.32	VIII
9	Online recruitment is here to stay	3.43	IX



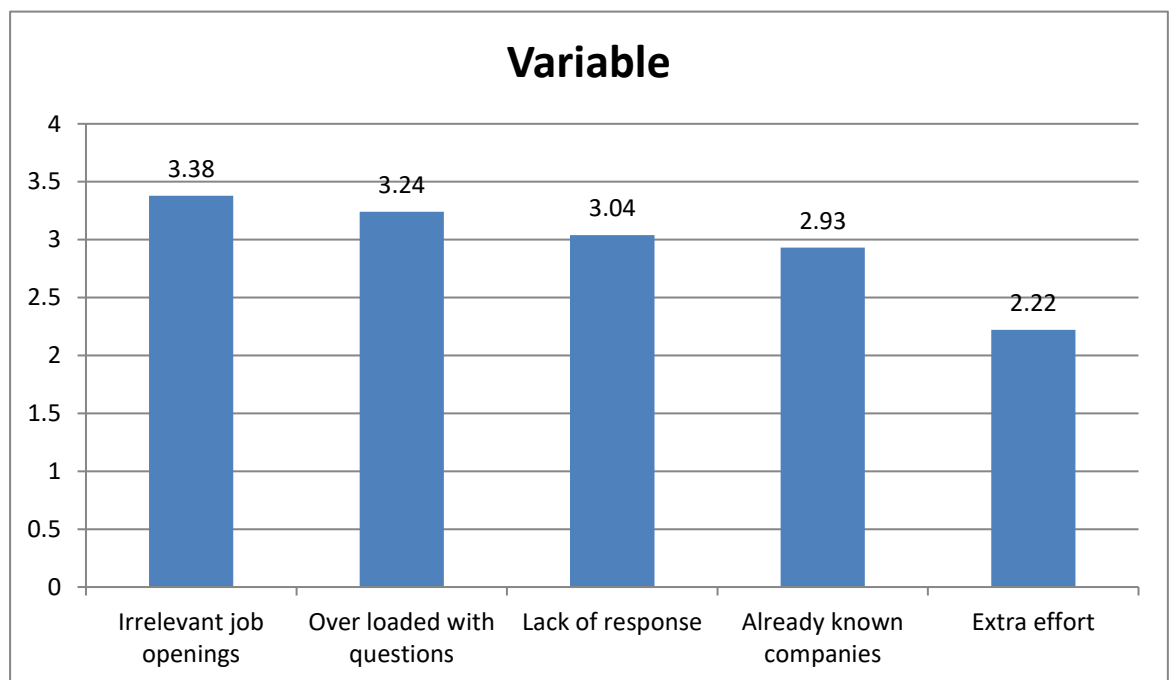
From the above table it can be inferred that job seekers perception towards the online recruitment process is positive as the factors like trust on portals, effectiveness and job-hunting success are rated with low mean value. Though with the enough positives perception of job seeker even has negative side of it which shows factor like job redundancy is rated with high mean value.

From the table it can be concluded that overall perception of job seeker towards the job portal is highly satisfactory.

4.8 Inconvenience Factors:

Table 4.8.1
Inconvenience factors on Job Portal

Sn.no:	Variable	Mean value	Rank
1	Irrelevant job openings	3.38	I
2	Over loaded with questions	3.24	II
3	Lack of response	3.04	III
4	Already known companies	2.93	IV
5	Extra effort	2.22	V



From the above table it can be inferred that among the inconvenience

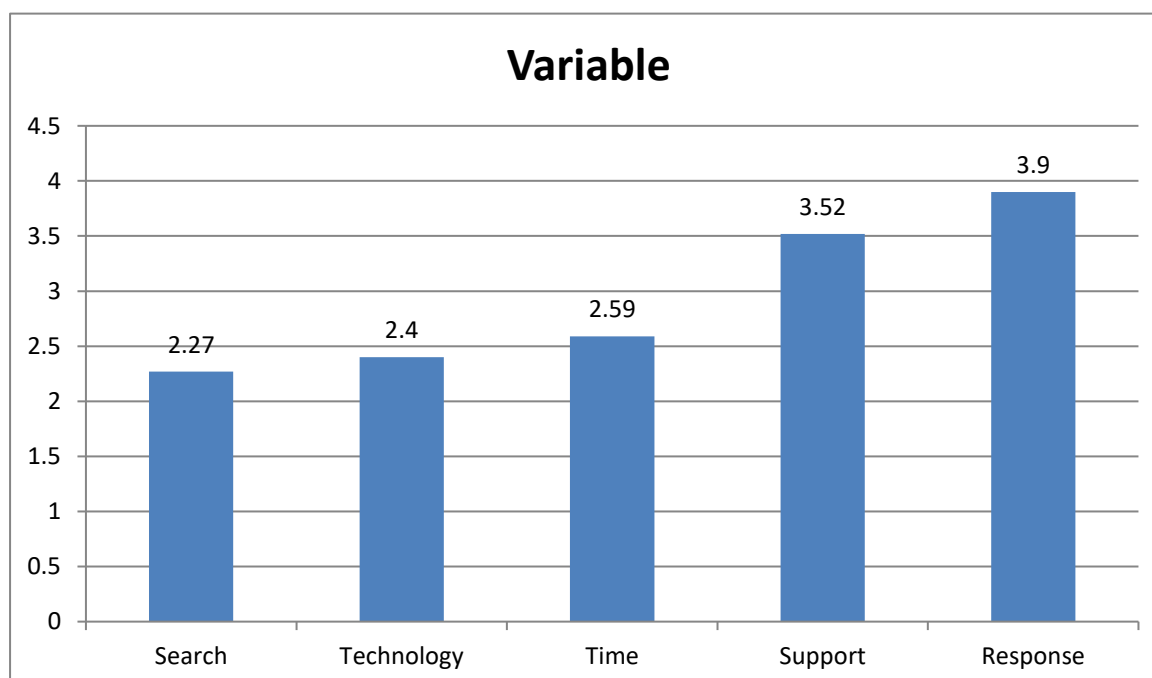
Irrelevant job openings is considered as most important inconvenience followed by overloaded with questions and Lack of response.

From the table it can be concluded that job seeker's don't prefer online recruitment because it involves lack of response, irrelevant openings and too many questions.

4.9 Overall performance:

Table 4.9.1
Overall performance of Job Portal

Sn.no:	Variable	Mean value	Rank
1	Search	2.27	I
2	Technology	2.40	II
3	Time	2.59	III
4	Support	3.52	IV
5	Response	3.90	V



From the above table it can be inferred that Search is considered as the best factor in overall performance of the job portal followed by Technology and Time, but

respondents are not much satisfied with the factors like Support and Response to find the job.

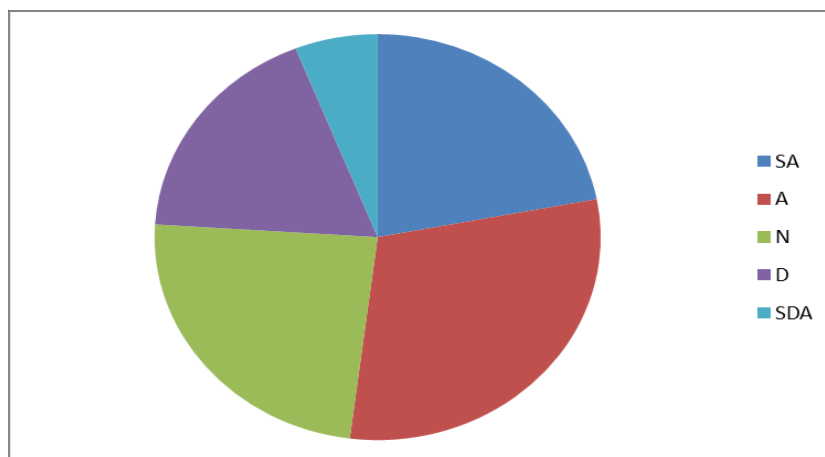
From the table it can be concluded that job portals are much efficient in providing Search and efficient technology.

4.10 Future of online recruitment

Table 4.10.1

	Frequency	Percent
SA	26	22.0
A	36	30.0
N	29	24.0
D	22	18.0
SDA	7	6.0
Total	120	100.0

Figure 4.10.1



From the above table we can infer that 22 percent of the respondents agree to it that in future there will be only mode of recruitment that is online recruitment.

whereas 6 percent of the recruiter disagrees with the statement and the 24 percent of the respondent have given neutral remark.

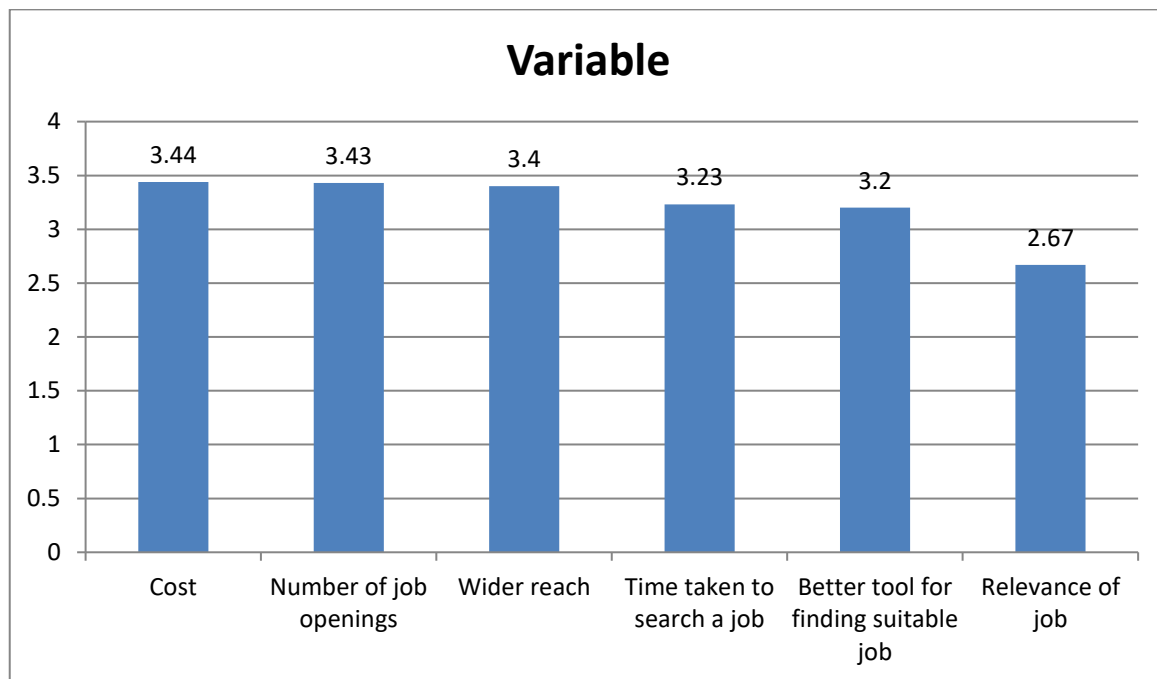
From the table we can conclude that majority of the respondent agree to it the three will be only mode of recruitment that is online recruitment.

4.11 Reasons for using online mode

Table 4.11.1

Reasons for Using Online Mode

Sn.no:	Variable	Mean value	Rank
1	Cost	3.44	I
2	Number of job openings	3.43	II
3	Wider reach	3.40	III
4	Time taken to search a job	3.23	IV
5	Better tool for finding suitable job	3.20	V
6	Relevance of job	2.67	VI



From the above table we can infer that Cost is one of the most important factor considered for using online mode of recruitment followed by Number of job openings. And wider search tools and time taken to search is also considered as an important factor to for using online mode of recruitment.

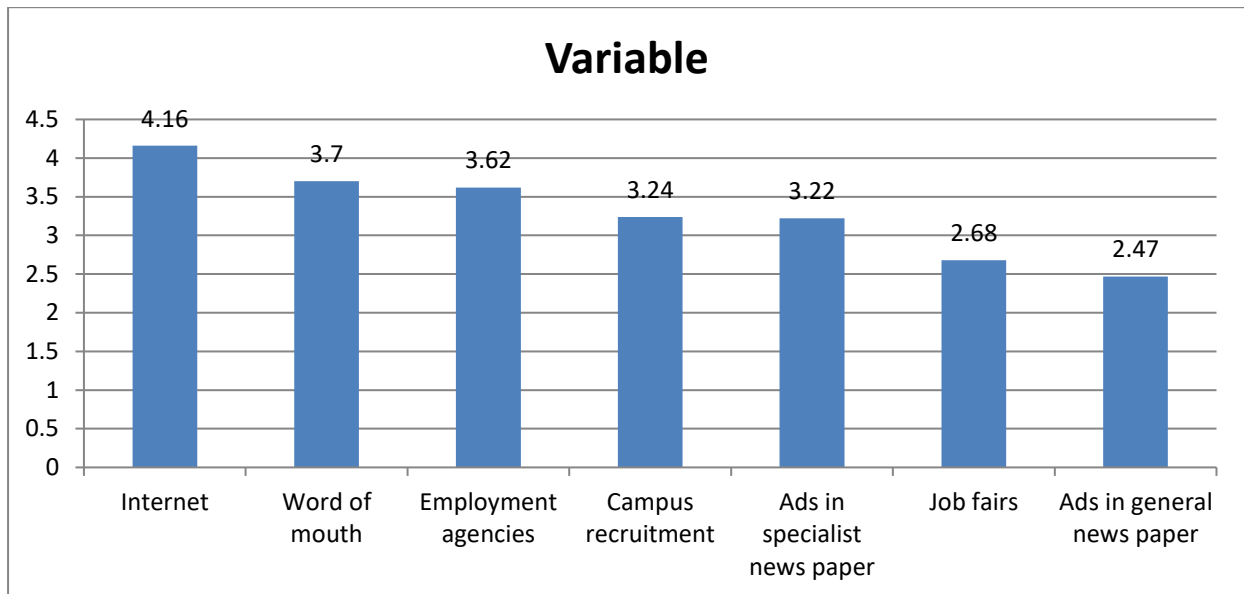
4.13 Best source for searching job

Table 4.13.1

Best Source for searching job

Sn.no:	Variable	Mean value	Rank
1	Internet	4.16	I
2	Word of mouth	3.70	II
3	Employment agencies	3.62	III
4	Campus recruitment	3.24	III

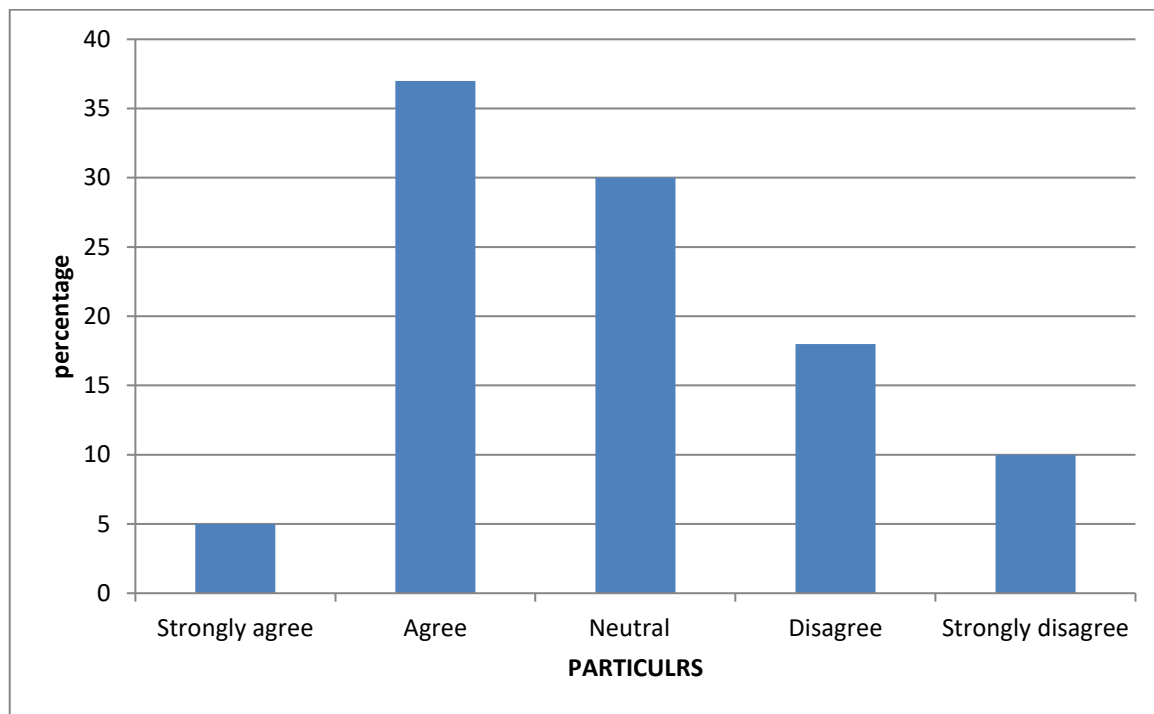
5	Ads in specialist news paper	3.22	V
6	Job fairs	2.68	VI
7	Ads in general news paper	2.47	VII



From the above graph it can be inferred that Employment agencies is the most preferred source of searching job followed by internet. But Advertisement is the least preferred mode of searching job by the job seekers.

Openings in job portal

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	Strongly agree	6	5
2	Agree	44	37
3	Neutral	36	30
4	Disagree	22	18
5	Strongly disagree	12	10
	TOTAL	120	100

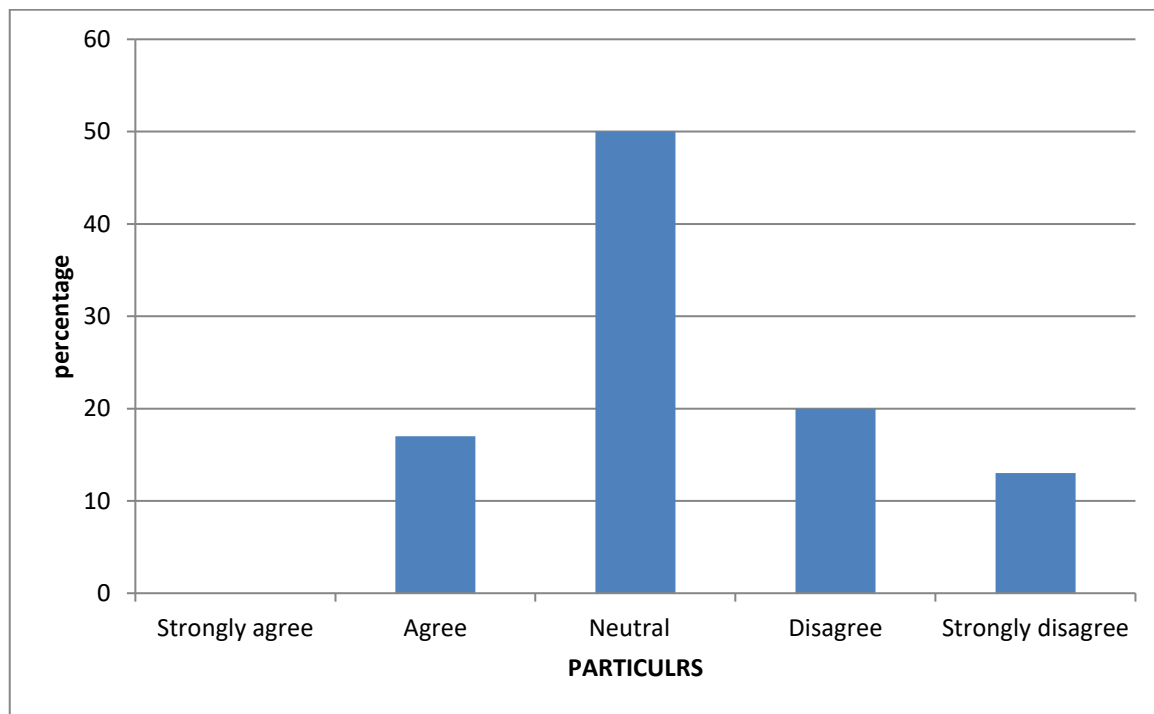


INTERPRETATION:

From the above table it can be interpreted that 37% of the respondents feels agree about openings in job portal, 18% of the respondents are disagree, 30% of the respondents stays neutral.

Carrier opportunity

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	Strongly agree	0	0
2	Agree	20	17
3	Neutral	60	50
4	Disagree	24	20
5	Strongly disagree	16	13
	TOTAL	120	100



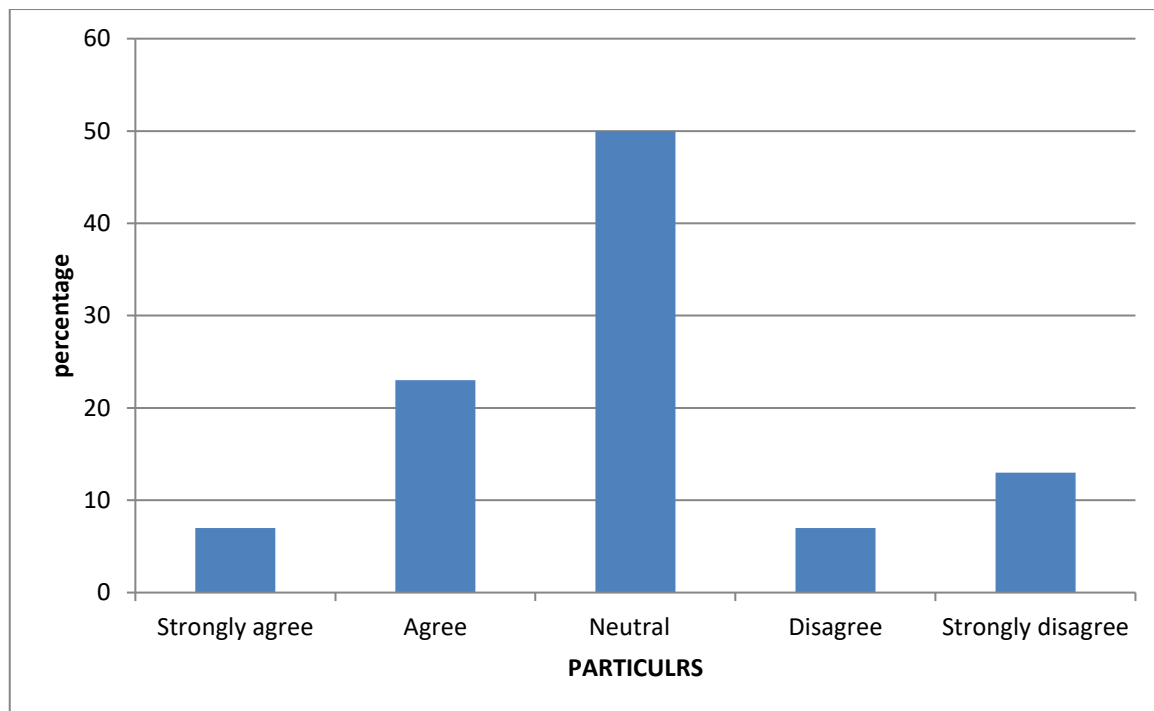
INTERPRETATION:

From the above table it can be interpreted that 50% of the respondents stays neutral about the carrier opportunity, 20% of the respondents are disagree.

From the above table it can be interpreted that 46% of the respondents agrees that job openings in online portal are relevant, 7% of the respondents are strongly agree.

Effective

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	Strongly agree	8	7
2	Agree	28	23
3	Neutral	60	50
4	Disagree	8	7
5	Strongly disagree	16	13
	TOTAL	120	100

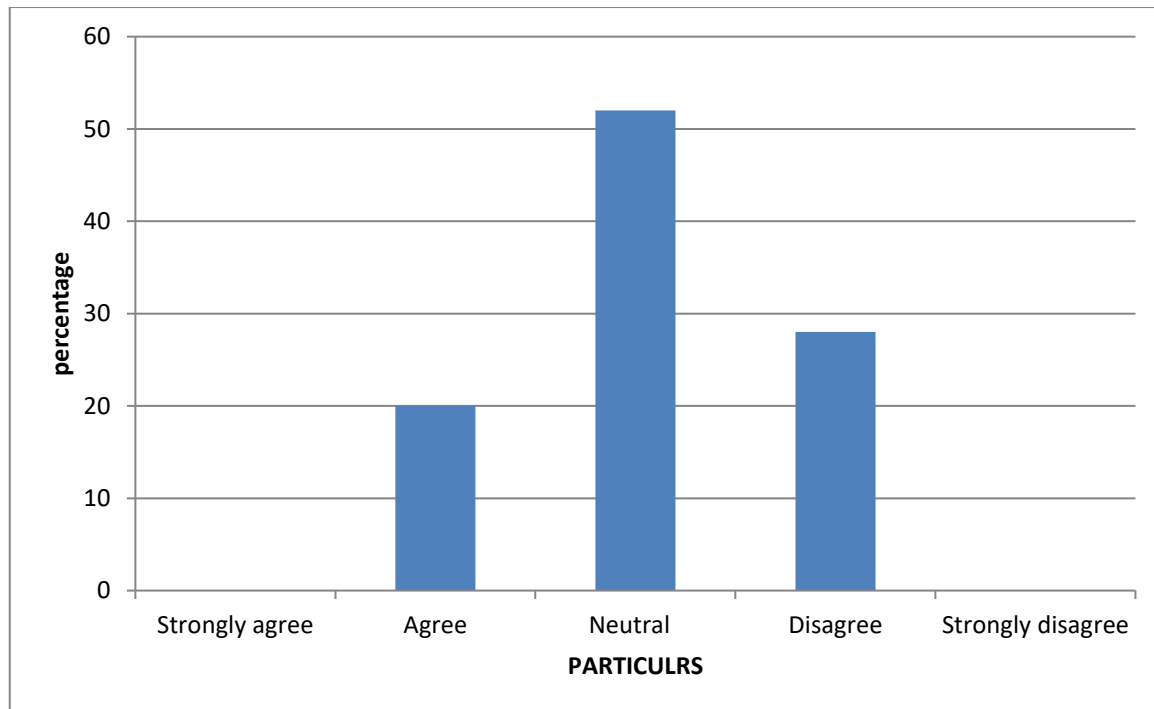


INTERPRETATION:

From the above table it can be interpreted that 50% of the respondents stays neutral about the effectiveness of online job portal, 11% of the respondents are strongly disagree.

. Misleading information

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	Strongly agree	0	0
2	Agree	24	20
3	Neutral	62	52
4	Disagree	34	28
5	Strongly disagree	0	0
	TOTAL	120	100

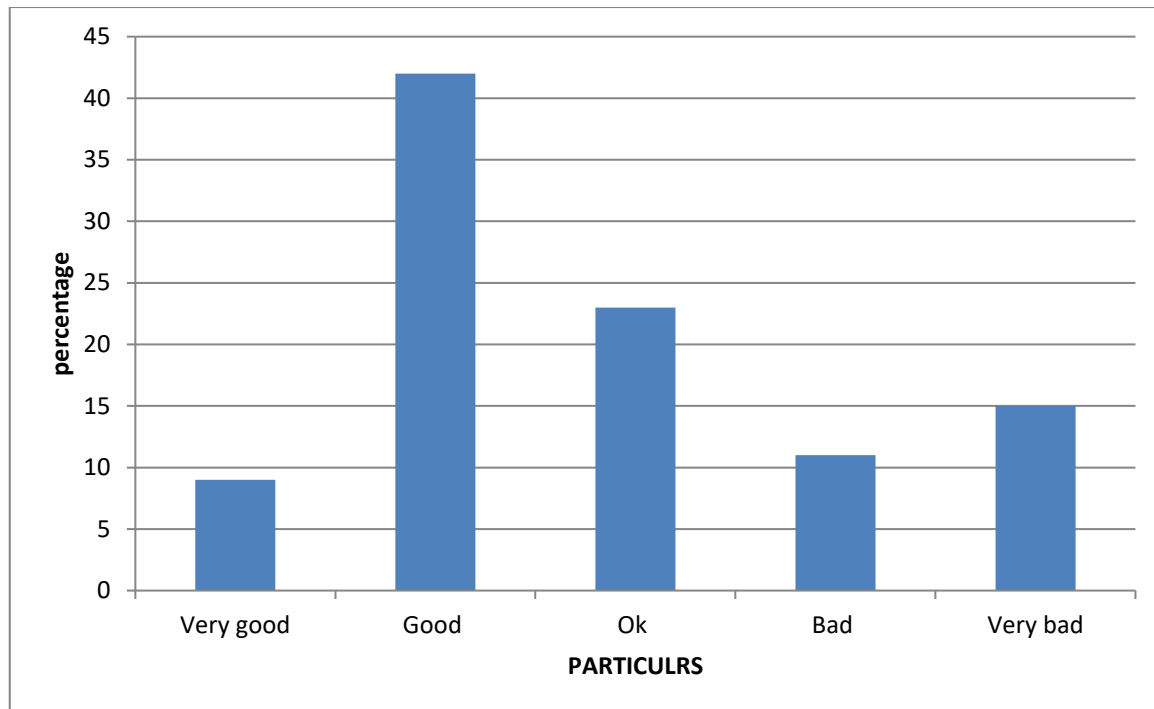


INTERPRETATION:

From the above table it is interpreted that 52% of the respondents feels neutral about the information provided is misleading, 28% of the respondents are disagree.

Time

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	Very good	11	9
2	Good	50	42
3	Ok	28	23
4	Bad	13	11
5	Very bad	18	15
	TOTAL	120	100

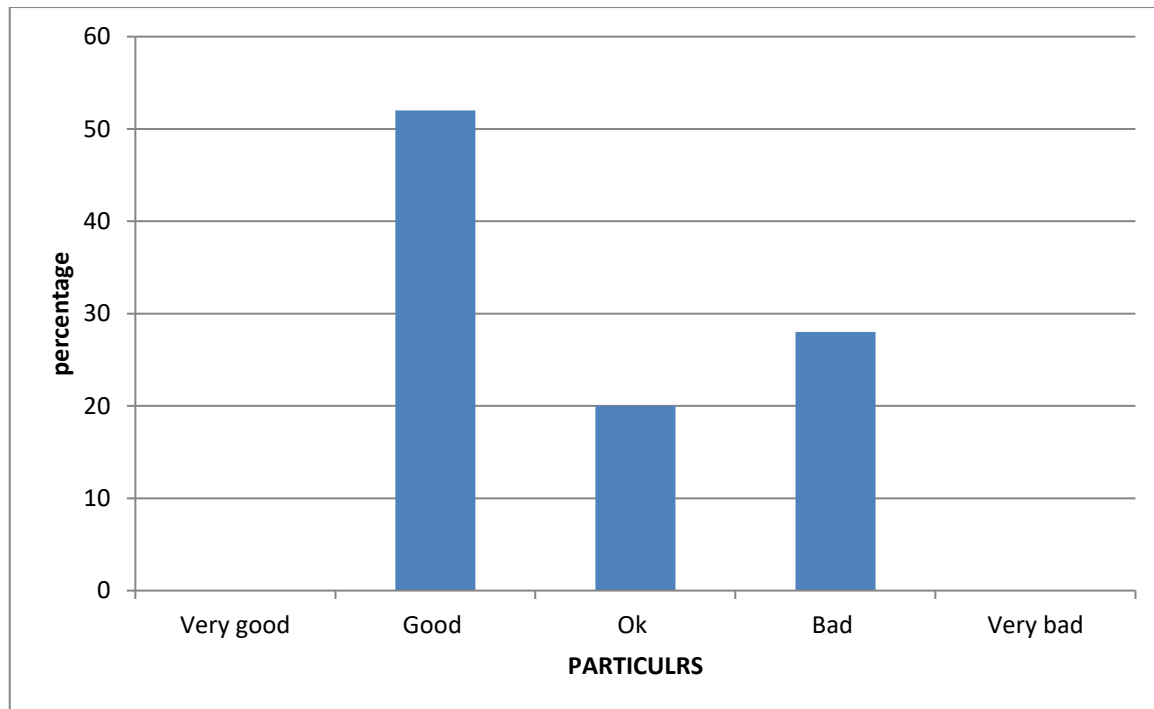


INTERPRETATION:

From the above table it can be interpreted that 9% of the respondents feels very good about the timeliness of the job portal, 42% of the respondents have feels good.

. Technology

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	Very good	0	0
2	Good	62	52
3	Ok	24	20
4	Bad	34	28
5	Very bad	0	0
	TOTAL	120	100

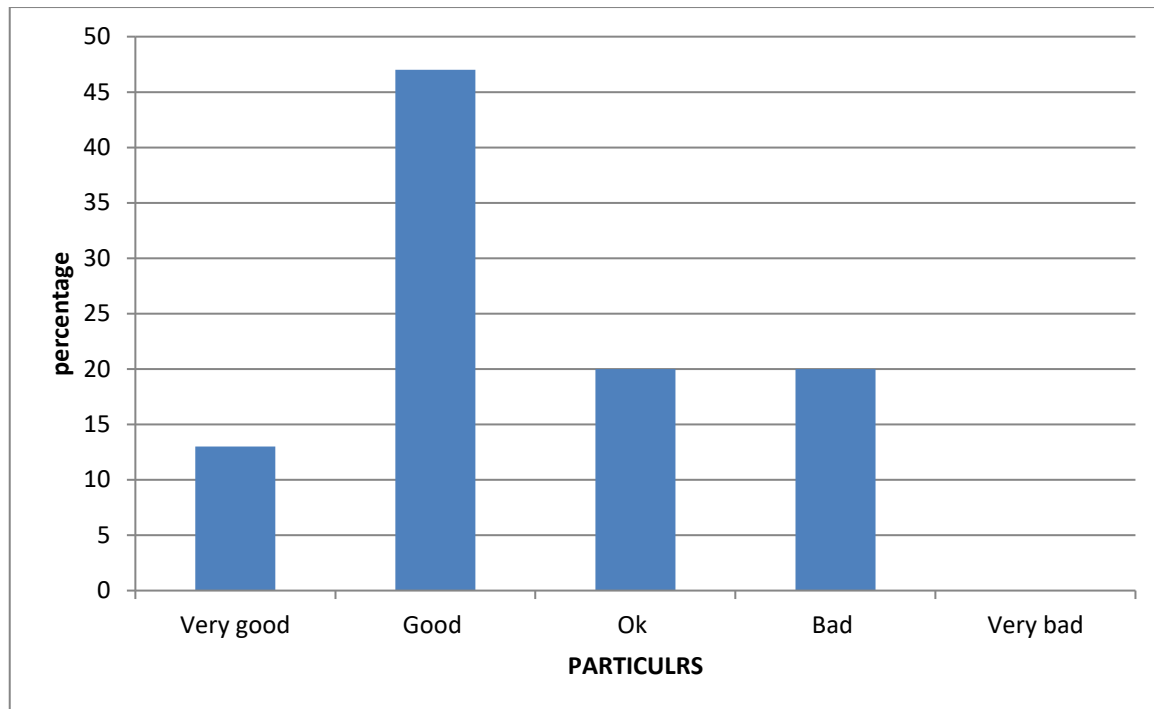


INTERPRETATION:

From the above table it is interpreted that 52% of the respondents feels good about the technology used, 20% of the respondents feels OK, 28% of the respondents feels bad about the technology.

Search

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	Very good	16	13
2	Good	56	47
3	Ok	24	20
4	Bad	24	20
5	Very bad	0	0
	TOTAL	120	100

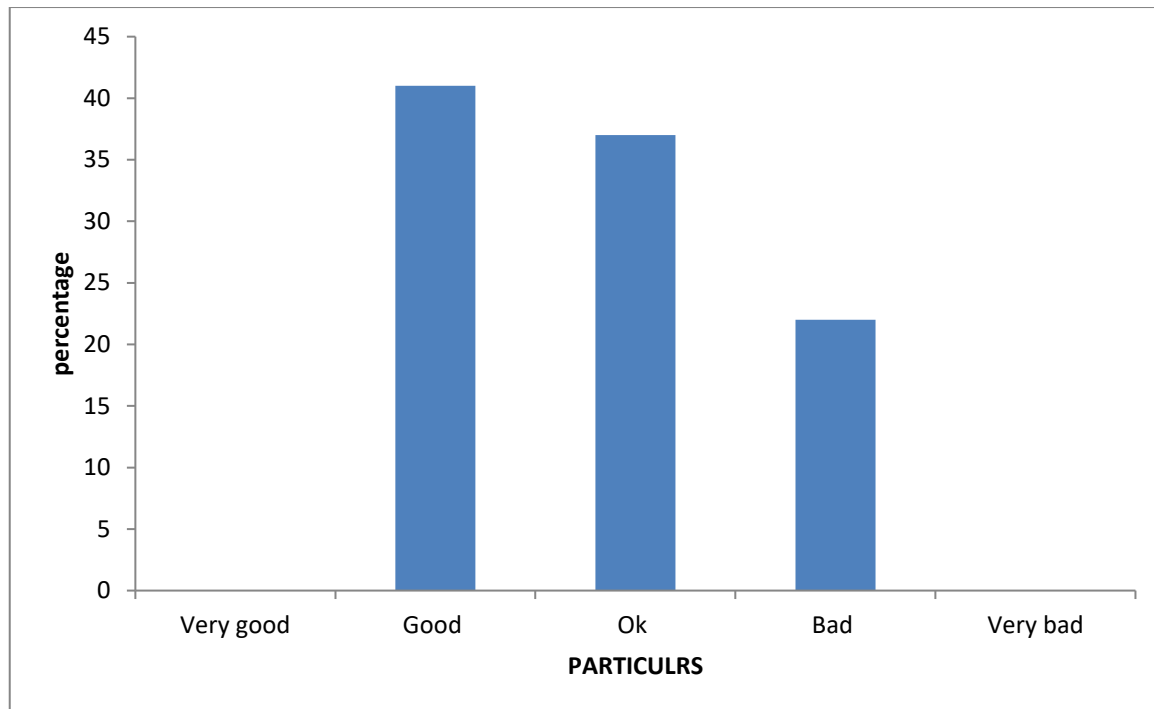


INTERPRETATION:

From the above table it can be interpreted that 47% of the respondents feels good about search option, 20% of the respondents feels OK, 20% of the respondents bad about the search option in the advertisement.

Response

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	Very good	0	0
2	Good	49	41
3	Ok	44	37
4	Bad	27	22
5	Very bad	0	0
	TOTAL	120	100

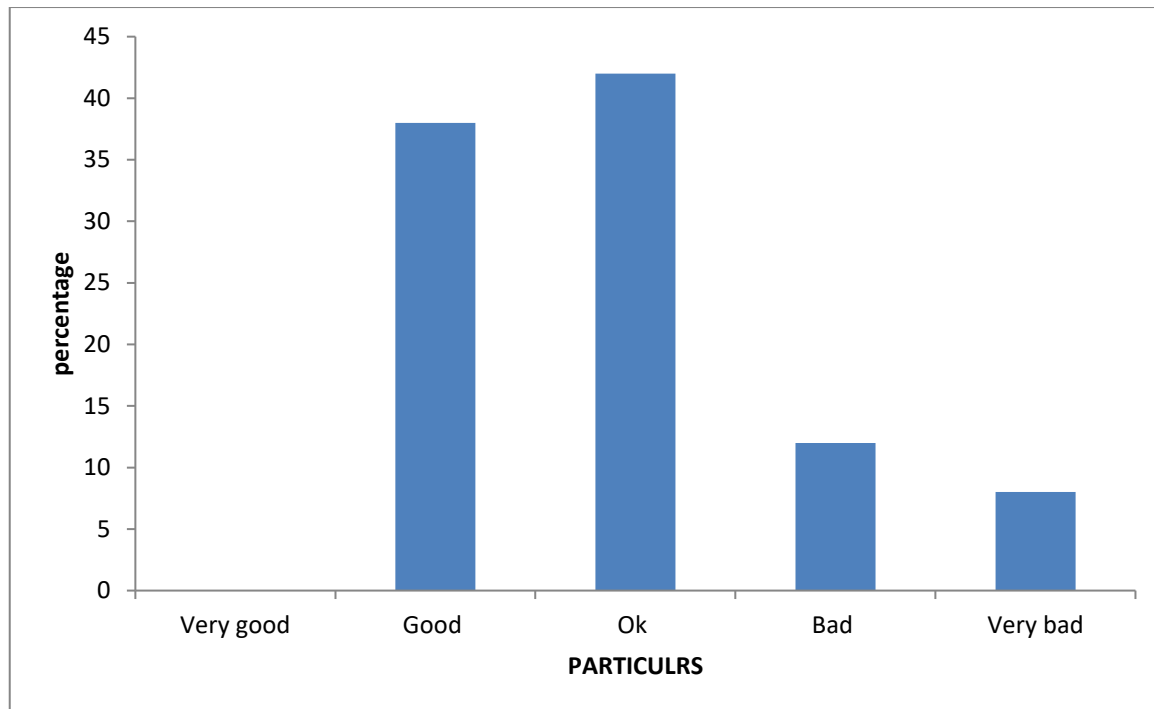


INTERPRETATION:

From the above table it can be interpreted that 41% of the respondents feels good about the response of the job portal and 37% are feels OK about the response.

Support

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	Very good	0	0
2	Good	46	38
3	Ok	50	42
4	Bad	14	12
5	Very bad	10	8
	TOTAL	120	100

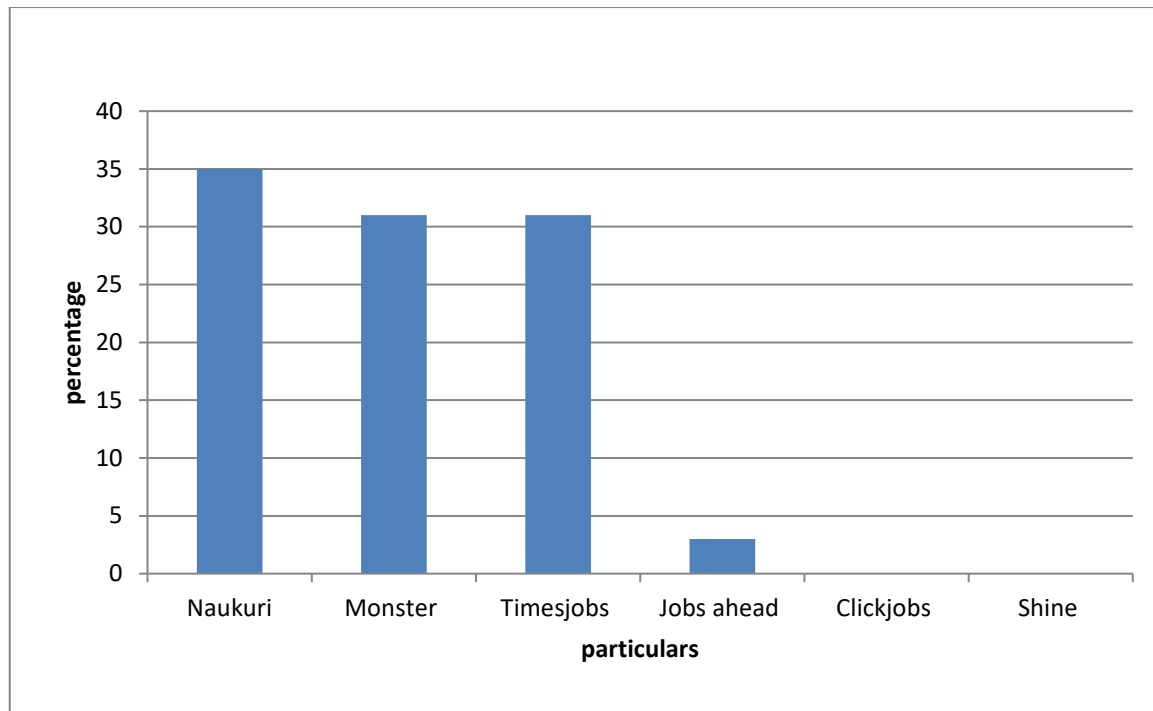


INTERPRETATION:

From the above table it can be interpreted that 42% of the respondents feels OK about the support provided by the job portal and 10% of the respondents feels bad.

Online services

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	Naukri	42	35
2	Monster	37	31
3	Times jobs	22	18
4	Jobs ahead	19	16
5	Click jobs	0	0
6	Shine	0	0
	TOTAL	120	100



INTERPRETATION:

From the above table it can be interpreted that 35% of the respondents are using times jobs, 31% of the respondents are using monster.

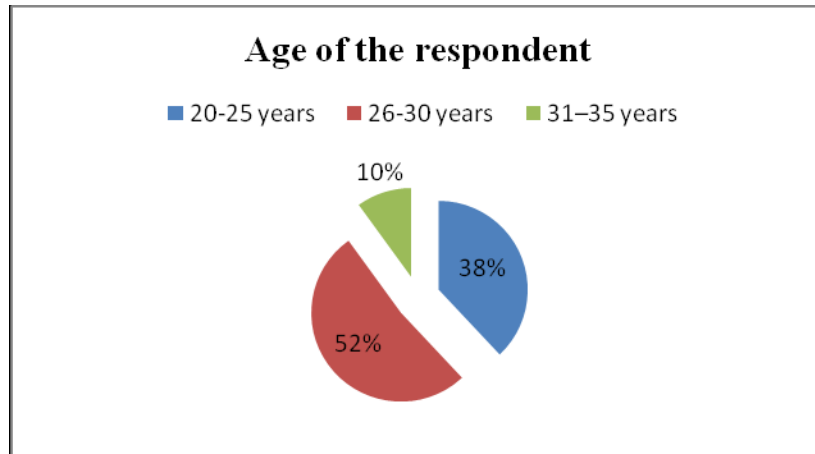
5.1 Profile of the Respondents:

Demographic variables are factors which describes the characteristics of the population. The demographic characteristics considered for the study are age, gender, Total Experience, Experience in recruitment, qualification and monthly income.

Table 5.1.1
Age of the respondents

Age	Frequency	Percentage
20-25 years	46	38.0
26-30 years	62	52.0
31–35 years	12	10.0
Total	120	100.0

**Figure
5.1.1**



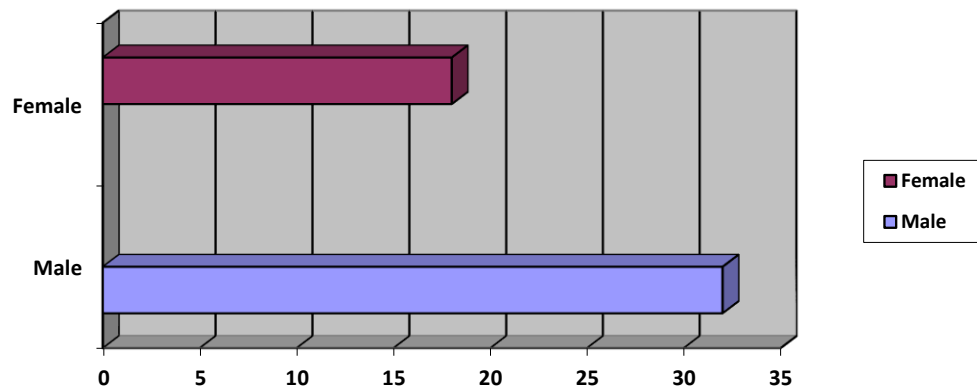
The above graph shows that around 52% of the respondents are in the age category of

26 - 30, 38 % belonging to the age group of 20 – 25 and only 10% of the respondents are from the age group of 31 - 35. Hence it could be studied that the majority of the online recruitment service users are of young age group i.e. is below the age group of 30.

**Table 5.1.2
Gender of the respondents**

Gender	Frequency	Percentage
Male	77	64.0
Female	43	36.0
Total	120	100.0

**Figure
5.1.2**

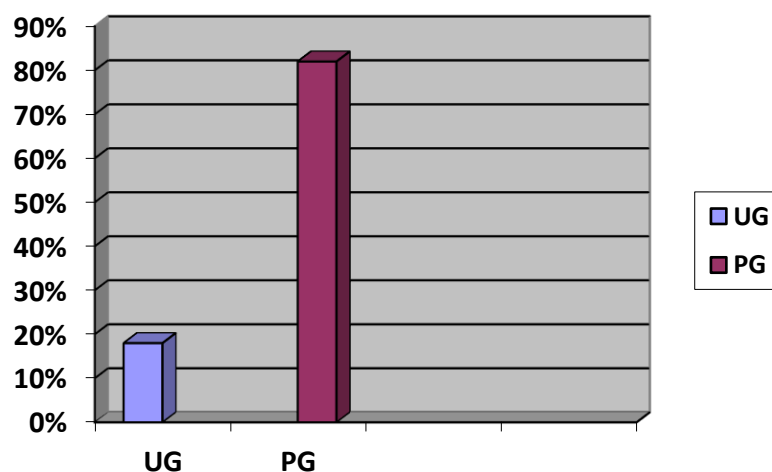


From the table it can be inferred that 64% of respondents are Male, where as 36% of respondents are Female. Hence it shows that majority of the respondents are male in the recruitment profile.

Table 5.1.3
Qualification of the respondents

Qualification	Frequency	Percentage
UG	22	18.0
PG	98	82.0
Total	120	100.0

Figure 5.1.3



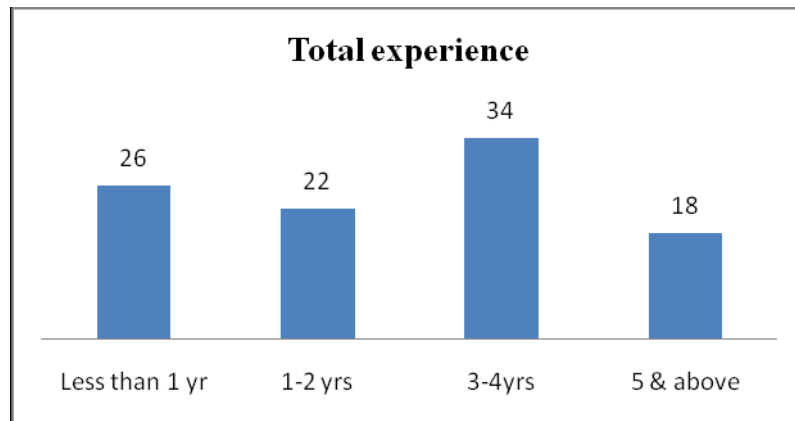
The above table shows that around 18 percent of respondents are under graduates and remaining 82 percent of respondents are post graduates Hence it is inferred that majority of the recruiters are post graduates.

**Table
5.1.4**

Experience of the respondents

Experience	Frequency	Percentage
Less than 1 yr.	31	26.0
1-2 yrs.	26	22.0
3-4yrs	41	34.0
5 & above	22	18.0
Total	120	100.0

**Figure
5.1.4**

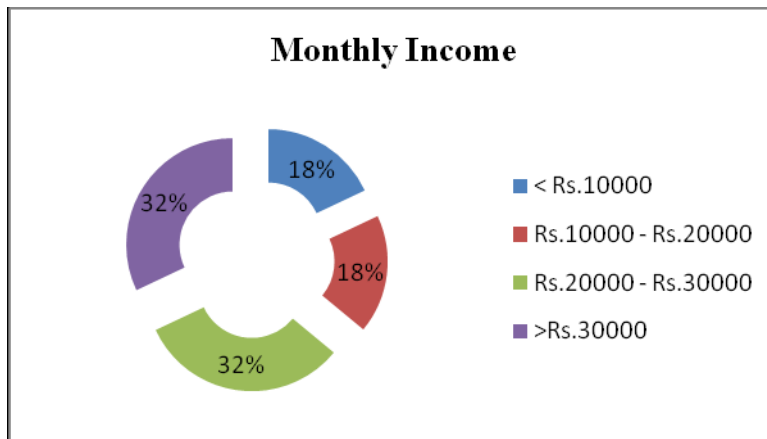


The above graph shows that around 26 percent of respondents are with less than 1yr experience, 22 percent of respondents are with the experience of 1 – 2-year, 34 percent of respondent are with the experience of 3 – 5 years and remaining 18 percent are with the 5 and more years of experience. Hence it is inferred that majority of the online recruitment user are with less than 4 years of experience i.e. around 82% of the respondent.

Table 5.1.5
Monthly Income of the respondents

Monthly Income	Frequency	Percentage
< Rs.10000	22	18.0
Rs.10000 - Rs.20000	22	18.0
Rs.20000 - Rs.30000	38	32.0
>Rs.30000	38	32.0
Total	120	100.0

Figure 5.1.5



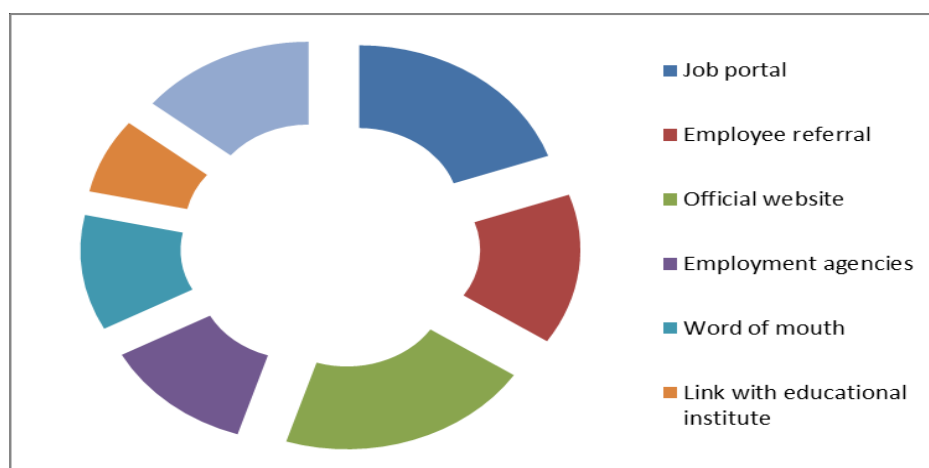
The above table shows that around 18 percent of respondents are in the income group of <10000 , 18 percent of respondents are in the income group of Rs.10000 – Rs.20000, 32 percent of respondent are in the income group of Rs.20000 – Rs.30000 and 32 percent of the respondents are in the income group of more than 30000. Hence it is inferred that majority of the recruiters are in the income group of more than 20000.

5.2 Recruitment channel:

Table 5.2.1
Recruitment channel

S.no	Variable	Value
1	Job portal	40
2	Employee referral	30
3	Official website	42
4	Employment agencies	25
5	Word of mouth	23
6	Link with educational institute	15
7	Ads in news paper	29

Figure 5.2.1



From the table it can be inferred that second most preferred recruitment channel is Job portal followed by employee referral and Ads in Newspaper. Whereas the other sources are also preferred but the level of preference is very low. From this it can be concluded that job portal is most used channel of recruitment. Official Website is most

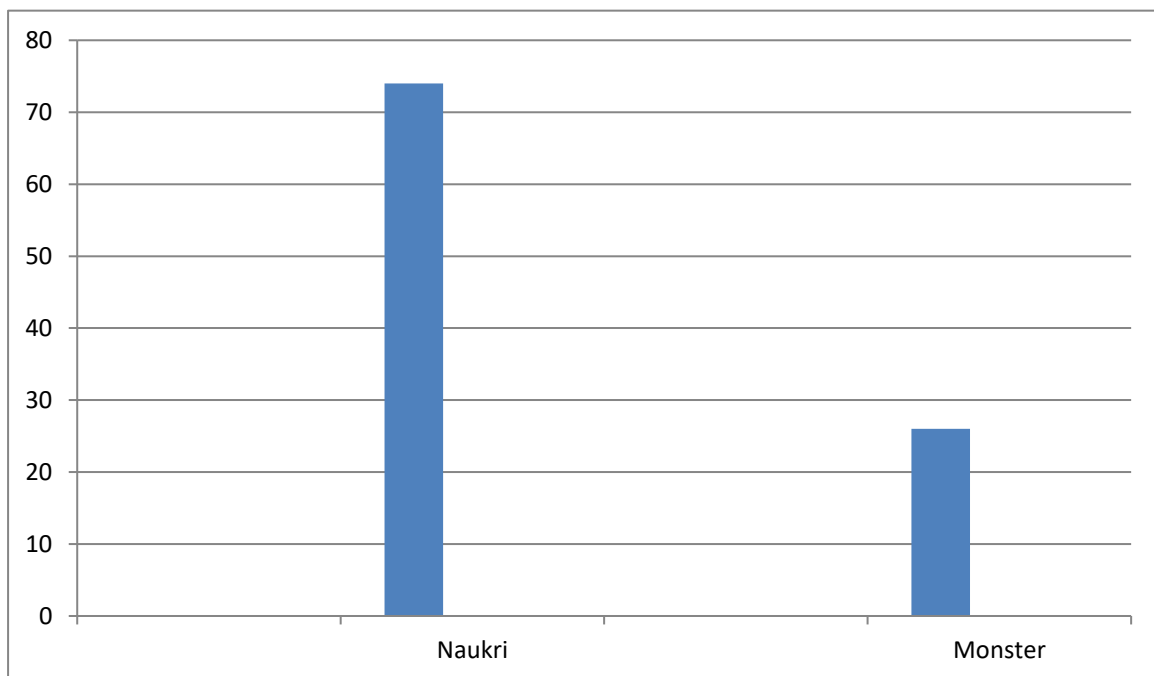
preferred because of its rapid response.

5.3 Job Portal used for Recruitment Process:

**Table
5.3.1**

Job portal used in recruitment

Source	Frequency	Percentage
Naukri	89	74.0
Monster	31	26.0
Total	120	100.0



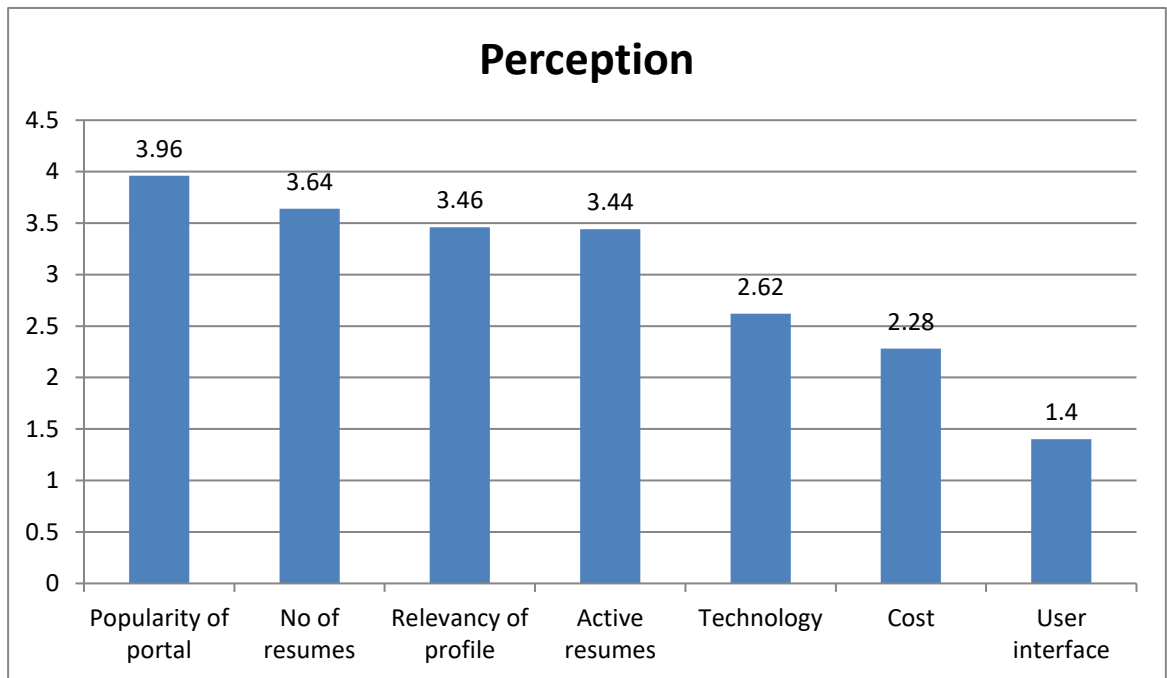
INFERENCE:

From the table it can be inferred that 74% of respondent prefer using Naukri and only 26% of respondent prefer using Monster as their job portal. So from the above table we can conclude that Naukri is the most preferred job portal used by the recruiters.

5.5 Factors considered for selecting job portal:

Table 5.5.1
Factors considered for selecting job portal

Sl.no	Perception	Mean value	Rank
1	Popularity of portal	3.96	I
2	No of resumes	3.64	II
3	Relevancy of profile	3.46	III
4	Active resumes	3.44	IV
5	Technology	2.62	V
6	Cost	2.28	VI
7	User interface	1.40	VII



From the above table it can be inferred that Popularity of the portal is the most important factor considered in selecting the job portal followed by the No of resume and relevancy of profile. Whereas the other factors like technology, user interface, popularity and cost are not given much importance when compared to other factors.

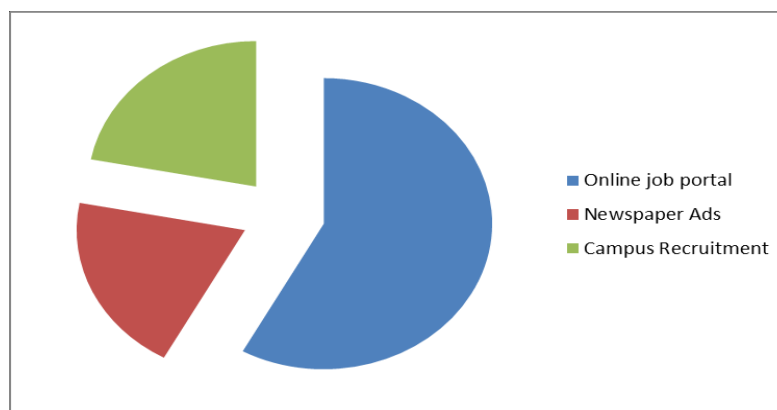
From the table it can be concluded that though the cost and user Interface being the factor which is not given much importance when compared to the Popularity of portal.

5.7 Sources through which maximum closures are made:

Table 5.7.1
Most preferred source

Source	Frequency	Percentage
Online job portal	70	58
Newspaper Ads	24	20
Campus Recruitment	26	22
Total	120	100.0

Figure 5.7.1



From the above table we can infer that 58 percent of recruiters use online job portals, 20 percent of recruiters use Newspaper ads and remaining 22 percent of

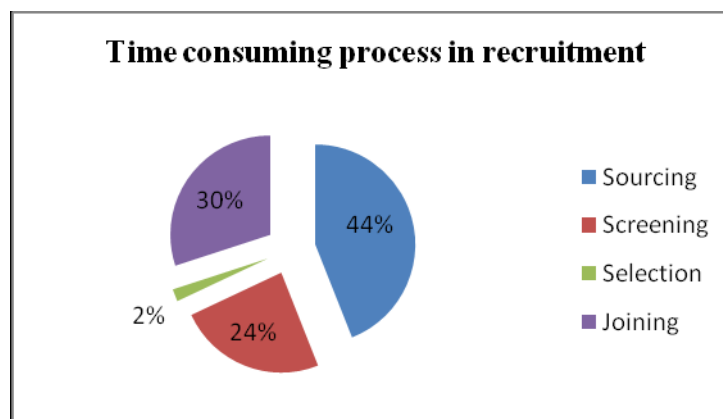
recruiters use campus recruitment as their source of recruitment. From the above table we can conclude that online job portal is the most preferred source of recruitment.

5.9 Time consuming process in recruitment

Table 5.9.1
Time consuming process in recruitment

Source	Frequency	Percentage
Sourcing	53	44.0
Screening	29	24.0
Selection	2	02.0
Joining	36	30.0
Total	120	100.0

Figure 5.9.1



From the above table it can be inferred that 44 percent of the respondents feel sourcing is the time-consuming process, 30 percent of respondent feel joining is the time-consuming process, 24 percent of the respondent feel screening is the time-consuming process and only 2 percent of the respondent feel selection is the time-consuming process.

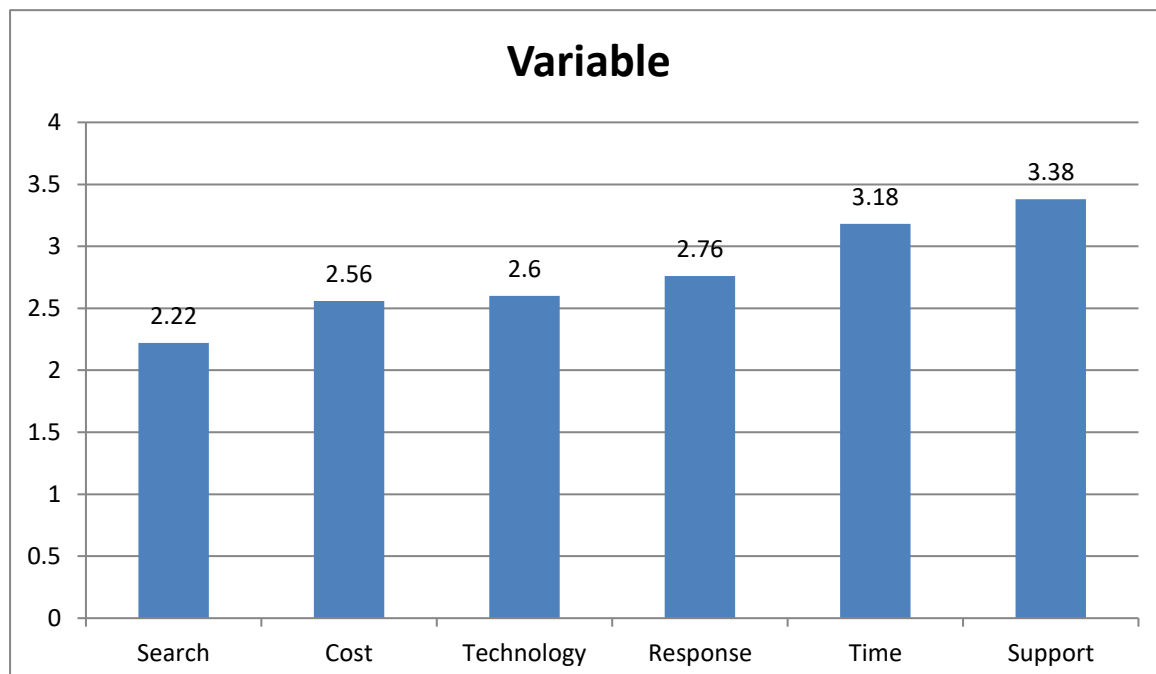
From the table it can be concluded that sourcing and joining is the most time-consuming process in the recruitment and among which sourcing is the highest time-consuming

process in recruitment.

5.10 Overall performance

Table 5.10.1
Overall performance of Job Portal

Sn.no:	Variable	Mean value	Rank
1	Search	2.22	I
2	Cost	2.56	II
3	Technology	2.60	III
4	Response	2.76	IV
5	Time	3.18	V
6	Support	3.38	VI



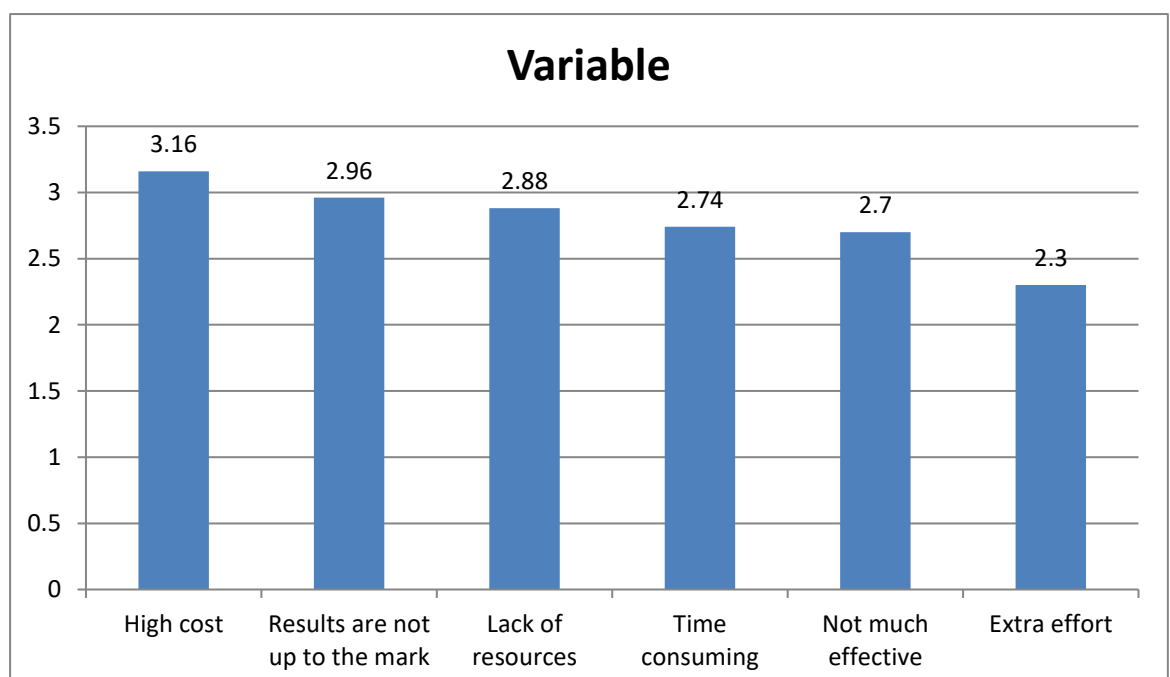
From the above table it can be inferred that search engine of the job portal is considered to be as the best and job portals when compared with the cost and technology also provides good performance as per the respondents.

So from the table it can be concluded that job portals are efficient enough when compared with search engine, cost and technology. But the search engine is considered as one of the best in overall performance of the job portals.

5.11 Drawbacks of Job Portal:

Table 5.11.1
Draw backs of Job Portal

Sn.no:	Variable	Mean value	Rank
1	High cost	3.16	I
2	Results are not up to the mark	2.96	II
3	Lack of resources	2.88	III
4	Time consuming	2.74	IV
5	Not much effective	2.70	V
6	Extra effort	2.30	VI



From the above table we can infer that among the drawbacks high cost is considered as most important drawback followed by unsatisfactory results and lack of resources.

From the table we can conclude that recruiter don't prefer online recruitment because it involves high cost, unsatisfactory results and lack of resources. But the factors like not many effective and extra efforts are with low mean value shows that job portals are much effective.

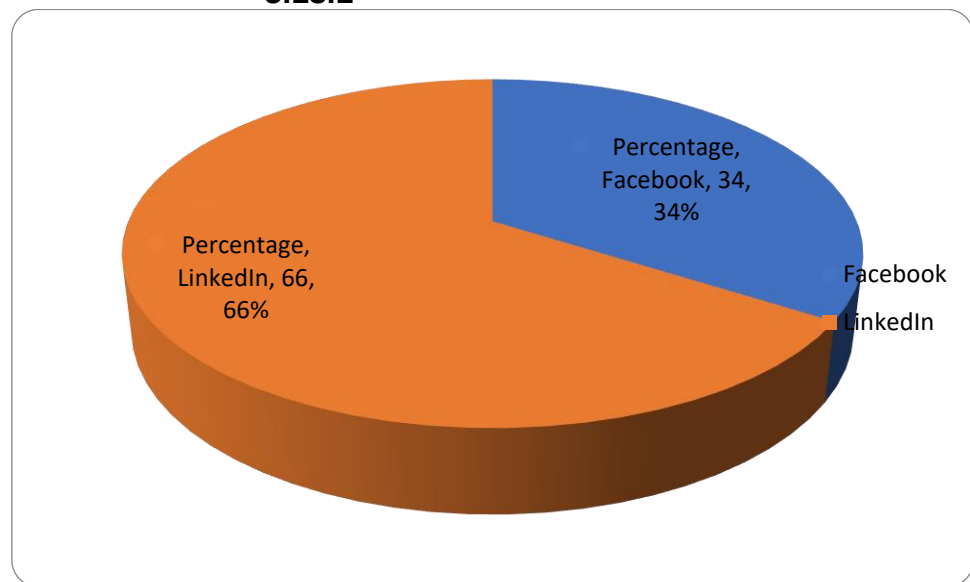
5.13 Social networking sites

Table 5.13.1

Most used SNS

Source	Frequency	Percentage
Facebook	41	34.0
LinkedIn	79	66.0
Total	120	100.0

**Figure
5.13.1**

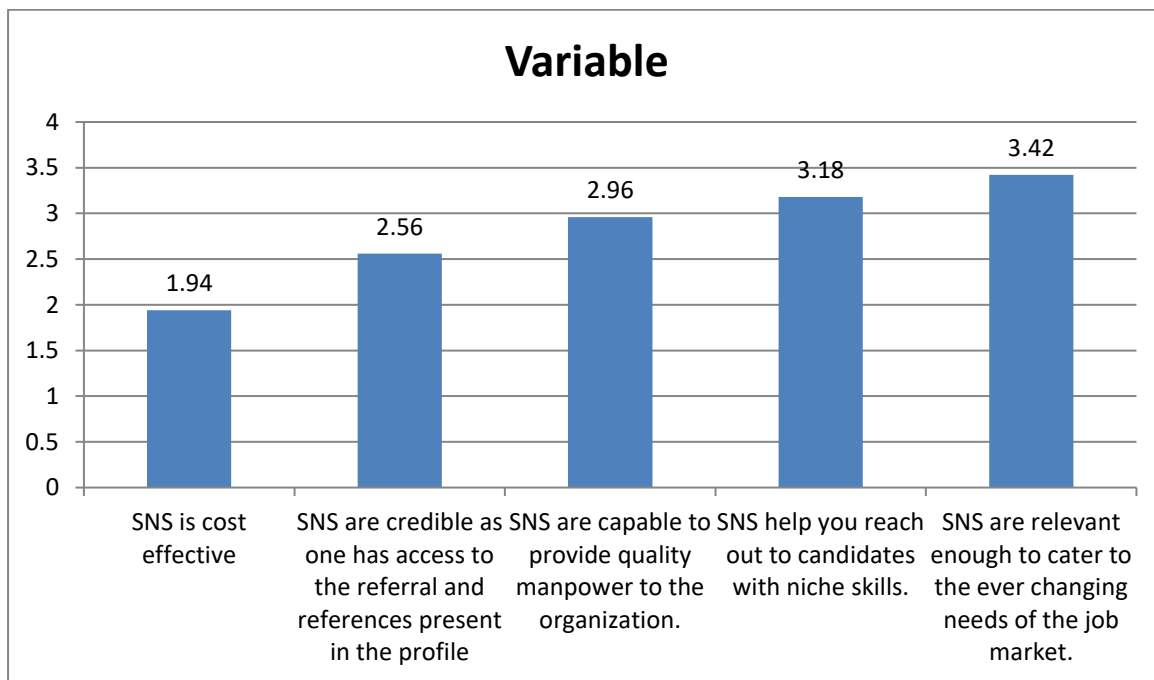


From the above table it can be inferred that 66 percent of the respondent use LinkedIn and 34 percent of respondent use Facebook. So from the above graph it can be concluded that majority of the recruiter prefer using LinkedIn.

5.15 Social networking Sites:

**Table 5.15.1
Perception towards social networking sites**

Sn.no	Variable	Mean	Rank
1	SNS is cost effective	1.94	I
2	SNS are credible as one has access to the referral and references present in the profile	2.56	II
3	SNS are capable to provide quality manpower to the organization.	2.96	III
4	SNS, help you reach out to candidates with niche skills.	3.18	IV
5	SNS are relevant enough to cater to the ever-changing needs of the job market.	3.42	V



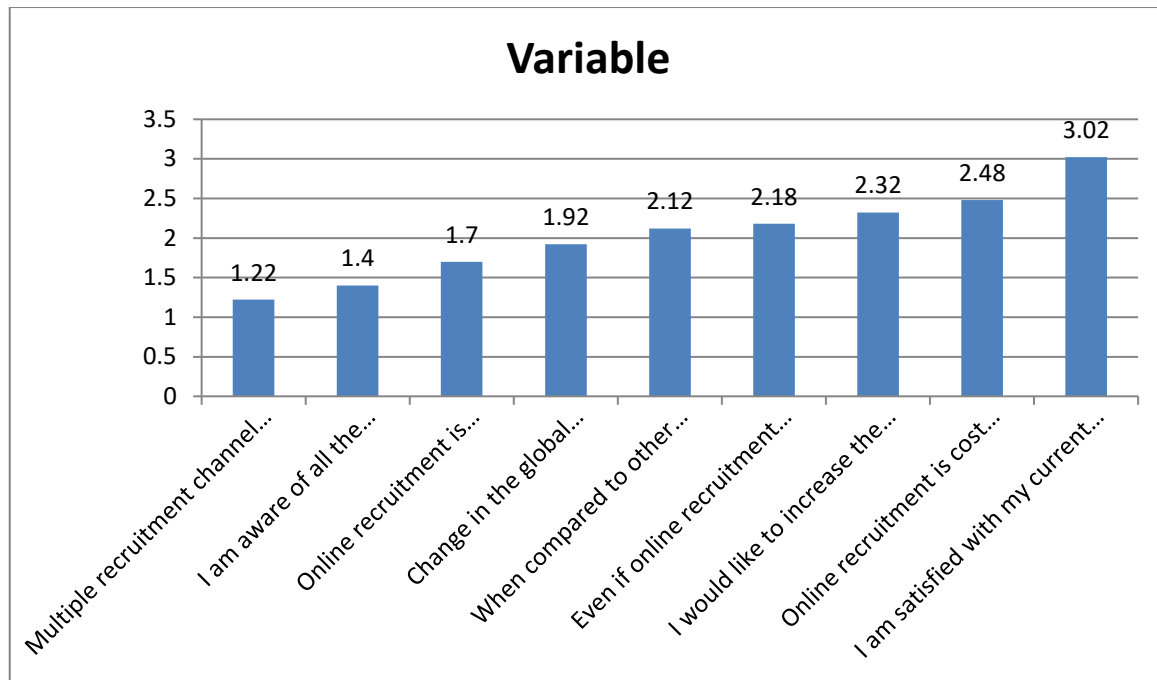
From the above table it can be inferred that cost is considered to be as the most important factor for using social networking sites followed by quality manpower and cost effectiveness. Whereas social networking sites is not that help full to carter to the ever-changing needs of the job market.

So from the above table it can be concluded that cost and references is the most important factor considered while selecting social networking site.

5.16 Recruiter perception on online recruitment:

Table 5.16.1
Recruiter perception

S.No	Perception	Mean value	Rank
1	Multiple recruitment channel is required in present scenario	1.22	I
2	I am aware of all the recruitment sources	1.40	II
3	Online recruitment is important tool	1.70	III
4	Change in the global economic scenario has altered my recruitment channel	1.92	IV
5	When compared to other channels of recruitment online recruitment saves times	2.12	V
6	Even if online recruitment costs high am ready to pay	2.18	VI
7	I would like to increase the use of online recruitment	2.32	VII
8	Online recruitment is cost effective than direct recruitment	2.48	VIII
9	I am satisfied with my current online recruitment channel	3.02	IX



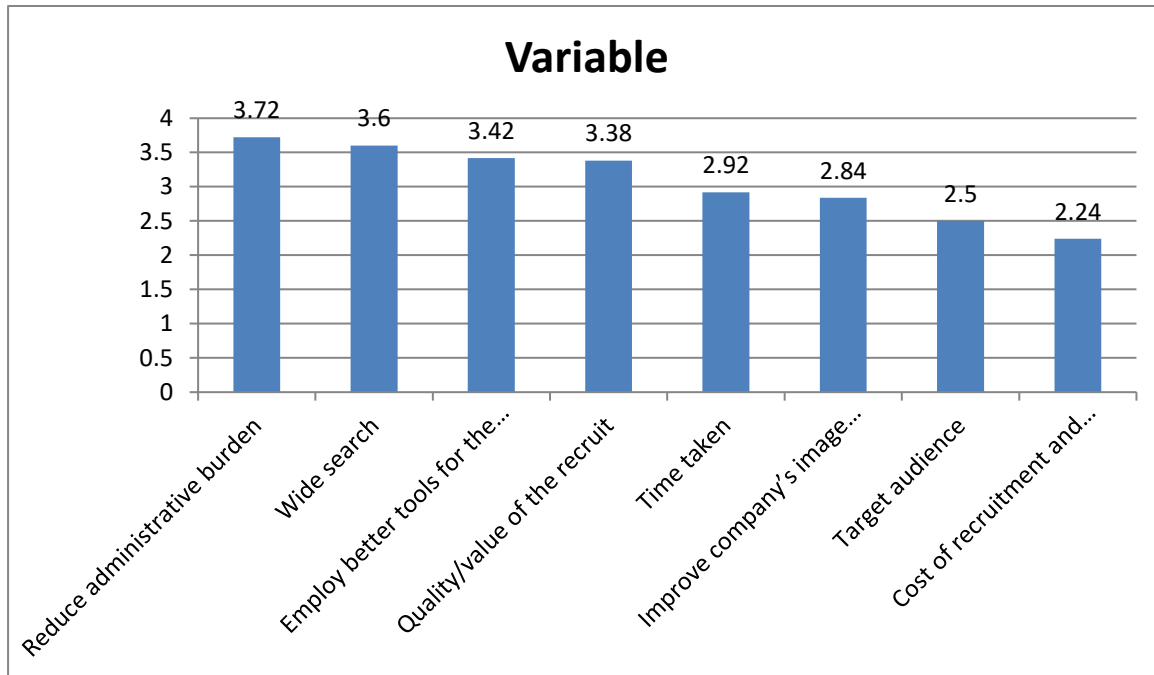
From the above table it can be inferred that multiple recruitment channel are required in present scenario and recruiters are not satisfied with their current online recruitment channel that they are currently using in their Recruitment process.

5.17 Reason for using online recruitment:

Table 5.18.1
Reasons for using online recruitment

S.No:	Perception	Mean value	Rank
1	Reduce administrative burden	3.72	I
2	Wide search	3.60	II
3	Employ better tools for the recruitment team	3.42	III
4	Quality/value of the recruit	3.38	IV
5	Time taken	2.92	V

6	Improve company's image and profile	2.84	VI
7	Target audience	2.50	VII
8	Cost of recruitment and selection activities	2.24	VIII



From the above table we can infer that reducing administrative burden is the most important factor for selecting online recruitment followed by wide search and it's also considered as better tool for recruitment team. Whereas factors like target audience and cost are not considered as important factors for selecting online recruitment.

5.18 Future of online recruitment

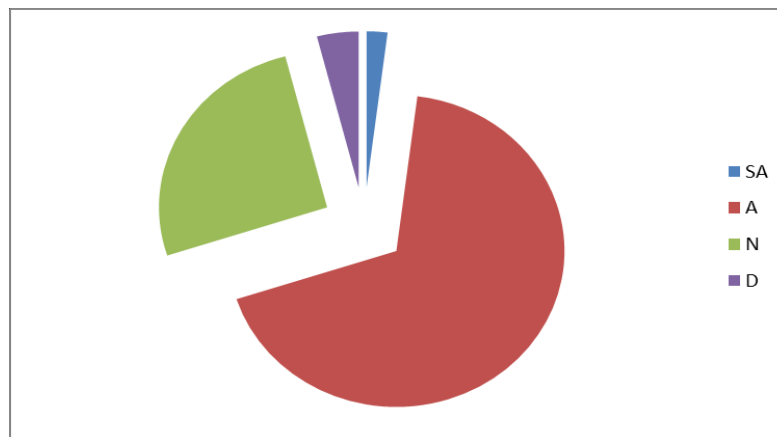
Table 5.19.1
Future of online recruitment

	Frequency	Percent
--	-----------	---------

SA	2	2.0
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A	82	68.0
N	31	26.0
D	5	4.0
SD	0	0
Total	120	100.0

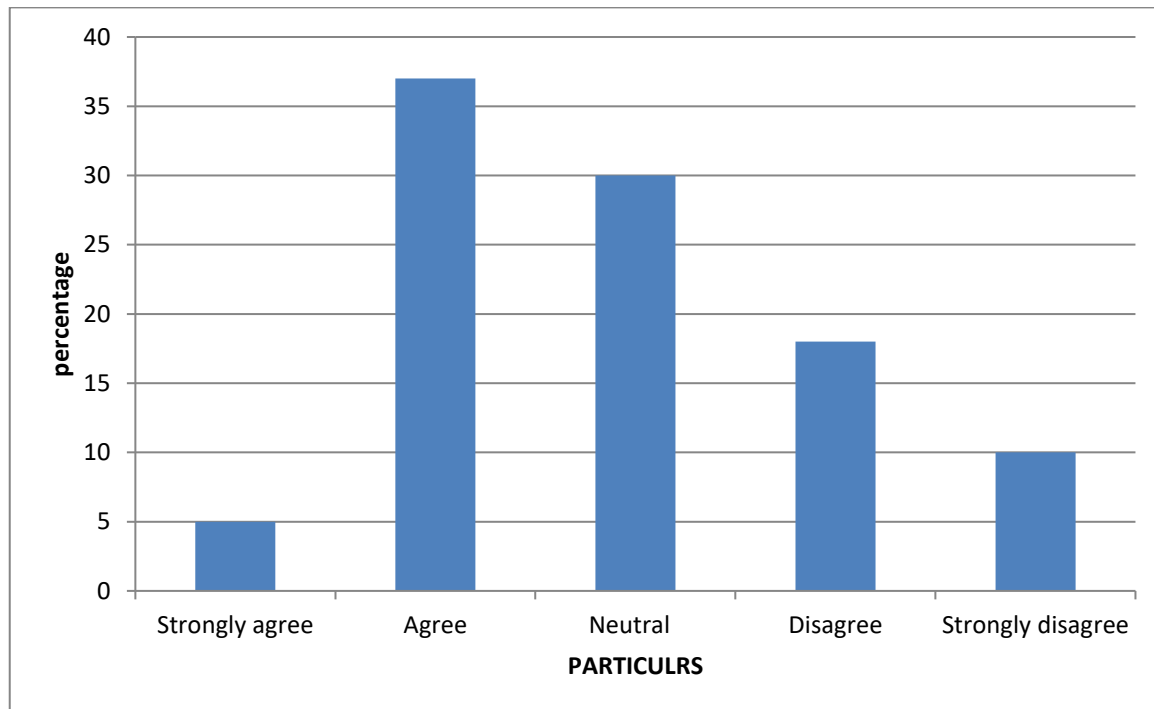
**Figure
5.19.1**



From the table we can infer that 68 percent of the respondents agree to the statement that there will be only one mode of recruitment in future i.e. is online recruitment, whereas only 4 percent of the respondent disagree to it and 26 percent of the respondent has neutral view regarding the statement.

SNS are relevant

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	Strongly agree	6	5
2	Agree	44	37
3	Neutral	36	30
4	Disagree	22	18
5	Strongly disagree	12	10
	TOTAL	120	100

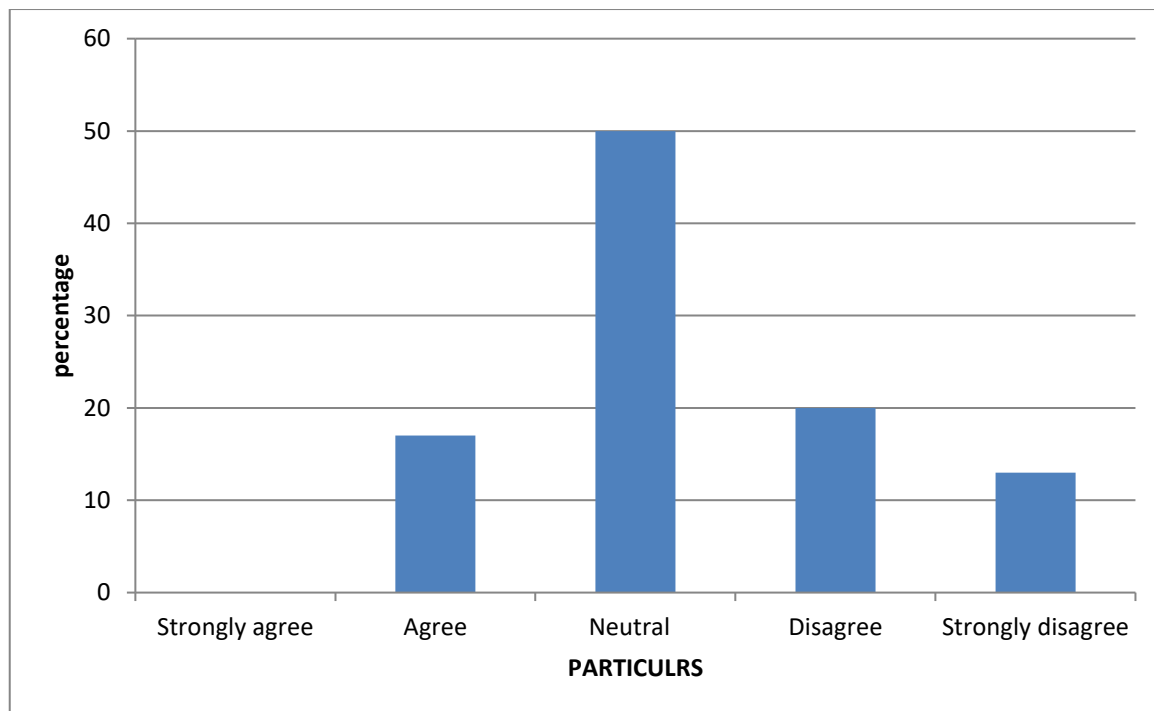


INTERPRETATION:

From the above table it can be interpreted that 37% of the respondents feels agree about relevant changes in SNS, 18% of the respondents are disagree, 30% of the respondents stays neutral.

Quality manpower

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	Strongly agree	0	0
2	Agree	21	17
3	Neutral	60	50
4	Disagree	24	20
5	Strongly disagree	15	13
	TOTAL	120	100

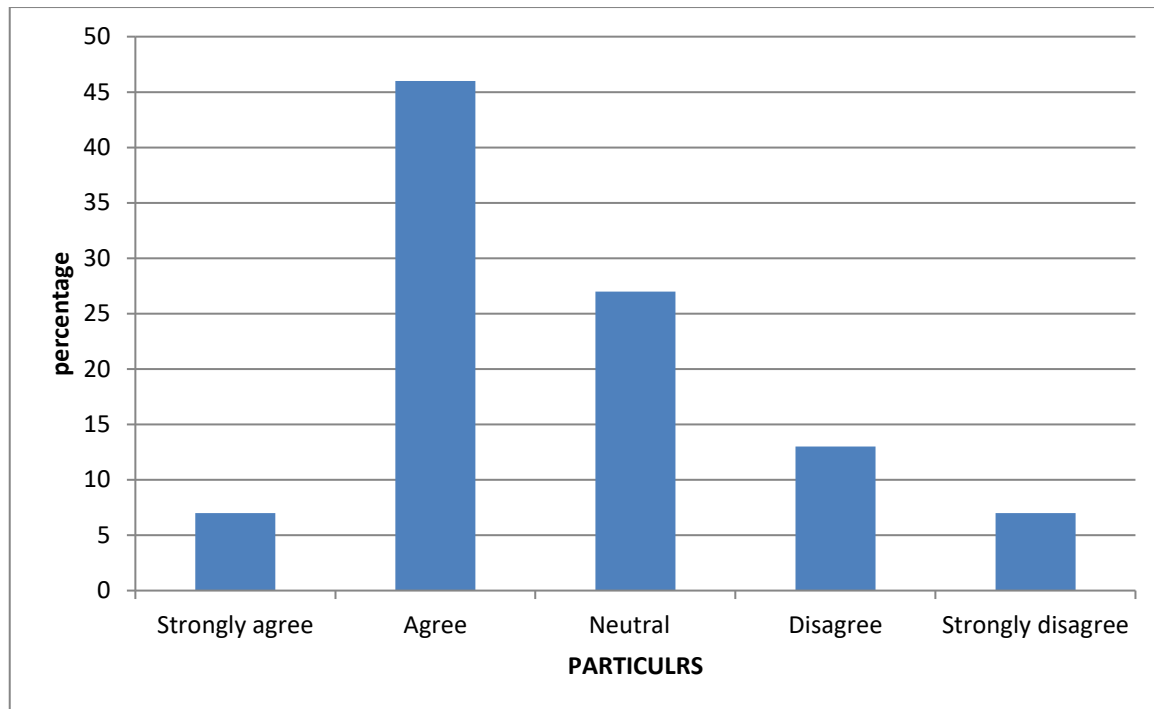


INTERPRETATION:

From the above table it can be interpreted that 50% of the respondent's stays neutral about the SNS can provide quality manpower, 20% of the respondents are disagree.

SNS are credible

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	Strongly agree	8	7
2	Agree	55	46
3	Neutral	33	27
4	Disagree	16	13
5	Strongly disagree	8	7
	TOTAL	120	100

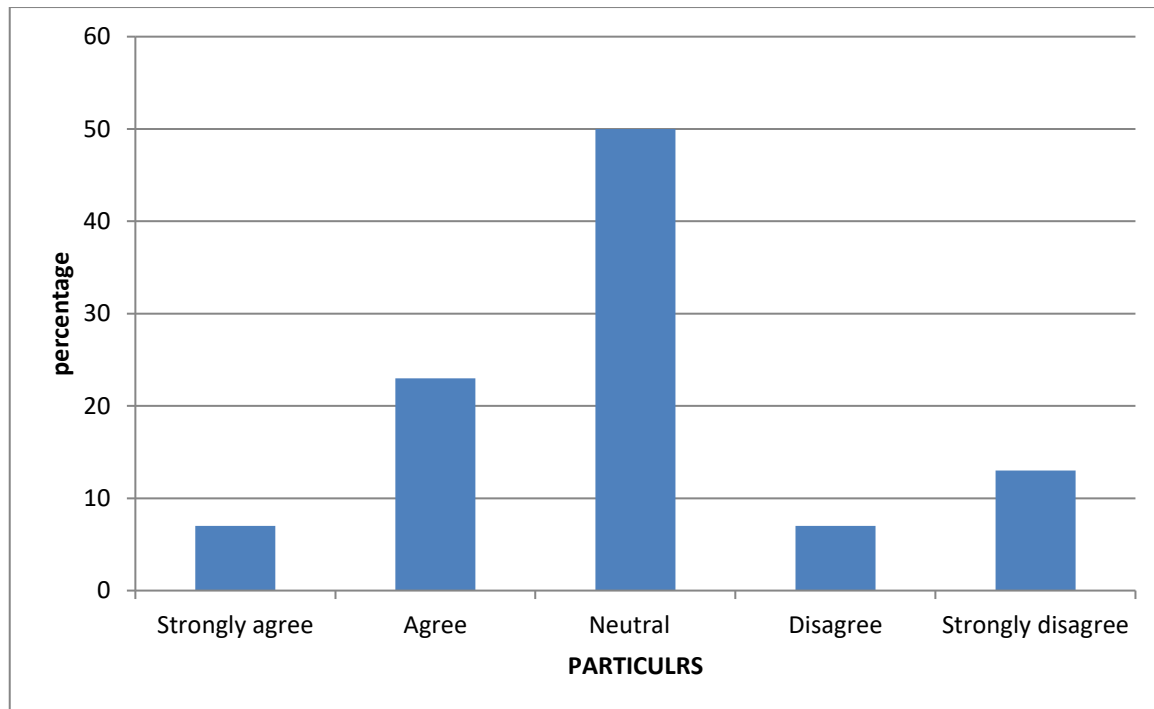


INTERPRETATION:

From the above table it can be interpreted that 46% of the respondents agrees that the SNS are credible, 7% of the respondents are strongly agree.

Effectiveness of SNS to reach candidates

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	Strongly agree	8	7
2	Agree	28	23
3	Neutral	60	50
4	Disagree	8	7
5	Strongly disagree	16	13
	TOTAL	120	100

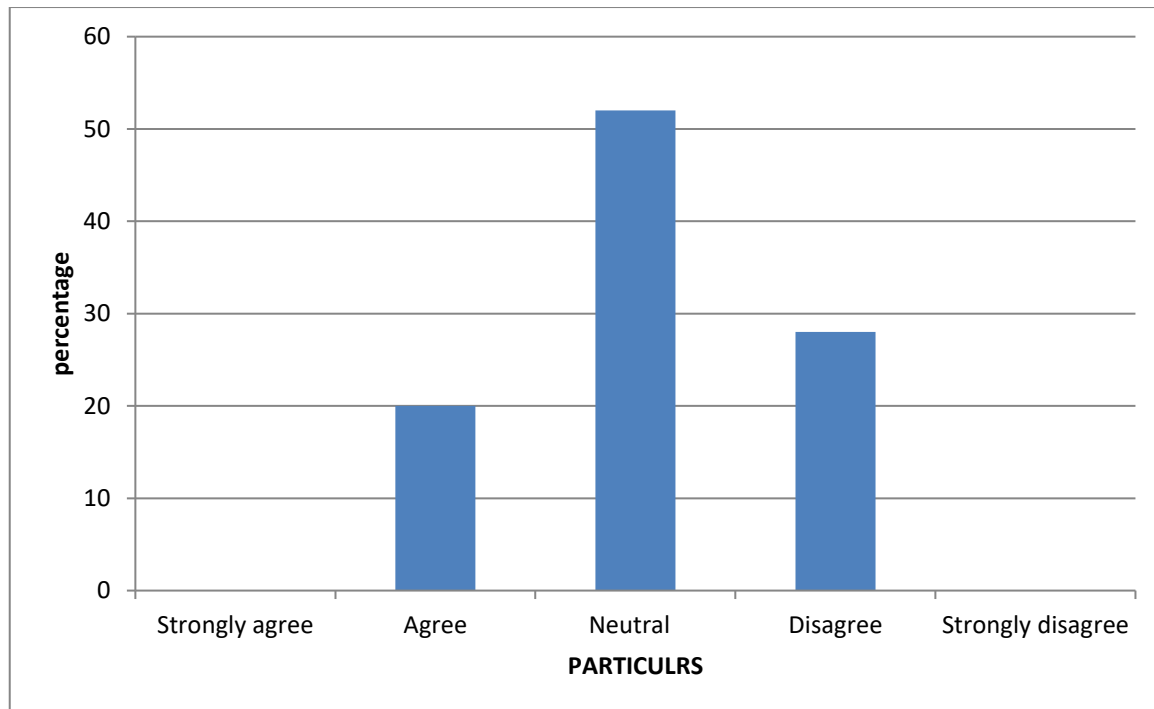


INTERPRETATION:

From the above table it can be interpreted that 50% of the respondents stays neutral about the effectiveness of SNS, 11% of the respondents are strongly disagree about that the effectiveness of SNS to reach the candidates.

. Cost effective

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	Strongly agree	0	0
2	Agree	24	20
3	Neutral	62	52
4	Disagree	34	28
5	Strongly disagree	0	0
	TOTAL	120	100

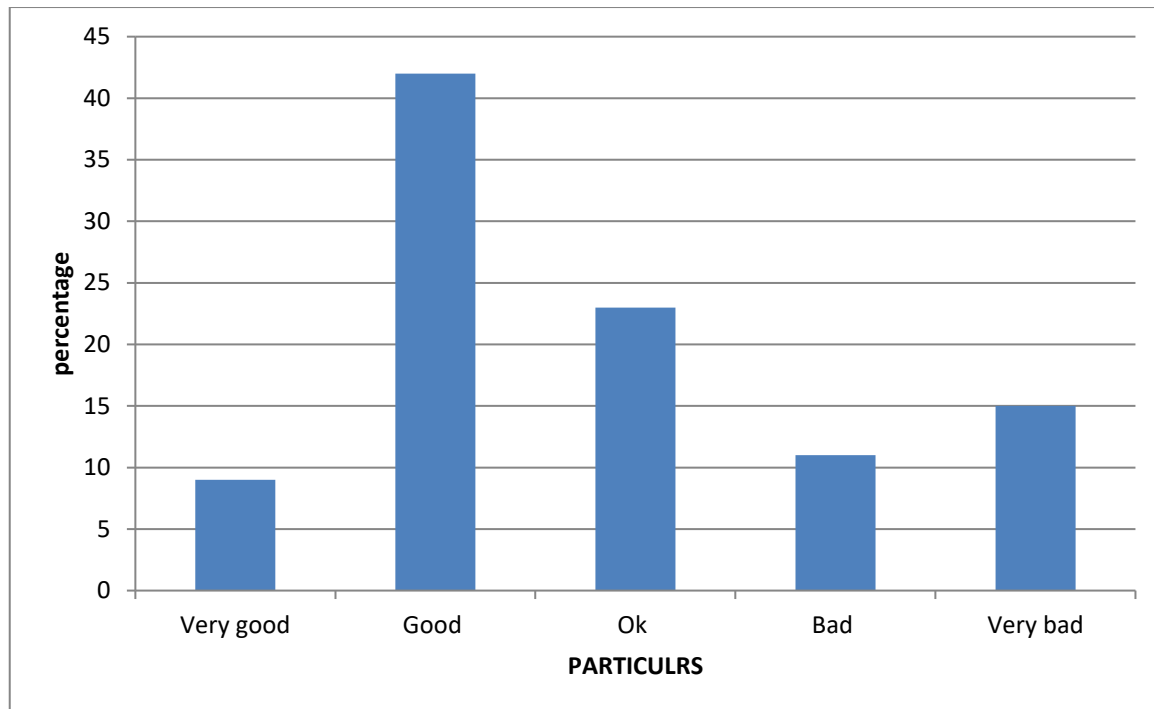


INTERPRETATION:

From the above table it is interpreted that 52% of the respondent's feels neutral about the SNS is cost effective, 28% of the respondents are disagree with the cost effective.

Time

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	Very good	11	9
2	Good	50	42
3	Ok	28	23
4	Bad	13	11
5	Very bad	18	15
	TOTAL	120	100

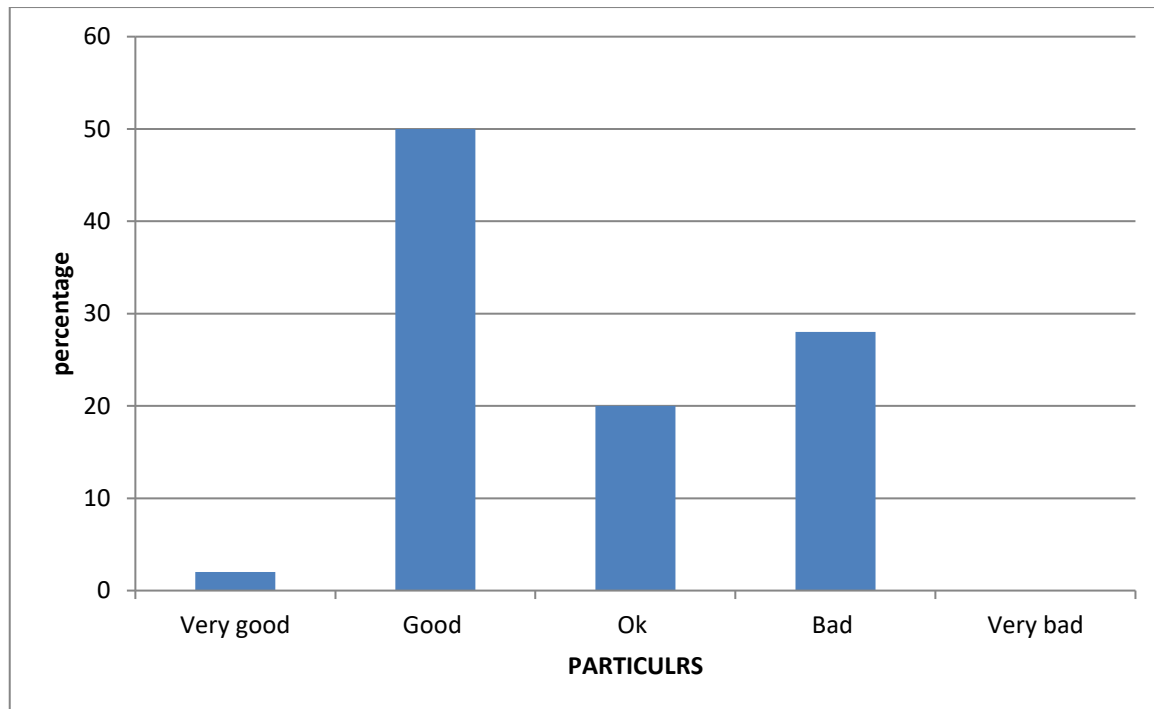


INTERPRETATION:

From the above table it can be interpreted that 9% of the respondents feels very good about the timeliness of the job portal, 42% of the respondents have feels good.

. Technology

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	Very good	2	2
2	Good	60	50
3	Ok	24	20
4	Bad	34	28
5	Very bad	0	0
	TOTAL	120	100

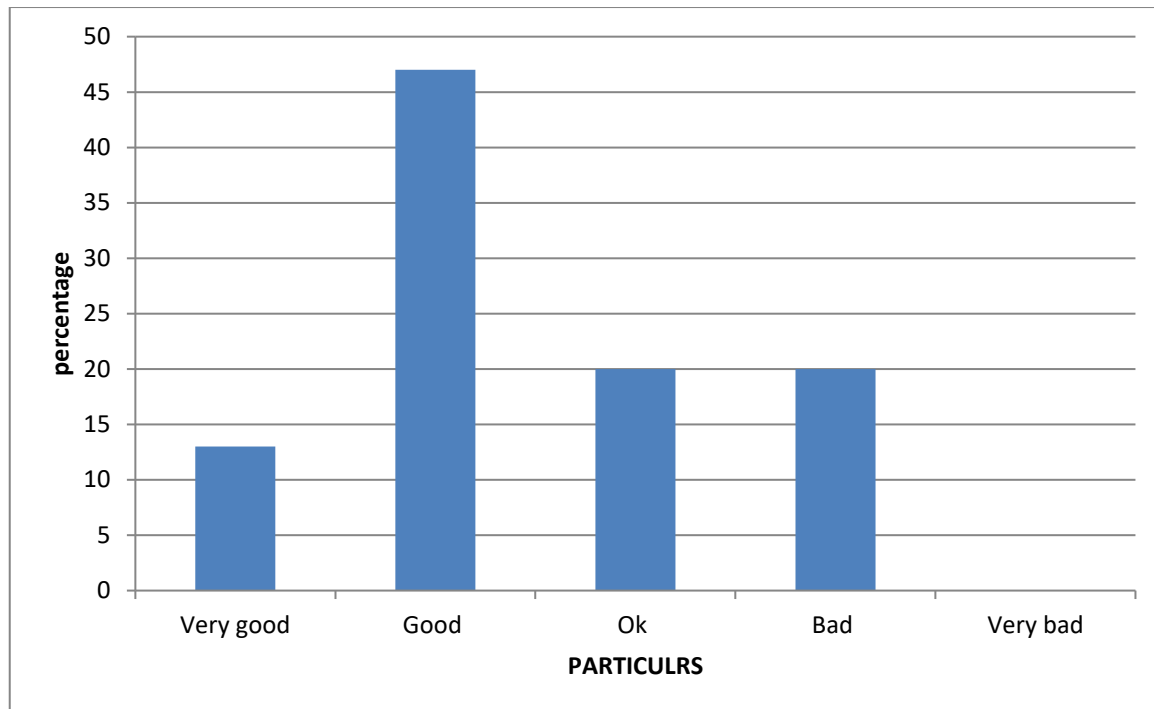


INTERPRETATION:

From the above table it is interpreted that 52% of the respondents feels good about the technology used, 20% of the respondents feels OK, 28% of the respondents feels bad about the technology.

Search

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	Very good	16	13
2	Good	56	47
3	Ok	24	20
4	Bad	24	20
5	Very bad	0	0
	TOTAL	120	100

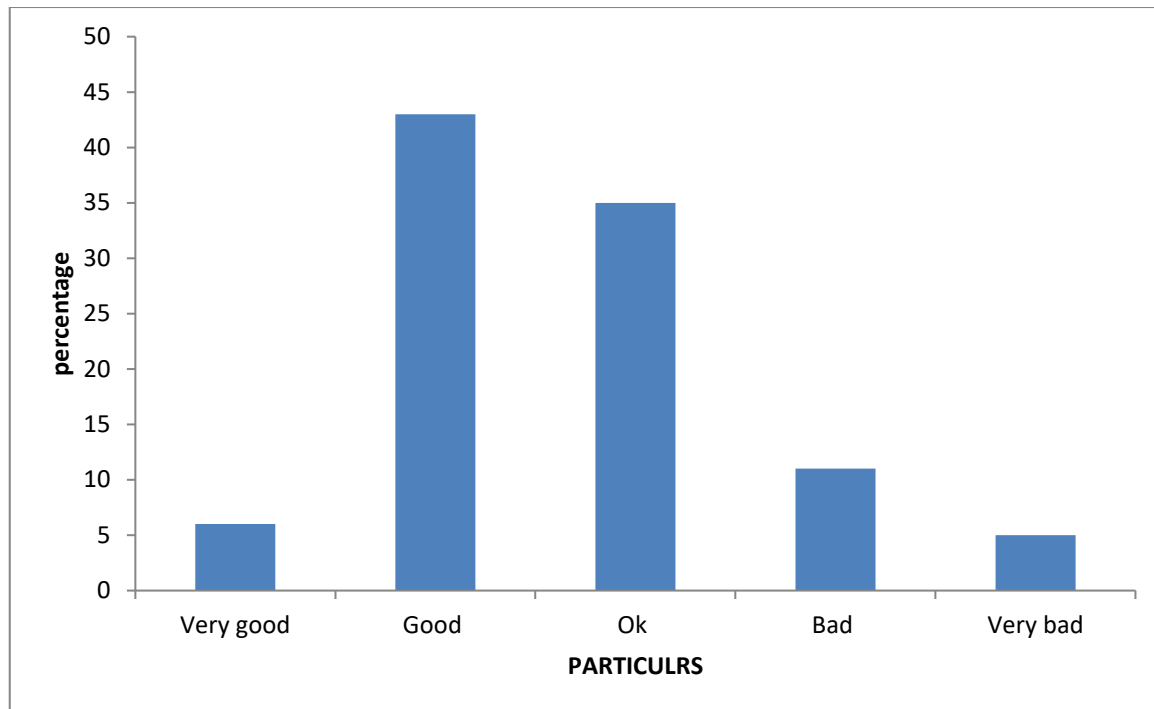


INTERPRETATION:

From the above table it can be interpreted that 47% of the respondents feels good about search option, 20% of the respondents feels OK, 20% of the respondents bad about the search option in the advertisement.

Response

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	Very good	7	6
2	Good	52	43
3	Ok	42	35
4	Bad	13	11
5	Very bad	6	5
	TOTAL	120	100

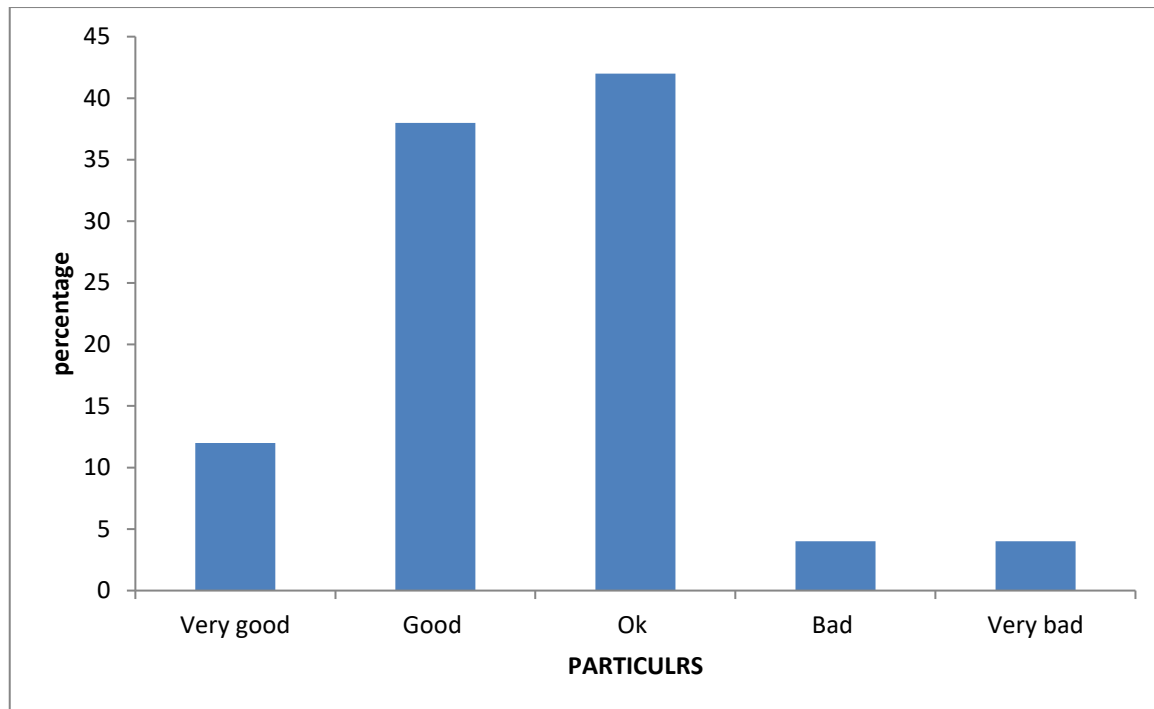


INTERPRETATION:

From the above table it can be interpreted that 41% of the respondents feels good about the response of the job portal and 37% are feels OK about the response.

Support

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	Very good	14	12
2	Good	46	38
3	Ok	50	42
4	Bad	5	4
5	Very bad	5	4
	TOTAL	120	100

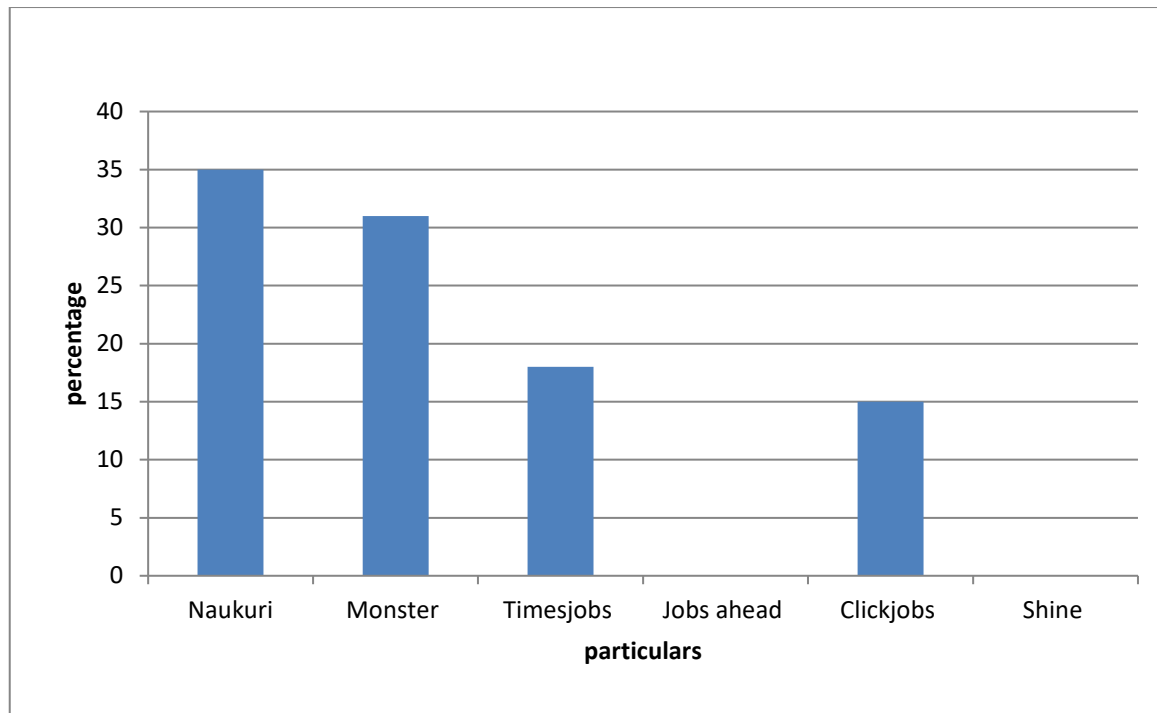


INTERPRETATION:

From the above table it can be interpreted that 42% of the respondents feels OK about the support provided by the job portal and 10% of the respondents feels bad.

Online services

S.NO	PARTICULARS	NO OF RESPONDENTS	PERCENTAGE
1	Naukri	42	35
2	Monster	37	31
3	Times jobs	23	19
4	Jobs ahead	0	0
5	Click jobs	18	15
6	Shine	0	0
	TOTAL	120	100



INTERPRETATION:

From the above table it can be interpreted that 35% of the respondents are using times jobs, 31% of the respondents are using monster.

STATISTICAL TOOLS AND ANALYSIS

CHI- SQUARE TEST I – (ψ^2)

Chi-square is the sum of the squared difference observed (o) and the expected (e) data (or the deviation, d), divided by the expected data in all possible categories.

Null hypothesis (Ho):

There is a relationship between the Age and Gender.

Alternate hypothesis (H1):

There is no relationship between the Age and Gender.

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Age * Gender	120	100.0%	0	.0%	120	100.0%

Age * Gender Crosstabulation

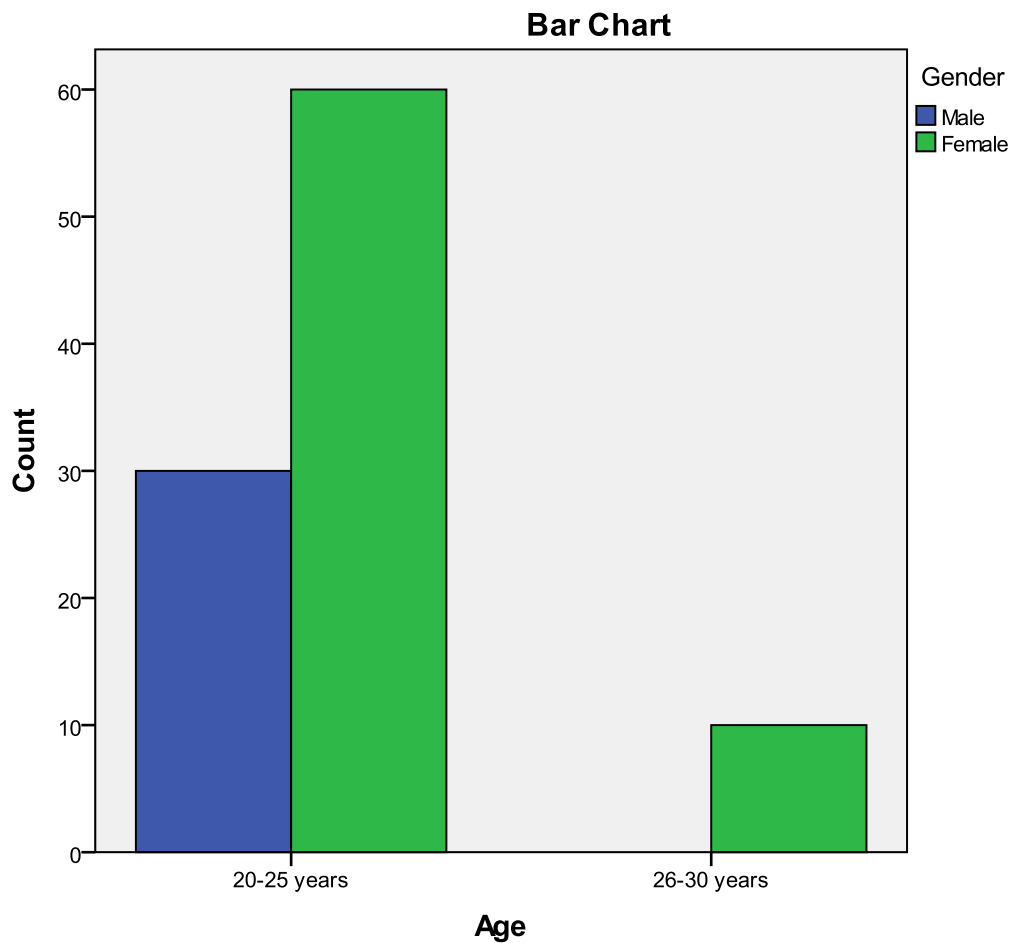
			Gender		Total
			Male	Female	
Age	20-25 years	Count	36	72	108
		% within Age	33.3%	66.7%	100.0%
		% within Gender	100.0%	85.7%	90.0%
		% of Total	30.0%	60.0%	90.0%
	26-30 years	Count	0	12	12
		% within Age	.0%	100.0%	100.0%
		% within Gender	.0%	14.3%	10.0%
		% of Total	.0%	10.0%	10.0%
Total		Count	36	84	120
		% within Age	30.0%	70.0%	100.0%
		% within Gender	100.0%	100.0%	100.0%
		% of Total	30.0%	70.0%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	4.762 ^a	1	.029	.030	.023
Continuity Correction	3.307	1	.069		
Likelihood Ratio	7.600	1	.006		
Fisher's Exact Test					
Linear-by-Linear Association	4.714	1	.030		
N of Valid Cases	120				

a. 1 cells (25.0%) have expected count less than 5. The minimum expected count is 3.00.

b. Computed only for a 2x2 table



Degree of Freedom= $(r-1) * (c-1)$

$$= 1 * 1 = 1$$

Calculated value = 4.762

Tabulated value = 3.841

$Z = Z_{\text{calc}} > Z_{\text{tab}}$

$$Z = 4.762 > 3.841$$

Hence, the Alternate hypothesis $[H_1]$ is accepted

INFERENCE:

Since the calculated value is greater than the tabulated value, we accept the alternate hypothesis and hence there is a relationship between the Age and Gender

ONE-WAY ANOVA CLASSIFICATION

Null hypothesis (Ho):

There is a significance difference between the Total experience in Recruitment.

Alternate hypothesis (H1):

There is no significance difference between the Total experience in Recruitment.

Descriptives

Total experience in Recruitment

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Naukr i	90	2.01	.846	.098	1.82	2.21	1	3
Monst er	30	3.72	.458	.092	3.53	3.91	3	4
Total	120	2.44	1.067	.107	2.23	2.65	1	4

Test of Homogeneity of Variances

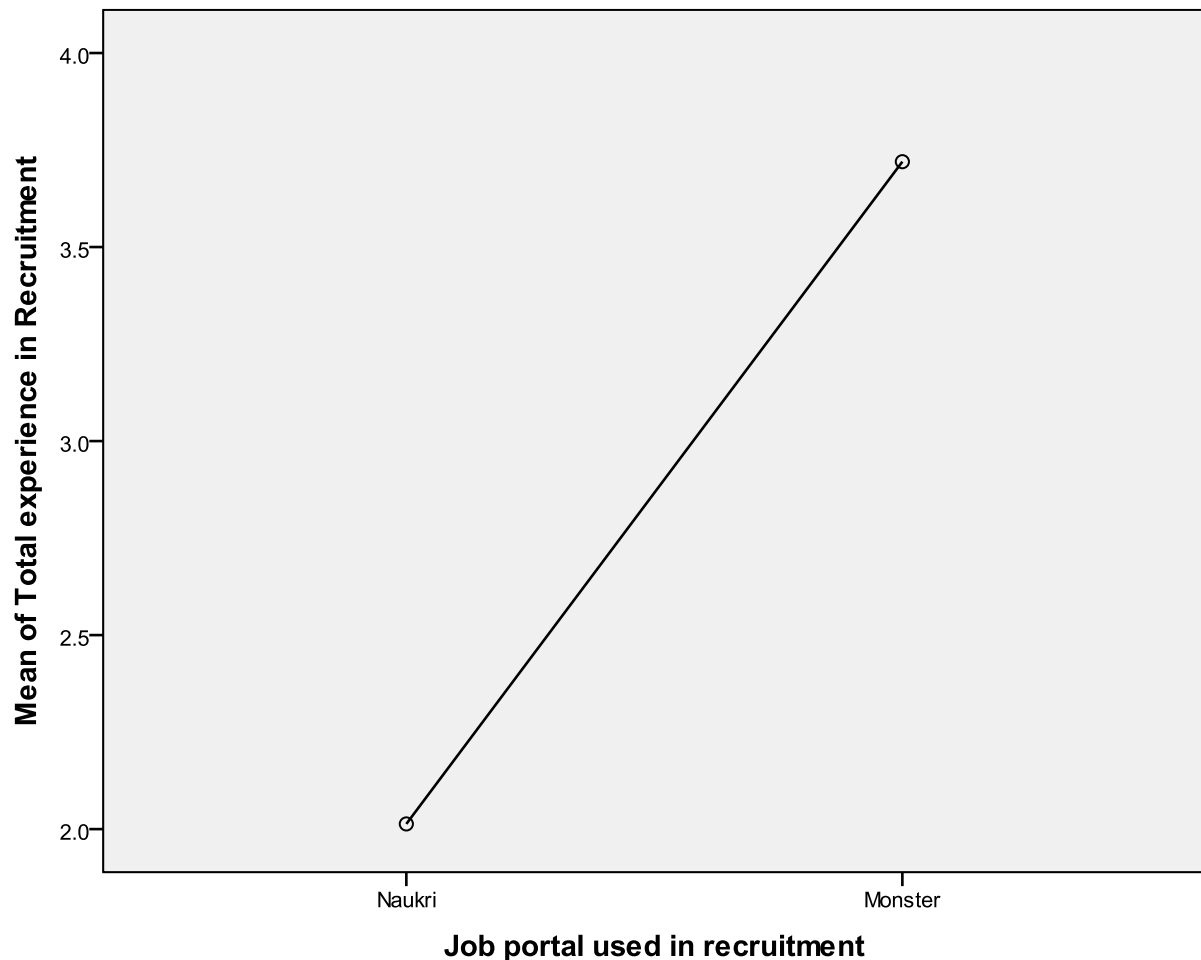
Total experience in Recruitment

Levene Statistic	df1	df2	Sig.
10.762	2	118	.001

ANOVA

Total experience in Recruitment

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	54.613	2	54.613	92.235	.000
Within Groups	58.027	118	.592		
Total	112.640	120			



Calculated value = 92.325

Tabulated value = 3.94

$F = F_{\text{call}} > F_{\text{tab}} \quad F = 92.325 > 3.94$

Hence, the Alternate hypothesis [H1] is accepted.

INFERENCE:

The calculated value of F is greater than the tabulated value. Hence, we reject the null hypothesis and conclude that there is no significance difference between the Total experience in Recruitment.

ANALYSIS USING KARL PEARSON'S CORRELATION

Correlation analysis is the statistical tool used to measure the degree to which two variables are linearly related to each other. Correlation measures the degree of association between two variables.

Null hypothesis (H0):

There is positive relationship between the Most preferred source and Future of online recruitment.

Alternate hypothesis (H1):

There is negative relationship the Most preferred source and Future of online recruitment.

Correlations

	Most preferred source	Future of online recruitment
Most preferred source	1	.831**
Pearson Correlation		
Sig. (2-tailed)		.000
N	120	120
Future of online recruitment	.831**	1
Pearson Correlation		
Sig. (2-tailed)	.000	
N	120	120

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

$$r = \frac{N\sum XY - \sum X \sum Y}{\sqrt{N\sum X^2 - (\sum X)^2} \sqrt{N\sum Y^2 - (\sum Y)^2}}$$

r=. 831

INFERENCE:

Since r is positive, there is positive relationship between the Most preferred source and Future of online recruitment.

CHAPTER 5

FINDINGS, SUGGESTIONS, CONCLUSIONS

5.1 FINDINGS OF THE STUDY

- Around 90% of the respondents are in the age category of 20 – 25. Hence it could be studied that the majority of the online recruitment service users are of young aged group.
- The gender of the respondent in the job seeker category is dominated by female respondent contributing to around 70% of the total sample.
- Majority of the respondent who prefer using online recruitment are post graduates, contributing to 90% of the respondents.
- Majority of online portal users are fresher, contributing to 64% of the total sample.
- Majority of the online portal users are in the income group of less than rs.10000, contributing to 65% of total sample.
- Job portal is the most preferred source of recruitment as it has highest mean value i.e. 3.55 when compared to the other sources.
- There is significance difference in experience of the respondents while selecting the source of recruitment.
- Monthly income has no significance relationship with online service that the job seeker prefers to search the jobs.
- Job seekers perception towards the online recruitment process is positive as the factors like trust on portals, effectiveness and job-hunting success are rated with low mean value. Though with the enough positives perception of job seeker even has negative side of it which shows factor like job redundancy is rated with high mean value.
- There is significance difference between income and perception of job seeker
- There is significance difference between Experience and perception of job seeker.
- Among the inconvenience Irrelevant job openings is considered as most important inconvenience followed by overloaded with questions and Lack of response.

- Search is considered as the best factor in overall performance of the job portal followed by Technology and Time, but respondents are not much satisfied with the factors like Support and Response to find the job.
- 22 percent of the respondents agree to it that in future there will be only mode of recruitment that is online recruitment. Whereas 6 percent of the recruiter disagrees with the statement and the 24 percent of the respondent have given neutral remark.
- Cost is one of the most important factors considered for using online mode of recruitment followed by Number of job openings. And wider search tools and time taken to search is also considered as an important factor to for using online mode of recruitment.
- There is no difference in experience and reason for using online recruitment
- Internet is the most preferred source of searching job followed by Word of mouth. But
Advertisement is the least preferred mode of searching job by the job seekers.
- The respondents are in the age group of 20 – 30 years, which contributes to 90% of the sample.
- The gender of the respondent is dominated by male respondent which contributes to
64% of the total sample.
- Majority of the respondent using online recruitment are post graduates, which contributes to 82% of the sample.
- Experience of the respondent is scattered in all the categories but majority of them are in the experience group of 0 – 4 years.
- Majority of the respondent are in the income group of more than Rs.20000.
- Job portal and the employee referral are the most preferred recruitment channel.
- Naukri is the most preferred job portal used by the recruiter, which contributes to 74%
of the sample.
- Experience respondent has no significant impact on selecting job portal.
- Cost and User Interface being the factor which is not given much importance when compared to the Popularity of portal
- 58 percent of recruiters use online job portals
- Online job portal is the most important source through which maximum closures are made.

- ☐ Experienced respondent has significant impact in selection of source of recruitment.
- ☐ Sourcing is considered as most time-consuming process in the entire recruitment process.
- ☐ Search engine is considered as most important factor in deciding the overall performance of job portal.
- ☐ Among the drawbacks high cost is considered as most important drawback followed by unsatisfactory results and lack of resources
- ☐ LinkedIn the most used social networking site
- ☐ Experience has no significance association with the usage of SNS.
- ☐ Cost and references are the most important factor considered while selecting social networking site. Experience of the respondent has no significance impact on the overall perception of online recruitment.
- ☐ Multiple recruitment channel is required in present scenario and recruiters are not satisfied with their current online recruitment channel that they are currently using in their Recruitment process
- ☐ Reducing administrative burden is the most important factor for selecting online recruitment followed by wide search and it's also considered as better tool for recruitment team.
- ☐ 68 percent of the respondents agree to the statement that there will be only one mode of recruitment in future i.e. is online recruitment.

5.2 SUGGESTIONS

- ☐ Online job portal is used by all the segments of age group, though the maximum user is of young age, so the job portal provider can try to make the user interface much easier so that the search can be made simpler.
- ☐ Online portal service provider can target the experienced candidate segments by advertising and encouraging them to register.
- ☐ Among job seekers job portal is rated as most preferred source to search their job so the companies can market themselves through these online portals.
- ☐ Print media is not much preferred by the job seekers so companies can shift their investment from print media to online sources of recruitment as largest population prefers using online mode to search their job.
- ☐ Job portal service provider can try to check the authenticity of the company

and job listed by the company to avoid inconvenience to jobseeker and gain trust of job seeker.

- Though job portal is very much popular job seekers first preference goes to employment agencies, so the service provider of job portals can advertise more regarding the job search ratio, authenticity, trust about the company.
- As job portal are becoming the most preferred source of recruitment, companies should try to invest more on training the employees on the use of these job portal so the efficient results can be obtained with less time invested on recruitment.
- Different job portal offer different solutions. So company must decide upon what kind of competencies they are looking out in a candidate based on which the selection of portal has to be made.
- Print media and Telecom media mode of advertising is becoming less efficient as the people choose to search for the job through online mode, so HR's should try investing more on online advertisements.
- Job portal companies should make the search much faster and efficient so it becomes easy for the recruiter to search for a prompt profile.
- Job portal companies can maintain a check on their database and can remove profiles which are not active for longer period of time so that it becomes more convenient for the user to have a better search.
- HR opting only for employee referral and other sources of recruitment can invest more in online recruitment as it reduces the cost and time on recruitment of the candidate.
- Companies can also provide their own website registration for job seekers so that they can easily find the prompt profile and have a good database of the candidates interested with the company.
- Sourcing which is considered as most time consuming process can be made much efficient by the job portal companies by providing competency-based search option which helps company to search for the suitable profile.
- Consultants can opt for more than one job portal as it helps them to find different cadre of jobseekers and the closure can be made much easier.
- "Support" which is considered as the most important factor while selecting the job portal, service providers should try to improve their assistance to

the clients by providing regular training and updating to the portal users.

- Social networking sites help to find the talent from across the globe. So companies can bring in their presence in SNS world can gain a lot.

5.3 CONCLUSION

Jobs are everywhere but there is a huge gap between employer and job seeker, even though there are many sources of recruitment, job seekers are not able to find the exact profile which they are searching for.

At this stage online recruitment plays a most important source of recruitment where all the geographic factors are washed out and the job seeker can search a job suitable to his profile, making it more convenient and fast process.

From the study it can be concluded that job seekers are moving from the trend of searching job through print media or campus recruit as the online sources of recruitment are becoming more popular and cost effective when compared with employment agencies. So it can be concluded that in future there is going to be a huge demand for online sources of recruitment.

From the Research work it can be concluded that almost every company and recruiter use online mode of recruitment. But many recruiters are not aware about what kind of online source recruitment is suitable can be used to find a prompt profile of the candidate for their requirement.

Maximum used source of recruitment is job portal when compared with the other online sources, though companies can opt for cost effective source of online recruitment that is networking sites where the investment is less and at this present situation of economic slowdown SNS can act as much effective tool of online recruitment.

ANNEXURES

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QUESTIONNAIRE

“A Study on the future of online recruitment towards Fabhost Web Solutions”

1) Age: a) 20-25 b) 26-30 c) 31-35 d) 36-40 e) >40

2) Gender: a) Male b) Female

3) Designation:

4) Qualification:

5) Total experience: a) Fresher b) 1-2 years c) 3-5 years d) Above 5 years

6) Monthly Income:

a) <Rs.10000 b) Rs.10000-Rs.20000 c) Rs.20000-Rs.30000
d) >Rs.30000

7) Which of the following do you use for searching jobs?

(Rate each between 1 to 5, as 1 being the lowest and 5 being the highest)

1. Ads in newspaper : -----
2. Job Portals : -----
3. Employment Agencies: -----
4. Friend's references : -----
5. Campus recruitment : -----
6. Employee referral : -----
7. Official websites : -----

8) Which online service do you use?

1. Naukri.com
2. Monster.com
3. Timesjob.com
4. Jobsahead.com
5. Clickjobs.com

6. Shine.com

9) Kindly note:

SA- Strongly agree **A-** Agree Strongly **N-** Neutral **D-** Disagree **SDA-** Disagree

Note: Please tick as (✓) the response which you think as most appropriate

SL:NO	Particulars	SA	A	N	D	SDA
1	Openings in job portals are redundant					
2	Online Recruitment provide good career					
3	Job openings shown in online portals are relevant.					
4	Online Recruitment is more effective than paper and print					
5	The information provided on job portals are misleading					
6	Companies listed in job portals can be trusted					
7	Online Recruitment is more effective than accredited recruitment agency					
8	Job portals ensures your job-hunting success					
9	Online Recruitment is here to stay.					

10) The primary drivers behind the decision not to use e-search were to

(Rate each between 1 to 5, as 1 being the lowest and 5 being the highest)

1. Lack of response : -----
2. Irrelevant Job openings : -----
3. Already known companies : -----
4. Overloaded with questions : -----
5. Extra Effort : -----

11) How is the performance of Job Portals?

	Time	Technology	Search	Response	Support
Very Good					
Good					
Ok					
Bad					
Very Bad					

12) The primary drivers behind the decision to pursue e-search are:

(Rate each between 1 to 5, as 1 being the lowest and 5 being the highest)

1. Better tool for finding suitable job : -----
2. Cost : -----
3. Time taken to search a job : -----
4. Number of Job Openings : -----
5. Wider reach : -----
6. Relevance of job : -----

13) Which is the best source to find a job?

(Rate each between 1 to 5, as 1 being the lowest and 5 being the highest)

1. Ads in specialist newspaper : -----
2. Ads in general newspapers : -----
3. Job Fairs : -----
4. Employment Agencies : -----
5. Word of mouth : -----
6. Campus recruitment : -----
7. Internet : -----

14) In future there will be only one means of recruitment i.e. online recruitment

1) SA 2) A 3) N 4) D 5) SD

Please specify the reason for it

15) Please select the sources through which maximum closures happen in your organization

1. Online job portal
2. Employee referrals
3. Consultants
4. Newspaper ads
5. Campus recruitment
6. Social Networking Sites

16) What you think is the most time-consuming process in the entire recruitment and selection process.

1. Sourcing
2. Screening
3. Interviewing
4. Selection
5. Joining

17) How is the performance of Online Recruitment?

	Cost	Time	Technology	Search	Response	Support
Very Good						
Good						
Ok						
Bad						
Very Bad						

18) According to you what are the bottle necks in online recruitment process
(Rate each between 1 to 5, as 1 being the lowest and 5 being the highest)

1. Lack of resources : -----
2. It's not much effective : -----
3. It involves high cost : -----
4. Its time-consuming process : -----
5. Results are not up to the mark: -----
6. Extra Effort : -----

19) Which SNS do you use often?

1. Orkut
2. LinkedIn
3. Bebo

20) Kindly note:

SA- Strongly agree **A-** Agree **N-** Neutral **D-** Disagree **SDA-** Strongly disagree

Note: Please tick as (✓) the response which you think as most appropriate

S No	Particulars	SA	A	N	D	SDA
1.	I am satisfied with my current online recruitment channel					
2	I would like to increase the use of online recruitment					
3	Online recruitment is cost effective than direct recruitment.					
4	Online recruitment is important tool					
5	I am aware of online recruitment process					
6	Multiple recruitment channels are required in present scenario.					
7	Even if online recruitment cost is high, I am ready to pay					

8	Change in the global economic scenario has altered my recruitment channels					
9	When compared to other channels of recruitment online recruitment saves time					
10	I am aware of all the online recruitment sources					

21) What factors will you consider in selecting a Job Portal?

(Rate each between 1 to 5, as 1 being the lowest and 5 being the highest)

1. Cost
2. Number of Resumes
3. Active Resumes
4. Popularity of the portal
5. Relevancy of profiles
6. Technology
7. User Interface

22) Please rate the following statements according to your opinion.

STATEMENTS	SA	A	N	D	SD
SNS are relevant enough to cater to the ever-changing needs of the job market.					
SNS are capable to provide quality manpower to the organization.					
SNS are credible as one has access to the referral and references present in the profile					
SNS, help you reach out to candidates with niche skills.					
SNS is cost effective					

23) The primary drivers behind the decision to pursue online recruitment channel were to

(Rate each between 1 to 5, as 1 being the lowest and 5 being the highest)

1. Improve company's image and profile : -----
2. Reduce administrative burden : -----
3. Employ better tools for the recruitment team : -----
4. Cost of recruitment and selection activities : -----
5. Time taken : -----
6. Quality/value of the recruit : -----
7. Wide reach : -----
8. Target audience : -----

24) In future there will be only one mode of recruitment i.e. online recruitment

1) SA 2) A 3) N 4) D 5) SD

25. Please specify the reason

A study on future of online recruitment in FABHOST Web solutions.

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ABSTRACT

The buzzword and the latest trends in recruitment is the “E-Recruitment”. Also known as “Online recruitment”, it is the use of technology or the web-based tools to assist the recruitment process. The tool can be either a job website like naukri.com, the organization’s corporate web site or its own intranet. Many big and small organizations are using Internet as a source of recruitment. They advertise job vacancies through worldwide web. The job seekers send their applications or curriculum vitae (CV) through an e-mail using the Internet. Alternatively job seekers place their CV’s in worldwide web, which can be drawn by prospective employees depending upon their requirements.

All job seekers look forward to get hired by good companies and all the recruiters try to take in the best candidate for their concern.

Through which way a job seeker can find a vacancy and apply for the same, for recruiters how to generate a greater number of resumes and the means through which the same could be carried out. This study helps to find out the best preferred recruitment channel.

The study was done in Fabhost Web Solutions, Chennai. The research revealed which recruitment channel is most preferred by job seekers and recruiters and its future.

INTRODUCTION

The buzzword and the latest trends in recruitment is the “E-Recruitment”. Also known as “Online recruitment”, it is the use of technology or the web-based tools to assist the recruitment process. The tool can be either a job website like naukri.com, the organization’s corporate web site or its own intranet. Many big and small organizations are using Internet as a source of recruitment. They advertise job vacancies through worldwide web. The job seekers send their applications or curriculum vitae (CV) through an e-mail using the Internet. Alternatively job seekers place their CV’s in worldwide web, which can be drawn by

prospective employees depending upon their requirements.

The internet penetration in India is increasing and has tremendous potential. According to a study by NASSCOM – “Jobs is among the top reasons why new users will come on to the internet, besides e-mail.” There are more than 18 million resume’s floating online across the world.

The two kinds of e- recruitment that an organization can use is –

- **COMPANY’S OWN WEBSITE** - Creating a complete online recruitment/application section in the company’s own website. - Companies have added an application system to its website, where the ‘passive’ job seekers can submit their resumes into the database of the organization for consideration in future, as and when the roles become available.
- **JOB PORTALS** –i.e. posting the position with the job description and the job specification on the job portal and also searching for the suitable resumes posted on the site corresponding to the opening in the organization.
- **RESUME SCANNERS:** Resume scanner is one major benefit provided by the job portals to the organizations. It enables the employees to screen and filter the resumes through pre-defined criteria’s and requirements (skills, qualifications, experience, payroll etc.) of the job.

Job sites provide a 24*7 access to the database of the resumes to the employees facilitating the just-in-time hiring by the organizations. Also, the jobs can be posted on the site almost immediately and is also cheaper than advertising in the employment newspapers. Sometimes companies can get valuable references through the “passers-by” applicants. Online recruitment helps the organizations to automate the recruitment process, save their time and costs on recruitments.

WHY E – RECRUITMENT?

E – Recruitment being an emerging trend is becoming more and more popular these days and the reasons for these are as follows.

- **COST EFFICIENT:** Advertisements in internet when compared to newspaper, magazines, and employment agencies is considerably cheap. As in the other sources continuously one has to revise the advertisement, for example a company wanted their ad to appear on every Sunday

for a month thus was supposed to pay for four advertisements. But for internet it is not applicable.

- **TIME SAVING DEVICE:** Time to deliver; to communicate is minimized by this. Response is direct and immediate without any delay. Beforehand the postal services, fax was one way communication and was time consuming. Phones provided two-way communications but resume management, communicating worldwide were not possible.
- **WIDENS THE SEARCH:** In the era of globalization the reach cannot be restricted at one place. It provides global reach that also within a fraction of second. Truly the process supports the definition of recruitment by creating a vast pool of potential candidates.
- **PROVIDES CLARITY:** Advertisements in employment news, other newspapers, magazines will have word limit, thus sometimes is misinterpreted. For an example a company advertisement announced vacancy for computer skilled person which was interpreted as MIS job which was rather a job for computer skilled receptionist. The advertisement was not clear enough to explain the full profile. In internet the word limitation is not there, the idea, opinion, profile can be expressed as anyone like.
- **SCOPE FOR BETTER MATCH:** Information in detail is provided with clarity therefore suitable candidate match is possible. The search is widened link with other websites are possible, these attracts the candidates and after the job profile

- **STANDARDIZATION:** The information of the candidates is collected in a standard format.
- Besides collecting the data it also consolidates information received from various sources.
- **RESERVOIR:** It acts as the reservoir of information. From the job profile to candidate profile is available along with past applicant data.
- **LESSEN PAPER WORK:** As the data collection, filing, administrative work is done electronically thus paper work or documentation has been lessened.

MODERN TRENDS OF E-RECRUITMENT

- **SPEEDY COMMUNICATION:** Company and the prospective employee can communicate with each other via the

blogs. Thus blogs, podcasts, vodcasts are being considered a tool of e-recruitment. No more the process can be blamed for being one way communication like mails, faxes only being speedy as done electronically. Podcasts are the services of digital media files. Vodcasts are the video podcasts.

- **CANDIDATE'S PREFERENCE:** History states that employers had the privilege to be selective in hiring process, especially in screening resumes but were not always fair. Because of the time constraint it was not possible to go through all the applications. Today the candidates can choose their employers as not only the financial state is known to them but also the culture is known. Applying for the Organization will no more be influenced only by the image.
- **SEARCH ENGINE ADVERTISEMENT:** Print ad is phasing out due the popularity of search engine ads. Pay-per-click is not only convenient but also more attractive.
- **RSS FEED:** Job boards are embracing RSS feed. Hot jobs, Google deserves special mention. Google offers one to upload the jobs on Google Base even when one doesn't have their own site. RSS can be read using software "RSS reader". It is a family of web feed formats use to publish frequently updated works. Such as blog entries, news headlines in a standard format.

There are many benefits – both to the employers and the job seekers but the e-recruitment is not free from a few shortcomings.

OBJECTIVES OF THE STUDY

PRIMARY OBJECTIVE

- A Study on the future of online recruitment towards Fabhost Web Solutions.

SECONDARY OBJECTIVES

- To assess the performance of online recruitment.
- To find out the most time-consuming process in the entire recruitment and selection process
- To study the sources through which maximum closures happen in the organization

- To know the factor considered in selecting portal
- To suggest measure to improve effectiveness in online requirements.

NEED OF THE STUDY

- The study is focused on understanding the need and demand for online recruitment, how far its established in market and helping both the end's one being employer and another being job seeker.
- Although India can't be pronounced a developed market in terms of e-recruitment yet, the trend toward technology in HR is fast catching up.
- The approach toward human resource management incorporates both the traditional HR principals, and technical support available in the market.
- E-recruitment is gradually becoming a core area for many organizations today, simply because organizations have now realized that age-old methods are no longer working where the management of their primary asset employees, is concerned.
- Moreover, an increasingly globalized work-force has come with yet another key issue for the companies to manage that of managing people at diverse locations.
- The Need for the study also arises to find out what exactly job seekers are looking out for, what kind of source do they use for searching job and how convenient it is.

INDUSTRY PROFILE

RECRUITMENT TRENDS IN INDIA

Like any other industry, the recruitment "industry" is cyclical. It follows the cycles of other industries to a large extent. But the recruitment industry has a significant advantage because of the "products" it promotes – skilled manpower. For any organization, in any kind of economy, skilled manpower is absolutely essential.

In a booming economy, companies in India were offering high salaries and attractive incentive

packages to attract the best talent to their payroll. However, as the economic downturn hit countries around the world, Indian companies suffered too. Lay-offs, salary cuts and deferred payments became commonplace. A vast pool of skilled, un-employed candidates was created during this recession. During this period, hiring was extremely limited and companies could cherry-pick from the cream of the crop.

Now that the economy, at least in India, seems to have stabilized and started clawing back to what it was in 2008, some striking trends are being observed in the recruitment industry. These trends have their roots in the recession and its effects on job seekers and recruiters. Some of the key trends have been discussed below.

CURRENT SCENARIO OF RECRUITMENT AGENCIES

- Demand is more than supply in the job market so the challenge for recruitment agencies is to supply the right candidates at the right place and most importantly at the right time.
- The clutter of recruitment agencies has led to a major chaos among the candidates to select the best agency for them to get placed because every agency seems similar and there is nothing new offered by them which they can claim i.e. adding value to the process.
- Among this clutter some agencies came out as a winner and their process really shows how strategize they are in terms of managing the various forces of competition.
- Fighting the competition neck to neck one need to look and re-look their strategies and constantly inculcate the ideas in practice with respect to the current trends in the industry.

REVIEW OF LITERATURE

Patricia C Borstorff, Michael B Marker, Doris S Bennett, (2006) The Internet has changed the way companies conduct business, including how they attract and recruit employees. As a result, online recruiting has become a major Internet business tool. Effective online recruiting processes increase firms' competitive advantage through increased efficiency and lower costs, and offers benefits and opportunities to job seekers. They found citizens to be more comfortable with online recruitment and used it more frequently than did non-citizens. Older applicants and those with work experience also applied more often and made more job searches. Minorities applied more frequently for jobs online than did whites. They found no differences in gender in online recruitment behavior or attitudes.

The decision to recruit online: A descriptive study

Eleanna Galanaki, (2002) online recruitment is a new tool, at the disposal of the HR departments, which has known a phenomenal success in very short time. This paper presents the findings of some descriptive research, involving UK IT companies. The research tries to identify the effect that the perceived attributes of the practice have on the decision of companies to recruit through the Internet. The attributes tested are cost effectiveness; recruitment cycle time; response rate; quality of response; impact on the image of the company; targeting of specific niches; targeting of the passive job-seeker; worldwide coverage; necessary resources, time and effort to implement; attractiveness of the mean to the job seekers (especially IT professionals and young graduates); risk of overload of answers; and impact of the size and reputation of the company. The paper provides an insight on how the companies perceive and value online recruitment.

Effectiveness of corporate employment web sites; How content and form influence intentions to apply

Marcel J.H. van Birgelen, Martin G.M. Wetzels, Willemijn M. van Dolen, Bradford: (2008) Although research is emerging, the knowledge base on the evaluative determinants of the effectiveness of corporate employment web sites is still limited. This paper attempts to narrow this gap by investigating how potential job applicants' evaluations of web site content- and form-related attributes contribute to corporate employment web site effectiveness. The approach takes the form of an empirical study using PLS path modeling. Applicants' attitude toward a corporate

employment web site is found to be differentially influenced by the web site's content- and form-related evaluations. In turn, attitude toward the web site influences intentions to apply. This relationship is fully mediated by attraction toward the organization. The latter is also influenced by attitude toward corporate employment web sites in general, which consequently contributes indirectly to application intentions. Using a non-laboratory setting and a broader sample, future research should further apply a person-organization fit perspective to corporate online recruitment and investigate effects of personality-related factors such as risk/security-seeking tendencies. Furthermore, it may be worthwhile to include technology-oriented variables such as technological self-efficacy as well. Corporate employment web sites used to inform potential applicants about employment opportunities should be easy to use. In addition, firms should provide applicants with updated information and make sure that the information provided matches the applicants' needs during their information search process. Persons who hold a more favorable overall predisposition toward corporate employment web sites are more attracted toward an organization using such sites. This suggests that corporate employment web sites may be particularly effective for certain groups of applicants, beyond the effects of web site content and form. Drawing on literature in areas such as job applicant decision making, information systems, and web site effectiveness, the paper develops the understanding of the role of web site features in determining intentions to apply for a job via corporate employment web sites.

RESEARCH METHODOLOGY

CHI- SQUARE TEST I – (χ^2)

Chi-square is the sum of the squared difference observed (o) and the expected (e) data (or the deviation, d), divided by the expected data in all possible categories.

Null hypothesis (Ho):

There is a relationship between the Age and Gender.

Alternate hypothesis (H1):

There is no relationship between the Age and Gender.

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Age * Gender	120	100.0%	0	.0%	120	100.0%

Age * Gender Crosstabulation

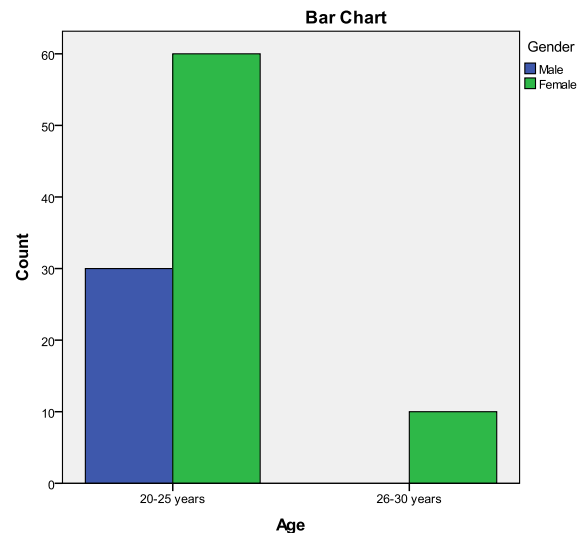
			Gender		Total
			Male	Female	
Age 20-25 years	Count		36	72	108
	% within Age		33.3%	66.7%	100.0%
	% within Gender		100.0%	85.7%	90.0%
	% of Total		30.0%	60.0%	90.0%
	Total				
26-30 years	Count		0	12	12
	% within Age		.0%	100.0%	100.0%
	% within Gender		.0%	14.3%	10.0%
	% of Total		.0%	10.0%	10.0%
	Total				
Total	Count		36	84	120
	% within Age		30.0%	70.0%	100.0%
	% within Gender		100.0%	100.0%	100.0%
	% of Total		30.0%	70.0%	100.0%
	Total				

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	4.762 ^a	1	.029		
Continuity Correction	3.307	1	.069		
Likelihood Ratio	7.600	1	.006		
Fisher's Exact Test				.030	.023
Linear-by-Linear Association	4.714	1	.030		
N of Valid Cases	120				

a. 1 cells (25.0%) have expected count less than 5. The minimum expected count is 3.00.

b. Computed only for a 2x2 table



$$\text{Degree of Freedom} = (r-1) * (c-1) = 1 * 1 = 1$$

Calculated value = 4.762

Tabulated value = 3.841

Z = Z call > Z tab

$$Z = 4.762 > 3.841$$

Hence, the Alternate hypothesis [H1] is accepted'

INFERENCE:

Since the calculated value is greater than the tabulated value, we accept the alternate hypothesis and hence there is a relationship between the Age and Gender

ONE-WAY ANOVA CLASSIFICATION

Null hypothesis (Ho):

There is a significance difference between the Total experience in Recruitment.

Alternate hypothesis (H1):

There is no significance difference between the Total experience in Recruitment.

Descriptives

Total experience in Recruitment

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Naukr	90	2.01	.846	.098	1.82	2.21	1	3
Monster	30	3.72	.458	.092	3.53	3.91	3	4
Total	120	2.44	1.067	.107	2.23	2.65	1	4

Test of Homogeneity of Variances

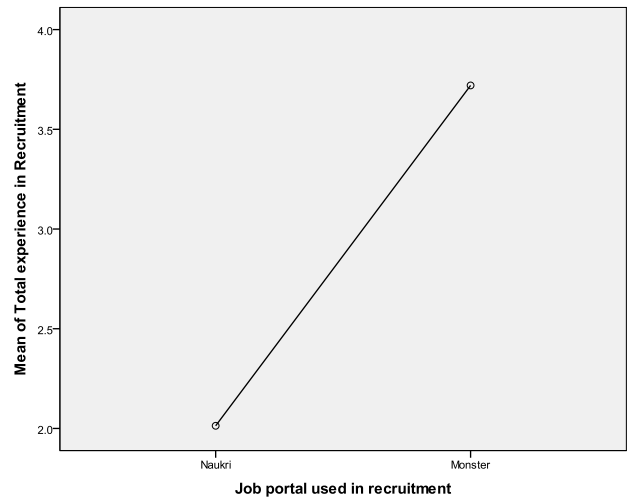
Total experience in Recruitment

Levene Statistic	df1	df2	Sig.
10.762	2	118	.001

ANOVA

Total experience in Recruitment

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	54.613	2	54.613	92.235	.000
Within Groups	58.027	118	.592		
Total	112.640	120			



Calculated value = 92.325

Tabulated value = 3.94

$F = F_{\text{cal}} > F_{\text{tab}}$ $F = 92.325 > 3.94$

Hence, the Alternate hypothesis [H1] is accepted.

INFERENCE:

The calculated value of F is greater than the tabulated value. Hence, we reject the null hypothesis and conclude that there is no significance difference between the Total experience in Recruitment.

ANALYSIS USING KARL PEARSON'S CORRELATION

Correlation analysis is the statistical tool used to measure the degree to which two variables are linearly related to each other. Correlation measures the degree of association between two variables.

Null hypothesis (H0):

There is positive relationship between the Most preferred source and Future of online recruitment.

Alternate hypothesis (H1):

There is negative relationship the Most preferred source and Future of online recruitment.

Correlations

		Most preferred source	Future of online recruitment
Most preferred source	Pearson Correlation	1	.831**
	Sig. (2-tailed)		.000
	N	120	120
Future of online recruitment	Pearson Correlation	.831**	1
	Sig. (2-tailed)	.000	
	N	120	120

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

$$r = \frac{N\sum XY - \sum X \sum Y}{\sqrt{N\sum X^2 - (\sum X)^2} \sqrt{N\sum Y^2 - (\sum Y)^2}}$$

$r = .831$

INFERENCE:

Since r is positive, there is positive relationship between the Most preferred source and Future of online recruitment.

FINDINGS OF THE STUDY

- Around 90% of the respondents are in the age category of 20 – 25. Hence it could be studied that the majority of the online recruitment service users are of young aged group.
- The gender of the respondent in the job seeker category is dominated by female respondent contributing to around 70% of the total sample.
- Majority of the respondent who prefer using online recruitment are post graduates, contributing to 90% of the respondents.
- Majority of online portal users are fresher, contributing to 64% of the total sample.
- Majority of the online portal users are in the income group of less than rs.10000, contributing to 65% of total sample.
- Job portal is the most preferred source of recruitment as it has highest mean value i.e. 3.55 when compared to the other sources.
- There is significance difference in experience of the respondents while selecting the source of recruitment.
- Monthly income has no significance relationship with online service that the job seeker prefers to search the jobs.
- Job seekers perception towards the online recruitment process is positive as the factors like trust on portals, effectiveness and job-hunting success are rated with low mean value. Though with the enough positives perception of job seeker even has negative side of it which shows factor like job redundancy is rated with high mean value.
- There is significance difference between income and perception of job seeker
- There is significance difference between

Experience and perception of job seeker.

- Among the inconvenience Irrelevant job openings is considered as most important inconvenience followed by overloaded with questions and Lack of response.
- Search is considered as the best factor in overall performance of the job portal followed by Technology and Time, but respondents are not much satisfied with the factors like Support and Response to find the job.
- 22 percent of the respondents agree to it that in future there will be only mode of recruitment that is online recruitment. Whereas 6 percent of the recruiter disagrees with the statement and the 24 percent of the respondent have given neutral remark.
- Cost is one of the most important factors considered for using online mode of recruitment followed by Number of job openings. And wider search tools and time taken to search is also considered as an important factor to for using online mode of recruitment.
- There is no difference in experience and reason for using online recruitment
- Internet is the most preferred source of searching job followed by Word of mouth. But Advertisement is the least preferred mode of searching job by the job seekers.
- The respondents are in the age group of 20 – 30 years, which contributes to 90% of the sample.
- The gender of the respondent is dominated by male respondent which contributes to 64% of the total sample.
- Majority of the respondent using online recruitment are post graduates, which contributes to 82% of the sample.
- Experience of the respondent is scattered in all the categories but majority of them are in the experience group of 0 – 4 years.
- Majority of the respondent are in the income group of more than Rs.20000.
- Job portal and the employee referral are the most preferred recruitment channel.
- Naukri is the most preferred job portal used by the recruiter, which contributes to 74% of the sample.
- Experience respondent has no significant

impact on selecting job portal.

- ☐ Online job portal is the most important source through which maximum closures are made.
- ☐ Experienced respondent has significant impact in selection of source of recruitment.
- ☐ Sourcing is considered as most time-consuming process in the entire recruitment process.
- ☐ Search engine is considered as most important factor in deciding the overall performance of job portal.
- ☐ Among the drawbacks high cost is considered as most important drawback followed by unsatisfactory results and lack of resources
- ☐ LinkedIn the most used social networking site
- ☐ Experience has no significance association with the usage of SNS.
- ☐ Cost and references are the most important factor considered while selecting social networking site. Experience of the respondent has no significance impact on the overall perception of online recruitment.
- ☐ Multiple recruitment channel is required in present scenario and recruiters are not satisfied with their current online recruitment channel that they are currently using in their Recruitment process
- ☐ Reducing administrative burden is the most important factor for selecting online recruitment followed by wide search and it's also considered as better tool for recruitment team.
- ☐ 68 percent of the respondents agree to the statement that there will be only one mode of recruitment in future i.e. is online recruitment.

RECOMMENDATION AND SUGGESTIONS

- ☐ Online job portal is used by all the segments of age group, though the maximum user is of young age, so the job portal provider can try to make the user interface much easier so that the search can be made simpler.
- ☐ Online portal service provider can target the experienced candidate segments by advertising and encouraging them to register.
- ☐ Among job seekers job portal is rated as most preferred source to search their job so the companies can market themselves through these online portals.
- ☐ Print media is not much preferred by

the job seekers so companies can shift their investment from print media to online sources of recruitment as largest population prefers using online mode to search their job.

- ☐ Job portal service provider can try to check the authenticity of the company and job listed by the company to avoid inconvenience to jobseeker and gain trust of job seeker.
- ☐ Though job portal is very much popular job seekers first preference goes to employment agencies, so the service provider of job portals can advertise more regarding the job search ratio, authenticity, trust about the company.
- ☐ As job portal are becoming the most preferred source of recruitment, companies should try to invest more on training the employees on the use of these job portal so the efficient results can be obtained with less time invested on recruitment.
- ☐ Different job portal cater's different solutions. So company must decide upon what kind of competencies they are looking out in a candidate based on which the selection of portal has to be made.
- ☐ Print media and Telecom media mode of advertising is becoming less efficient as the people choose to search for the job through online mode, so HR's should try investing more on online advertisements.
- ☐ Job portal companies should make the search much faster and efficient so it becomes easy for the recruiter to search for a prompt profile.
- ☐ Job portal companies can maintain a check on their database and can remove profiles which are not active for longer period of time so that it becomes more convenient for the he's to have a better search.

- ☐ HR opting only for employee referral and other sources of recruitment can invest more in online recruitment as it reduces the cost and time on recruitment of the candidate.
- ☐ Companies can also provide their own website registration for job seekers so that they can easily find the prompt profile and have a good database of the candidates interested with the company.
- ☐ Sourcing which is considered as most time consuming process can be made much efficient by the job portal companies by providing competency-based search option

which helps company to search for the suitable profile.

- Consultants can opt for more than one job portal as it helps them to find different cadre of jobseekers and the closure can be made much easier.
- “Support” which is considered as the most important factor while selecting the job portal, service providers should try to improve their assistance to the clients by providing regular training and updating to the portal users.
- Social networking sites helps to find the talent from across the globe. So companies can bring in their presence in SNS world can gain allot.

CONCLUSION

Jobs are everywhere but there is a huge gap between employer and job seeker, even though there are many sources of recruitment, job seeker are not able to find the exact profile which they are searching for.

At this stage online recruitment plays a most important source of recruitment where all the geographic factors are washed out and the job seeker can search a job suitable to his profile, making it more convenient and fast process.

From the study it can be concluded that job seeker is moving from the trend of searching job through print media or campus recruit as the online sources of recruitment are becoming more popular and cost effective when compared with employment agencies. So it can be concluded that in future there is going to be a huge demand for online sources of recruitment.

From the Research work it can be concluded that almost every company and recruiter use online mode of recruitment. But many recruiters are not aware about what kind of online source recruitment is suitable can be used to find a prompt profile of the candidate for their requirement.

Maximum used source of recruitment is job portal when compared with the other online sources, though companies can opt for cost effective source of online recruitment that is networking sites where the investment is less and at this present situation of economic slowdown SNS can act as much effective tool of online recruitment.

ANNEXURES

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