

**STUDY ON MANPOWER PLANNING IN  
E-RECRUITMENT INDUSTRY**

**Submitted in partial fulfilment of the requirements for the award of  
MASTER OF BUSINESS ADMINISTRATION**

**By**

**MADHUMITHA.RA**

**REGISTER NO: 42410183**



**DEPARTMENT OF BUSINESS ADMINISTRATION  
SCHOOL OF MANAGEMENT STUDIES**

**SATHYABAMA  
INSTITUTE OF SCIENCE AND TECHNOLOGY  
(DEEMED TO BE UNIVERSITY)**

**Accredited with Grade "A++" by NAAC I 12B Status by UGC  
CATEGORY-1 UNIVERSITY BY UGC Approved by AICTE  
JEPPIAAR NAGAR, RAJIV GANDHI SALAI, CHENNAI - 600 119**

**DECEMBER 2023**



# **SATHYABAMA**

**INSTITUTE OF SCIENCE AND TECHNOLOGY  
(DEEMED TO BE UNIVERSITY)  
CATEGORY - 1 UNIVERSITY BY UGC**

**SCHOOL OF MANAGEMENT STUDIES**

**BONAFIDE CERTIFICATE**

This is to certify that this Project Report is the Bonafide work of **MADHUMITHA RA 42410183** who carried out the Project entitled “**STUDY ON MANPOWER PLANNING IN E-RECRUITMENT INDUSTRY**” Under my supervision from October 2023 to December 2023.

**Dr. J. RANI**

**Internal Guide**

**External Guide**

**Dr. BHUVANESWARI. G, MBA., Ph.D**

**Dean\_ SCHOOL OF MANAGEMENT STUDIES**

---

**Submitted for viva voce Examination help on\_\_\_\_\_**

**Internal Examiner**

**External Examiner**

### **DECLARATION**

I **MADHUMITHA RA (42410183)** hereby declare that the Project Report entitled “**STUDY ON MANPOWER PLANNING IN E-RECRUITMENT INDUSTRY**” done by me under the guidance of **Dr. J. RANI** is submitted in partial fulfilment of the requirements for the award of Master of Business Administration degree.

**DATE:**

**PLACE:**

**MADHUMITHA RA**

## **ACKNOWLEDGEMENT**

I am pleased to acknowledge my sincere thanks to Board of Management of **SATHYABAMA INSTITUTE OF SCIENCE AND TECHNOLOGY** for their kind encouragement in doing this project and for completing it successfully.

I am grateful to them.

I convey my sincere thanks to **Dr.G.Bhuvaneswari, MBA., Ph.D.**, Dean - School of Management Studies and **Dr.A.Palani, M.Com., M.Phil., M.B.A., Ph.D.**, - Head - School of Management Studies for providing me necessary support and details at the right time during the progressive reviews.

I would like to express my sincere and deep sense of gratitude to my Project Guide **Dr.J.RANI** for her valuable guidance, suggestions and constant encouragement paved way for the successful completion of my project work.

I wish to express my thanks to all Teaching and Non-teaching staff members of the School of Management Studies who were helpful in many ways for the completion of the Training.

**MADHUMITHA RA**

## TABLE OF CONTENT

| S.NO | TOPIC                                              | PAGE NO |
|------|----------------------------------------------------|---------|
| I    | ABSTRACT                                           | I       |
| II   | LIST OF TABLES                                     | II      |
| III  | LIST OF CHARTS                                     | III     |
| 1    | INTRODUCTION                                       | 1       |
|      | 1.1 INTRODUCTION                                   | 1       |
|      | 1.2 STATEMENT OF THE PROBLEM                       | 2       |
|      | 1.3 DEFINITION                                     | 2       |
|      | 1.4 SCOPE OF THE STUDY                             | 2       |
|      | 1.5 OBJECTIVES                                     | 2       |
|      | 1.6 NEEDS OF MANPOWER PLANNING                     | 3       |
| 2    | REVIEW OF LITERATURE                               | 4       |
|      | 2.1 LITERATURE REVIEW                              | 4       |
| 3    | RESEARCH METHODOLOGY                               | 15      |
|      | 3.1 RESEARCH METHODOLOGY                           | 15      |
|      | 3.2 RESEARCH DESIGN                                | 15      |
|      | 3.3 OBJECTIVES OF THE STUDY                        | 15      |
|      | 3.4 SOURCES OF DATA                                | 15      |
|      | 3.5 STRUCTURE OF QUESTIONNAIRE                     | 16      |
|      | 3.6 SAMPLING METHOD                                | 16      |
|      | 3.7 SAMPLE SIZE                                    | 16      |
|      | 3.8 PERIOD OF STUDY                                | 16      |
|      | 3.9 HYPOTHESIS                                     | 16      |
|      | 3.10 TOOLS FOR ANALYSIS                            | 17      |
|      | 3.11 ANALYTICAL TOOLS                              | 17      |
| 4    | DATA ANALYSIS AND INTERPRETATION RATIO<br>ANALYSIS | 19      |
|      | 4.1 PERCENTAGE ANALYSIS                            | 19      |

|          |                                             |           |
|----------|---------------------------------------------|-----------|
|          | 4.2 CHI SQUARE TEST                         | 42        |
|          | <b>FINDINGS, SUGGESTIONS AND CONCLUSION</b> | <b>43</b> |
| <b>5</b> | 5.1 FINDING                                 | 43        |
|          | 5.2 SUGGESTION                              | 44        |
|          | 5.3 CONCLUSION                              | 44        |
|          | <b>REFERENCE</b>                            | <b>45</b> |
|          | <b>APPENDIX (QUESTIONNAIRE)</b>             | <b>46</b> |

## **ABSTRACT**

The world of recruitment is undergoing rapid transformation. Mass adoption of new tools and technologies has made the talent acquisition process data rich work flow friendly. We are a part of the millennial generation, who can't imagine life without computers or smart phones. Recruiters understand the need to be millennial friendly as that's where the raw talent lies. For the same reason, more and more organizations are now shifting their recruitment strategy to digital domain. e- Recruiting is arguably a competitive strategy that more and more companies will need to adapt in their overall business strategy and will be very important in the future. E-Recruitment is the process of recruiting personnel with the use of technology and web based resources. The practice of E-recruitment has made the process more efficient and effective with the help of e- recruitment the organizations can reach large number of workforce and can identify the skilled personnel easily. Also this process reduce time and cost. In short e-recruitment paves the way for the success of organizations in this competitive world. The primary objective of this paper is to analyse the effectiveness of e-recruitment towards HR perceptive by using Recruitment Media application practices and also identify the problems faced by HR recruiters in e-recruitment process and generating the solutions for overcoming the current difficulties of e-recruitment. Both primary and secondary data has been considered for this study. One sample t-test has been conducted to assess the primary data. This study not only identified the efficacy of e-recruitment but also discover the stages of e-recruitment cycle.

**keywords:** Recruitment, HR recruiters, Effectiveness, Social media,

E-Recruitment cycle

## LIST OF TABLES

| <b>TABLE NO.</b> | <b>TITLE</b>                                                                     | <b>PAGE NO.</b> |
|------------------|----------------------------------------------------------------------------------|-----------------|
| 4.1.1            | GENDER OF THE RESPONDENTS                                                        | 19              |
| 4.1.2            | AGE OF THE RESPONDENTS                                                           | 20              |
| 4.1.3            | EDUCATION QUALIFICATION OF THE RESPONDENTS                                       | 21              |
| 4.1.4            | JOB SEEKING LEVEL                                                                | 22              |
| 4.1.5            | FIND WHETHER THE JOB SITES ARE EASY TO USE                                       | 23              |
| 4.1.6            | CURRENT LOCATION OF THE RESPONDENTS                                              | 24              |
| 4.1.7            | WHETHER THE INTERNET IS EASY TO UNDERSTAND                                       | 25              |
| 4.1.8            | THE INFORMATION WHICH IS GIVEN IN JOB SITE IS SUFFICIENT                         | 26              |
| 4.1.9            | DO YOU HAVE THE NECESSARY RESOURCE TO ENABLE TO ACCESS THE INTERNET              | 27              |
| 4.1.10           | WHICH PROBLEM DID YOU THINK IS THE WORST IN CASE OF JOB SEARCHING                | 28              |
| 4.1.11           | BEST SOURCE OF RECRUITMENT                                                       | 29              |
| 4.1.12           | ONLINE RECRUITMENT PROVIDES OPPORTUNITY                                          | 30              |
| 4.1.13           | DO YOU THINK NEWS PAPER PROVIDES OPPORTUNITY FOR JOB SEEKERS IN CURRENT SCENARIO | 31              |
| 4.1.14           | WHERE WILL YOU SEE THE VACANCY ADVERTISED                                        | 32              |
| 4.1.15           | PRIMARY DRIVE BEHIND THE DECISION TO PURSUE RECRUITMENT                          | 33              |
| 4.1.16           | HOW TO ACCESS THE INTERNET                                                       | 34              |
| 4.1.17           | HAVE YOU RECEIVED RESPONSE FROM EMPLOYERS AFTER SUBMITTING ONLINE APPLICATION    | 35              |
| 4.1.18           | HOW OFTEN DO YOU READ NEWSPAPER                                                  | 36              |
| 4.1.19           | DO YOU HAVE PERSONAL INTERNET CONNECTION                                         | 37              |
| 4.1.20           | COST OF INTERNET IN YOUR LOCALITY                                                | 38              |

### LIST OF CHARTS

| CHART NO. | TITLE                                                                           | PAGE NO. |
|-----------|---------------------------------------------------------------------------------|----------|
| 4.1.1     | GENDER OF THE RESPONDENTS                                                       | 19       |
| 4.1.2     | AGE OF THE RESPONDENTS                                                          | 20       |
| 4.1.3     | EDUCATION QUALIFICATION OF THE RESPONDENTS                                      | 21       |
| 4.1.4     | JOB SEEKING LEVEL                                                               | 22       |
| 4.1.5     | FIND WHETHER THE JOB SITES ARE EASY TO USE                                      | 23       |
| 4.1.6     | CURRENT LOCATION OF THE RESPONDENTS                                             | 24       |
| 4.1.7     | WHETHER THE INTERNET IS EASY TO UNDERSTAND                                      | 25       |
| 4.1.8     | THE INFORMATION WHICH IS GIVEN IN JOB SITE IS SUFFICIENT                        | 26       |
| 4.1.9     | DO YOU HAVE THE NECESSARY RESOURCE TO ENABLE TO ACCESS THE INTERNET             | 27       |
| 4.1.10    | WHICH PROBLEM DID YOU THINK IS THE WORST IN CASE OF JOB SEARCHING               | 28       |
| 4.1.11    | BEST SOURCE OF RECRUITMENT                                                      | 29       |
| 4.1.12    | ONLINE RECRUITMENT PROVIDE OPPORTUNITY                                          | 30       |
| 4.1.13    | DO YOU THINK NEWS PAPER PROVIDE OPPORTUNITY FOR JOB SEEKERS IN CURRENT SCENARIO | 31       |
| 4.1.14    | WHERE WILL YOU SEE THE VACANCY ADVERTISED                                       | 32       |
| 4.1.15    | PRIMARY DRIVE BEHIND THE DECISION TO PURSUE RECRUITMENT                         | 33       |
| 4.1.16    | HOW TO ACCESS THE INTERNET                                                      | 34       |
| 4.1.17    | HAVE YOU RECEIVED RESPONSE FROM EMPLOYEES AFTER SUBMITTING ONLINE APPLICATION   | 35       |
| 4.1.18    | HOW OFTEN DO YOU READ NEWSPAPER                                                 | 36       |
| 4.1.19    | DO YOU HAVE PERSONAL INTERNET CONNECTION                                        | 37       |
| 4.1.20    | COST OF INTERNET IN YOUR LOCALITY                                               | 38       |

## **CHAPTER-1**

### **INTRODUCTION**

#### **1.1 INTRODUCTION**

In today's rapidly evolving digital landscape, the recruitment industry has undergone a profound transformation with the emergence of e-recruitment platforms. These platforms have revolutionized the way organizations find, attract, and hire talent, offering unparalleled efficiency and reach. However, as the e-recruitment sector continues to grow and adapt to changing market dynamics, the need for effective manpower planning becomes increasingly crucial.

Manpower planning, often referred to as workforce planning, is the strategic process of aligning an organization's workforce with its long-term goals and objectives. It involves identifying current and future staffing needs, recruiting and retaining the right talent, and optimizing human resources to ensure the organization's success.

In the context of the e-recruitment industry, where technology and data analytics play a pivotal role, manpower planning takes on a unique dimension. The dynamic nature of this sector, driven by innovations in artificial intelligence, machine learning, and big data analytics, presents both challenges and opportunities for organizations. Efficient manpower planning in e-recruitment requires a deep understanding of the interplay between technology, human resources, and market dynamics.

This study aims to provide a comprehensive analysis of manpower planning in the e-recruitment industry, exploring key factors, challenges, and best practices. By delving into the intricate relationship between technology and human capital, we seek to uncover strategies that can help organizations thrive in this competitive landscape.

Additionally, this research will examine how e-recruitment platforms can leverage data-driven insights to enhance workforce planning, drive efficiency, and ultimately deliver superior results to clients and candidates. As we delve deeper into this study, we will explore the key dimensions of manpower planning in the e-recruitment sector, investigate innovative strategies, and provide recommendations to empower organizations to navigate this evolving landscape effectively.

## **1.2 STATEMENT OF THE PROBLEM:**

The recruiting companies will be able to know what e-recruitment process has been improved and what hasn't been. In e-recruitment process the most improved stage is screening stage. So, the recruiters can undertake steps for making other recruitment stages more improved and efficient. Along with this, when the Human resource department will desire to make a new policy for improving the recruitment stages, this study is supposed to guide them showing which stage needs to be focused more and what problems are generally faced by the employers. Some generated solutions may guide the new policy making as well.

## **1.3 DEFINITION OF MANPOWER PLANNING IN E-RECRUITMENT:**

The study of manpower planning in the e-recruitment industry refers to the systematic analysis, forecasting, and strategic management of human resources within the context of online recruitment and talent acquisition. It involves assessing an organization's current and future staffing needs, understanding the skills and competencies required, and devising strategies to attract, select, and retain the right candidates using digital tools and platforms. This field aims to optimize workforce utilization, improve recruitment efficiency, and align hiring strategies with organizational goals in the digital era.

## **1.4 SCOPE OF THE STUDY:**

- Manpower planning plays a crucial role in the E-recruitment industry by ensuring efficient utilization of human resources.
- It involves forecasting, assessing, and managing the workforce to meet organizational goals.
- In the E-recruitment sector, effective manpower planning can optimize talent acquisition, streamline processes, enhance employee engagement, and adapt to industry trends.
- It also addresses skills gaps, facilitates strategic decision-making, and fosters a competitive edge in the dynamic landscape of online talent acquisition.

## **1.5 OBJECTIVES OF MANPOWER PLANNING IN E-RECRUITMENT:**

- **Strategic Alignment:** Ensure that the organization's e-recruitment efforts align with its overall strategic goals and objectives.
- **Talent Acquisition:** Identify and attract the right talent through effective e-recruitment methods to meet current and future workforce needs.
- **Workforce Optimization:** Optimize the utilization of human resources by ensuring the right skills are available at the right time and in the right quantities.
- **Cost Efficiency:** Manage recruitment costs effectively by utilizing e-recruitment tools and technologies, streamlining processes, and minimizing time-to-fill positions.
- **Adaptability:** Anticipate changes in the business environment and workforce demographics, allowing the organization to adapt to emerging challenges.
- **Skill Development:** Identify skill gaps and proactively plan for training and development programs to enhance the capabilities of the workforce.
- **Compliance:** Ensure that the e-recruitment process complies with relevant laws, regulations, and ethical standards, promoting fair and unbiased hiring practices.
- **Data-Driven Decision Making:** Utilize data and analytics from e-recruitment activities to make informed decisions, continuously improving the efficiency of the recruitment process.

## 1.6 NEEDS OF MANPOWER PLANNING IN E-RECRUITMENT:

- **Diversity and Inclusion:** Ensure that the recruitment and workforce planning strategies promote diversity and inclusion, aligning with industry best practices.
- **Talent Retention:** Develop strategies to retain top talent, including employee engagement initiatives, career development programs, and competitive compensation packages.
- **Technology Integration:** Evaluate and integrate technology solutions like AI, machine learning, and analytics tools to enhance the efficiency of workforce planning and recruitment processes.
- **Compliance and Legal Considerations:** Ensure that the recruitment practices comply with labor law, regulations, and industry-specific standards.
- **Benchmarking:** Compare the workforce planning and recruitment processes with industry benchmarks and best practices to identify areas for improvement.

## CHAPTER-2

### REVIEW OF LITERATURE

**Literature Review Bulter (1991) [5]** suggested this entailed utilizing the inductive methodology for the generation of items of the perceived benefits of e-recruitment. Semi-structured conversations with a number of 30 human resources managers and 10 recruitment supervisors from numerous industrial and services –oriented sectors were conducted. Participants were questioned to grade the benefits of e-recruitment that they supposed based on their experiences and interaction. The outcomes were progressive and used for the generation of the objects. Common interview responses were brief as: low costs, less time, ability to influence applicants from various countries, improved quality of applicants, and sound image for the organization.

**Whitford, M. (2000) [6]**, This U.S. based study states the benefits of internet for recruitment, the distress being maintenance of employee. The internet plays a vital role in closer recruitment.

**(Cober et al., 2000) [7]**, Online recruiting can also produce cost savings and higher applicant earnings. Companies have reported savings of 95% when changing from modern to online recruiting causes and discrete companies have generated as many as 10,000 applicants through their recruitment web sites to fill less than 1000 jobs.

**(cf. Cober et al., 2000) [7]**, According to the current research on the recruitment, the Web is increasing in use both as a source of applicants for organizations and as a job search device for individuals looking for employment. As many as 90% of large organizations in the United States have incorporated the Web in their current recruitment practices.

**(Mohamed, 2002; McDougall, 2001; Baille, 1996;) [8]** e- recruitment provides global reporting at a constant foundation.

**Lin and Stasinskaya (2002) [9]**, These suggestions have been sustained by the CIPD (2006), in that 71% of their survey respondents used e-recruitment to reduce recruiting costs, 60% to extend the selection pool and 47% to improve the speed of time to employ.

**Eleanna Galanaki, (2002) [25]**, Online recruitment is a new tool, at the removal of the HR departments, which has known an impressive success in very short time. This paper presents the findings of some expressive research, involving UK IT companies. The research tries to identify the effect that the perceived characteristics of the research have on the decision of companies to recruit through the Internet. The attributes tested are cost efficiency; recruitment cycle time; response rate; quality of response; impact on the image of the company; directing of specific niches; targeting of the passive job-seeker; worldwide coverage; essential resources, time and effort to implement; attraction of the mean to the job seekers (especially IT professionals and young graduates); risk of excess of answers; and impact of the size and reputation of the company. The paper provides an insight on how the companies recognize and value online recruitment.

**Boswell, Roehling, LePine, & Moynihan, (2003) [10]**, attentive on opportunities to meet people and site visit measures. A theoretical paper on Managerial challenges of e-recruitment: extending the life cycle of new economy employees by **Smith and Rupp (2004)**, studied the application of technology to recruiting and retaining knowledge workers in an ecommerce, information intensive environment. The authors reported that e-recruitment as a general process is job specific and offers computer assisted screening interviews and statistical estimate to aid in reducing recruiting costs, time-to-hire and employee business.

**Alan D. Smith, William T. Rupp, (2004)** "Managerial challenges of e-recruiting: extending the life cycle of new economy employees".The study conducted by Connerley,

**Carlson, & Mecham (2003) [12]**, on evidence of differences in applicant pool quality statements the research need by examining the attraction outcome of firms opposing head to head for recruits for similar positions. This study studied applicants for on-campus interviews with corporate recruiters at a south eastern university from September 1999 to May 2000. Results of an analysis of 391 applicant pools representing 18 different job families suggest that applicant pool quality can vary significantly within and across job families.

**Cober, R., Brown, D., Keepin, L., and Levy, P. (2004) [13]**, For e-recruitment, organizations is building their own web sites ever better because of the higher costs of marketing and the ease and speed of finding more qualified applicant.

**Hadass (2004) [14]** in his research on the effect of internet recruiting on the matching of workers and HR Managers developed a model of recruitment in which job searchers have private information about their condition for different jobs and firms possess deficient screening technologies. He decided that firms may adopt e-recruitment policies because of the direct reduction in recruiting costs and because of competition among HR Managers for skilled hires.

**Reeve, High house and Brooks (2006) [15]** investigated how affective reactions of job searchers affect overall evaluation of organizational appeal and organizational image.

A survey conducted by **marketresearch.com (2006) [16]**, on the E-Recruitment market, found that the, major trends of e- recruitment were:

1. More advanced tools for candidate management on corporate career sites;
2. Increasing use of social networking technologies (Facebook, LinkedIn) to reach candidates; and
3. More opportunities for specialists in the market.

**Matthews (2006) [17]**, on the recruitment of law students by the United States Internal Revenue Service designated that how by moving up the start data of its campus recruitment energies it was able to fill jobs more easily and with better quality entities.

**Barber (2006) [18]**, at the Institute for Employment Studies also examined the assistances and challenges of Internet recruiting. Barber noted that access to a wider pool of applicants and promotion of a company's repute and brand are frequently mentioned by HR experts who analysed the strengths of the e-recruiting.

**Maurer and Liu (2007) [19]**, that web-based recruitment protects cost up to 87% per new employee employed by an organization.

**Parry and Tyson (2008) [26]**, conducted a study on the recruitment activities of establishments for a period of six years with the use of survey and interview methods, questions were asked as to why the respondents exploited or did not employ online recruitment, whether they predicted their use of the Internet for recruitment to change, and

what impact they expected Internet recruitment to have on the use of other recruitment methods.

Human Resource directors and managers, finance directors, managing directors and recruitment experts from a sample of UK organizations with over 25 employees were the respondents of the study.

There were 25,524 responses in the survey and twenty (20) HR or resourcing managers were cross-examined. The results of the survey showed that the most common reasons of using profitable or commercial websites in their recruitment were cost-effectiveness (75%), ease of use for candidates (64%), a larger candidate pool (53%), ease of use for the organization (52%), speed to hire (52%), and company policy (50%). On the other hand, the less common reasons were success in finding candidates (44%) and keeping ahead of competitors (32%).

**Thompsons, L., Braddy, P., and Wuensch, K. (2008) [20]**, In 2008 studied the influence of organizations, web design on potential jobseekers 182 participants reviewed an online job marketing to rate marketing formatting attractiveness, usability of the website, organization web appeal, impressions of the organization, and readiness to pursue employment and found that both the formatting attractiveness and usability of online recruitment materials influenced participants' inclinations to pursue jobs, planning was more important than usability.

**(Kim et al, 2009) [21]**, Through the review of the prior literature on the e-recruitment supposed benefits, there searcher determined the following named benefits: shorter recruiting cycle time, ability to reach a wider scope of applicants.

**Holm, Anna B. (2012) [22]** further states it as the organisation of recruitment process and activities, which, by means of technology and human causes, enable time-and- space dependent collaboration and interaction in order to recognize, attract, and influence capable candidates.

**Avinash S. Kapse (2012) [1]** published an article about E recruitment which stated that online recruitment has many advantages to companies like low cost, less time, quick, wider area, better match and along with this they have highlighted some points of disadvantages of online recruitment like scrutinizing applications is a problem, lack of internet awareness in India in

some places and they said that employers want to have face to face interaction with candidates.

**Florea, N. V., & Badea, M. (2013) [23]**, The author references that use of internet helps in performance advance, faster decision making and saves cost. The internet helps in displaying vacancy on the website. The internet also helps in finding the precise employee for the job from the pool of information obtainable in the data base. A paper was recently presented at an international conference by

**Florea & Badea (2013) [2]**, which emphasized the manner in which the organizations use technology increases or decreases its positive net effect. The findings suggest that through the Internet, HR can develop an effective recruitment program, which helps manage the highly competitive and time-consuming process of finding skilled personnel.

**Haroon and Zia-ur-Rehman (2010) [3]**, also investigated online recruitment in Pakistan. A total of sixty-five (65) respondents from small and large firms of the different sectors of the industries in Pakistan participated in the study. Data were collected through telephone interviews showed that preference was given to small firms as compared to large firms in terms of using internet recruitment. They also showed that large firms had their own websites and use them for recruitment as compared to small firms. They also revealed that online recruitment became a new medium that was going to replace the other traditional sources of recruitment because online recruitment offered reduced recruitment costs, time-saving capability, quick response features in checking application status, and online resume development.

**Ghadeer Mohamed Badr EIDin Aboul-Ela (2014) [24]**

a) Saves Time: e-recruitment is associated with time efficiency, this is emphasized in the reduction of time consumed when compared to the traditional recruitment methods, the time needed for the recruitment process becomes shorter, and the time consumed to analyse the collected data is reduced which in return will fasten the selection process.

b) Geographical Outreach: e-recruitment helps the organization to reach more applicants, more geographical locations, makes the process simpler through the usage of technology,

and facilitates the process of reaching a wider diversity of applicants through various recruitment sources.

c) Saves Efforts: e-recruitment will allow the organization to save efforts through the utilization of technology thus allowing for the allocation of these human efforts in other areas which in return may improve the overall efficiency.

d) Improved Quality of Applicants: e-recruitment gives the organization the chances to attract more qualified and competent applicants, reduces the costs associated with attracting unqualified applicants, and makes the process of filtering the applicants easier through the adoption of technology.

e) Sound Organizational Image: e-recruitment creates an improved and a sounder image for the organization thus, allowing the organization to reach more qualified applicants.

By the above reviews collected are stated that Management of human resource in an organization cannot work smoothly if it's not electronically adopted properly. This research highlights the theoretical background and the previous results of the perceived benefits of e-recruitment from viewpoint of the HR Professionals. Thus, following the scales are provided to investigate the impact of perceived effectiveness on adoption of E-Recruitment by HR Professionals.

**Mencken & Winfield (1998)** explored the advantages and disadvantages of informal and formal recruiting practices in external labour markets. The authors found that quality was a strong motivator than cost for informal recruiting. The findings from the regression analysis also demonstrated that the quality of applicants was more salient for hiring managers in the private sector

**Smith (1999)** had worked upon e-recruitment where he had tried to conceptualize that internet helps employer's better target prospective employees. The author mentioned that the career web, which small companies may consider expensive, could still be less costly than multiple newspaper ads. A research by Matthews (2006) on the recruitment of law students by the United States Internal Revenue Service described how by moving up the start date of its campus recruitment efforts it was able to fill jobs more easily and with better quality individuals.

**Dr. Bhupendra Singh Hada, Swati Gairola (2005)** said that latest trend on e-recruitment and this updated trend has been adopted from MNC to small scale industries in this article he talks about the opportunity and challenges of e-recruitment.

**Galanaki, (2002)** said that online recruitment process is started by posting vacancies on the on there own company websites and an online recruitment vendor's website or third-party websites, and asked the applicants to send their resume and their details electronically through the e-form or through email.

**Buda (2003)** has found that the recruitment advertisement is to be effective when it should include positive information at the start when being advertised through nonexpert sources (e.g., general media).

**6 Tong and Sivanand, (2005)** online recruitment (e-recruitment) emerges as a handy and advantageous method over traditional methods of recruitment e-recruitment enable the firm to perform the tasks in speed and improves the process One of the outcomes of the growth of e-recruitment technologies has been that applying for jobs has become simpler and more streamlined. Executives of Malaysia believe that erecruitment can lead them to a new competitive position in regional labour markets due to the importance of knowledge workers and resource-based competition.

**Helen Verhoeven and Sue Williams (2008),** said that the Internet recruitment and selection in the United Kingdom. In this discusses the advantages and disadvantages of Internet recruitment and selection as identified in literature and considers those against the views of employers in the United Kingdom.

**Khan, (2010)** has stated that lower cost investment, shorter recruitment cycle, reach to a wider range of applicants, better quality of applicants, the opportunity to address specific market niches, and issue attraction of passive job-seekers; are described as the strong sides of the Internet recruitment. Additionally, the advertisement and its attributes are important factors in e-recruitment.

**Poorangi et al., (2011; Ahmed, 2009)** Executives of Malaysia believe that erecruitment can lead them to a new competitive position in regional labor markets due to the importance of knowledge workers and resource-based competition.

**Pavitra Dhamija (2012)**, said that E-Recruitment refers to posting vacancies on the corporate website or on an online recruitment vendors' website. It allows applicants to send their resumes electronically through an email or in some other electronic format.

**Mooney (2002)**, said that the review of the above literature provides an indication that online recruitment (e-recruitment) is acknowledged as being an important aspect of job/candidate searching for jobseekers and organizations. Moreover, e-recruiting is becoming more effective recruitment tools, creating an avenue to build relationships between job seekers and organizations (Mooney, 2002).

**7 Matthews (2006)** on the recruitment of law students by the United States Internal Revenue Service described how by moving up the start date of its campus recruitment efforts it was able to fill jobs more easily and with better quality individuals.

**Verhoeven and Williams (2008)** reports on a study into internet recruitment and selection in the United Kingdom. The study discussed the advantages and disadvantages as identified in literature and considered those against the views of HR Managers in UK. Williams (2009) on E recruitment showed dwindling recruitment spends focused on web-based recruitment at the expense of traditional methods. The author also reported that online methods proved far more popular, as two-thirds (66 per cent) of the HR professionals surveyed said that the jobs section of their own company's website was used as a recruitment tool for most jobs

**Sania Usmani (2020)** - Recruitment and Selection Process at Workplace: A Qualitative, Quantitative and Experimental Perspective of Physical Attractiveness and Social Desirability. (2020). The results of this review will also guide all future studies on how appearance, confidence, communication skills and resumption of clarity play an important role in the recruitment process rather than physical or facial attractiveness.

**Dharshini.K.A & Seleena.R (2020)** - A Pragmatic study on Human Resources Trends in recruitment and selection process in Non-Banking Financial Companies in Kanniyakumari district (2020). The most important study recommended that it is necessary to enhance the new form of talent acquisition, such as campus recruitment, the trainees program to employ the appropriate talents, and the evaluation of candidates during recruitment must be more efficient.

**Bushra Bintey Mahbub(2020)-** Internship Report on Recruitment and Selection Process of BRAC Bank LTD. (BBL)(2020). The report made several recommendation, the most important of which was that some procedures could be computerized via the Internet so that some work is reduced and opportunities for manual errors are reduced. There is a need to give more facilities to the trainees, and the most important goal was that they should search for quality instead of quantity in the case of selecting or employing employees.

**Sophia Diana Rozario and Others (2019) -** Challenges in Recruitment and Selection Process: An Empirical Study (2019). The study indicated that there are some restrictions and it was considered an introductory study for future research. The first limitation relates to the cross-sectional nature of this study describing participants' feelings and thoughts about the selection process at a particular time only. Therefore, the results are based on the participant's emotions for that period only rather than evidence over a period of time.

**Ahmedabad (2018) -** A Study On Recruitment And Selection Process Of Airtel (2018) The study presented several recommendations, the most important of which was the necessity of an effective human resources management in the organization that depends on the effectiveness of many other human resources activities such as selection and training on the quality of new employees who are attracted through the recruitment process. Dr. Amer Hani

**Al-Kassem (2017) -** Recruitment and Selection Practices in Business Process Outsourcing Industry (2017). The study recommended that access to employee services, develop their skills, and motivate them at high levels of performance, and in order to ensure the maintenance of their commitment to the organization, this is necessary to achieve organizational goals.

**Agneš Slavić and Others (2017) -** The Role of the Internet and Social Networks in Recruitment and Selection Process (2017). The results of the research conducted show that in Serbia, the internet and social networks are used in the recruitment process, but still not to a large extent. The conclusion is that the decision to select a suitable candidate should not only be based on social network data, but this information can help in making decisions.

**Adeyemi et. al (2015)** also opined that employees should all be treated fairly in the recruitment and selection process and be appraised constantly to ensure that they improve

their performance. Ekwoaba, Ikeije, and Ufoma (2015) in a study of the impact of recruitment and selection criteria on organizational performance revealed that recruitment and selection criteria have a significant effect on organization's performance that the more objective the recruitment and selection criteria, the better the organization's 29 performance.

**Ayesha Yaseen (2015)** has presented the recruitment and selection process of educational sectors. Here the higher education institutions with the placement impact are studied to recommend for economic growth. Researchers in this research are of the view that GCU needs revision of its set up of selection and recruitment starting from job advertisement to the hiring of employees.

**Aminchi Daniel, et.al (2014)** have presented the recruitment and selection process of HR in adult educational schools. Here the management of adult education borno state Nigeria is reviewed. The paper reasons that it is essential to decide the procedure by enroll, select and place association worker and the unforeseen workforce as far as their aptitudes and specialized capacities, particularly in grown-up instruction association.

**Sudhasetti N, and DNM Raju, (2014)** has studied the recruitment and selection process of various industries. Here the cement industry, electronics and sugar industry data are processed on the studied. Effective recruitment process rehearses are key parts at the passage purpose of HR in any association .Efficient placement selection systems bring about improved hierarchical results. The primary target of this paper is to recognize general practices that associations use to enlist and select workers.

**Sneha M, (2014)** have reviewed the recruitment and selection process based on the HR consulting firms. As a prime supporter of the ability procurement, HR counseling firms have meant their significance of this industry. The placement strategy of an association is dictated by the nature of work and industry in which it works.

**Neeraj Kumari (2013)** A Study of the Recruitment and Selection process: SMC Global (2013) He found that the company is following an effective Recruitment and Selection process to maximum extent. Company should focus on long term consistent 30 performance rather than short term. The emphasis towards training and enhancing skills of recruiters needs to be more and also consistent.

**Wycliffe M. Nyangaresi and others (2013)** Recruitment and Selection Process: A Case of City council of Nairobi, Kenya (2013) The study made important recommendations based on its findings and the most important of those recommendations was that for any organization in the competitive business world today to achieve its goals and objectives and in order to remain relevant to the market, it must invest heavily in the appointment and selection of its employees.

**Mustapha, Adeniyi Mudashiru (Ph.D) (2013)** The Impacts of well Planned Recruitment and Selection Process. The study recommended that the goal of employment goes beyond merely filling vacancies to include individual development and achievement. It aims to build a strong organization where effective teamwork takes place, while meeting the needs of individuals at the same time.

**Korsten (2013) and Jones et al. (2013)**, Human Resource Management theories emphasize on techniques of recruitment and selection and outline the benefits of interviews, assessment and psychometric examinations as employee selection process. They further stated that recruitment process may be internal or external or may also be conducted online.

**Rehman, Safdar (2012).** A Study of Public Sector Organizations with Respect to Recruitment, Job Satisfaction and Retention. A detailed analysis of the issues and tasks suggests that implementing a variety of personnel policies to improve work performance results in lower job turnover by increasing job satisfaction.

**Aakash Gopalia (2011)** Effectiveness of Online Recruitment and Selection Process. His research indicated that online recruitment and selection are effective in terms of the time needed to employ reducing employment and saving and managing costs. Apart from that, it was determined that online recruitment is also effective in terms of 31 developing a competitive advantage for companies by developing a market image and obtaining high-quality candidates.

**Dr.Nazrul Islam and others (2010)** factors affecting the recruitment and selection process in private commercial banks. The study concluded that the factors that affect the recruitment and selection process in banks are unable to bridge the gap between the qualifications of candidates and the requirements of work in banks.

## **CHAPTER-3**

### **RESEARCH METHODOLOGY**

#### **3.1 RESEARCH METHODOLOGY:**

Research methodology refers to the systematic approach, techniques, and procedures used by researchers to conduct a study or investigation. It involves designing the research, collecting and analysing data, and drawing meaningful conclusions. Common methodologies include qualitative, quantitative, or mixed methods, each with its own set of techniques and tools. Choosing the appropriate methodology depends on the research question and objectives.

#### **3.2 RESEARCH DESIGN:**

Research design is the blueprint or structure that outlines the plan and methodology for conducting a research study. It serves as a framework that guides the researcher in collecting, analysing, and interpreting data to answer specific research questions or test hypotheses.

#### **3.3 OBJECTIVES OF THE STUDY:**

- i. To study the HR recruiter perception towards effectiveness of e-recruitment.
- ii. To analyse the different dimensions of e-recruitment media with respect to preferences of e-recruitment methods, perceived advantages, and improvement process.
- iii. To identify problems faced by HR recruiters in e-recruitment and offer pertinent suggestions.

#### **3.4 SOURCES OF DATA:**

Data is collected from both primary source and secondary sources.

##### **3.4.1 PRIMARY DATA:**

Primary data is mainly collected with the help of a questionnaire from HR recruiters in Chennai. Questionnaire has been designed and pre-tested by undertaking a pilot survey and standardized by adding relevant questions pertinent to the present study. There were about 200 questionnaires were sent, and 106 completed questionnaires were returned with the

responses, there are HR recruiters from four different Job Consultancies / Job agencies in Chennai.

### **3.4.2 SECONDARY DATA:**

Based on review of various studies, the secondary data is collected from the published and unpublished records, web sites, manuals, booklets, journals, magazines, etc.

### **3.5 STRUCTURE OF QUESTIONNAIRE:**

The questionnaire has been framed and circulated to collect primary data. The questionnaire contains;

- Direct questions.
- Multiple choice questions.
- Dichotomous questions.

### **3.6 SAMPLING METHOD:**

The convenience sampling method was applied to select the respondents. Recruiters of different job consultancies, who use e-recruitment media for both posting vacancy advertisement and screening potential candidates were selected as the desired sample.

### **3.7 SAMPLING SIZE:**

The sample size for this research project is 106.

### **3.8 PERIOD OF STUDY:**

The study was conducted for a period of three months starting from October 2023 To December 2023.

### **3.9 HYPOTHESIS:**

#### **3.9.1 Hypothesis 1:**

- (H<sub>0</sub>):

There is no significant relationship between the utilization of AI-driven tools in E-recruitment and efficient manpower planning.

**- (H1):**

There are significant relationship between the utilization of AI-driven tools in E-recruitment significantly improves efficient manpower planning.

**3.9.2 Hypothesis 2:**

**- (H0):**

There is no significant difference in the manpower planning outcomes between various E-recruitment platforms.

**- (H1):**

There are significant differences in the manpower planning outcomes between different E-recruitment platforms.

**3.10 TOOLS FOR ANALYSIS:**

Questionnaire was created in order to receive the necessary response required from the sample to achieve the research objective. The tools used for this are

**PERCENTAGE ANALYSIS:**

Research questions are always answered with a descriptive statistic: generally, either percentage or mean. Percentage is appropriate when it is important to know how many of the participants gave a particular answer. Generally, percentage is reported when the responses have discrete categories.

**3.11 ANALYTICAL TOOLS (SPSS)**

Tool for testing the Hypothesis (SPSS)

- ANOVA
- Correlation
- Chi-Square

**ANOVA TEST**

One-Way ANOVA ("analysis of variance") compares the means of two or more independent groups in order to determine whether there is statistical evidence that the associated population means are significantly different. One-Way ANOVA is a parametric test. This test is also known as: One-Factor ANOVA.

## **CORRELATION**

Correlation analysis in research is a statistical method used to measure the strength of the linear relationship between two variables and compute their association.

## **PEARSON CORRELATION**

The Pearson correlation coefficient ( $r$ ) is the most common way of measuring a linear correlation. It is a number between  $-1$  and  $1$  that measures the strength and direction of the relationship between two variables.

## **CHI-SQUARE**

Chi-square is a statistical test used to examine the differences between categorical variables from a random sample in order to judge the goodness of fit between expected and observed.

## CHAPTER 4

### DATA ANALYSIS AND INTERPRETATION RATIO ANALYSIS

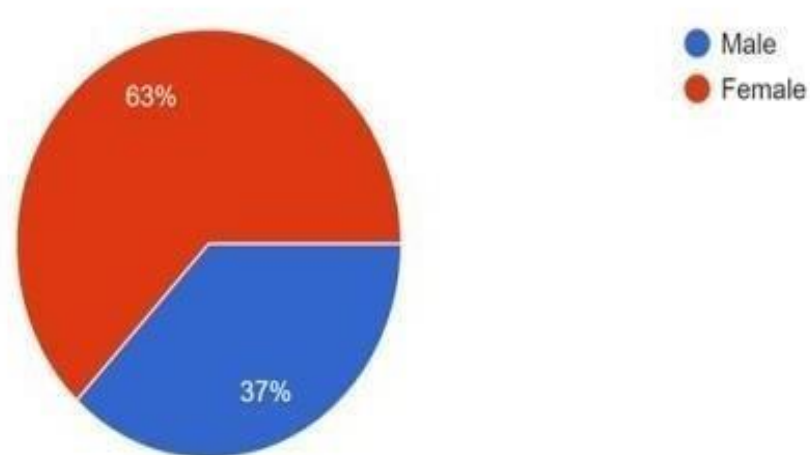
#### 4.1 PERCENTAGE ANALYSIS

**TABLE 4.1.1 GENDER OF THE RESPONDENTS**

| Gender | No. of responds | percentage |
|--------|-----------------|------------|
| Male   | 63              | 63%        |
| Female | 37              | 37%        |
| Total  | 100             | 100%       |

**CHART4.1.1**

GENDER  
100 responses



**Source: Primary Data**

#### **Interpretation**

Table 4.1.1 shows that male constitute 63% percentage, female constitute 37% percent so here we can find that mostly male were searching for the job whilecompare with female.

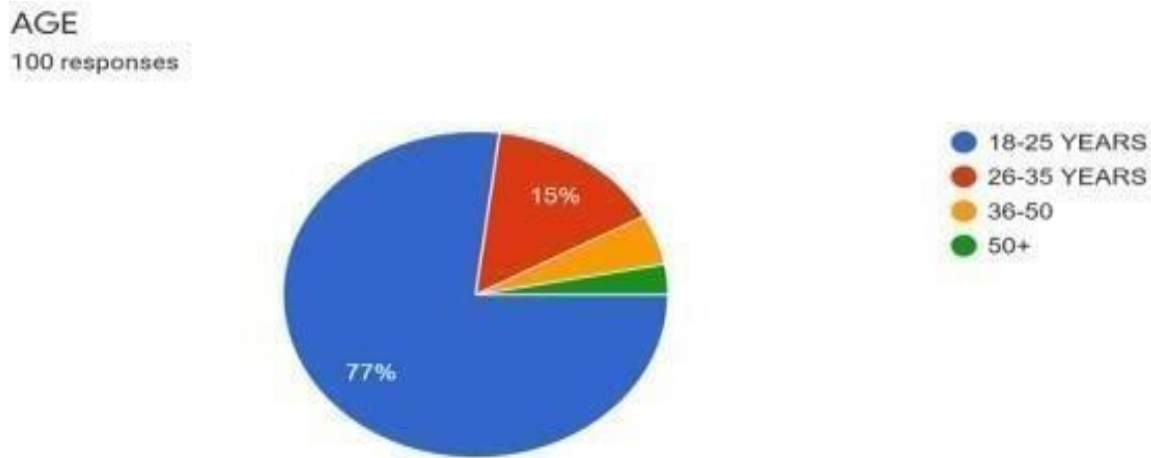
#### **Inference**

Majority 63% percentage of retailers are male.

**TABLE 4.1.2 AGE OF THE RESPONDENTS**

| <b>Age</b>         | <b>No. Of responds</b> | <b>percentage</b> |
|--------------------|------------------------|-------------------|
| <i>18-25 years</i> | <i>77</i>              | <i>77%</i>        |
| <i>26-35 years</i> | <i>15</i>              | <i>15%</i>        |
| <i>36-50 years</i> | <i>5</i>               | <i>5%</i>         |
| <i>50+</i>         | <i>3</i>               | <i>3%</i>         |
| <i>Total</i>       | <i>100</i>             | <i>100%</i>       |

**CHART 4.1.2**



## Sources

## Interpretation:

Table 4.1.2 shows that 77% of respondent were around 18-25 years old, 15% of respondent were around 26-35 years old, 5% of respondent were around 36-50 years old, 3% of respondent were around 50+ years old. So we get to know that current generation people were job seekers

## Inference

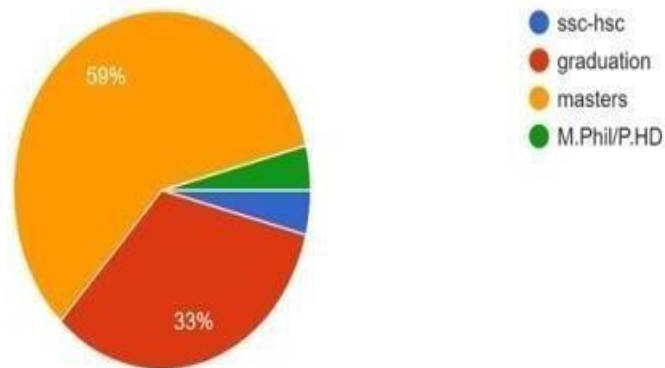
Majority 84% percentage of retailers are graduate.

**TABLE 4.1.3 EDUCATION QUALTIFICATION OF THE RESPONDENTS**

| Education qualificatio | No. Of responds | Percentage % |
|------------------------|-----------------|--------------|
| SSC-HSC                | 4               | 4%           |
| Graduation             | 33              | 33%          |
| Masters                | 59              | 59%          |
| M. phil/Ph.D           | 4               | 4%           |
| Total                  | 100             | 100          |

**CHART 4.1.3**

Education qualification  
100 responses



Source: Primary Data

### **Interpretation**

Table 4.1.3 shows that 4% of respondent have studied up to SSLC AND HSC, 33%of respondent have studied up to graduation, 59% of respondent have studied up to masters, 4% of respondent have studied up to M.phil/PH.D. so we get to know that most job seekers are fresher with higher qualification

### **Inference**

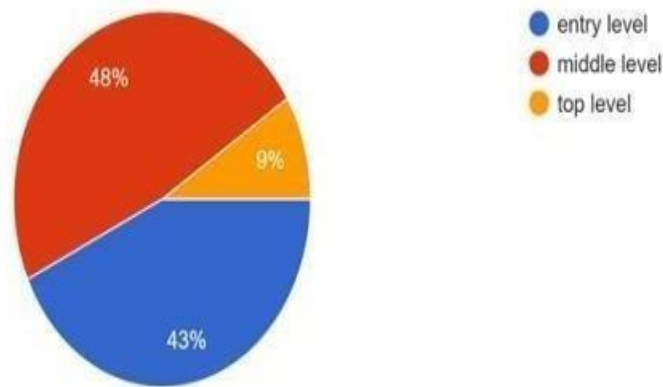
Majority 59% of respondent have studied up to masters.

**TABLE 4.1.4 JOB SEEKING LEVEL OF THE RESPONDENTS**

| Seeking job level | No. Of responds | percentage |
|-------------------|-----------------|------------|
| Entry level       | 43              | 43%        |
| Middle level      | 48              | 48%        |
| Top level         | 9               | 9%         |
| Total             | 100             | 100%       |

**CHART 4.1.4**

mention your seeking job level  
100 responses



Source: Primary Data

### **Interpretation**

Table 4.1.4 shows that 48% of the respondent are seeking for entry level jobs, 43% respondent are seeking for middle level jobs, 9% respondents are seeking for top level jobs.

### **Inference**

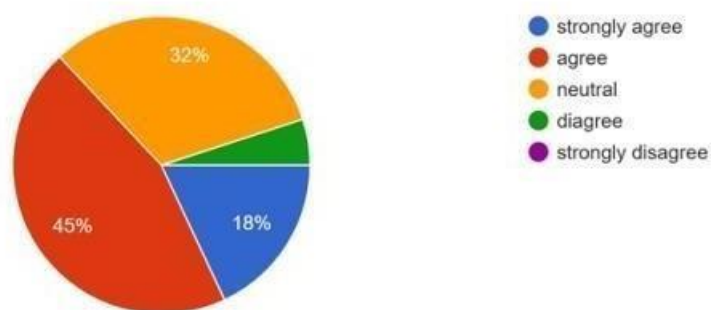
Majority 48% percentage of respondent are seeking for entry level.

**TABLE 4.1.5 FIND WHETHER THE JOB SITE ARE EASY TO USE**

| Internet job site are easy to use | No. Of responds | percentage |
|-----------------------------------|-----------------|------------|
| Strongly agree                    | 18              | 18%        |
| Agree                             | 45              | 45%        |
| Neutral                           | 32              | 32%        |
| Disagree                          | 5               | 5%         |
| Strongly disagree                 | 0               | 0          |
| Total                             | 100             | 100%       |

**CHART 4.1.5**

whether the internet job site are easy to use  
100 responses



**Source:Primary DataInterpretation**

Table 4.1.5 shows that 18% of people where strongly agree, 45% of people where agree, 32% of people where neutral, 5% of people where disagree, and no respondent was strongly disagree with the opinion on the internet job siteare easy to use.

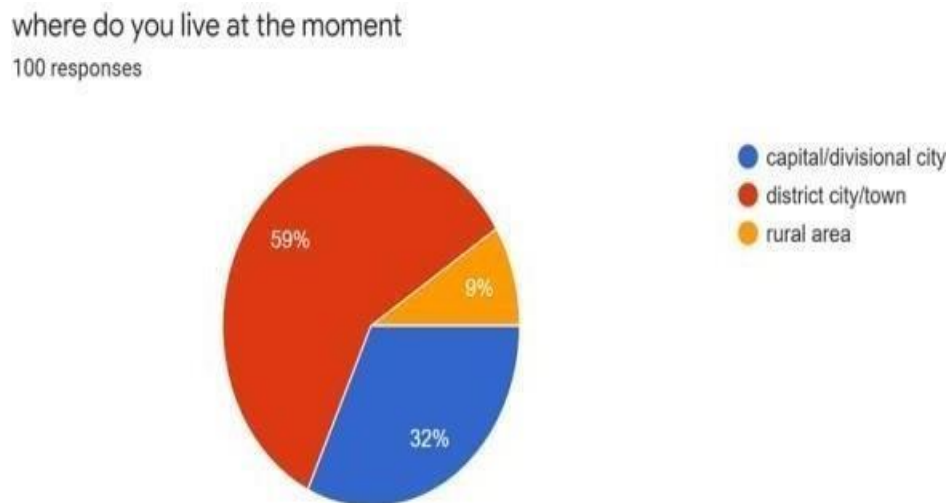
**Inference**

The majority of the respondent 39% strongly agree that internet job site are easy to use, with same amount of respondent has given an opinion on agree.

**TABLE 4.1.6 CURRENT LOCATION OF THE RESPONDENTS**

| <i><b>Current location</b></i> | <i><b>No of responds</b></i> | <i><b>percentage</b></i> |
|--------------------------------|------------------------------|--------------------------|
| <i>Capital/divisional city</i> | 32                           | 32%                      |
| <i>District city/ town</i>     | 59                           | 59%                      |
| <i>Rural area</i>              | 9                            | 9%                       |
| <i>Total</i>                   | 100                          | 100%                     |

**CHART 4.1.6**



Source: Primary Data

### **Interpretation**

Table 4.1.6 shows that 32% responds are district city/from town. 59% are Capital/divisional city, 9% percent of responds are from rural area.

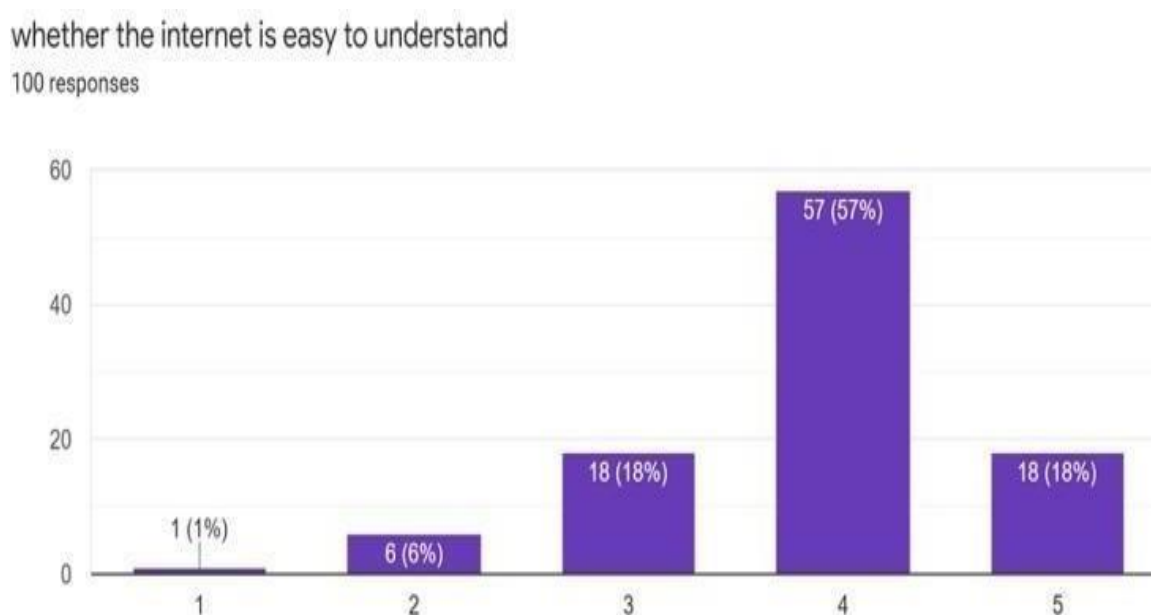
### **Inference**

The majority of the respondent are 59% whose current location where in city/ town.

**TABLE 4.1.7 whether the internet is easy to understand**

| <i>Satisfaction level</i> | <i>No of responds</i> | <i>percentage</i> |
|---------------------------|-----------------------|-------------------|
| 1                         | 1                     | 1%                |
| 2                         | 6                     | 6%                |
| 3                         | 18                    | 18%               |
| 4                         | 57                    | 57%               |
| 5                         | 18                    | 18%               |
| <i>Total</i>              | <i>100</i>            | <i>100%</i>       |

**CHART 4.1.7**



**Source: Primary Data Interpretation**

Table 4.6 shows satisfaction level of understanding about internet . here 1% get strongly dissatisfied, 2% get dissatisfied, 18% is neutral, 57% get satisfied, 18% where strongly satisfied with there opinion.

**Inference**

Majority of the respondent where satisfied by understanding the internet usage for e recruitment.

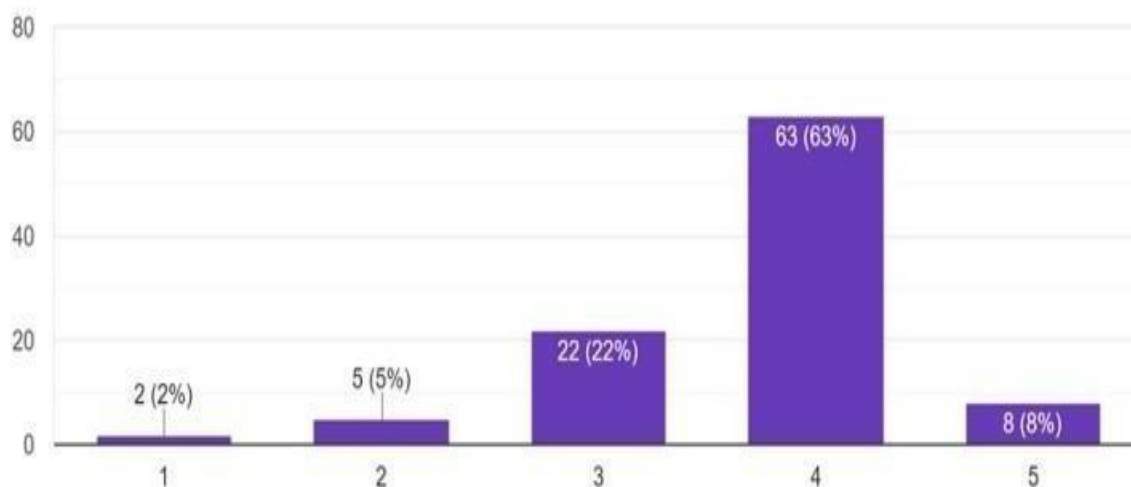
**TABLE 4.1.8 THE INFORMATION WHICH IS GIVEN IN JOB SITES ISSUFFICIENT**

| Sufficient level | No of responds | Percentage % |
|------------------|----------------|--------------|
| 1                | 2              | 2%           |
| 2                | 5              | 5%           |
| 3                | 22             | 22%          |
| 4                | 63             | 63%          |
| 5                | 8              | 8%           |
| Total            | 100            | 100%         |

**CHART 4.1.8**

The information which is given in jobsites is sufficient

100 responses



**Source: Primary data**

#### **Interpretation**

Table 4.1.7 shows that the given information are sufficient in job sites. 2% where highly disagree, 5% are disagree, 22% are neutral, 63% are agree, 8% are highly disagree.

#### **Inference**

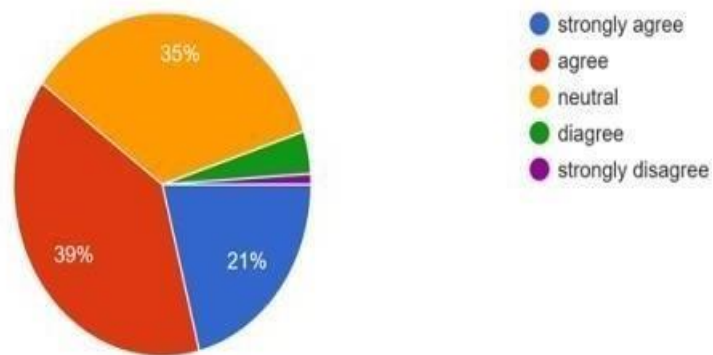
The majority of the respondents (63%) where agree with the statement.

**TABLE 4.1.9 Internet access**

| Access the internet | No of respond | Percentage % |
|---------------------|---------------|--------------|
| Strongly agree      | 21            | 21%          |
| Agree               | 39            | 39%          |
| Neutral             | 35            | 35           |
| Disagree            | 41            | 4%           |
| Agree               | 1             | 1%           |
| Total               | 100           | 100%         |

**CHART 4.1.9**

Do you have the necessary resource to enable or to access the internet  
100 responses



**Source: Primary Data**

### **Interpretation**

Table 4.1.9 shows that where 21% strongly agree, 39% are agree, 35% are neutral, 41% are disagree, 1% are strongly disagree.

### **Inference**

The majority of the respondents (39%) where agree.

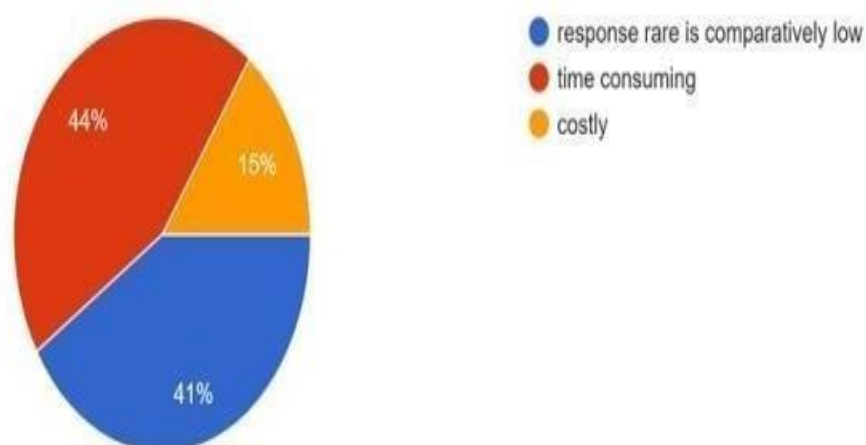
**TABLE 4.1.10 which problem did you think is the worst in case of jobsearching, through internet**

| <b>Job searching, through internet</b> | <b>No of Respond</b> | <b>Percentage</b> |
|----------------------------------------|----------------------|-------------------|
| Response rare is comparatively low     | 41                   | 41%               |
| Time consuming                         | 44                   | 44%               |
| Costly                                 | 15                   | 15%               |
| Total                                  | 100                  | 100%              |

**Chart 4.1.10**

which problem, do you think is the worst in case of job searching, through internet

100 responses



**Source: Primary Data**

#### **Interpretation**

Table 4.1.10 shows that 41% of respondent response rate is comparatively low, 44% of respondent were said time consuming, 15% of respondent where said that it is costly.

#### **Inference**

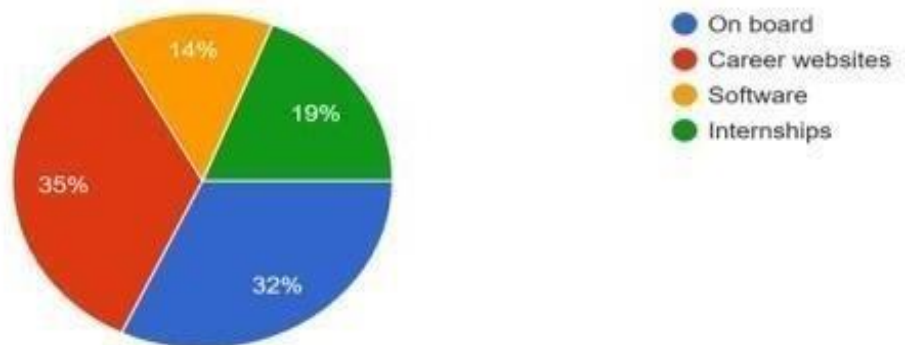
Majority of respondent (44%) where said time consuming.

**TABLE 4.1.11 Best source of recruitment**

| Best source of recruitment | No of respond | Percentage % |
|----------------------------|---------------|--------------|
| On board                   | 32            | 32%          |
| Career websites            | 35            | 35%          |
| Software                   | 14            | 14%          |
| Internship                 | 19            | 19%          |
| Total                      | 100           | 100%         |

**CHART 4.1.11**

which source do you prefer the Best source of recruitment  
100 responses



**Source: Primary Data**

### **Interpretation**

Table 4.1.11 shows that 32% of people prefer on boarding, 35% people prefer career website, 14% people prefer software, 19% people prefer job through internship

### **Inference**

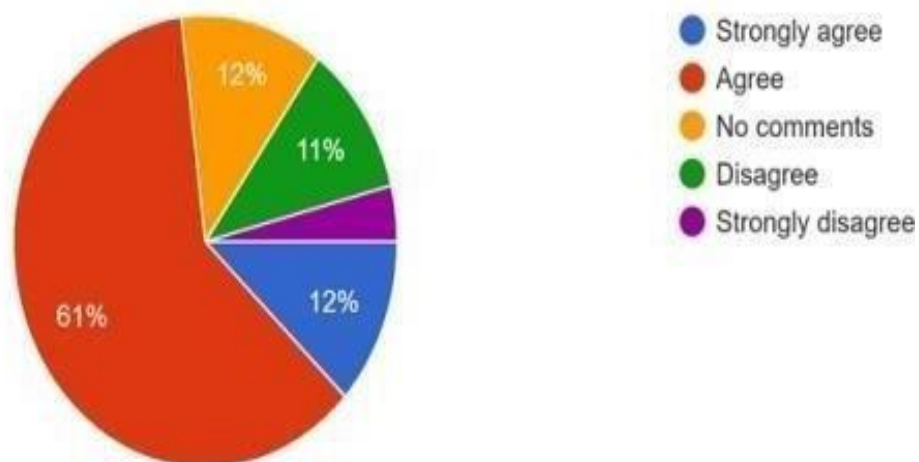
Majority 35 % of respondents where prefers career website due to current scenario.

**TABLE 4.1.12 Online recruitment provide opportunity**

| Online recruitment provide opportunity | No of respond | Percentage |
|----------------------------------------|---------------|------------|
| Strongly agree                         | 12            | 12%        |
| Agree                                  | 61            | 61%        |
| No comments                            | 12            | 12%        |
| Disagree                               | 11            | 11%        |
| Strongly disagree                      | 4             | 4%         |
| Total                                  | 100           | 100%       |

**CHART 4.1.12**

Do you think Online Recruitment provide Opportunity  
100 responses



**Source: primary data**

**Interpretation** Table 4.1.12 has shown how online recruitment provide opportunity, so 12% where strongly agree, 61% where agree, 12% has no comments, 11% wheredisagree, 4% where strongly disagree

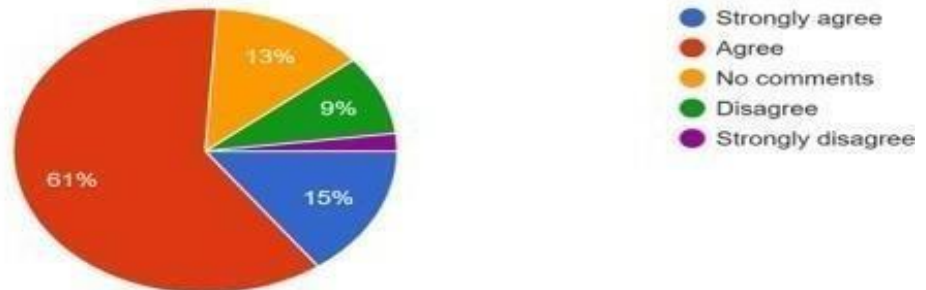
**Inference**  
majority of the respondents where agree with 61%

**TABLE 4.1.13 do you think newspaper provide opportunity for job seekers in current scenario**

| Newspaper provide opportunity for in current scenario | No of respond | Percentage % |
|-------------------------------------------------------|---------------|--------------|
| Strongly agree                                        | 15            | 15%          |
| Agree                                                 | 61            | 61%          |
| No comments                                           | 13            | 13%          |
| Disagree                                              | 9             | 9%           |
| Strongly disagree                                     | 2             | 2%           |
| Total                                                 | 100           | 100%         |

**CHART 4.1.13**

Do you think Newspaper provide Opportunity for job in current scenario  
100 responses



**Source: primary data**

***Interpretation:***

Table 4.1.13 shows that how much newspapers provide opportunity for the job seekers in current scenario? Here 15% of respondents where strongly agree with the question, 61% where agree, 13% did have any opinion, so here only 9% of respondent are disagree and 2% where strongly disagree.

***Inference:***

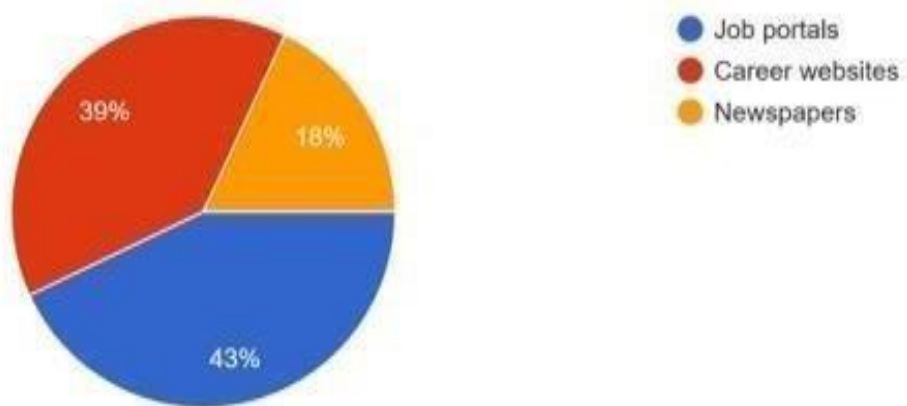
The majority of the respondents (61%) where agree with the question given above.

**TABLE 4.1.14 where will you see the vacancy advertised**

| The vacancy advertise | No of respond | Percentage % |
|-----------------------|---------------|--------------|
| Job portal            | 43            | 43%          |
| Career website        | 39            | 39%          |
| Newspaper             | 18            | 18%          |
| Total                 | 100           | 100%         |

**CHART 4.1.14**

Where will you see the vacancy advertised  
100 responses



**Source: primary data**

**Interpretation:**

Table 4.1.14 shows that through which source the vacancy advertised is helpful. So here 43% gave through job portal, 39% gave career website, 18% gave newspaper.

**Inference:**

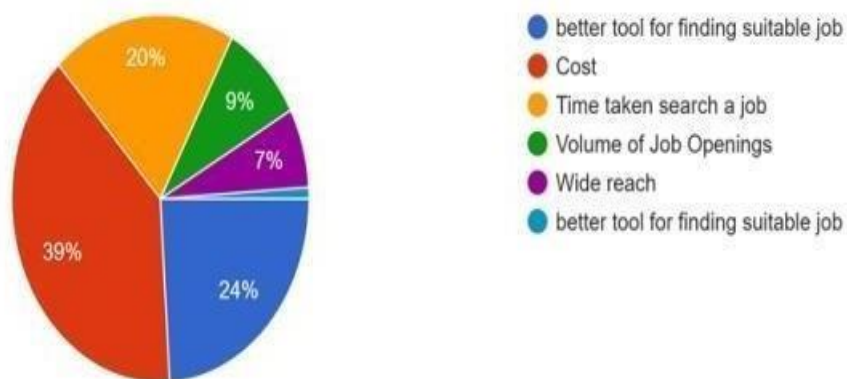
The majority of the respondents are 43% who prefer job portal.

**TABLE 4.1.15 primary driver behind the decision to pursue e - recruitment**

| <b>Pursue E-recruitment</b>          | <b>No of respond</b> | <b>Percentage %</b> |
|--------------------------------------|----------------------|---------------------|
| Better tool for finding suitable job | 24                   | 24%                 |
| costly                               | 39                   | 39%                 |
| Time taken search a job              | 20                   | 20%                 |
| Volume of job opening                | 7                    | 7%                  |
| Wide reach                           | 9                    | 9%                  |
| Better tool for finding suitable job | 1                    | 1%                  |
| Total                                | 100                  | 100%                |

**CHART 4.1.15**

Primary driver behind the decision to pursue e- recruitment  
100 responses



**Source: primary data**

**Interpretation** Table 4.1.15 shows that 24% of respondents say that better tool for finding suitable job. 39% said that it is costly, 20% said that time taken to search a job, 9% said that volume of job opening, 7% said that wide reach, 1% said that better tool for finding suitable job.

**Inference**

Majority of the respondents said that 39% were said it costly.

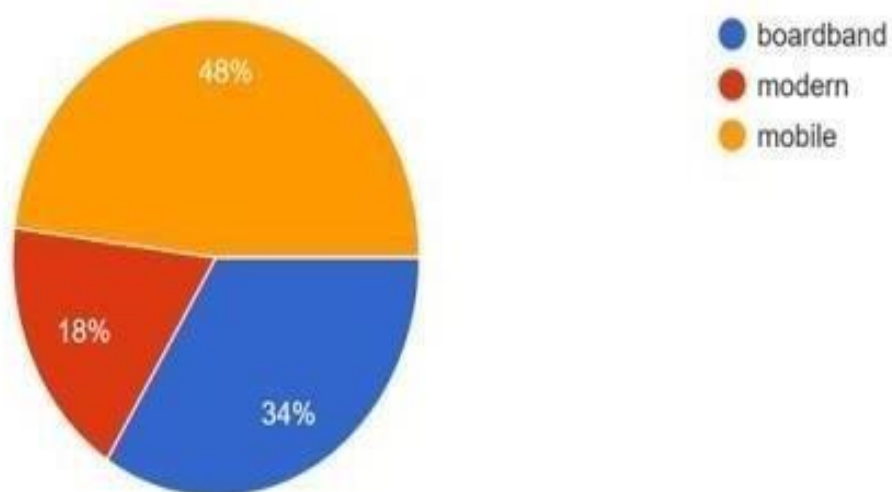
**TABLE 4.1.16 how do you access the internet**

| Access the internet | No of respond | percentage |
|---------------------|---------------|------------|
| Board band          | 34            | 34%        |
| modem               | 18            | 18%        |
| mobile              | 48            | 48%        |
| Total               | 100           | 100%       |

**CHART 4.1.16**

How do you access the internet

100 responses



**SOURCE: PRIMARY DATA**

**Interpretation**

Table 4.1.16 show that 34 % access there internet with board band,18% access with modem,48% access with mobile.

**Inference**

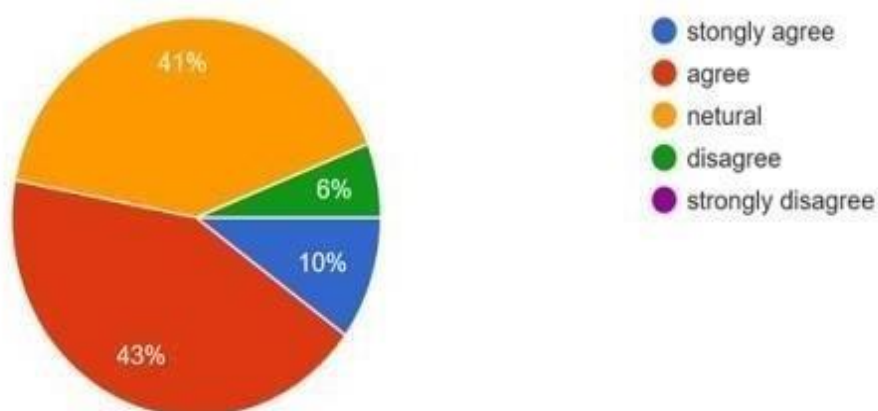
The majority of the respondents 48% will access there internet with mobile.

**TABLE 4.1.17 After submitting online applications**

| After submitting online applications | No of respond | Percentage % |
|--------------------------------------|---------------|--------------|
| Strongly agree                       | 10            | 10%          |
| Agree                                | 43            | 43%          |
| Neutral                              | 41            | 41%          |
| Disagree                             | 6             | 6%           |
| Strongly disagree                    | 0             | 0            |
| Total                                | 100           | 100%         |

**CHART 4.1.17**

Have you receiving response from employer after submitting online applications  
100 responses



**SOURCE: PRIMARY DATA**

### **Interpretation**

Table 4.1.17 shows that employer who get response after submitting online application. 10% where strongly agree, 43% where agree, 41% said neutral, 6% where disagree, and no comment on strongly disagree

### **Inference**

The majority of the respondents 43% where agree.

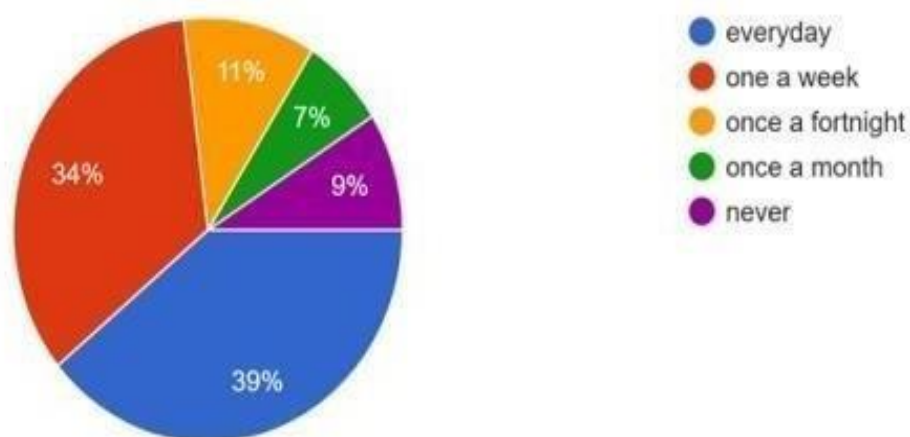
**TABLE 4.1.18 How often do you read newspaper**

| Reading newspaper | No of respond | Percentage % |
|-------------------|---------------|--------------|
| everyday          | 39            | 39           |
| One a week        | 34            | 34           |
| Once a fortnight  | 11            | 11           |
| Once a month      | 7             | 7            |
| Never             | 8             | 8            |
| Total             | 100           | 100          |

**CHART 4.1.18**

How often do you read the newspaper

100 responses



**Source: primary data**

***Interpretation***

Table 4.1.18 show that 39% will read newspaper daily, 34% will read weekly, 11% will read once a fortnight, 7% will never read.

***Inference***

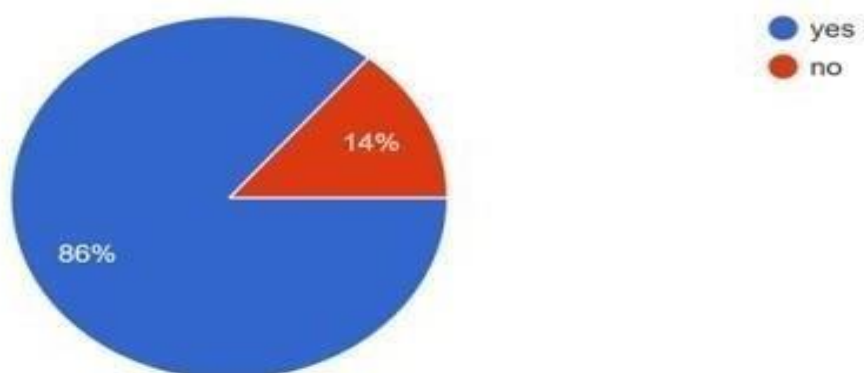
The majority of the respondents 39% will read newspaper daily

**Table 4.1.19 do you have personal internet connection**

| <b>Personal internet connection</b> | <b>No of respond</b> | <b>Percentage %</b> |
|-------------------------------------|----------------------|---------------------|
| <i>yes</i>                          | <i>88</i>            | <i>88%</i>          |
| <i>no</i>                           | <i>14</i>            | <i>14%</i>          |
| <i>Total</i>                        | <i>100</i>           | <i>100%</i>         |

**CHART 4.1.19**

Do you have personal internet connection  
100 responses



**Source: primary data**

### **Interpretation**

Table 4.1.19 shows that 86% will said yes for using personal netconnection, 14% said no to it.

### **Inference**

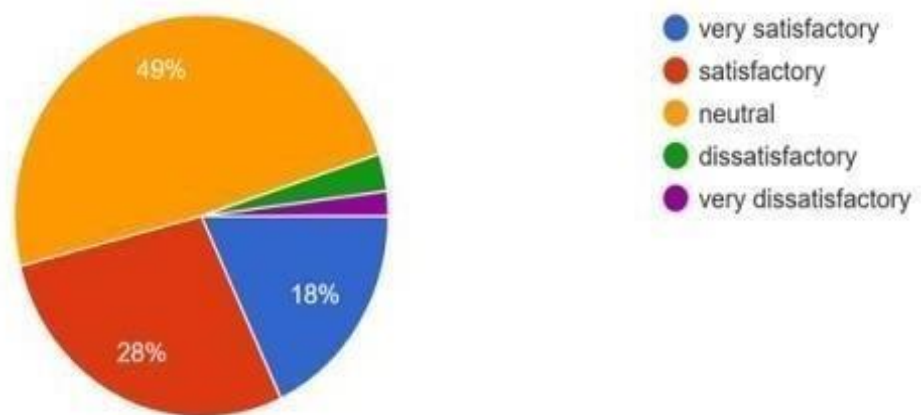
The majority of the respondents 86% will use personal net connection.

**TABLE 4.1.20 Cost of internet in your locality**

| <b>Cost of internet in your locality</b> | <b>No of respond</b> | <b>Percentage</b> |
|------------------------------------------|----------------------|-------------------|
| Very satisfactory                        | 18                   | 18%               |
| Satisfactory                             | 28                   | 28%               |
| Neutral                                  | 49                   | 49%               |
| Dis satisfactory                         | 3                    | 3%                |
| Very dis satisfactory                    | 2                    | 2%                |
| Total                                    | 100                  | 100%              |

**CHART 4.1.20**

Internet connection and browsing cost in your locality  
100 responses



**Source: primary data**

#### **Interpretation**

Table 4.1.20 shows that rate the cost of internet connection and browsing in your locality. So 18% said very satisfied, 28% said satisfied, 49% says neutral, 3% said dissatisfied, 2% said very dissatisfied.

#### **Inference**

The majority of the respondents 49% said it was neutral.

## ANOVA

TABLE 4.1.4 AND 4.1.10

|       |        |           |      |      |      |      |     |       |
|-------|--------|-----------|------|------|------|------|-----|-------|
|       |        | ExpectedC | 7.6  | 38.4 | 7.6  | 6.9  | 2.5 | 63.0  |
|       | female | Count     | 0    | 10   | 12   | 11   | 4   | 37    |
|       |        | ExpectedC | 4.4  | 22.6 | 4.4  | 4.1  | 1.5 | 37.0  |
| Total |        | Count     | 12   | 61   | 12   | 11   | 4   | 100   |
|       |        | ExpectedC | 12.0 | 61.0 | 12.0 | 11.0 | 4.0 | 100.0 |

## ANOVA

| Descriptive                                         |   |      |                |            |                                  |             |         |         |
|-----------------------------------------------------|---|------|----------------|------------|----------------------------------|-------------|---------|---------|
| Worst in the case of job searching through internet |   |      |                |            |                                  |             |         |         |
|                                                     | N | Mean | Std. Deviation | Std. Error | 95% Confidence Interval for Mean |             | Minimum | Maximum |
|                                                     |   |      |                |            | Lower Bound                      | Upper Bound |         |         |
| entry level                                         |   |      |                |            |                                  |             |         |         |
| middle level                                        |   |      |                |            |                                  |             |         |         |
| top level                                           |   |      |                |            |                                  |             |         |         |
| Total                                               |   |      |                |            |                                  |             |         |         |

| ANOVA                                               |               |    |             |        |      |
|-----------------------------------------------------|---------------|----|-------------|--------|------|
| Worst in the case of job searching through internet |               |    |             |        |      |
|                                                     | Sum of Square | df | Mean Square | F      | Sig. |
| Between Groups                                      | 40            |    | 20          | 228.32 | .000 |
| Within Groups                                       | 8             |    |             |        |      |
| Total                                               | 49            |    |             |        |      |

| Worst in the case of job searching through internet                                                                 |   |                         |   |   |
|---------------------------------------------------------------------------------------------------------------------|---|-------------------------|---|---|
| Duncan <sup>a,b</sup>                                                                                               |   |                         |   |   |
|                                                                                                                     | N | Subset for alpha = 0.05 |   |   |
|                                                                                                                     |   | 1                       | 2 | 3 |
| Job seeking level                                                                                                   |   |                         |   |   |
| entry level                                                                                                         |   |                         |   |   |
| middle level                                                                                                        |   |                         |   |   |
| top level                                                                                                           |   |                         |   |   |
| Sig.                                                                                                                |   | 1                       | 1 | 1 |
| Means for groups in homogeneous subsets are displayed.                                                              |   |                         |   |   |
| a. Uses Harmonic Mean Sample Size = 16.119.                                                                         |   |                         |   |   |
| b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type error levels are not guaranteed. |   |                         |   |   |

### Interpretation

- Since p value is 0.000 is less than 0.05 so, null hypothesis is rejected, Alternative hypothesis is accepted. Hence there is no significant difference between job searching through internet and job seeking level.
- Null hypothesis H0: there is no significant different between job searching through internet and job seeking level
- Alternative hypothesis H1: There is a significant different between job searching through internet and job seeking level

## 4.2 CHI SQUARE TEST

TABLE 4.1.2 AND 4.1.5

| Case Processing Summary                                            |       |         |         |         |       |         |
|--------------------------------------------------------------------|-------|---------|---------|---------|-------|---------|
|                                                                    | Cases |         |         |         |       |         |
|                                                                    | Valid |         | Missing |         | Total |         |
|                                                                    | N     | Percent | N       | Percent | N     | Percent |
| gender of the respondent<br>online recruitment provide opportunity | 100   | 99.0%   | 1       | 1.0%    | 101   | 100.0%  |

| Chi-Square Tests                                                                    |       |    |                                   |
|-------------------------------------------------------------------------------------|-------|----|-----------------------------------|
|                                                                                     | Value | df | Asymptotic Significance (2-sided) |
| Pearson Chi-Square                                                                  | 64.1  |    |                                   |
| Likelihood Ratio                                                                    | 77    |    |                                   |
| Linear-by-Linear Association                                                        | 51    |    |                                   |
| N of Valid Cases                                                                    |       |    |                                   |
| a. 5 cells (50.0%) have expected count less than 5. The minimum expected count is 1 |       |    |                                   |

| gender of the respondent<br>Online recruitment provide opportunity Cross tabulation |      |       |                                        |       |            |          |                   |
|-------------------------------------------------------------------------------------|------|-------|----------------------------------------|-------|------------|----------|-------------------|
|                                                                                     |      |       | Online recruitment provide opportunity |       |            |          |                   |
|                                                                                     |      |       | strongly agree                         | agree | no comment | disagree | strongly disagree |
| gender of the respondent                                                            | male | Count |                                        | 51    |            |          |                   |
|                                                                                     |      |       |                                        |       |            |          | 63                |

## **Interpretation**

- Since p value is 0.000 is less than 0.05 so, null hypothesis is rejected, Alternative hypothesis is accepted. Hence there is no significant difference between gender and online recruitment provide opportunity.
- Null hypothesis H0: there is no significant different between gender and online recruitment provide opportunity.
- Alternative hypothesis H1: There is a significant different between gender and online recruitment provide opportunity.

## **CHAPTER 5**

### **FINDINGS, SUGGESTIONS AND CONCLUSION**

#### **5.1 FINDINGS OF THE STUDY**

1. Majority 63% percentage of retailers are male.
2. Majority 84% percentage of retailers are graduate
3. Majority 59% of respondent have studied up to master
4. Majority 48% percentage of respondent are seeking for entry level.
5. Majority of the respondent 39% strongly agree that internet job site are easy to with amount of respondent has given an opinion on agree.
6. Majority of the respondent are 59% whose current location where in city/ town.
7. Majority of the respondent where satisfied by understanding the internet usage for recruitment.
8. Majority of the respondents are (63%) where agree with the statement.
9. The majority of the respondents are (39%) where agree.
10. Majority of respondent (44%) where said time consuming.
11. Majority 35 % of respondents where prefers career website due to current scenario.
12. Majority of the respondents where agree with 61%
13. Majority of the respondents (61%) where agree with the question given above.
14. Majority of the respondents are 43% who prefer job portal.
15. Majority of the respondents said that 39% where said it costly.
16. Majority of the respondents 48% will access there internet with mobile.
17. Majority of the respondents 43% where agree.
18. Majority of the respondents 39% will read newspaper daily.
19. Majority of the respondents 86% will use personal net connection.
20. Majority of the respondents 49% said it was neutral.

## **5.2 SUGGESTION**

The following are the suggestion made on the basis of the finding of the study worth the information collected from the respondents.

### **LIMITATION OF THE STUDY:**

Time and Cost are the major limitations of the study. The study is limited only to a particular area.

As the findings are drawn only on the basis of information collected provided by the respondents, personal bias of the respondents may affect the study.

## **5.3 CONCLUSION**

The study talks about that on today scenario with current generation people were prefer e recruitment why because the telecommunication interview became very cheap and easy. Only thing is we should update the resumes in job portal and to know how to access the job portal.

While compare with traditional method e recruitment become very usable and convenient. It can be access able at anywhere. Job seekers can find the job through websites, job boards & portals. It is a time saving & cost- e f f e c t i v e method for job seekers. Some job portals offer resume building facilities also it includes the skill setting so that job seekers can get advantage of this.

In conclusion we can say that the internet has been accepted as a most convenient & better tool to find the jobs. This system benefit MNC because with any other countries or in any their states we can easily generate the job description so that we get largeno of job seekers and get more benefit and the resources and time get saved. So this system became more beneficial to both job seekers and such as MNC, IT companies.

## REFERENCE

- Journal of Management Engineering and Information Technology (JMEIT) Volume -2, Issue- 2, Apr. 2015, ISSN: 2394 - 8124 (Online)
- Byars, L.L. and Rue, L. (2000). Human Resource Management, 6th ed., McGraw-Hill, NewYork, NY.
- Cappelli, P. (2001). Making the most of on-line recruiting. Harvard Business Review, 79.
- David Yoon Kin Tong (2009). Study on the E-Recruitment technology adoption in Malaysia.
- Galanaki, E. (2002). The decision to recruit online: A descriptive study. Career development international, 7(4),243-251.
- Khan, N. R., Awang, M., & Ghouri, A. M. (2013). Impact of e-recruitment and job-seekers perception on intention to pursue the jobs.
- Yoon Kin Tong, D., & Sivanand, C. N. (2005). E-recruitment service provider's review:International and Malaysian. Employee relations, 27(1),103-117.
- A research paper by Barber Linda on "Development of online recruitment" [www.employment studies.co.uk/pdflibrary/mp63.pdf](http://www.employmentstudies.co.uk/pdflibrary/mp63.pdf)
- <http://seminarprojects.com/Thread-e-recruitment- full-report, synopsys.doc>
- <http://recruitment.naukrihub.com/sources-of- recruitment.html>
- <http://recruitment.naukrihub.com/factors-affecting- recruitment.html>
- A research paper by vinky sharma on "Impact of E-recruitment on human resource supplychain management" [www.jiit.ac.in/uploads/Synopsis%20](http://www.jiit.ac.in/uploads/Synopsis%20)
- Borstorff, P.C., Marker, M.B., Bennett, D.S. (2007) Online recruitment: attitudes and behaviors of job seekers.
- Dr.Sayel sabha,(2015) "Impact of Online recruitment on recruitment.
- Goyal shefali (2008) "e -recruitment a growing arena of job portals".
- Naveed r. khan, marinah awing, arsalan mujahid ghouri (2013) "impact of e-recruitment and jobseekers' perception on intention to pursue the jobs".
- Barber, A. E., & Roehling, M. V. (1993) Job postings and the decision to interview. 6. Braddy, P.W., Meade, A.W., Michael, J. L. & Fleenor, J. W. (2009) Internet Recruiting: Effects of website content features on viewers' perception

## ANNEXTURE - QUESTIONNAIRE:

1. Gender

A)Male

B)Female

2. Age

A)20-25

B)26-35

C)36-50

D)50+

3. Education qualification

A)SSC-HSC

B)Graduation

C)Masters D)M.Phil./Ph.D.

4. Mention your seeking job level

A)Entry level

B)Middle level

C)Top level

5. whether the internet job site are easy to use

A)Strongly agree

B)Agree

C)Neutral

D)Disagree

E)Strongly disagree

6. where do you live at the moment

A)Capital/divisional city

B)District city/town

C)Rural area

7. whether the internet is easy to understand

|   |   |   |   |   |
|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|

8. The information which is given in job sites is sufficient

|   |   |   |   |   |
|---|---|---|---|---|
| 1 | 2 | 3 | 4 | 5 |
|---|---|---|---|---|

9. Do you have the necessary resource to enable or to access the internet

A) Strongly agree

B) Agree

C) Neutral

D) Strongly disagree

10. which problem, do you think is the worst in case of job searching, through internet

A) Response rare is comparatively low

B) Time consuming

C) Costly

11. which source do you prefer the Best source of recruitment

A) On board

B) Career websites

C) Software

D) Internships

12. Do you think Online Recruitment provide Opportunity

A) Strongly agree

B) Agree

C) No comments

D) Disagree

E) Strongly disagree

13. Do you think Newspaper provide Opportunity for job in current scenario

A) Strongly agree

B) Agree

C) No comments

D) Disagree

E) Strongly disagree

14. Where will you see the vacancy advertised

A) Job portals

B) Career websites

C) Newspapers

15. Primary driver behind the decision to pursue e- recruitment

A) Better tool for finding suitable job

B) Cost

C) Time taken search a job

D) Volume of Job Openings

E) Wide reach

16. How do you access the internet

A) Broad band

B) Modern

C) Mobile

17. Have you receiving response from employer after submitting online applications

A) Strongly agree

B) Agree

C) Neutral

D) Disagree

E) Strongly disagree

18. How often do you read the newspaper

A) Everyday

B) One a week

C) Once a fortnight

D) Once a month

E) Never

19. Do you have personal internet connection

A) yes

B) No

20. Internet connection and browsing cost in your locality

A) Very satisfactory

B) Satisfactory

D) is satisfactory