

STUDY ON E-RECRUITMENT & ITS IMPACT ON JOB SEEKERS

Submitted in partial fulfillment of the requirements for the award of

MASTER OF BUSINESS ADMINISTRATION

by

MANISHA.S

Register No.40410093



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**

APRIL 2022



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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **MANISHA.S 40410093** who carried out the project entitled "**STUDY ON E-RECRUITMENT & ITS IMPACT ON JOB SEEKERS**" under my supervision from September 2021 to October 2021.

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Internal guide

External Guide

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Dean – School of Management Studies

Submitted for Viva voce Examination held on_____

Internal Examiner

External Examiner

DECLARATION

I **MANISHA. S (40410093)** hereby declare that the Project Report entitled “**STUDY ON E-RECRUITMENT & ITS IMPACT ON JOB SEEKERS**” done by me under the guidance of **Ms. M SUDHA PAULIN** is submitted in partial fulfillment of the requirements for the award of Master of Business Administration degree.

DATE:

PLACE:

MANISHA.S

Internal guide

External Guide

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ABSTRACT

The study explains about the important of e recruitment in today's senario. It become very comfort for searching the job. It make them to save the time, expenses, get to have multiple job with there preference and with the requirements. So due to pandemic even the job location did play any difficult role, because most even in current generation, women where not flexible to relocate so due to there preference for job seeker can even do work from home. So here the office expenses also will reduce. So here the job seekers have vast opportunity and there get benefited through internet era. The study compares the perception between job seekers intention to take a job and recruiter sourcing. Now a days in many organization prefer to have e recruitment. Because due to online sites like naukri, linkedin, monster and even in many company they have developed the own site for souring. due to this the recruiters can reach larger number of job seekers with there requirement. So the e recruitment benefit both the sides for job seekers and even for recruiters for this study I have taken 100 job seekers from my college who was going to pass out currently and study how awareness they have towards job sites and even many MBA Hr students who has no awareness. Who gonna became a recruiter. The collected data was analyses by using chi square test and ANOVA test. Here the time saving, location, expenses are the main perception of job seekers.

Key words: saving time, online sites and free online sites, job seekers, pandemic, online recruitment.

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CHAPTER – 1

INTRODUCTION

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INTRODUCTION

1.1 INTRODUCTION

Nowadays, the advancement of technology plays an important role in organizations functioning and overall development of India. As our country is a developing nation and it has set its mission to be digital in every arena, the organization also has started to use technology in their activities.

Before the technological advancement, organization used various sources to recruit employees. Those sources are newspaper advertisement, campus recruiting, different job agencies and so on. Those sources are also recognized as traditional recruitment sources. But now due to covid, along with those sources many other sources have been added to this list because with technological development.

Various job related websites, recruitment via internet, E- mail, recruitment via phone calls, social media etc. are the sources which added with traditional recruitment which is known as e- recruitment or online recruitment.

E-recruitment refers to the use of web-based technology for the different processes of drawing in or attracting, assessing, selecting, recruiting and on boarding candidates. E-recruitment is a mode for selecting one of the companies' human resources through technological mean.

According to technological acceptance model, the uses of online sources for job searching have been impressively increased. It is considered to be effective because it saves time, effort and moreover it can ensure that suitable person is hired for a particular position. So the main purpose of the study is to identify about how e-recruitment and internet is influencing the recruitment process of an organization.

1.2 PROFILE OF STUDY

Recruitment is the process of attracting potential employees to the organization or company.

It is a systematic means of finding and inducing available candidates to apply to the company or enterprise for employment.

Recruitment is said to be a positive in its approach as it seeks to attract as many candidates as possible.

It is generating the applications or applicants for specific position. It is linking activity bringing together those with jobs and those seeking jobs.

1.3 OBJECTIVE OF THE STUDY:

The study has been undertaken with the following objectives

To identify that the e recruitment is easy platform for job seekers.

To know about how much job seekers aware about e recruitment.

1.4 SCOPE OF THE STUDY:

The study is done to find the e-recruitment and its impact on job seekers.

The study covers the effects of e-recruitment in today's situation.

1.5 NEEDS OF THE STUDY

This research paper will discusses about the concept of e-recruitment and the main purpose of this particular research to know about the general impacts of e-recruitment special in the context of job seekers.

CHAPTER 2

REVIEW OF LITERATURE

CHAPTER 2

REVIEW OF LITERATURE

2.1 REVIEW OF LITERATURE

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 non-expert sources (e.g., general media).

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 e-recruitment 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 e-recruitment 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).

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.

CHAPTER 3

RESEARCH METHODOLOGY

CHAPTER 3

RESEARCH METHODOLOGY

3.1 SOURCE OF DATA COLLECTION

primary data and secondary sources of data will be gathered for the research.

Primary source of data will be collected through the use of questionnaires and survey interviews.

The secondary sources of information were collected from past research work, books, journals, articles, internet search, etc.

3.2 METHODS FOR COLLECTING PRIMARY DATA

In collecting data for the study, questionnaire and direct interview methods will be employed. The questionnaire was used to ensure that only relevant questions were asked and also to ensure that the questions were properly structured.

3.3 COLLECTION OF DATA

The questionnaire was the only tool used to collect data. Likert type (close ended) questionnaire was employed to generate data. The importance of the use of close ended questions was to avoid delays in responding to the questionnaire, thus enabling the respondents who had busy schedules to respond quickly. Another reason for using close ended questions was that coding of close ended questions did not take much time as compared to open ended questions/ and also for testing hypothesis.

3.4 SAMPLING

A sample of hundred (100) respondents were drawn from job seekers.

Convenience sampling technique has been used to derive data from different levels of employees

3.5 SAMPLING TECHNIQUE

Convenient Sampling Technique.

3.6 HYPOTHESIS FRAME WORK

ANOVA: A common approach to figure out a reliable treatment method would be to analyse the days it took the patients to be cured. We can use a statistical technique which can compare these three treatment samples and depict how different these samples are from one another. Such a technique, which compares the samples on the basis of their means, is called ANOVA.

Analysis of variance (ANOVA) is a statistical technique that is used to check if the means of two or more groups are significantly different from each other. ANOVA checks the impact of one or more factors by comparing the means of different samples.

FORMULA: The test statistic is the F statistic for ANOVA,

$F = MSB/MSE$. CHI – SQAURE:

A chi-square (χ^2) statistic is a test that measures how a model compares to actual observed data. The data used in calculating a chi-square statistic must be random, raw, mutually exclusive, drawn from independent variables, and drawn from a large enough sample. For example, the results of tossing a fair coin meet these criteria.

Chi-square tests are often used in hypothesis testing. The chi-square statistic compares the size of any discrepancies between the expected results and the actual results, given the size of the sample and the number of variables in the relationship.

For these tests, degrees of freedom are utilized to determine if a certain null hypothesis can be rejected based on the total number of variables and samples within the experiment. As with any statistic, the larger the sample size, the more reliable the results.

The hypothesis tested in the study are shown below

H0=There is no significant different between Gender and the online recruitment provide opportunity

H1=There is significant different between Gender and the online recruitment provide opportunity

H0=There is no significant different between job seeking level and Worst in the case of job searching through internet

H1=There is significant different between ob seeking level and Worst in the case of job searching through internet

CHAPTER 4

ANALYSIS AND INTERPRETATION OF DATA

CHAPTER 4

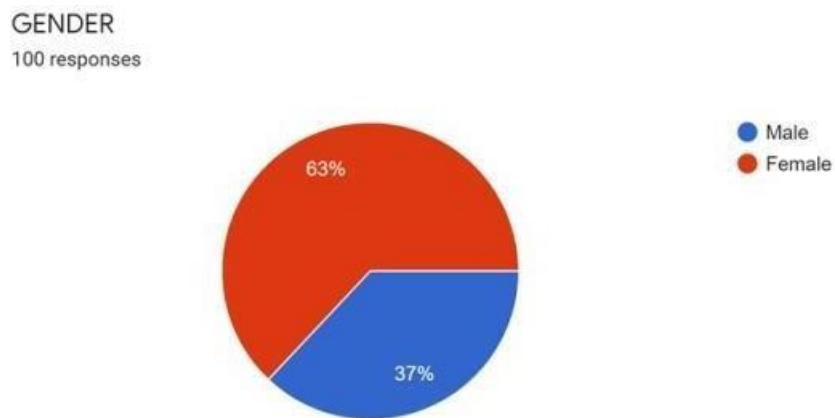
ANALYSIS AND INTERPRETATION OF DATA

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



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 while compare with female.

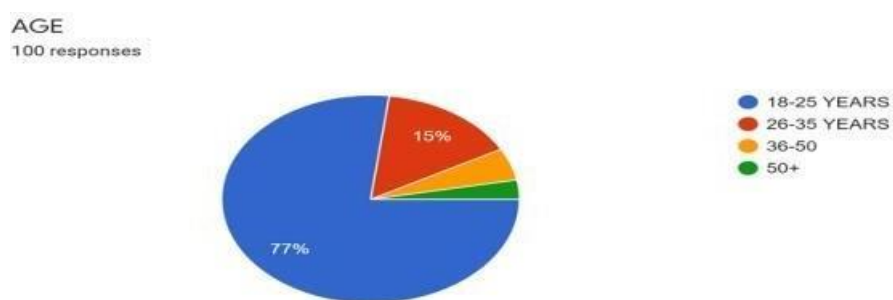
Inference

Majority 63% percentage of retailers are male.

TABLE 4.1.2 AGE OF THE RESPONDENTS

Age	No. Of responds	percentage
18-25 years	77	77%
26-35 years	15	15%
36-50 years	5	5%
50+	3	3%
Total	100	100%

CHART 4.1.2



Source: Primary Data

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

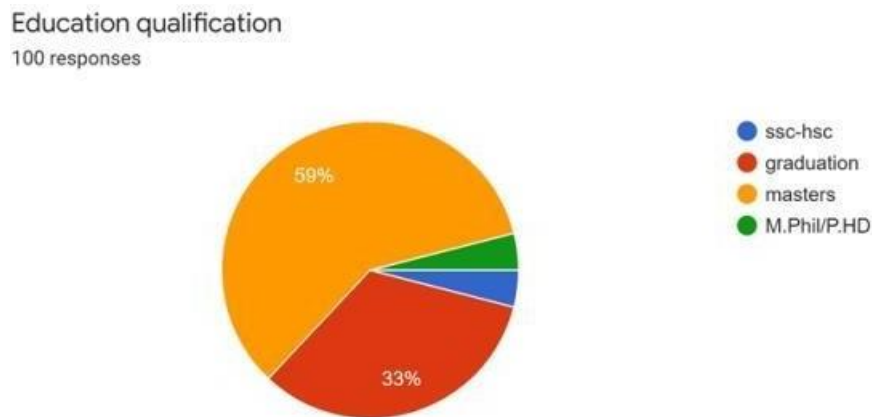
Inference

Majority 84% percentage of retailers are graduate.

TABLE 4.1.3 EDUCATION QUALIFICATION OF THE RESPONDENTS

Education qualification	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



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

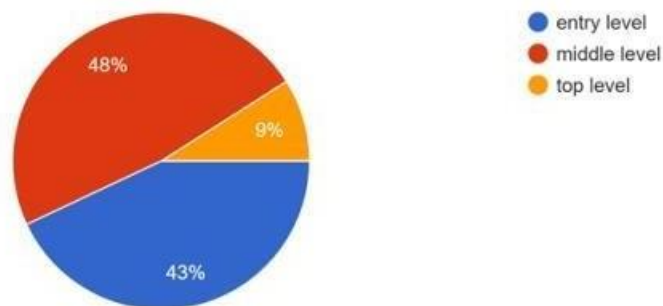
Majority 59% of respondent have studied up to masters.

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

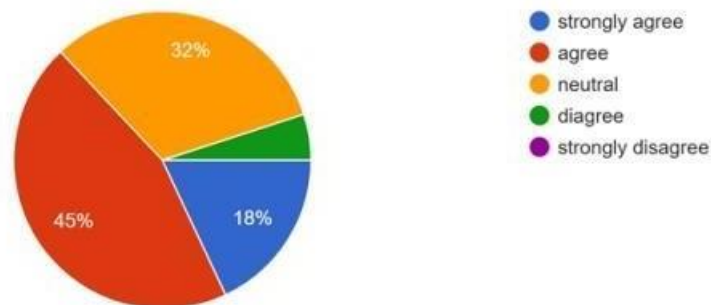
Majority 48% percentage of respondent are seeking for entry level.

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 Data

Interpretation

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 site are easy to use

Inference

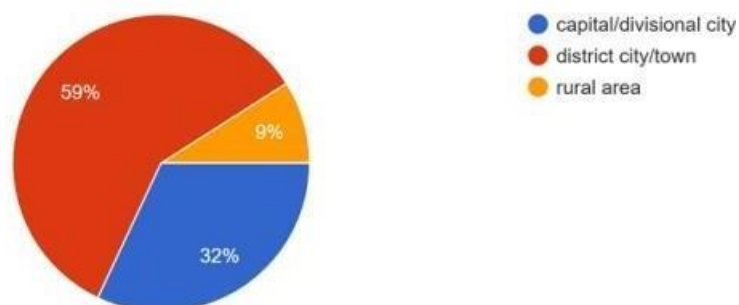
The majority of the respondent 39% strongly agree that internet job site are easy to use, with same amount of respondent has given an opinion on agree.

TABLE 4.1.6 CURRENT LOCATION OF THE RESPONDENTS

<i>Current location</i>	<i>No of responds</i>	<i>percentage</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

where do you live at the moment
100 responses



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.

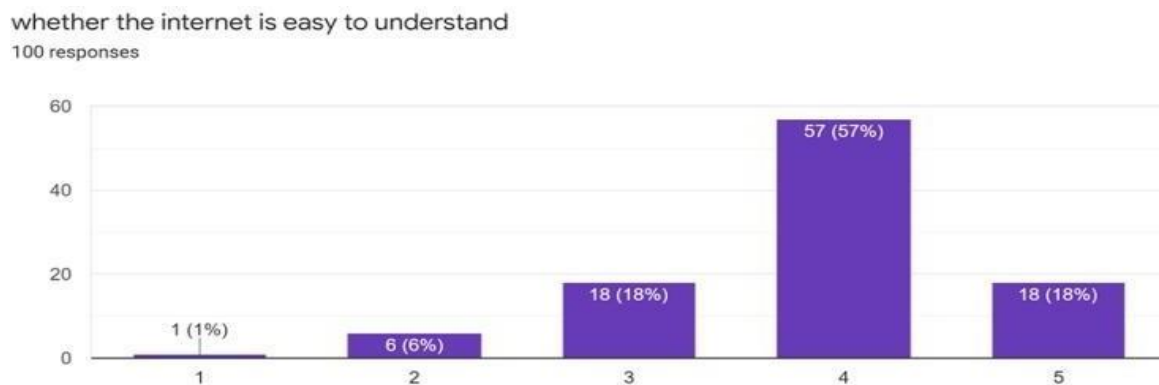
Inference

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

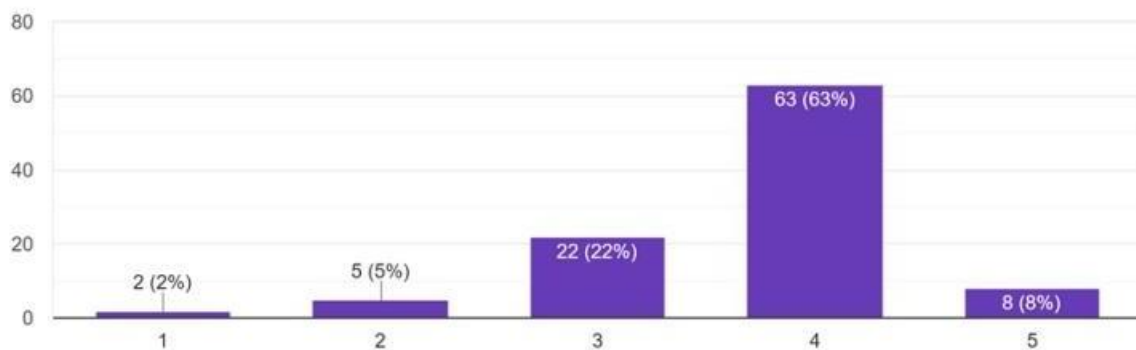
Majority of the respondent where satisfied by understanding the internet usage for e recruitment.

TABLE 4.1.8 THE INFORMATION WHICH IS GIVEN IN JOB SITES IS
SUFFICIENT

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

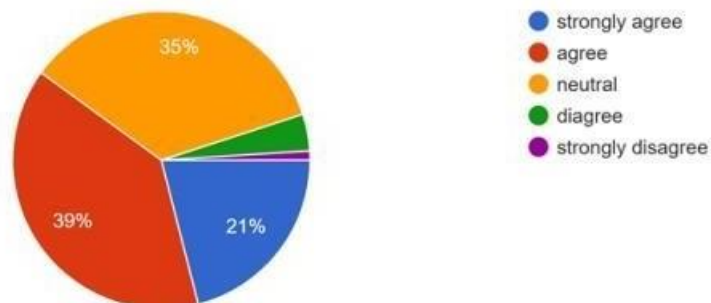
The majority of the respondents (63%) where agree with the statement.

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.

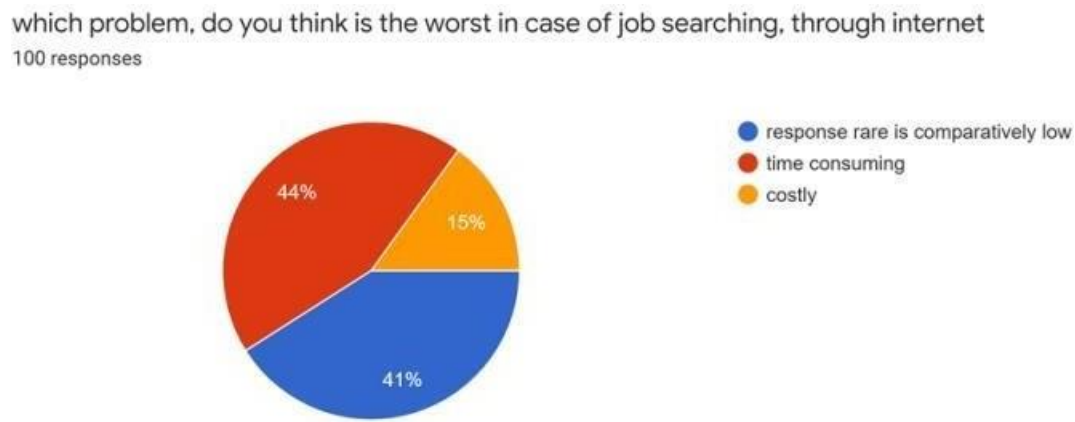
Inference

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

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

Job searching, through internet	No of Respond	Percentage
Response rare is comparatively low	41	41%
Time consuming	44	44%
Costly	15	15%
Total	100	100%

Chart 4.1.10



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

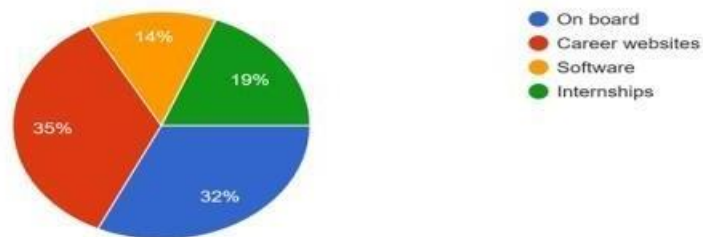
Majority of respondent (44%) where said time consuming.

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

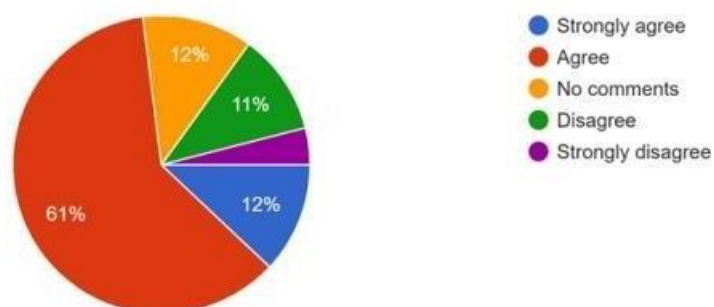
Majority 35 % of respondents where prefers career website due to current scenario.

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% where disagree, 4% where strongly disagree

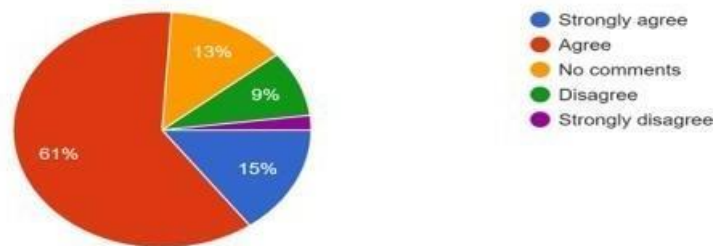
Inference The majority of the respondents where agree with 61%

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

Newspaper provide opportunity for job 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.

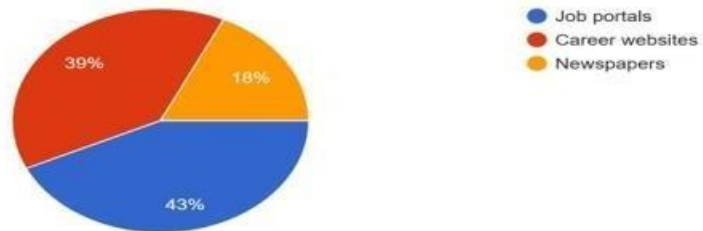
Inference: The majority of the respondents (61%) where agree with the question given above.

TABLE 4.1.14 where will you see the vacancy advertised

The vacancy advertised	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.

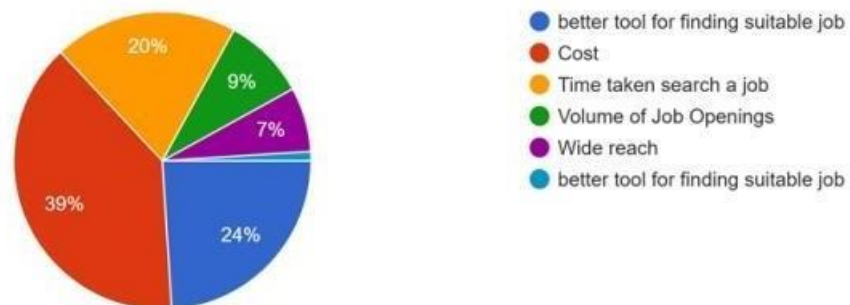
Inference: The majority of the respondents are 43% who prefer job portal.

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

Pursue E-recruitment	No of respond	Percentage %
Better tool for finding suitable job	24	24%
costly	39	39%
Time taken search a job	20	20%
Volume of job openings	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.

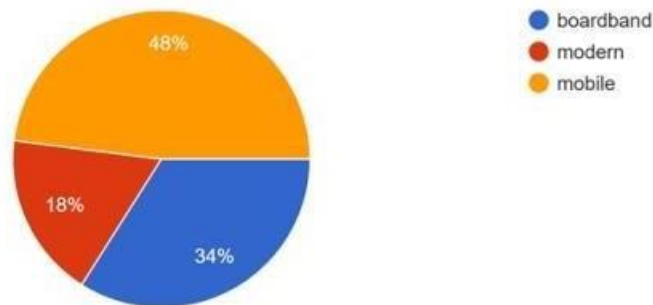
Inference Majority of the respondents said that 39% were said it costly.

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.

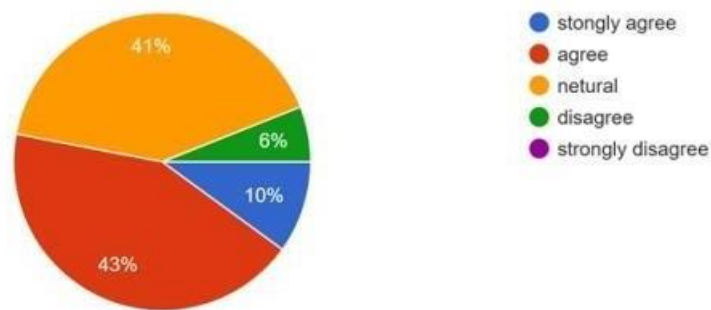
Inference The majority of the respondents 48% will access there internet with mobile.

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

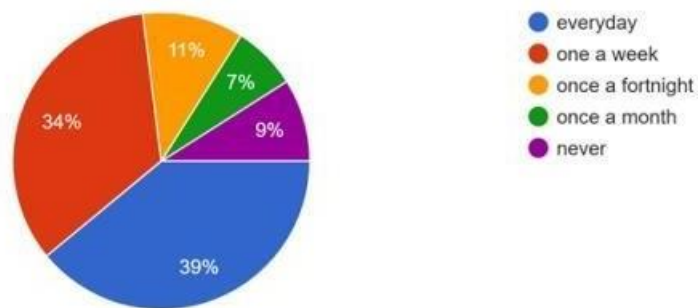
Inference The majority of the respondents 43% where agree.

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.

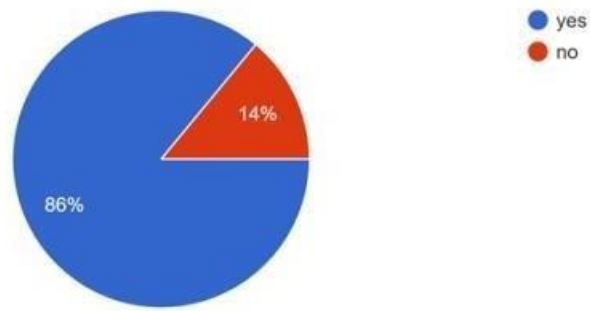
Inference The majority of the respondents 39% will read newspaper daily.

Table 4.1.19 do you have personal internet connection

<i>Personal internet connection</i>	<i>No of respond</i>	<i>Percentage %</i>
<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 net connection, 14% said no to it.

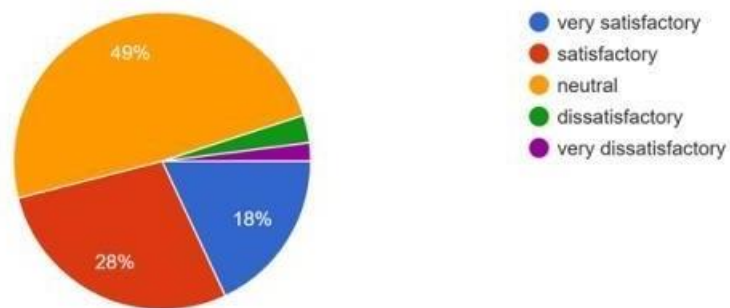
Inference The majority of the respondents 86% will use personal net connection.

TABLE 4.1.20 Cost of internet in your locality

Cost of internet in your locality	No of respond	Percentage
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

		Expected Count	7.6	38.4	7.6	6.9	2.5	63.0
	female	Count	0	10	12	11	4	37
		Expected Count	4.4	22.6	4.4	4.1	1.5	37.0
Total		Count	12	61	12	11	4	100
		Expected Count	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	43	1.05	.213	.032	.98	1.11	1	2
middle level	50	2.16	.370	.052	2.05	2.27	2	3
top level	7	3.00	.000	.000	3.00	3.00	3	3
Total	100	1.74	.705	.071	1.60	1.88	1	3

ANOVA					
Worst in the case of job searching through internet					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	40.613	2	20.307	228.322	.000
Within Groups	8.627	97	.089		
Total	49.240	99			

Worst in the case of job searching through internet				
Duncan ^{a,b}				
Job seeking level	N	Subset for alpha = 0.05		
		1	2	3
entry level	43	1.05		
middle level	50		2.16	
top level	7			3.00
Sig.		1.000	1.000	1.000
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 I 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 * 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	64.133 ^a	4	.000
Likelihood Ratio	77.362	4	.000
Linear-by-Linear Association	51.315	1	.000
N of Valid Cases	100		
a. 5 cells (50.0%) have expected count less than 5. The minimum expected count is 1.48.			

gender of the respondent Online recruitment provide opportunity Cross tabulation								
			Online recruitment provide opportunity					Total
			strongly agree	agree	no comments	disagree	strongly disagree	
gender of the respondent	male	Count	12	51	0	0	0	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

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 use,with same 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 e 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.

5.3 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.

5.4 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 large no 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.

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QUESTIONNAIR

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 rate 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

C) Neutral

- D) Dis satisfactory
- E) Very dis satisfactory

ANNEXRE- 2

ARTICLE

ANNEXURE 2
STUDY ON E-RECRUITMENT & ITS IMPACT ON
JOB SEEKERS

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ABSTRACT

In today's scenario, the study explains the significance of e recruiting. It has become really convenient to look for work. It allows individuals to save time and money by allowing them to work different jobs according to their preferences and needs. So, due to the outbreak, even workplace location played a challenging part, because most women, especially in today's generation, are not willing to migrate and prefer to work from home. As a result, office costs will be cut as well. As a result, job searchers have a wide range of options and can benefit from the digital age. The research contrasts job searchers' intent to take a position with recruiter sourcing. Many businesses nowadays prefer to use to engage in e-recruitment Because of web sites such as naukri.com, linkedin.com, monster.com, and even many businesses, they have built their own site for sourcing. Recruiters will be able to reach a bigger number of job searchers as a result of this. So, e-recruitment benefits both job seekers and recruiters. For this study, I took 100 job seekers from my institution who were about to graduate and studied how much awareness they had of job sites, as well as many MBA HR students who had little awareness. Who is going to be a recruiter? The collected data was analyses by using chi square test and ANOVA test. Here the time saving, location, expenses are the main perception of job seekers.

Key words: saving time, online sites and free online sites, job seekers, pandemic, online recruitment.

I INTRODUCTION

Nowadays, technological advancements play an essential part in the functioning of enterprises and India's general development. Because our country is still evolving and has made it a goal to be digital in all areas, the organization has begun to use technology into its operations.

Before technology came into use there where many source of recruitment is used like newspaper advertisement, Campus drives etc. These are also known as conventional sources of recruiting. However, due to Covid, many more sources have been added to this list, in addition to those already mentioned, as a result of technological advancement.

II REVIEW OF LITERATURE

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 non-expert sources (e.g., general media).

III OBJECTIVE OF THE STUDY:

The study has been undertaken with the following objectives

To identify that the e recruitment is easy platform for job seekers.

To know about how much job seekers aware about e recruitment.

IV RESARCH METHODOLOGY

A,The research design

The data will be gathered directly from the respondents through sample survey method.

The data analysis for this research will be both on quantitative and qualitative manner.

B.Collection of data

primary data and secondary sources of data will be gathered for the research.

Primary source of data will be collected through the use of questionnaires and survey interviews.

The secondary sources of information were collected from past research work, books, journals, articles, internet search, etc.

C.Tools and techniques

This study will contain table, chart, chi square tests and two-way analysis of variance and interpret the data.

Chi square is a statistical tool used in research to investigate variations between categorical variables within the same population.

A two-way analysis of variance is a technique for determining whether two samples' means are statistically different or not.

D. Sample size

A sample of hundred (100) respondents were drawn from job seekers. Convenience sampling technique has been used to derive data from different levels of employees

E. Period of study

The period of study will be one month.

F. Profile area of study sample location

Area of the study is Sholinganallur, Chennai.

G. Sample location.

The reason for selecting Sholinganallur there were more IT parks and many company located around Sholinganallur location.

H. Sample targeted people

The targeted people is a Job seekers

I. Hypothesis frame work

ANOVA: One typical strategy for determining a viable treatment procedure is to examine the number of days it took the patients to be cured. We can use a statistical approach to compare these three treatment samples and show how they differ from one another. ANOVA is the name given to a technique that compares samples based on their means.

Analysis of variance (ANOVA) is a statistical technique used to determine if the means of two or more groups differ substantially from one another. ANOVA tool was used to find the mean. It is also known as Analysis of Variance.

A chi-square (2) statistic is a test that compares a model to real observed data. The data required to calculate a chi-square statistic must be random, raw, mutually exclusive, obtained from independent variables, and drawn from a big enough sample. The outcomes of a fair coin flip, for example, fulfil these conditions.

Chi-square tests are frequently used under the distribution of null hypothesis. Given the sample size and the number of variables in the relationship, the chi-square statistic evaluates the extent of any disparities between predicted and actual findings.

Degrees of freedom are used in these tests to examine if a certain null Based on the total number of variables and samples in the experiment, a hypothesis might be rejected. The greater the sample size, as with every statistic, the more dependable the results.

The hypothesis tested in the study are shown below

H0=There is no significant different between Gender and the online recruitment provide opportunity

H1=There is significant different between Gender and the online recruitment provide opportunity

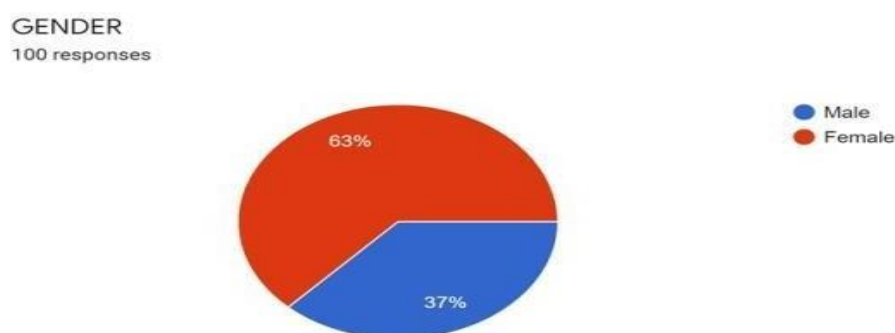
H0=There is no significant different between job seeking level and Worst in the case of job searching through internet

H1=There is significant different between job seeking level and Worst in the case of job searching through interneData analysis

TABLE 1: Gender of the respondents

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

FIGURE 1: Gender of the respondents



Source: Primary Data

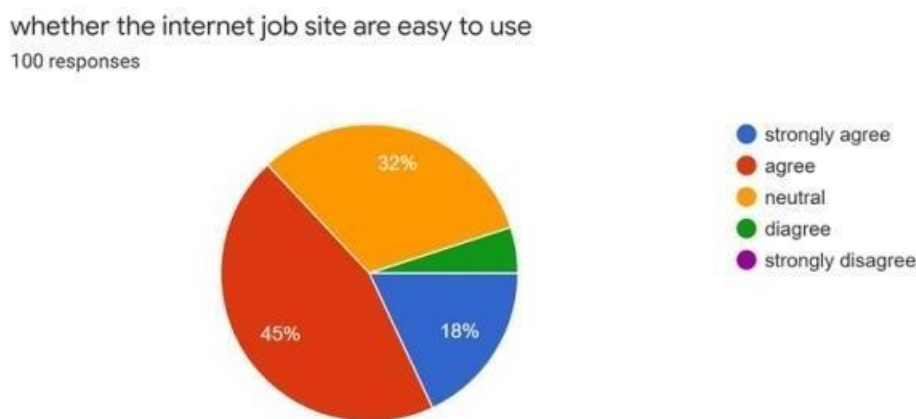
Interpretation: Table 4.1 shows that male constitute 63% percentage, female constitute 37% percent so here we can find that mostly male were searching for the job while compare with female.

Inference: Majority 63% percentage of retailers are male.

TABLE 4.2 Find whether the job site is 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%

FIGURE 2 Find whether the job site is easy to use



Source: Primary Data

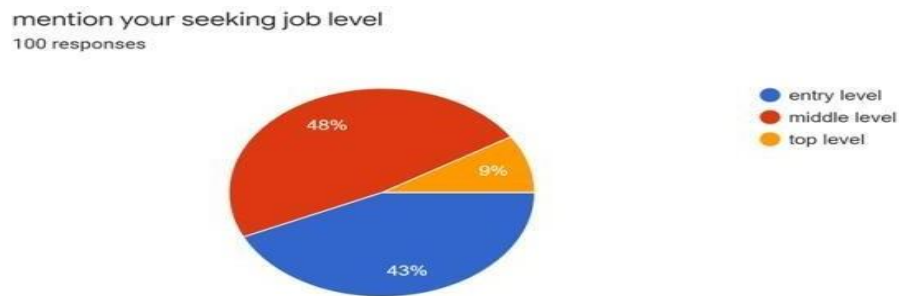
Interpretation: Table 4.2 shows that 19% of people where strongly agree, 39% of people where agree, 39% of people where neutral, 5% of people where disagree, and no respondent was strongly disagreeing with the opinion on the internet job site are easy to use

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

TABLE 3: 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%

FIGURE 3 Job seeking level of the respondents



Source: Primary Data

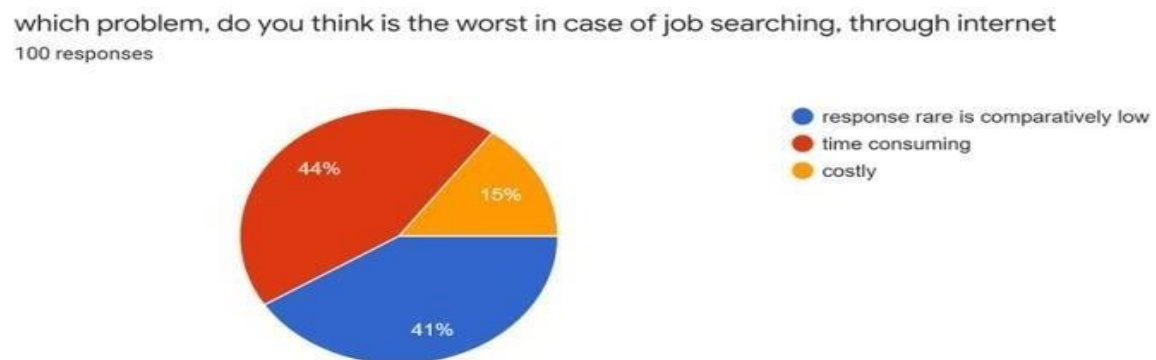
Interpretation: Table 4.1.4 shows that 48% of the respondent are seeking for entry level jobs, 43% respondent is seeking for middle level jobs, 9% respondents are seeking for top level jobs.

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

TABLE 4 Which problem did you think is the worst in case of job searching, through internet

Job searching, through internet	No of Respond	Percentage
Response rare is comparatively low	41	41%
Time consuming	44	44%
Costly	15	15%
Total	100	100%

FIGURE 4 Which problem did you think is the worst in case of job searching, through internet



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 were said that it is costly.

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

ANOVA

TABLE 1 AND 2

Descriptive

Gender

		Expected Count	7.6	38.4	7.6	6.9	2.5	63.0
	female	Count	0	10	12	11	4	37
		Expected Count	4.4	22.6	4.4	4.1	1.5	37.0
Total		Count	12	61	12	11	4	100
		Expected Count	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	43	1.05	.213	.032	.98	1.11	1	2
middle level	50	2.16	.370	.052	2.05	2.27	2	3
top level	7	3.00	.000	.000	3.00	3.00	3	3
Total	100	1.74	.705	.071	1.60	1.88	1	3

gender

ANOVA					
Worst in the case of job searching through internet					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	40.613	2	20.307	228.322	.000
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Worst in the case of job searching through internet				
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Job seeking level	N	Subset for alpha = 0.05		
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top level	7			3.00
Sig.		1.000		1.000
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 I 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

CHI SQUARE TEST

Table 3 & 4

Case Processing Summary						
	C a s e s					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
gender of the respondent *	100	99.0%	1	1.0%	101	100.0%
online recruitment provide opportunity						

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	64.133 ^a	4	.000
Likelihood Ratio	77.362	4	.000
Linear-by-Linear Association	51.315	1	.000
N of Valid Cases	100		
a. 5 cells (50.0%) have expected count less than 5. The minimum expected count is 1.48.			

gender of the respondent Online recruitment provides opportunity Cross tabulation							
			Online recruitment provide opportunity				
			strongly agree	agree	no comments	disagree	strongly disagree
gender of the respondent	male	Count	12	51	0	0	0
							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.

FINDINGS OF THE STUDY

Majority, 63% percentage male were searching for job.

Majority of the respondent are 59% whose current location were in city/ town.

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

Majority 61% of respondents were agreeing with the online opportunity.

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.

CONCLUSION

According to the report, today's age prefers e-recruitment because telephonic interviews have become incredibly inexpensive and simple. The only thing left is to keep our resumes up to date in the job portal and to learn how to use it. E recruitment has become highly usable and convenient when compared to traditional methods. It can be accessed from many location. Websites, job boards, and portals can help job searchers locate work. For job hunters, it is a time-saving and cost-effective option. Some job portals provide resume building services that include feature skill setting, allowing job seekers to take 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 large no 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.

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