

**A STUDY ON EFFECTIVENESS OF TALENT ACQUISITION THROUGH E-RECRUITMENT IN
INFORMATION TECHNOLOGY INDUSTRY AT CHENNAI**

Submitted in partial fulfillment of the requirement for the award of

Master of Business Administration

by

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SCHOOL OF BUSINESS ADMINISTRATION

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

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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of KAVITHA M Register No 39410094 **"A STUDY ON EFFECTIVENESS OF TALENT ACQUISITION THROUGH E-RECRUITMENT IN INFORMATION TECHNOLOGY INDUSTRY AT CHENNAI "** under my supervision from January 2021 to March 2021

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DECLARATION

I **KAVITHA M Register No 39410094** hereby declare that the Project Report entitled **A STUDY ON EFFECTIVENESS OF TALENT ACQUISITION THROUGH E-RECRUITMENT IN INFORMATION TECHNOLOGY INDUSTRY AT CHENNAI** done by me under the guidance of Dr. M. JOHN BRITTO at SATHYABAMA INSTITUTE OF SCIENCE AND TECHNOLOGY, CHENNAI is submitted in partial fulfillment of the requirements for the award of Master of Business Administration degree.

DATE:

PLACE:

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ABSTRACT

In the rapidly changing global world economy, the only vital value for an enterprise is the experience, skills, innovativeness and insights of its manpower resources they are the key components in every organization. Competitive organizations of the present have to attract and retain the best and outstanding manpower to remain competitive in the market. This paper identifies Internet recruitment methods from relevant literature, and describes how their benefits of online recruitment can influence the recruitment decision making of the organization. Today, one of the most crucial sources of competitive advantage is based on human resource efforts through attracting and retaining talented individuals. The internet has helped in attracting potential candidates to an organization from the recruitment process, which is referred to as E-Recruitment. The practice of issuing a vacant position and applying for a job via a website has increased steadily. The main objective of the study is to broaden the research on the recruitment practice, with focus on current trends used in E-Recruitment, to identify methods being used and benefits of E-Recruitment and to identify process and effective ways to use social media for Talent Acquisition.

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CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION

Talent acquisition is the process of finding and acquiring skilled human labor for organizational needs and to meet any labor requirement. When used in the context of the recruiting and HR profession, talent acquisition usually refers to the talent acquisition department or team within the Human Resources department. The talent acquisition team within a company is responsible for finding, acquiring, assessing, and hiring candidates to fill roles that are required to meet company goals and fill project requirements.

Talent acquisition professionals are usually skilled not only in sourcing tactics, candidate assessment, and compliance and hiring standards, but also in employment branding practices and corporate hiring initiatives. Talent acquisition as a function has become closely aligned with marketing and PR as well as Human Resources. As global organizations need to recruit globally with disparate needs and requirements, effective recruiting requires a well thought out corporate messaging around hiring and talent development. Talent acquisition professionals often craft the unique company message around the approach the company takes to hiring and the ongoing development of employees. The employment brand therefore encompasses not only the procurement of human capital, but the approach to corporate employee development. The unique needs of large companies especially to recruit and hire as well as attract top talent led to the development of a unique talent acquisition practice and career.

E-Recruitment is also known as electronic recruitment or online recruitment. Now a days the world is based up on the technology. E- Recruitment is a process of recruiting candidates for applying vacant positions in the organizations through use of internet. It is an use of internet technology to improve competence of recruitment process. Electronic recruitment, online recruitment, cyber recruitment and internet recruitment these are all synonyms of e recruitment. it is plays very vital role in the process of

recruitment as it provides a suitable number of applicants who full fill the criteria set by the companies.

E -Recruitment started in the form of autonomous job sites called bulletin board systems in the 1980s. a new global trend was started in us when jeff Taylor launched monster .com with 20 clients and 200 job openings in 1994. Today scenario more then companies are use e recruitment process because of it will be help full for the time saving. E-Recruitment can be done through company websites, social media and online job openings for example indeed.com, freshersworld.com, monsterindia.com and clickjobs etc. social networking sites also plays major role in the electronic recruitment process like twitter, facebook, linkedin etc.. these are social networking websites. E recruitment has proved to be very convenient for the both company and job applicants. Some times it will be fail to the collection of the job applicants because of network problems. The purpose of e recruitment is to make the process involved more efficient as well as expensive. It can reach a large pool of probable employees and it makes possible to the selection process.

1.2 INDUSTRY PROFILE

The world's largest sourcing destination for the information technology (IT) industry, accounting for approximately 67 per cent. The industry employs about 10 million workforces. More importantly, the industry has led the economic transformation of the country and altered the perception of India in the global economy. India's cost competitiveness in providing IT services, which is approximately 3-4 times cheaper than the US continues to be the mainstay of its Unique Selling Proposition (USP) in the global sourcing market. India is also gaining prominence in terms of intellectual capital with several global IT firms setting up their innovation centre in India. Information technology in India is an industry consisting of two major components- IT Services and business process outsourcing (BPO). The sector has increased its contribution to India's GDP from 1.2% in 1998 to 7.7% in 2017.

According to NASSCOM, the sector aggregated revenues of US\$180 billion in 2019, with export revenue standing at US\$99 billion and domestic revenue at US\$48 billion, growing by over 13%. As of 2020, India's IT workforce accounts for 4.36 million employees. The United States accounts for two-thirds of India's IT services exports.

The major cities that account for about nearly 90% of that sector's exports are Bengaluru (Bangalore), Pune, Mumbai, Noida, Chennai, Kolkata, Trivandrum, Hyderabad, Jammu & Kashmir. Bengaluru is considered to be Silicon Valley of India because it is the leading IT exporter. Exports dominate the industry and constitute about 77% of the total industry revenue. However, the domestic market is also significant with a robust revenue growth. The industry's share of total Indian exports (merchandise plus services) increased from less than 4% in FY1998 to about 25% in FY2012. According to Gartner, the "Top Five Indian IT Services Providers" are Tata Consultancy services, Infosys, Cognizant, Wipro and HCL Technologies. The IT industry has also created significant demand in the Indian education sector, especially for engineering and computer science. The Indian IT and ITeS industry is divided into four major segments – IT services, Business Process Management (BPM), software products and engineering services, and hardware.

HISTORY OF IT INDUSTRY

India's IT Services industry was born in Mumbai in 1967 with the creation of Tata Consultancy Services who in 1977 partnered with Burroughs which began India's export of IT services. The first software export zone, SEEPZ – the precursor to the modern-day IT park – was established in Mumbai in 1973. More than 80 percent of the country's software exports were from SEEPZ in the 1980s.

Within 90 days of its establishment, the Task Force produced an extensive background report on the state of technology in India and an IT Action Plan with 108 recommendations. The Task Force could act quickly because it built upon the experience and frustrations of state governments, central government agencies, universities, and the software industry. Much of what it proposed was also consistent with the thinking and recommendations of international bodies like the World Trade Organization (WTO), International Telecommunications Union (ITU), and World Bank.

In addition, the Task Force incorporated the experiences of Singapore and other nations, which implemented similar programs. It was less a task of invention than of sparking action on a consensus that had already evolved within the networking community and government.

Regulated VSAT links became visible in 1994. Desai (2006) describes the steps taken to relax regulations on linking in 1991:

In 1991 the Department of Electronics broke this impasse, creating a corporation called Software Technology Parks of India (STPI) that, being owned by the government, could provide VSAT communications without breaching its monopoly. STPI set up software technology parks in different cities, each of which provided satellite links to be used by firms; the local link was a wireless radio link. In 1993 the government began to allow individual companies their own dedicated links, which allowed work done in India to be transmitted abroad directly. Indian firms soon convinced their American customers that a satellite link was as reliable as a team of programmers working in the clients' office.

A joint EU-India group of scholars was formed on 23 November 2001 to further promote joint research and development. On 25 June 2002, India and the European Union agreed to bilateral cooperation in the field of science and technology. India holds observer status at CERN, while a joint India-EU Software Education and Development Center will be located in Bangalore.

Market Size

IT-BPM industry's revenue was estimated at around US\$ 191 billion in FY20, growing at 7.7% y-o-y. It is estimated to reach US\$ 350 billion by 2025. Moreover, revenue from the digital segment is expected to form 38% of the total industry revenue by 2025. Digital economy is estimated to reach Rs. 69,89,000 crore (US\$ 1 trillion) by 2025. The domestic revenue of the IT industry was estimated at US\$ 44 billion and export revenue was estimated at US\$ 147 billion in FY20.

Total number of employees grew to 1.02 million cumulatively for four Indian IT majors (including TCS, Infosys, Wipro, HCL Tech) as on December 31, 2019. Indian IT industry employed 205,000 new hires, up from the 185,000 jobs added in FY19 and had 884,000 digitally skilled talents in 2019.

Investments/ Developments

Indian IT's core competencies and strengths have attracted significant investment from major countries. The computer software and hardware sector in India attracted cumulative foreign direct investment (FDI) inflows worth US\$ 62.47 billion between April 2000 and September 2020. The sector ranked 2nd in FDI inflows as per the data released by Department for Promotion of Industry and Internal Trade (DPIIT).

Leading Indian IT firms like Infosys, Wipro, TCS and Tech Mahindra are diversifying their offerings and showcasing leading ideas in blockchain and artificial intelligence to clients using innovation hubs and research and development centres to create differentiated offerings.

Some of the major developments in the Indian IT and ITeS sector are as follows:

- In December 2020, Tata Consultancy Services (TCS) has expanded its business operations in Austin, Texas, with the construction of a new facility. By 2022, TCS plans to hire an additional 130 new employees in Austin. Over the next seven years, TCS plans to invest more than US\$ 100 million in Austin.
- In December 2020, Tata Consultancy Services (TCS) has expanded its strategic partnership with Star Alliance (airline alliance) to provide predictive and real-time business analytics, improve customer experience and accelerate digital transformation.
- In December 2020, Infosys partnered with Rolls-Royce for aerospace engineering in India.
- In December 2020, Wipro collaborated with Verifone for a multi-year contract to drive agility across its (Verifone) cloud service offerings.
- In December 2020, Infosys Finacle, part of EdgeVerve Systems, (a subsidiary of Infosys), and RBL Bank, announced a collaboration to migrate the bank's on-premise deployment to a containerised ecosystem, which is managed by Kubernetes and has been certified by Cloud Native Computing Foundation (CNCF).
- In December 2020, Infosys launched Infosys Modernisation Suite to help organisations accelerate their cloud modernisation needs.

Government Initiatives

Some of the major initiatives taken by the Government to promote IT and ITeS sector in India are as follows:

- In 2020, the government released "Simplified Other Service Provider" (OSP) guidelines to improve the ease of doing business in the IT Industry, Business Process Outsourcing (BPO) and IT-enabled Services.
- The Government has identified Information Technology as one of 12 champion service sectors for which an action plan is being developed. Also, the

Government has set up a Rs. 5,000 crore (US\$ 745.82 million) fund for realising the potential of these champion service sectors.

- As part of Union Budget 2018-19, NITI Aayog was to set up a national level programme to enable efforts in AI[^] and leverage AI[^] technology for developing the country.
- In the Interim Budget 2019-20, the Government announced plans to launch a national programme on AI^{*} and setting up of a National AI^{*} portal.
- National Policy on Software Products-2019 was passed by the Union Cabinet to develop India as a software product nation.

Road Ahead

India is the topmost offshoring destination for IT companies across the world. Having proven its capabilities in delivering both on-shore and off-shore services to global clients, emerging technologies now offer an entire new gamut of opportunities for top IT firms in India. The industry is expected to grow to US\$ 350 billion by 2025 and BPM is expected to account for US\$ 50 55 billion of the total revenue.

IT INDUSTRY IN CHENNAI

Chennai is the second largest exporter of Software in India next to Bangalore. It has the largest operations for India's top software company TCS, Infosys (has world's largest development center with 25,000 employees in Mahindra world city at Paranur near Chengalpattu, and many centers in IT corridor), and many other CMMI-level 5 companies HCL, Quest Global, UST Global, Verizon, Cognizant and services companies Design Edge Technologies, SRM Technologies, ePay, Paypal and more have their head-offices, regional-offices and development centres here. The major IT companies located in OMR, Ambattur, Guindy.

As of 2012, Chennai is India's Largest exporter of information technology (IT) and business process outsourcing (BPO) services. Tidel Park in Chennai was billed as Asia's largest IT park when it was built. Notable tech parks are International Tech Park, DLF SEZ, Mahindra World City, SIPCOT IT Park, Olympia Tech Park and Ramanujan IT

City. City has an expressway called as IT expressways and a preferred location for IT industries. Major software companies have their offices set up here, with some of them making Chennai their largest base.

Chennai is among the top destinations in India for IT professionals. Some of the top IT companies in India have set their base of operations in this southern city. Chennai is home to over 4,000 IT companies. Know the top IT companies in Chennai city.

Chennai is among the top destinations in India for IT professionals. Some of the top IT companies in India have set their base of operations in this southern city. Resultantly, there are job opportunities galore, with lakhs of locals and migrant population making Chennai their home.

1.3 NEED FOR STUDY

- The study would help in gathering the opinion of People for social for networking sites, how it is useful for recruiting, wat are the things that they do on social and professional networking sites and how these sites help them in socializing with their personal and professional contacts
- The study further helps in analysing the benefits of promoting through social media, identifying the benefits of recruiting
- The study will help to implement the easiest recruiting methods

1.4 SCOPE OF THE STUDY

- The research identify benefits of E-recruitment
- The study helps to identify best social networking sites for E-recruitment
- The study helps to understand the current methods E-recruitment followed
- The research identify talent acquisition process through various social network sites

1.5 OBJECTIVE OF THE STUDY

This project is designed mainly to identify and evaluate the effectiveness of talent acquisition through E-recruitment

1.5.1 Primary objective:

- To study the effectiveness of Talent Acquisition Process through E-recruitment

1.5.2 Secondary objectives:

- To understand the process of talent acquisition through various social network sites
- To identify current trends used in E-recruitment
- To identify the methods are being used in E-recruitment
- To identify the benefits of E-recruitment
- To identify the effective ways to use social media for Talent Acquisition

1.6 LIMITATIONS OF THE STUDY

- The analysis of the present study has been carried out based on the information has collected from the IT Industry employees
- The study is an opinion survey; caution may have to be exercised while extending the result to other.
- open ended questions are not used
- Due to time constrict only 110 numbers of respondents were considered.
- The study is done only in Chennai
- No direct Interaction with the organization
- The result fully depends on the information given by the respondents which may be based.

1.7 Talent Acquisition

Talent acquisition is an ongoing strategy to find specialists, leaders, or future executives for your company. Talent acquisition tends to focus on long-term human resources planning and finding appropriate candidates for positions that require a very specific skillset

1.8 Process of Talent Acquisition

Inbound marketing :

Talent acquisition manager, your goal is to attract the best talent out there without you actively seeking them out. This means building a strong employer brand, initiating recruitment marketing campaigns, and keeping an eye on inbound leads that will soon convert into hired employees. To enable inbound recruiting in the talent acquisition process, create a smart recruitment website, encourage referrals, and leverage candidate-focused content to create an “employer brand” narrative.

Outbound marketing:

Any successful brand leverages a smart mix of inbound and outbound marketing to acquire consumers. So you should be looking at social channels, paid job ads, and automated email campaigns to advertise for a job post actively. Use this step to ramp up your recruitment efforts with intelligent job descriptions. Together, inbound and outbound initiatives will generate many “leads” or applicants.

Filtering and selection:

At this stage, talent acquisition diverges from regular marketing. You aren’t looking to hire just anyone who wants to join the company. You will verify, screen, and assess a candidate’s performance against various parameters. This includes:

- Educational qualifications (though a lot of companies are pushing this to the backseat and placing priority on the next four parameters)
- Skill set and domain expertise
- Personality and work ethic
- Career goals and alignment
- Culture fit with the company’s values

Conversion and onboarding:

The first three steps in the talent acquisition process lead to “converting” the applicant into a finalized hire. This is where the individual recruiter takes charge of the candidate experience and the candidate journey and negotiates salary, benefits, and other expectations. Talent acquisition strategy has helped in creating an attractive employer brand that’s in sync with the applicant’s professional targets, your applicant-to-recruit ratio will remain high. A talent acquisition strategy also accounts for a strategic onboarding process, though this process is carried out by HR and immediate managers. The onboarding process involves preliminary training and continuous reviews for the first few weeks

Continuous improvement:

This is probably the most critical step of the process, ensuring your talent acquisition mechanism becomes more effective with every recruitment cycle. A recent Jobvite study found that 30% of new hires leave within 90 days of joining a company! This means that regular reviews are necessary for this critical early period to sustain engagement. Also, the feedback gathered from “converted” applicants can offer insights into how to improve the hiring experience.

1.9 EFFECTIVE WAYS TO USE SOCIAL MEDIA FOR TALENT AQUISITION

Social Media Is Essential To Successful Recruiting:

Today’s most successful businesses are including social media in their recruitment strategy. In a report published by SHRM, 84% of companies surveyed used social media as a recruitment tool in 2016 and an additional 9% were planning to start. While the majority of these companies are not using social media as their only recruiting tool, it’s clear that social media should be a part of any recruitment strategy. According to the job and recruiting site, Glassdoor, 79% of all job seekers, and 86% of those in the first decade of their career are likely to use social media in their job search. In addition to

using social channels to promote job postings, employers can use it to establish and maintain their talent brand, and to screen potential hires.

Using Social Media to Advertise Open Positions:

The popularity of online job boards like Monster.com is declining yearly as social media becomes a more valued channel for many employers. The use of LinkedIn, Twitter, Facebook and other social media networks for this purpose increased by 10% last year while the use of job boards fell by 3%. LinkedIn is understandably the most popular social site for recruitment, due to its robust ability to connect potential employers with passive job seekers. SHRM finds that 96% of companies that recruit socially use LinkedIn. Posting a job on LinkedIn not only makes it possible for the position to be found by active job seekers, but also to be placed in the path of passive job seekers, who comprise 70% of the current workforce..When it comes to social media recruiting, Facebook (66%) and Twitter (53%) were also found by SHRM to be popular resources for employers.

Social Media and the Talent Brand:

As reported in Forbes, a strong talent brand touches on every point in the employment funnel from pre-candidates to existing employees, and a solid one can reduce the cost to hire by 50% and reduce turnover by 28%. Social media is arguably the most important channel for shaping and communicating your talent brand. Employers should use their social media channels to showcase your corporate culture through both the static areas of a site or page and through posts that highlight the success stories of existing employees in a way that emphasizes your commitment to support and foster employee development.

Screening Candidates Through Social Media:

60% of employers report that they use social media to screen potential candidates, according to a survey by job posting site Careerbuilder.com. Recruiters and hiring managers use candidates' social profiles to verify information on a resume or cover letter, to gain insights into their professionalism, to access their fit with company culture

and to assess their communication skills. Social media can also identify potential red flag issues that can result in a decision to eliminate a candidate who might be a risky hire. Employers often find inappropriate photos or videos, information that points to drug or alcohol use, discriminatory comments that may indicate undesired attitudes on race or gender that would be a risk in the workplace, or other content that shows a negative attitude regarding prior employers or colleagues. In this way social media can help employers avoid the cost of a bad hire and at times, confirm a hunch that a candidate won't be a good fit for organization.

Win the Talent War with Modern Recruiting Tools:

Social media is just one of many modern tools that successful companies leverage to attract and retain top talent. To win the talent war, you need access to integrated solutions that provide the flexibility to interview, accept and on-board seamlessly.

1.10 E-recruitment

E-recruitment, also known as online recruitment, refers to the use of web-based technology for the various processes of attracting, assessing, selecting, recruiting and on boarding job candidates. Through e-recruitment employers reach larger number of potential employees

1.11 STEPS INVOLVED IN E-RECRUITMENT

The steps involved in the process of E-recruitment

STEP 1: IDENTIFY THE NEED FOR RECRUITMENT

Job descriptions of various positions are created after analyzing the company's goals. Based on the Job Description of the vacant position, the job specification of the prospective candidates can be identified

STEP 2: DESIGN AN EFFECTIVE JOB ADVERTISEMENT

The aim of a job advert is to attract interest, communicate quickly and clearly the essential (appealing and relevant) points, and to provide a clear response. Design

should concentrate on Clarity of text, layout, and on conveying a professional image. An effective job advert should clearly specify the Job Title, Company Profile, Job Description, qualification required and how to apply for the position.

STEP 3: RESEARCH FOR THE FEASIBLE ONLINE RECRUITMENT ADVERTISING SPACE AVAILABLE

Depending on the budget and the availability of the potential candidates, decide whether to Advertise online on own company's website or solely on a recruitment site.

STEP 4: HOW APPLICANTS WILL APPLY TO THE POSITION

the applicants should directly contact you through an email or a telephonic Call. Candidates can also apply online on the company's website, adding themselves to the Company's databank of resumes.

STEP 5: ATTRACT CANDIDATES

Post the job advert and attract potential candidates towards the company. The companies that use their corporate website for the purpose of recruitment, are either a well-known brand as an Employer or take measures to drive job seekers to their website. Advertising channels like jobs Boards or print media can be used to drive people to the site.

STEP 6: SORT THE APPLICATIONS AND CREATE A TALENT POOL

Screen the candidates based on the requirements of the job description of the vacant position. the resumes of all the candidates can be kept as a "talent pool" and accessed at a later date Whenever another vacancy arises.

STEP 7: CONTACT THE SHORTLISTED

Contact and call the shortlisted candidates for the final round of interview immediately through Phone calls or emails, before they are hired by another company.

STEP 8: CLOSE THE DEAL

Offer the job to the selected candidate. Once he accepts the offer, the deal is said to be closed. Else search for another potential candidate

1.12 METHODS USED IN THE PROCESS OF E-RECRUITMENT

THE CORPORATE WEBSITE:

The corporate website of the organization can be used for posting a job through a link for Career options where the potential candidates can log in for the current openings. On Company's own website, HR department has a choice of posting the vacancies freely and Indicate the career path expected after joining the organisation. The corporate website Attracts only the interested candidates towards itself. For attracting other candidates, other Channels should be used.

COMMERCIAL JOB BOARDS:

Commerical job boards are the most common form of onlineRecruiting. The company can use commercial job boards for posting the job ads and search for talented candiates through newspaper and commmerical website(Naukri,Monsterindia.com etc) . These are global and allow a larger reach into the Candidate pool (Pavitra Dhamija, 2012). The job board'sGreatest strength is the sheer numbers of job applicants listingResumes, it has been estimated that they contain five millionUnique resumes (Gutmacher, 2000). In addition, they enableRecruiters to operate 24 hours a day, examine candidates from Around the world, and are generally quite inexpensive(Boehle, 2000).

SOCIAL MEDIA:

Social recruiting is using social media channels for recruiting.The term refers to different ways of using social media networks (such as Facebook, Twitter, LinkedIn etc.) and websites (blogs, forums, job boards and websites like Glassdoor for example) to find, attract and hire talent.

MOBILE RECRUITING:

Mobile Recruiting is a recruitment strategy that uses mobile technology to attract, engage and convert candidates. Common mobile recruiting tactics include mobile career sites, mobile recruiting by text, mobile recruiting apps and social

recruiting. Mobile recruiting is often cited as a growing opportunity for recruiters to connect with candidates more efficiently with “over 89% of job seekers saying their mobile device will be an important tool and resource for their job search. Traditionally, recruiters have used emails and phone calls to engage candidates, but the increase in mobile usage among job seekers has contributed to mobile recruiting’s rising popularity.

E-Recruitment Agencies:

According to Dessler (2008) recruitment agencies can fall under three categories; public agencies operated by state governments, those operated by the nonprofit organizations and privately owned agencies. According to Armstrong (1999) recruitment agencies generally advertise, interview and produce a short list of applicants who match an organization’s profile. The agencies provide expertise and reduce workload and most charge a fee based on a percentage of the basic salary for the job.

PROFESSIONAL WEBSITE

Human Resource Management sites like www.shrm.org can also be used for the recruitment purpose

1.13 BENEFITS OF E-RECRUITMENT

Time-saving :

No matter where you are, you can send out job postings anytime with Internet access. In other words, you can forget about the paperwork and the action of entering data manually. As a result, it will not only save time for HR managers, but by retrieving files from LinkedIn, the process of application will speed up

Dynamic content:

Generate dynamic content could build up your employer branding in a successful way to attract top talents and to boost corporate culture. Use your social media account to spread the word and to attract more traffic to both your website and social media accounts

Minimized hiring cost:

Labor costs in recruiting are usually high in terms of advertising, travel expenses, third-party recruiter fees etc. As a result, the hiring process usually takes up too much time and its cost could be minimized by implementing a software which allows you to post free job openings on multiple social platforms just by one click.

Effective:

Online recruitment is easily accessible to individuals, making it a more effective method of getting your posts noticed. Online job ads can be posted within few minutes and they can be easily posted on several social media platform with no waste of time

Shorten hiring process:

The hiring process could be shortened by just clicking a few buttons to screen, filter, and sort applicants data and CV. Online recruiting streamlines the process of inviting or rejecting applicants one by one and inserting applicants' data manually is no longer need.

Accessible:

Job ads and campaigns can be released through various social media platforms reaching the specific target group

Broader scope for candidates:

By using recruitment software, recruiters will be helped in reaching a wider amount of candidates locally and abroad. Moreover, statistical analysis will be essential for recruiters to track where applicants have seen the job advertisements.

Personalized design:

Your professional career page is tailored made accordingly to the graphical identity of the company. As a result, this will help your employer branding, underlining the company's identity and values

Filtration tools:

Recruitment systems have filtration tools to help recruiters to find the ideal candidates with competencies that match the job position. Therefore, the filtration tools provided by e-recruitment systems speed up the process of sorting the candidates according to experience, education, competencies, and many more criteria.

Flexible and easy :

There is no hassle in learning how to use an e-recruitment system. So, it is easy to use and provides a platform where all the HR managers could follow the hiring process

1.14 CURRENT TRENDS IN E-RECRUITMENT**Growth of recruitment marketing technology :**

Recruitment is about selling roles to potential candidates. Amidst sustained talent shortages in the latest skills, it is imperative to use recruitment marketing and new marketing technologies to reach candidates through different channels at their preferred time of the day. Even after fifteen years, LinkedIn remains one of the most potent sources of highly qualified and experienced candidates as it has successfully managed to evolve the platform to fulfill the demands of the recruitment industry.

Improving candidate experience with Artificial Intelligence is the latest recruitment trend:

Talent acquisition is one of the areas where artificial intelligence has found widespread acceptance. The reason behind this is that AI has shown verifiable results in improving recruiter productivity, reducing time to hire and hence improving candidate experience making it more intuitive and seamless. Using these AI systems recruiters will be able to proactively communicate with candidates, and provide them with a 24/7 high value interaction consistently.

Background verification and assessment technology:

Background verification and assessment is another area where AI is promising to make an impact and 2019 will certainly show some of that result. While earlier employee background verification process was manual and costly affair, often managed by external agencies, with Artificial Intelligence coming in the picture, this space is also undergoing a transformation for good. AI and machine learning promise to make the employee background verification process quicker, smarter, and more effective. An example of AI application in this space includes the Israeli startup, Intelligo, which is using AI and ML to make employee background verification 90% accurately

The death of the CV :

Applicant Tracking Systems taking over recruitment, most organizations now have their own private database of profiles, stored on the cloud. This means that candidates don't have to carry their CVs everywhere they go for an interview. To see a change in how employees interact with candidates. Video interviews will become big where employers will have a chance to directly assess the candidate on the basis of their soft skills, personality and knowledge without having to call them for a face to face round to the office. Doing so will allow recruiters to easily assess candidates on a range of skills, from individualism, to creativity and an awareness of technology.

1.15 SOCIAL NETWORKING WEBSITES FOR ACQUIRING TALENT:

➤ LinkedIn:

Considered the world's largest professional network and most frequented social media platform for recruiting, LinkedIn is used as an important screening tool, and it's where 62% of candidates expect to find their next job. With a vast network of valued connections, your company can easily maintain a high profile relationship with both active and passive candidates. You can even look to employees for a boost via social distribution, which automatically shares job postings on their profiles for greater exposure, promoting internal referral processes.

➤ **Twitter:**

With nearly 310 million monthly active users, Twitter is a massive microblogging site with a twist. An imposed character count on all 'tweets' means you have to minimize the words you use without detracting from your message. It may not sound like it, but selling your corporate brand in 140 characters or less is a lot harder than you think. With your social recruiting tool, you can create 'Twitter Cards' to attach rich photos, videos, and media to your tweets and pack a bigger punch with a more expressive messaging beyond the limit.

➤ **Facebook:**

It's the largest social networking platform in the world, with almost 2 billion monthly active users. Facebook has transcended the way in which job seekers interact with the brands they find interesting, and it spans every age group, gender, and ethnicity, so diverse exposure isn't an issue. With such high user retention, it's the perfect place to engage with job seekers, offer industry insights and post all of your open positions. In fact, Facebook offer companies a 'Job Openings' tab right from their profile, so candidates can visit one single depository and easily see what's available.

➤ **Instagram:**

A picture's worth a thousand words, but they're also invaluable to recruiters who feel that Instagram is the breeding ground for millennial "purple squirrels". Boasting the second highest penetration rate in social media amongst this coveted generation, Instagram is a highly engaging way to promote your brand via pictures, videos, and text captions while appealing to the youthful generation of job seekers.

➤ **YouTube:**

With its video-only format distinguishing itself amongst the other members of this list, YouTube allows you to literally broadcast your brand. Did you know that social video generates 1200% more social shares than text and images combined? That's not a

typo, and it exemplifies the value in producing employee and culture focused recruiting videos on a regular basis. With over a billion active users, there's no better place to have real employees speak to company culture and shed details to what it's like to work there

1.16 REASONS WHY SOCIAL RECRUITING BEATS TRADITIONAL RECRUITING

- Digitally- Making Human Resources Human again.
- Ability to Connect with Top Talent Now
- Leads to Better Connections Faster
- Make Your Job Openings Go Viral
- Helps You Get to Know More About the Candidate Than Just What's on Paper
- Discovering Candidates Who Want to Be Discovered
- Allows Recruiters to Connect With Talent in a More Informal and Engaging Manner
- Relationship-Driven Connections
- Availability of Relevant Candidate Data

1.17 IMPORTANCE OF E-RECRUITMENT

The following are the importance of E - Recruitment:

- Reduced time to time hire ,e recruitment allows for immediate real time interaction 24*7 job Search activity. It is most important in e recruitment .
- Reduced cost of hire , costs of posting jobs and searching for candidates on job portals can be up ton 90% lower than the costs of using traditional search firms or advertising methods.
- Wider reach for employers it is also one of the important of e recruitment
- State of the art filtration tools are very important
- Branding opportunity for empimportant
- Sophisticated management tools are important

- Allows for confidentiality both employers and job seekers can elect to maintain their Confidentiality

1.18 ADVANTAGES OF E-RECRUITMENT

Advantages of E-Recruitment are;

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

1.19 DISADVANTAGES OF E-RECRUITMENT

DisAdvantages of E-Recruitment are;

- There is low Internet penetration, no access and lack of awareness of internet in many locations across India.
- Organizations cannot depend solely on the online recruitment methods.
- the employers and the employees still prefer a face-to-face interaction rather than sending e-mails.

1.20 CRITERIA FOR EFFECTIVE E-RECRUITMENT

- Companies use the E-recruitment process for simplifying the selection procedure. To make the process effective, the Organizations should be

concerned about the Return on investment(ROI), which should be calculated to compare the costs and risks involved. It helps in calculating the benefits and measures the estimated return on investment.

- In the era of globalization, the recruitment policy should be flexible and proactive, to adapt market changes.
- Unemployment rate, labour turnover rate are to be considered. Remember, the whole process of recruitment depends on the availability of candidates in the market. For every vacant position in the company, it is not viable to spend too much of time and resources.
- Impact of availability of compensation details in the job advertisement should be considered. The wage, salary, benefits, when disclosed online, should follow the legal norms.
- Chance for negotiation will not arise. Compensation policy of the company will be known to the candidates Development
- Precautions to be taken while screening the Resume online, Keywords that discriminates gender, Age, religion to be avoided.
- Company should be selective while choosing the Site for posting the job advertisement. It should be Clear whether to post the advertisement on Company"s own website or on a job portal available

CHAPTER 2

REVIEW OF LITERATURE

Teena Saharan (2021) States that Study of Talent acquisition has evolved in different forms from attracting personal applications to getting connected with talented candidates through social networking sites. Recruitment through social networking platforms is putting a significant contribution in analyzing and hiring the right and best talent for an opening, and companies can't just ignore the potential and influence of these media platforms. These social platforms connect companies to potential hires and increase visibility by getting them connected to a huge audience. The future of recruitment lies in social media and companies cannot just ignore their presence due to prevailing challenges. It is important to find out viable solutions to the challenges organizations facing while using social media platforms in talent acquisition.

Seema Wadhawan, Nidhi Gupta (2020) States that Advancement in technology has led to adoption of Digitalized platforms for recruitment. Hiring in the current age is Candidate driven. Competitive success of organizations has made It imperative for the recruiters to draw right talent. A vital Appropriate digitalized professional social networking platform Facilitates the recruiters to connect personally and professionally.

Dhyana Paramita (2020) States that trend of changing technology has affected different sectors including human resources in the process of recruitment and selection. Different technology solutions offer various benefit for recruitment practices especially in terms of efficiency outcome while it seems to overlook the relationship outcomes. Whether or not to have a balance approach depends on how a firm views their own recruitment process

Sajjad Hosain, Abu Hena Mohammad Manzurul Arefin, Md Hossin (2020) States that Study of Electronic recruitment (E-recruitment) has become a common phenomenon due to the increasing utilization of information technology by the human resource departments in many organizations around the world. we can also observe the integration of social media as a part of e-recruitment although the practice is limited

Girish Keshav Palshikar, Rajiv Srivastava, Sachin Pawar, Swapnil Hingmire, Ankita Jain, Saheb Chourasia, Mahek Shah (2019) States that Study of Talent Acquisition (TA) personnel ends up processing half a million-candidate profiles having multiple technical and domain skills. The scale and tight timelines of operations lead to possibility of suboptimal talent selection due to misinterpretation or inadequate technical evaluation of candidate profiles. Such recruitment process implementation due to manual, biased, and subjective evaluation may result in a lower job and organizational fit leading to poor talent quality. With the increased adoption of data and text mining technologies, the recruitment processes are also being reimagined to be effective and efficient. The major information sources, viz., candidate profiles, the Job Descriptions (JDs), and TA process task outcomes, are captured in the eHRM systems

R Anita (2019) States that Study of Recruiting and Talent acquisition are undergoing a rapid disruption and challenging the companies to attract the right talented individuals or re-recruit the employees every day. Organisation success largely depends on having right people on the right job so that formulated business strategy can be implemented. Hence, the organisations that implement the talent acquisition strategy which are effective are the ones that are successful while the companies that have bad hires will result in reducing of profits. There is a great transformation from just recruitment to talent acquisition. Companies are embracing new technology advances like Artificial Intelligence, big data analytics and others technologies to reduce the time of sourcing candidates and recruit skilled and talented candidates.

Sajin Jose (2019)States that Study of Talent acquisition and recruitment are the undergoing processes that also essential for the organization, but it also created challenges for the company to leverage the social network, aggressively market their employment brand and recruit employee every day. In order to ensure itself successfully, it is essential for the company to constantly attract the new talent and recruit the Talent that is already in the plan. In respect to this, the traditional staffing team replaced by the strategic talent acquisition function by making focus on building on employment brand, Sourcing people in a new place with the help of social media tool,

creating an opportunity for the internal candidates and leveraging the use network of referral by making relationship within the company

Belinda Prakash, Anindita Chatterjee Rao (2019) States that Study of Talent acquisition in a strategic approach, the online talent portals are incorporating corporate culture, from the traditional approach of hiring actors to the online hiring portals. The industry has experienced a change by influencing and inspiring skilled aspirants with a strategic approach to online talent aggregation. Acting industry is building on the ability to sustain critical responses of a large data base successfully with great understanding of technological platforms and creating a user friendly experience for employment

Debolina Dutta, Bishakha Majumdar(2019) States that Study of Talent acquisition is crucial to convert organizational resources into valued outcomes. Technology has revolutionized the way traditional modes of talent acquisition operate, by facilitating hiring through social media and online job portals, automatizing the scanning of recruitment data, and using online skill assessment tools. E-recruitment are automating the recruitment process, thereby ensuring need-supplies and demand-abilities fit of a candidate with the organization. These developments are making the recruitment process efficient, while facilitating better talent search outcomes for the organization.

Mohammed Abdul-Latif, Frank Boateng, Bilal Eneizan (2019) States that Study of E-Recruitment has made the job and the search for candidates very cheap and easy compared to traditional methods and has therefore achieved rapid success. The use of Social Network sites particularly LinkedIn to recruit HR professionals. Most successful Social Network sites is LinkedIn due to the ability of job seekers to be specifically targeted and selected from the brand's followers, connections, or supporters. It was found out that, organizations needs leverage social networking sites to strengthen corporate values messages.

Piana Monsur Mindia, Md. Kazimul Hoque (2018) Analysed the effect about how e-recruitment and Internet is influencing the recruitment process of multinational companies. The study reveals that the Traditional methods of recruitment had been revolutionized by the advent of the Internet. E-recruitment has Changed the way jobs are applied for and has become so simple that anyone can do it. The Internet and e-

Recruitment therefore face a very bright future. The authors suggested that the traditional methods should not Be replaced by the e-recruitment, it should supplement, as e- recruitment helps to reduce the cost and time And also to easily recruit to the staffs.

Robert E Ployhart, Jeff A Weekley, Julian Dalzell (2018) States that Talent is one of the most important strategic resources in the modern economy: it is the resource that creates economic growth through exceptional innovation, service, and performance. But talent is scarce, and finding the right talent, in the right place, and at the right time, is challenging. Talent is not distributed evenly within and across borders. Hence, generating a competitive advantage in the modern economy is dependent on identifying, attracting, hiring, and retaining the talent needed to implement a firm's strategy.

Y Prakash (2018) States that the corporate career website, commercial websites, and social media are widely used in recruitment process throughout the world. An analytical research provides factual inquiry on trends in e-recruitment and selection practices globally. E-recruitment process include restriction on use of social media, content on the digital application, too much information about the candidate, and efficiency in response time is too low. Commercial websites and social networking sites are key to the recruiter in reduction of recruitment process due to usage of e-recruitment and selection practices

Bonet, R., & Hamori, M (2017) States that Filling open positions can Only result in hiring mediocre and terrible candidates. Only an effective talent acquisition strategy with a long-Term view can result in right talent at the right time. A Comprehensive strategy for recruitment is incomplete Without productive methods for hiring talent but only a fusion of traditional and contemporary hiring techniques can result in fool proof talent acquisition

Gloria Phillips-Wren, Ralph Doran, Kristen Merrill (2016) States that Study of talent acquisition process involves complex interactions between potential job seekers and the enterprises that seek to ultimately employ them. Although both parties are aligned to produce an optimal outcome, the emergence of social media technologies and a

workforce adept at using them offers new challenges for companies. Social media strategies provide opportunities for companies to reach out to today's job seekers by using new types of engagement through direct contact and personalization.

Priyanka John Attupuram, AH Sequeira, Sivakumar Gopala Krishnan(2015) States that the increased competitiveness in the recruitment market has led to organizations spending more time, effort and resources on developing their talent acquisition strategy. In order to attain company objectives, it is essential to recruit people with requisite skills, qualification and experience keeping the present and future requirements in mind. Competition among business organizations for recruiting the best potential has increased focus on innovation, and management decision making. Selectors aim to recruit only the best candidates who would suit the corporate culture, ethics and climate specific to the organization. Talent is a big challenge even in India where unemployment is so high.

According to Rachael W Kihara (2015) Most crucial sources of competitive advantage is based on human resource efforts through attracting and retaining talented individuals. Automating the recruitment processes helps companies in implementing the best practices of recruitment and hiring the best talent available in the market. E-recruitment allows for better targeting of candidates than advertising in general newspapers, resulting in a greater availability of qualified applicants

Kulwinder Singh, Sheetal Sharma (2014) States that Job seekers are increasingly using platforms like LinkedIn, Twitter and Pinterest to contact recruiters. Recruiters are forming various groups and forums on these platforms to headhunt candidates across various geographies. The penetration of social media in recruitment is fuelled by increasing number of internet users, the shortened cycle and tight deadlines for completing the selection process. Decrease in the usage of traditional ways of hiring and the convenience social media bring to the selection process. Looking at the flip side, screening of candidates via social profiles can be time consuming and misleading

Dr. Ankita Jain and Ankita Goyal (2014) States that E-recruitment strategies used by the organisation such as Job Portal and In-Build websites to hire the candidates. Usually Job Portal is preferred as it helps in getting a pool of potential candidates in

their organization that permits to post the job requirement for the vacancies to be filled and to advertise the company's brand name on the portal.

Zahra Afshar, Marjan Fayyazi (2014) States that e-recruiting is one of the most successful e-commerce applications as a method for quickly reaching a large pool of the potential job seekers. The capability of advanced e-recruiting tools has enabled recruiters to quickly identify and hire qualified candidates, and to build ongoing relationships with prospective employees.

Vaishali Lal, Shruti Aggarwal (2013) States that Study of E-recruitment has become popular both among the employers as well as job seekers. Monster, Yahoo! HotJobs and CareerBuilder are some of the premier job sites among them. Many of us are registered with one or more of the social networking sites like Facebook, LinkedIn, Twitter, etc. With the growing popularity of social media sites like LinkedIn, Facebook and Twitter, as well as lesser-known sites like Upspring, Perfect Business professional networking with the use of social media as a recruitment tool is much more famous and in fashion now a days .The companies use the social networking sites for finding talented professionals. There have been reports that the social networking sites have already dented the business of jobsites like monster. Com. The social networking sites are gaining popularity as a source of recruitment as they offer better solutions as compared to the job sites

Pavitra Dhamija(2012) States 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. The e-recruitment methods and systems have helped to reduce much of the routine administrative tasks involved in recruitment

Avinash S Kapse, Vishal S Patil, Nickil V Patil (2012) States that Study of traditional method of recruitment has been revolutionized by the influence of the Internet. Hence In the last decade, the use of Internet has dramatically changed the face of HR recruitment and the ways organizations think about the Recruiting methods. In the next coming years, online recruitment and hiring new candidate is continued their explosion and Growth. Presently, e-recruitment has been adopted in many organizations like large

organizations as well as in small Size companies, Even Most organizations are already using e-recruitment to post jobs and accept Resumes on the Internet, and correspond with the applicants by e-mail. It brings the benefits to the organizations

H Kristl Davison, Catherine Maraist, Mark N Bing(2011) States that Internet has changed many HumanResource (HR) practices, and techniques such as online jobpostings and testing have become quite common in HR. the use of social networking websites such asFacebook, My Space, LinkedIn, and Twitter for recruiting,hiring, or terminating individuals is relatively new, buttheir use for these purposes is clearly growing whileresearch on these practices is lacking. Many questions about using these sites for HR practice have yet to beaddressed, including questions about the validity and use-fulness of information obtained on these sites, applicantperceptions of employers' use of these sites, and thelegality of using these sites, among other

According to Linda Barber (2006) Internet has caused the largest change to the recruitment landscape in the past decade acting as a could built between employers and job seekers. Technology has enabled corporate websites, suppliers and job seekers to become more sophisticated, interactive and to connect globally 24 hours a day, 7 days a week

CHAPTER 3

RESEARCH METHODOLOGY

3.1 RESEARCH DESIGN

A research design is considered as the framework or plan for a study that guides as well as helps the data collection and analysis of data.

3.1.1 Descriptive Research Design

Descriptive research is a study designed to depict the participants in an accurate way. More simply put, descriptive research is all about describing people who take part in the study.

3.2 SOURCES OF DATA

3.2.1 Primary Data

Primary data, by contrast, are collected by the investigator conducting the research.

3.2.1.1 Questionnaire

The questionnaire tried to capture the responses of the employees mainly on the key Deliverables, derived from the survey conducted, and a few questions have been included to gauge the level of satisfaction and to gain insight into employees Expectations.

3.2.2 Secondary Data sources

Secondary data refers to data that was collected by someone other than the user. Common sources of secondary data for Journal, Books, Websites, organisational Records and data that was originally collected for other research purposes.

3.3 STRUCTURE OF QUESTIONNAIRE

There are two broad types of questions open ended or open questions, and closed ended or closed questions. Open questions enable respondents to answer as they wish. Closed questions provide respondents with a list of options from which they choose

3.4 SAMPLING TECHNIQUE

3.4.1 Convenience sampling method

A convenience sample is one of the main types of non-probability sampling methods. A convenience sample is made up of people who are easy to reach.

3.5 PERIOD OF STUDY

The period of study is from January 2021 TO March 2021 which is a three months of study.

3.6 ANALYTICAL TOOLS

The analytical tools used are spss for testing the hypothesis, Chi Square test in spss tool .

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

4.1 PERCENTAGE ANALYSIS

Table 4.1.1: Gender of the respondents

S.NO	Particulars	NO.of Respondent	Percentage
1	Male	30	27.27
2	Female	80	72.73
TOTAL		110	100

Source: Primary data

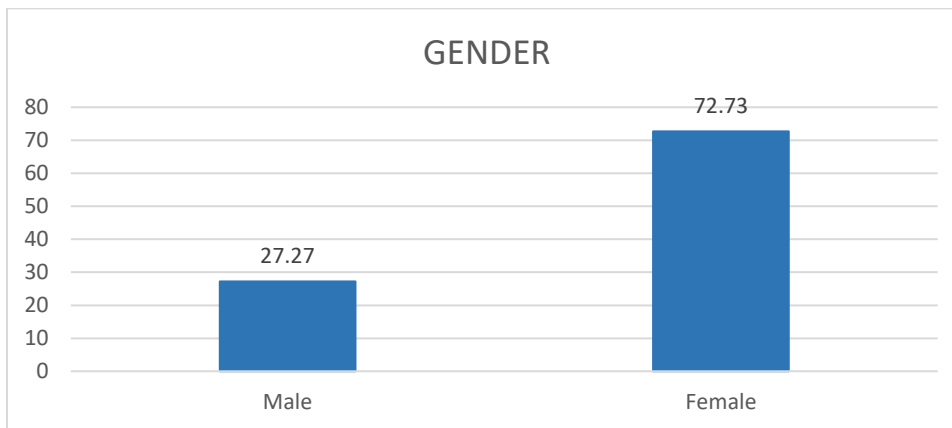


Chart 4.1.1: Gender of the respondents

INTERPREATION:

From the above table it is interpreted that the number of male respondents are 27.27% and female respondents are 72.73%

INFERENCE:

Majority (72.73%) of the respondents are Female

Table 4.1.2: Age of the respondents

S. NO	Particulars	No.of Respondent	Percentage
1	21-24	59	53.64
2	25-34	45	40.91
3	35-44	6	5.45
4	Above 45	0	0
TOTAL		110	100

Source: Primary data

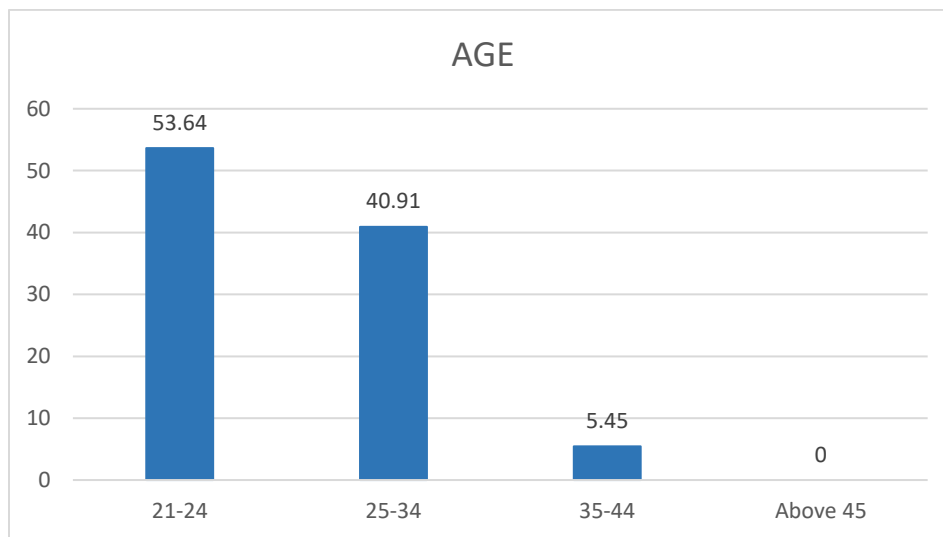


Chart 4.1.2: Age of the respondents

INTERPREATION:

From the above table it is interpreted that the number of respondents between 21-24 are 53.64% ,25-34 are 40.91% and 35-44 are 5.45%

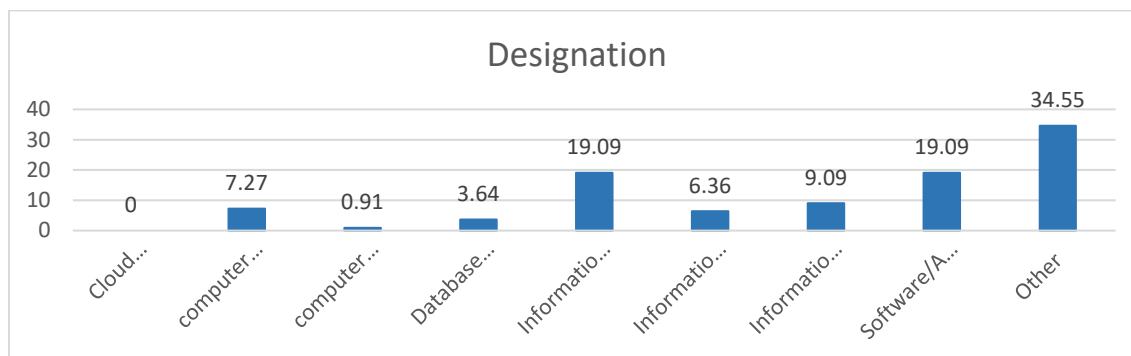
INFERENCE:

Majority (53.64%) of the respondents fall in age category of 21-24 years

Table 4.1.3: Designation Of Respondents

S. NO	Particulars	NO.of Respondent	Percentage
1	Cloud Coumputing Engineer	0	0
2	computer Network Specialist	8	7.27
3	computer Support specialist	1	0.91
4	Database Adiministrator	4	3.64
5	Information Technology Analyst	21	19.09
6	Information Technology Leadership	7	6.36
7	Information Security Specialist	10	9.09
8	Software/Application Developer	21	19.09
9	Other	38	34.55
TOTAL		110	100

Source: Primary data

**Chart 4.1.3: Designation Of Respondent****INTERPREATION:**

From the above table it is interpreted that the number of respondents designation are 7.27% are Computer Network Specialist , 0.91 % are Computer Support Specialist , 3.64% are Database Administrator , 19.09 % are Information Technology Analyst , 6.36% are Information Technology Leadership , are 9.09 % Information Security Specialist, 19.09 %Software/Application Developer and 34.55% are other

INFERENCE:

Majority (34.55%) of the respondents are working from other designation.

Table 4.1.4: Martial Of Respondents

S. NO	Particulars	NO.of Respondent	Percentage
1	Married	24	21.82
2	Un Married	86	78.18
TOTAL		110	100

Source: Primary data

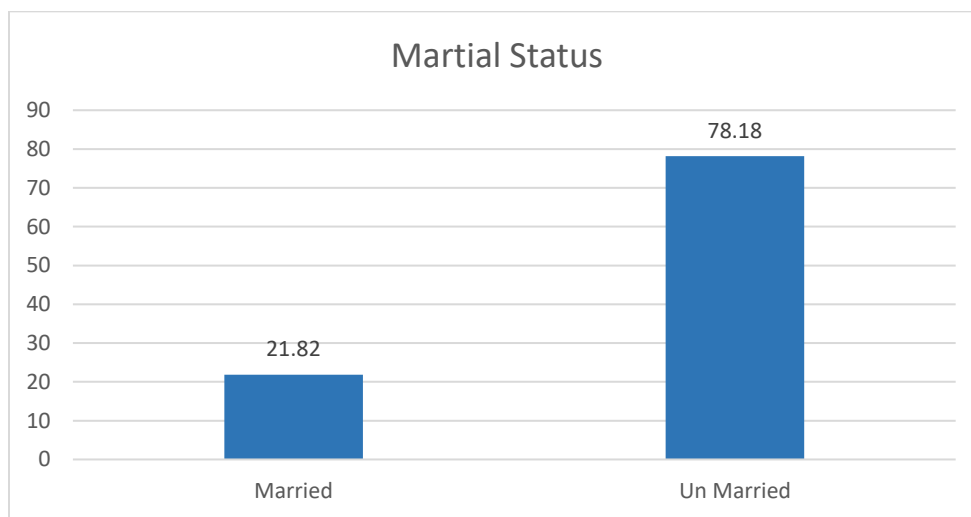


Chart 4.1.4: Martial Of Respondents

INTERPREATION:

From the above table it is interpreted that the number of Married respondents are 21.82% and Un Married respondents are 78.18%

INFERENCE:

Majority (78.18%) of the respondents are Un Married

Table4.1.5 E-recruitment method currently followed

S. NO	Particulars	NO.of Respondent	Percentage
1	Sourcing Potential Candidate on Social Media Platforms	4	3.6
2	Applicant Tracking System	5	4.5
3	Interviewing Candidates Online via Video Conferencing Software	19	17.3
4	Creating a Job Boards to Advertise Job Offerings	5	4.5
5	Offline Mode	19	17.3
6	Applicant tracking system Creating a job boards to advertise job offerings	1	1
7	Applicant tracking system Interviewing candidates online via video conferencing software	10	9.1
8	Applicant tracking system Interviewing candidates online via video conferencing software Creating a job boards to advertise job offerings	11	10
9	Interviewing candidates online via video conferencing software Creating a job boards to advertise job offerings	2	1.8
10	Interviewing candidates online via video conferencing software Offline Mode	1	1
11	Sourcing potential candidate on social media platforms Applicant tracking system	3	2.7
12	Sourcing potential candidate on social media platforms Applicant tracking system Creating a job boards to advertise job offerings	1	1
13	Sourcing potential candidate on social media platforms Applicant tracking system Creating a job boards to advertise job offerings Offline Mode	1	1
14	Sourcing potential candidate on social media platforms Applicant tracking system Interviewing candidates online via video conferencing software	18	16
15	Sourcing potential candidate on social media platforms Applicant tracking system Interviewing candidates online via video conferencing software Creating a job boards to advertise job	6	5.5

	offerings		
16	Sourcing potential candidate on social media platforms Interviewing candidates online via video conferencing software	3	2.7
17	Sourcing potential candidate on social media platforms Offline Mode	1	1
TOTAL		110	100

Source: Primary data

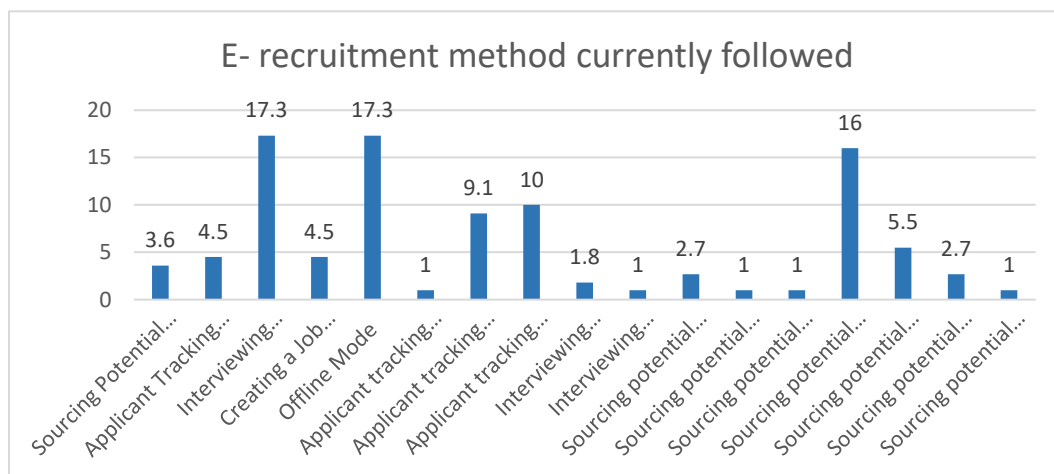


Chart 4.1.5 E-recruitment method currently followed

INTERPREATION:

From the above table it is interpreted that the 3.6% conveyed Sourcing Potential Candidate on Social Media Platforms ,4.5% conveyed Applicant Tracking System ,17.3% conveyed Interviewing Candidates Online via Video Conferencing Software,4.5% conveyed Creating a Job Boards to Advertise Job Offerings,17.3% conveyed Offline Mode 1.00% conveyed Applicant tracking system | Creating a job boards to advertise job offerings,9.1% conveyed Applicant tracking system | Interviewing candidates online via video conferencing software,10.00% conveyed Applicant tracking system | Interviewing candidates online via video conferencing software | Creating a job boards to advertise job offerings,1.8% conveyed Interviewing candidates online via video conferencing software | Creating a job boards to advertise job offerings ,1.00% conveyed Interviewing candidates online via video conferencing

software | Offline Mode, 2.7% conveyed Sourcing potential candidate on social media platforms | Applicant tracking system,1.00% conveyed Sourcing potential candidate on social media platforms | Applicant tracking system | Creating a job boards to advertise job offerings,1.00% conveyed Sourcing potential candidate on social media platforms | Applicant tracking system | Creating a job boards to advertise job offerings | Offline Mode,16.00% conveyed Sourcing potential candidate on social media platforms | Applicant tracking system | Interviewing candidates online via video conferencing software,5.5% conveyed Sourcing potential candidate on social media platforms | Applicant tracking system | Interviewing candidates online via video conferencing software| Creating a job boards to advertise job offerings,2.7% conveyed Sourcing potential candidate on social media platforms | Interviewing candidates online via video conferencing software,1.00% conveyed Sourcing potential candidate on social media platforms | Offline Mode

INFERENCE:

Majority (17.3%) of the respondents conveyed Interviewing Candidates Online via Video Conferencing Software and Offline Mode for E- recruitment method currently followed

Table4.1.6 Best Social networking website used for E-recruiting

S. NO	Particulars	NO.of Respondent	Percentage
1	LinkedIn	72	65.45
2	Monster India	5	4.55
3	TimesJobs.com	1	0.91
4	Indeed.com	9	8.18
5	Freshersworld.com	6	5.45
6	Twitter	3	2.73
7	Facebook	3	2.73
8	Instagram	11	10
TOTAL		110	100

Source: Primary data

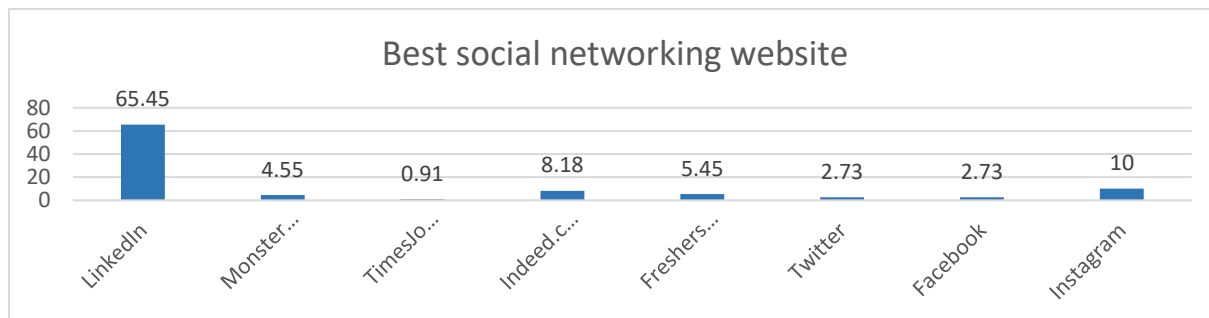


Chart 4.1.6 Best Social networking website used for E-recruiting

INTERPREATION:

From the above table it is interpreted that the 65.45% conveyed LinkedIn ,4.55 % conveyed Monster India ,0.91% conveyed TimesJobs.com , 8.18 %conveyed Indeed.com, 5.45% conveyed Freshersworld.com, 2.73% conveyed twitter ,2.73%conveyed Facebook,10.00% conveyed Instagram

INFERENCE:

Majority (65.45%) of the respondents conveyed LinkedIn is a Best social networking Website to used for E-recruiting

Table 4.1.7 Time period of using the E-recruitment sites

S.NO	Particulars	NO.of Respondent	Percentage
1	Less than a year	32	29.09
2	1-3 years	35	31.82
3	3-5 years	31	28.18
4	5 years and above	12	10.91
TOTAL		110	100

Source: Primary data

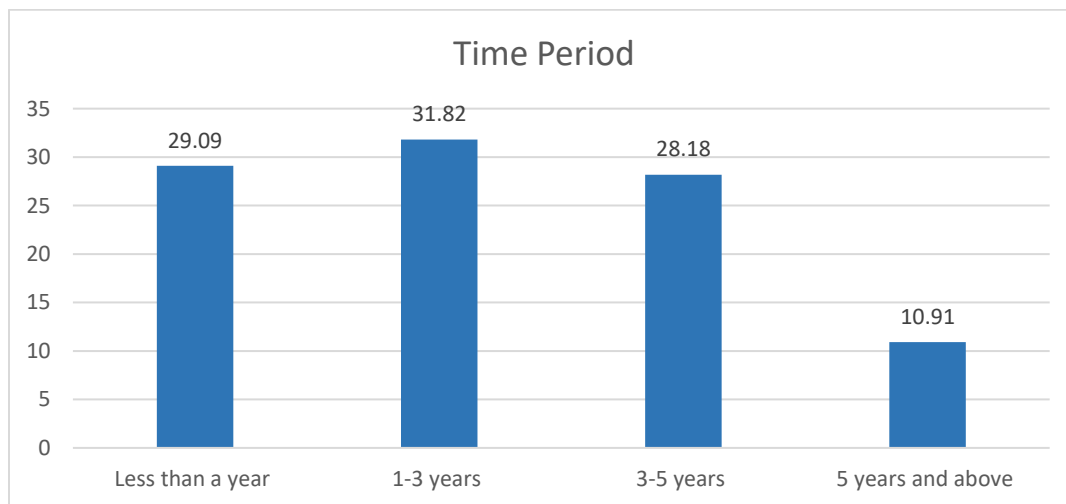


Chart 4.1.7 Time period of using the E-recruitment sites

INTERPREATION:

From the above table it is interpreted that the 29.09% conveyed Less than a year , 31.82% conveyed 1-3 years ,28.18% conveyed 3-5 years , 10.91 % conveyed 5 years and above .

INFERENCE:

Majority (31.82%) of the respondents are using the E-recruitment sites for 1-3 years

Table4.1.8 Usage of E-recruitment site

S.NO	Particulars	NO.of Respondent	Percentage
1	Always	11	10
2	Most of the time	36	32.73
3	Depending on the level of job opening	42	38.18
4	Rarely	18	16.36
5	Never	3	2.73
TOTAL		110	100

Source: Primary data

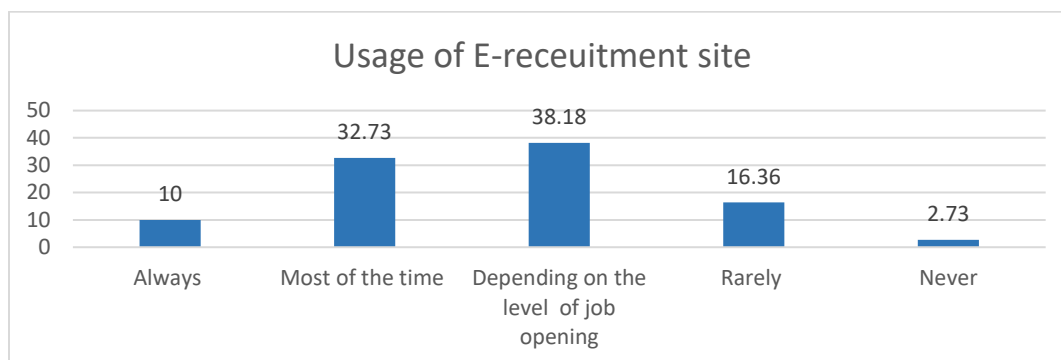


Chart 4.1.8 Usage of E-recruitment site

INTERPREATION:

From the above table it is interpreted that the 10.00% conveyed Always ,32.73 % conveyed Most of the time ,38.18% conveyed Depending on the level of job opening , 16.36 %conveyed Rarely, 2.73% conveyed Never for usage of E-recruitment site

INFERENCE:

Majority (38.18%) of the respondents conveyed Depending on the level of job opening for usage of E-recruitment site

Table4.1.9 Applying through job portals and social media is more accessible to the candidates

S.NO	Particulars	NO.of Respondent	Percentage
1	Yes	101	91.82
2	NO	9	8.18
TOTAL		110	100

Source: Primary data

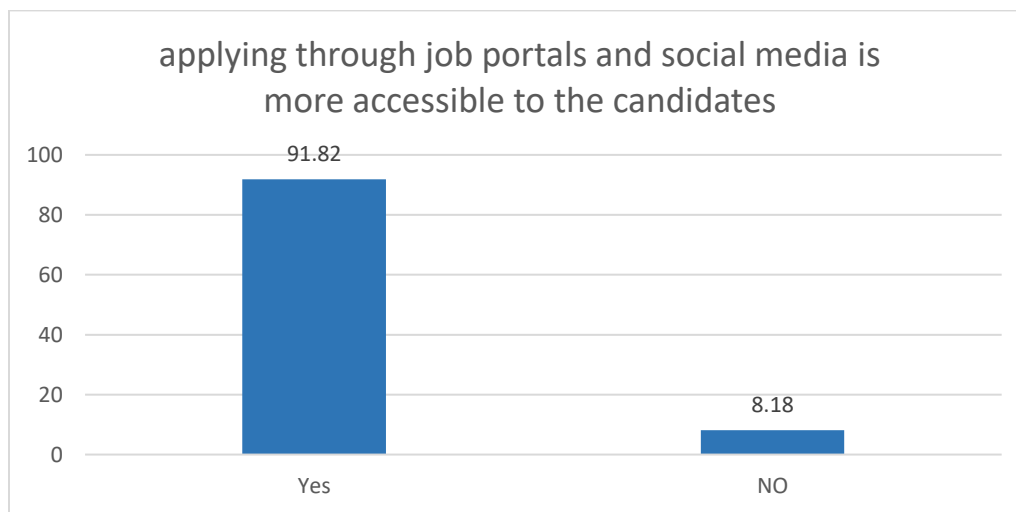


Chart 4.1.9 Applying through job portals and social media is more accessible to the candidates

INTERPREATION:

From the above table it is interpreted that the 91.82% conveyed yes , 8.18% conveyed No for applying through job portals and social media is more accessible to the candidates

INFERENCE:

Majority (91.82%) of the respondents conveyed Agree for applying through job portals and social media is more accessible to the candidates

Table 4.1.10 Reasons organization use E-recruitment

S.NO	Particulars	NO.of Respondent	Percentage
1	Cost reduction	19	17.27
2	Time efficient	62	56.36
3	Accessibility to broader pool	10	9.1
4	Attract more qualified candidate	11	10
5	Others	8	7.27
TOTAL		110	100

Source: Primary data

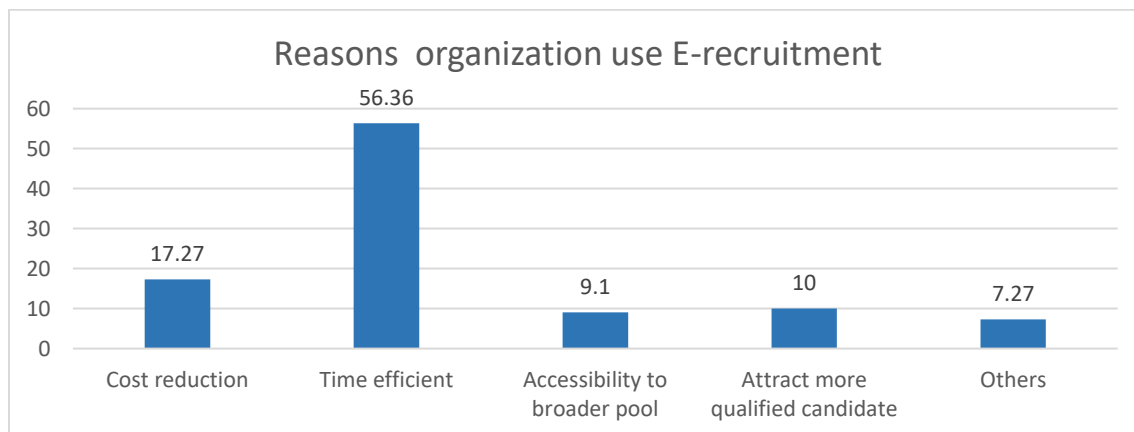


Chart 4.1.10 Reasons organization use E-recruitment

INTERPREATION:

From the above table it is interpreted that the 17.27% conveyed cost reduction , 56.36% conveyed Time efficient ,9.1% conveyed Accessibility to broader pool , 10.00 % conveyed Attract more qualified candidate ,7.27% conveyed others

INFERENCE:

Majority (56.36%) of the respondents conveyed Time efficient is a reason for organization use E-recruitment .

Table 4.1.11 Achieve an Effective recruitment process by using E-recruitment

S.NO	Particulars	NO.of Respondent	Percentage
1	Yes	90	81.82
2	NO	20	18.18
TOTAL		110	100

Source: Primary data

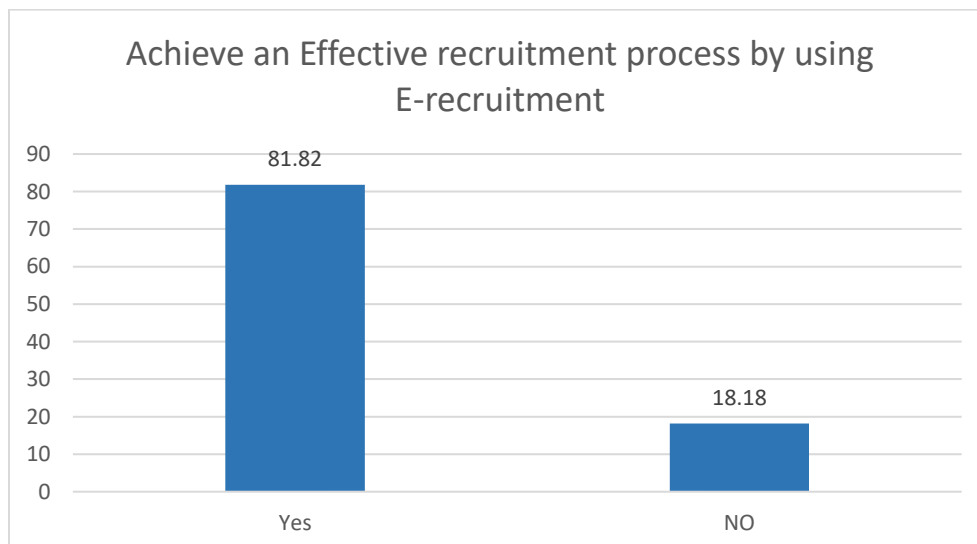


Chart 4.1.11 Achieve an Effective recruitment process by using E-recruitment

INTERPREATION:

From the above table it is interpreted that the 81.82% conveyed yes , 18.18% conveyed No

INFERENCE:

Majority (81.82%) of the respondents conveyed E-recruitment achieve an effective recruitment process

Table 4.1.12 E - recruitment saves time and reduces the selection cost

S.NO	Particulars	NO.of Respondent	Percentage
1	strongly agree	25	22.73
2	Agree	67	60.9
3	Neutral	16	14.55
4	Disagree	2	1.82
5	Strongly disagree	0	0
TOTAL		110	100

Source: Primary data

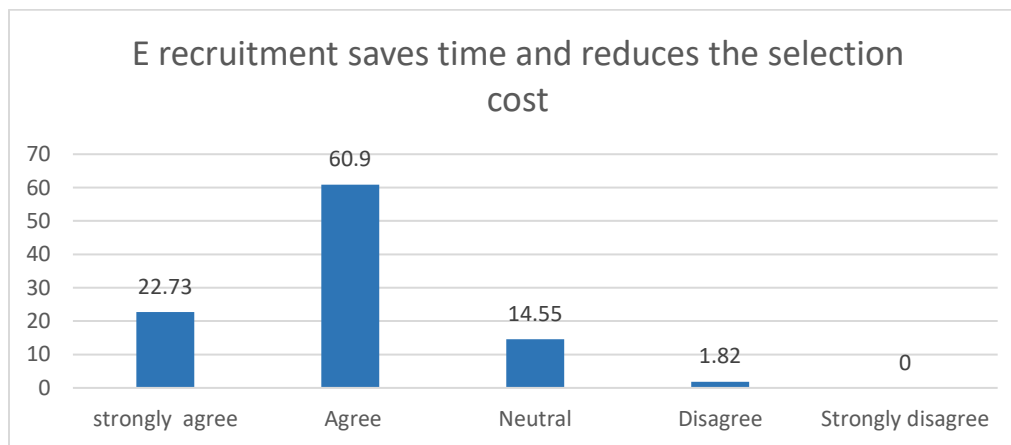


Chart 4.1.12 E- recruitment saves time and reduces the selection cost

INTERPREATION:

From the above table it is interpreted that the 22.73% conveyed Strongly Agree , 60.9% conveyed Agree ,14.55% conveyed Neutral , 1.82 % conveyed Disagree for E recruitment saves time and reduces the selection cost

INFERENCE:

Majority (60.9%) of the respondents conveyed Agree for E recruitment saves time and reduces the selection cost

Table 4.1.13 E-recruitment is the fastest mode to apply for jobs

S.NO	Particulars	NO.of Respondent	Percentage
1	strongly agree	19	17.27
2	Agree	70	63.64
3	Neutral	18	16.36
4	Disagree	3	2.73
5	Strongly disagree	0	0
TOTAL		110	100

Source: Primary data

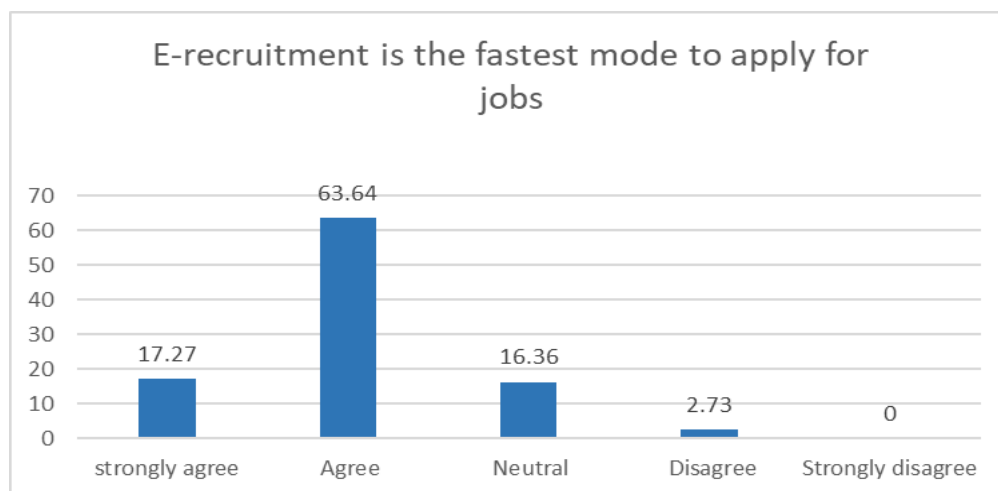


Chart 4.1.13 E-recruitment is the fastest mode to apply for jobs

INTERPREATION:

From the above table it is interpreted that the 17.27% conveyed Strongly Agree , 63.64% conveyed Agree ,16.36 % conveyed Neutral , 2.73 % conveyed Disagree for E-recruitment is the fastest mode to apply for jobs

INFERENCE:

Majority (63.64%) of the respondents conveyed Agree for E-recruitment is the fastest mode to apply for jobs

Table 4.1.14 competitive market E-recruitment plays a vital role for bringing success of the organization

S.NO	Particulars	NO.of Respondent	Percentage
1	strongly agree	13	11.82
2	Agree	61	55.45
3	Neutral	33	30
4	Disagree	3	2.73
5	Strongly disagree	0	0
TOTAL		110	100

Source: Primary data

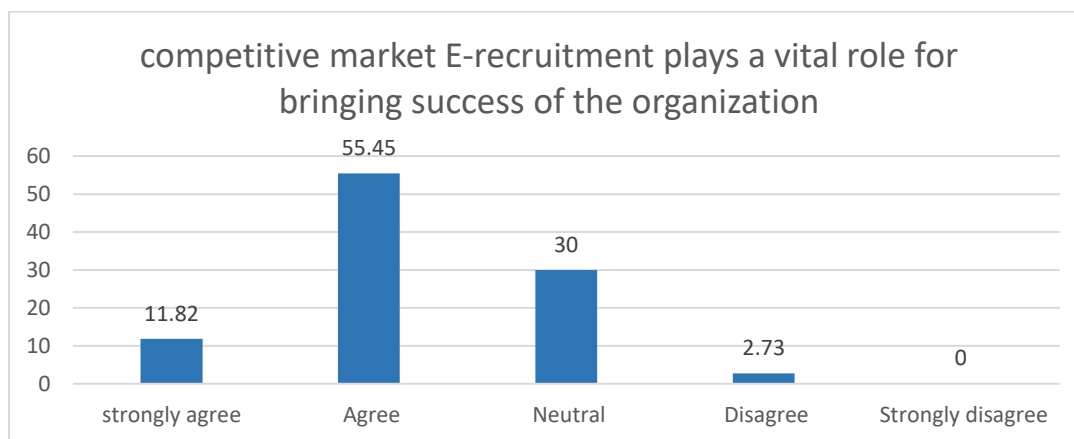


Chart 4.1.14 competitive market E-recruitment plays a vital role for bringing success of the organization

INTERPREATION:

From the above table it is interpreted that the 17.27% conveyed Strongly Agree , 63.64% conveyed Agree ,16.36 % conveyed Neutral , 2.73 % conveyed Disagree for E-recruitment is the fastest mode to apply for jobs

INFERENCE:

Majority (63.64%) of the respondents conveyed Agree for E-recruitment plays a vital role for bringing success of the organization

Table 4.1.15 Qualified candidate only hire through E- recruitment

S.NO	Particulars	NO.of Respondent	Percentage
1	strongly agree	6	5.45
2	Agree	56	50.91
3	Neutral	37	33.64
4	Disagree	11	10
5	Strongly disagree	0	0
TOTAL		110	100

Source: Primary data

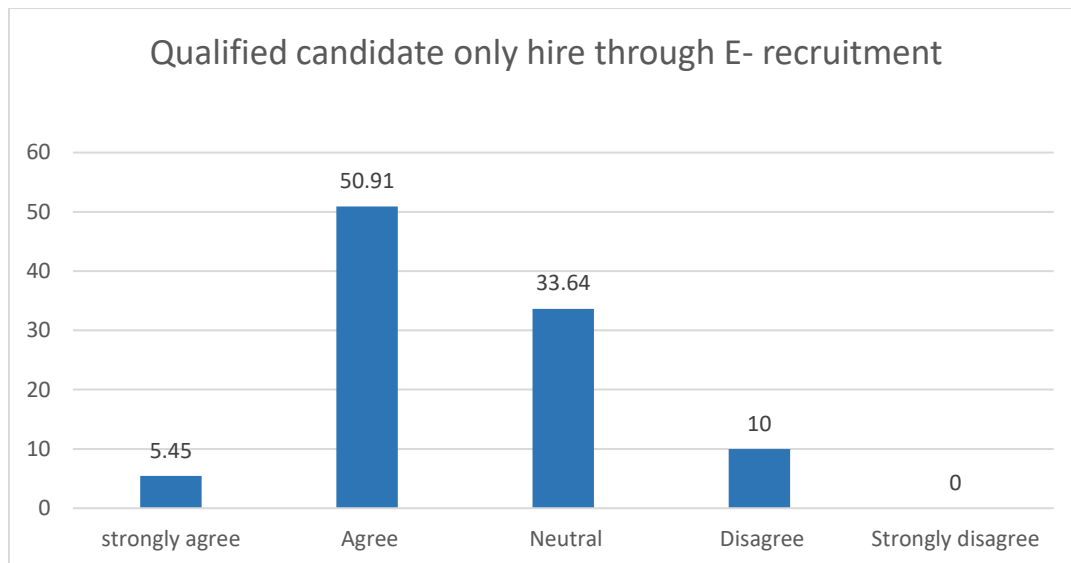


Chart 4.1.15 Qualified candidate only hire through E- recruitment

INTERPREATION:

From the above table it is interpreted that the 5.45% conveyed Strongly Agree , 50.91% conveyed Agree ,33.64 % conveyed Neutral ,10.00 % conveyed Disagree for Qualified candidate only hire through E- recruitment

INFERENCE:

Majority (50.91%) of the respondents conveyed Agree for Qualified candidate only hire through E- recruitment

Table 4.1.16 E-recruitment reduces the level of human efforts engaged in the Receuitment

S.NO	Particulars	NO.of Respondent	Percentage
1	Excellent	21	19.09
2	Good	69	62.73
3	Average	17	15.45
4	Below Average	3	2.73
5	Poor	0	0
TOTAL		110	100

Source: Primary data

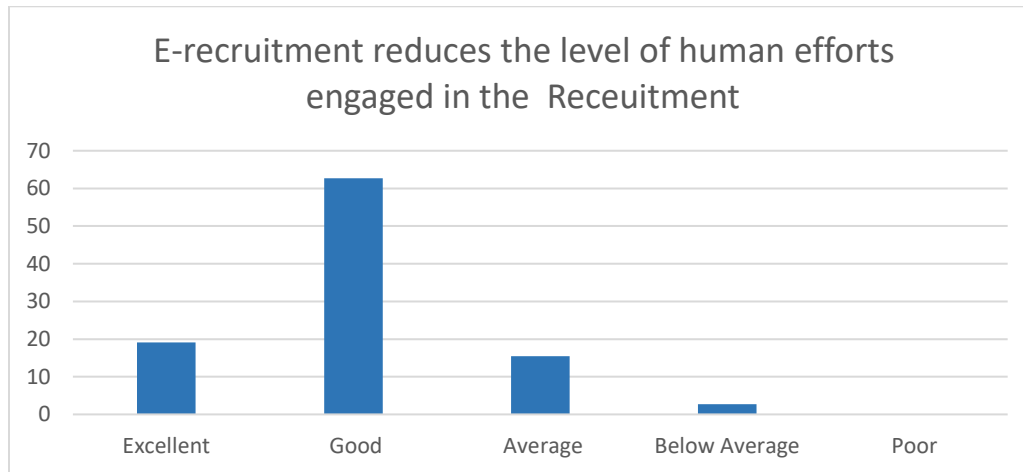


Chart 4.1.16 E-recruitment reduces the level of human efforts engaged in the Receuitment

INTERPREATION:

From the above table it is interpreted that the 19.09% conveyed Excellent , 62.73% conveyed Good ,15.45% conveyed Average,2.73% conveyed Below Average for E-recruitment reduces the level of human efforts engaged in the Recruitment process

INFERENCE:

Majority (62.73%) of the respondents conveyed Good for E-recruitment reduces the level of human efforts engaged in the Recruitment process

Table 4.1.17 E-recruitment is the simplest method to reach several locations Worldwide

S.NO	Particulars	NO.of Respondent	Percentage
1	strongly agree	18	16.36
2	Agree	64	58.18
3	Neutral	27	24.55
4	Disagree	1	0.91
5	Strongly disagree	0	0
TOTAL		110	100

Source: Primary data

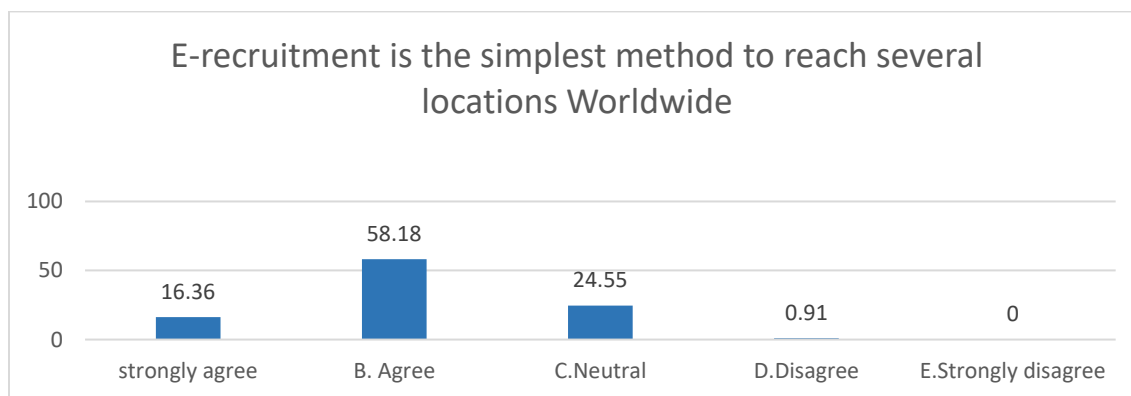


Chart 4.1.17 E-recruitment is the simplest method to reach several locations Worldwide

INTERPREATION:

From the above table it is interpreted that the 16.36% conveyed Strongly Agree , 58.18% conveyed Agree ,24.55 % conveyed Neutral ,0.91 % conveyed Disagree for E-recruitment is the simplest method to reach several locations Worldwide

INFERENCE:

Majority (50.91%) of the respondents conveyed Agree for E-recruitment is the simplest method to reach several locations Worldwide

Table 4.1.18 Online recruitment portal has made work easier as compared to The traditional recruitment

S.NO	Particulars	NO.of Respondent	Percentage
1	Excellent	20	18.17
2	Good	59	53.64
3	Average	26	23.64
4	Below Average	5	4.55
5	Poor	0	0
TOTAL		110	100

Source: Primary data



Chart 4.1.18 Online recruitment portal has made work easier as compared to The traditional recruitment

INTERPREATION:

From the above table it is interpreted that the 18.17% conveyed Excellent , 53.64% conveyed Good ,23.64% conveyed Average,4.55% conveyed Below Average for online recruitment portal has made work easier as compared to the traditional recruitment

INFERENCE:

Majority (53.64%) of the respondents conveyed Good for online recruitment portal has made work easier as compared to the traditional recruitment

Table 4.1.19 E-recruitment effectively helps applicants to find jobs easily

S.NO	Particulars	NO.of Respondent	Percentage
1	strongly agree	34	30.91
2	Agree	51	46.36
3	Neutral	21	19.09
4	Disagree	2	1.82
5	Strongly disagree	2	1.82
TOTAL		110	100

Source: Primary data

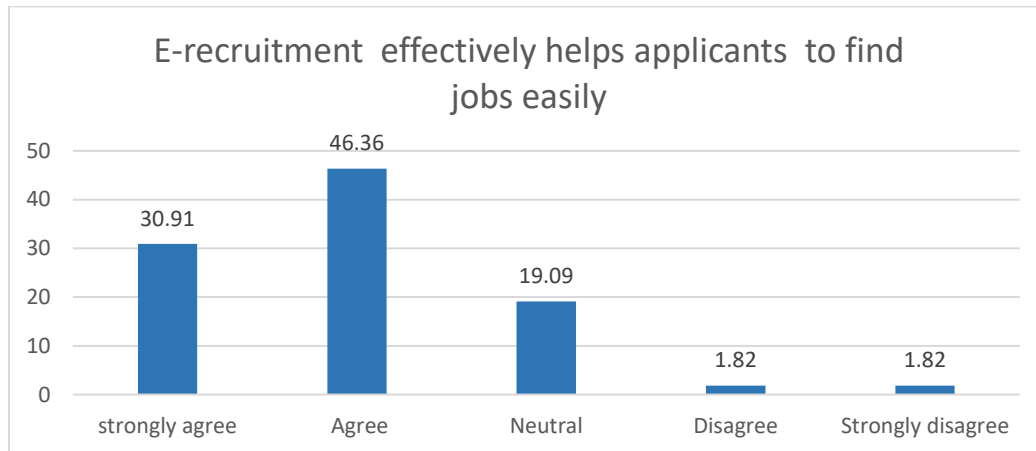


Chart 4.1.19 E-recruitment effectively helps applicants to find jobs easily

INTERPREATION:

From the above table it is interpreted that the 30.91% conveyed Strongly Agree , 46.36% conveyed Agree ,19.09 % conveyed Neutral ,1.82% conveyed Disagree ,1.82% conveyed Strongly Disagree for E-recruitment effectively helps applicants to find jobs easily

INFERENCE:

Majority (46.36%) of the respondents conveyed Agree for E-recruitment effectively helps applicants to find jobs easily

Table 4.1.20 Online job portal is easily accessible 24 hours 7 days in a week

S.NO	Particulars	NO.of Respondent	Percentage
1	Excellent	19	17.27
2	Good	66	60
3	Average	18	16.38
4	Below Average	6	5.45
5	Poor	1	0.9
TOTAL		110	100

Source: Primary data

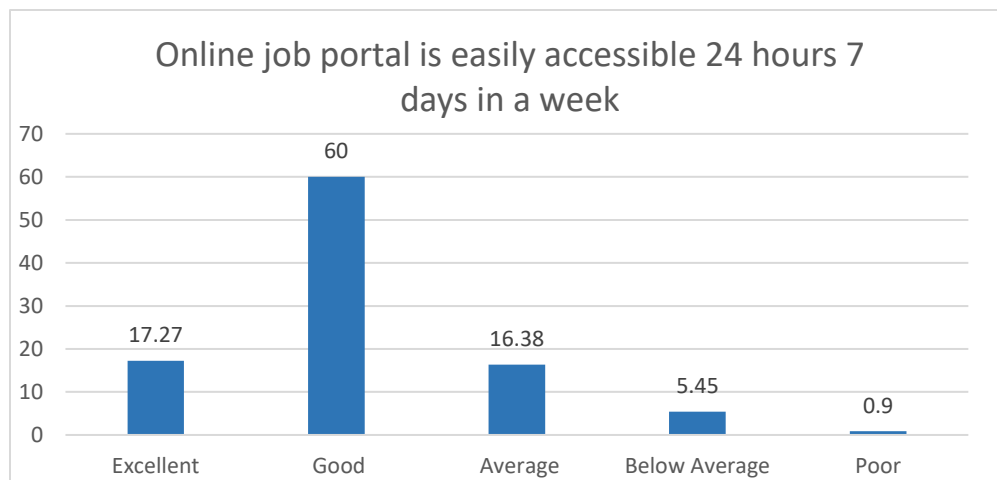


Chart 4.1.20 Online job portal is easily accessible 24 hours 7 days in a week

INTERPREATION:

From the above table it is interpreted that the 17.27% conveyed Excellent, 60.00% conveyed Good, 16.38% conveyed Average, 5.45% conveyed Below Average, 0.9% conveyed Poor for online job portal is easily accessible 24 hours 7 days in a week.

INFERENCE:

Majority (60.00%) of the respondents conveyed Good for online job portal is easily accessible 24 hours 7 days in a week.

Table 4.1.21 Online recruitment gives the best channel to attract talent Applicants

S.NO	Particulars	NO.of Respondent	Percentage
1	Excellent	11	10
2	Good	64	58.18
3	Average	31	28.18
4	Below Average	2	1.82
5	Poor	2	1.82
TOTAL		110	100

Source: Primary data

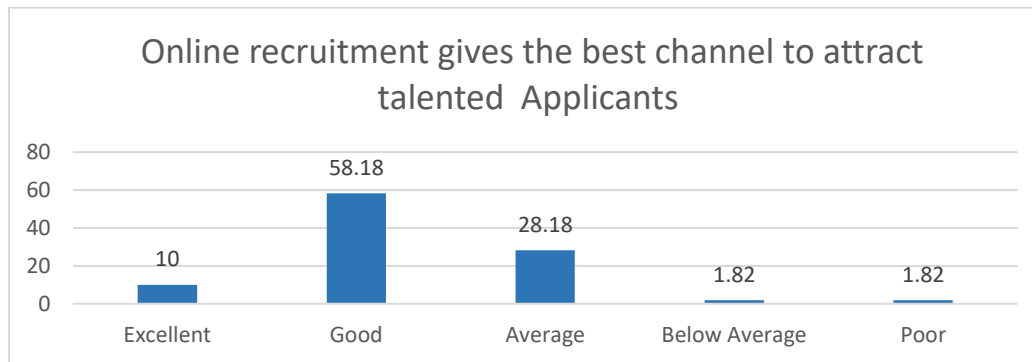


Chart 4.1.21 Online recruitment gives the best channel to attract talented Applicants

INTERPREATION:

From the above table it is interpreted that the 10.00% conveyed Excellent, 58.18% conveyed Good, 28.18% conveyed Average, 1.82% conveyed Below Average, 1.82% conveyed Poor for Online recruitment gives the best channel to attract talented Applicants.

INFERENCE:

Majority (58.18%) of the respondents conveyed Good for Online recruitment gives the best channel to attract talented Applicants.

Table 4.1.22 Managers at all levels are involved in the recruitment process to help Identify the best applicants

S.NO	Particulars	NO.of Respondent	Percentage
1	Excellent	13	11.82
3	Good	65	59.09
3	Average	32	29.09
4	Below Average	0	0
5	Poor	0	0
TOTAL		110	100

Source: Primary data

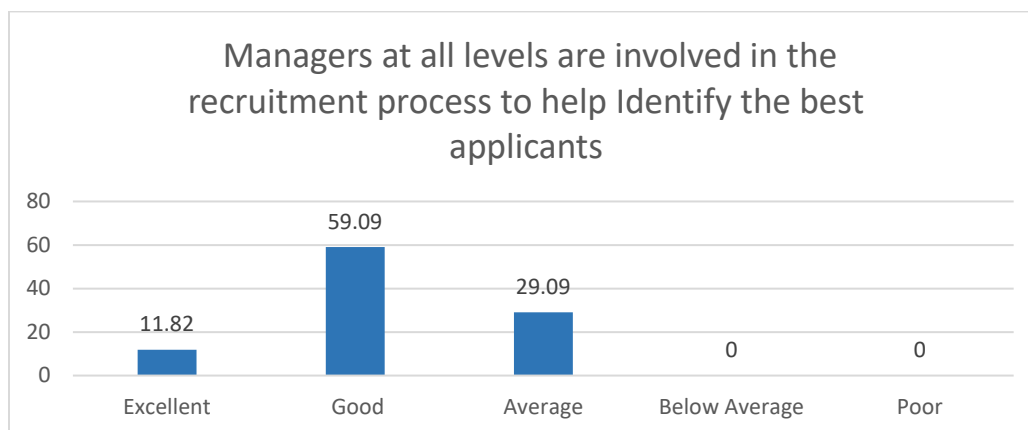


Chart 4.1.22 Managers at all levels are involved in the recruitment process to help Identify the best applicants

INTERPREATION:

From the above table it is interpreted that the 11.82% conveyed Excellent, 59.09% conveyed Good, 29.09% conveyed Average for Managers at all levels are involved in the recruitment process.

INFERENCE:

Majority (59.09%) of the respondents conveyed Good for Managers at all levels are involved in the recruitment process to help Identify the best applicants.

Table 4.1.23 Large Number application can be collected through E-recruitment

S.NO	Particulars	NO.of Respondent	Percentage
1	Excellent	17	15.45
2	Good	58	52.73
3	Average	34	30.91
4	Below Average	1	0.91
5	Poor	0	0
TOTAL		110	100

Source: Primary data

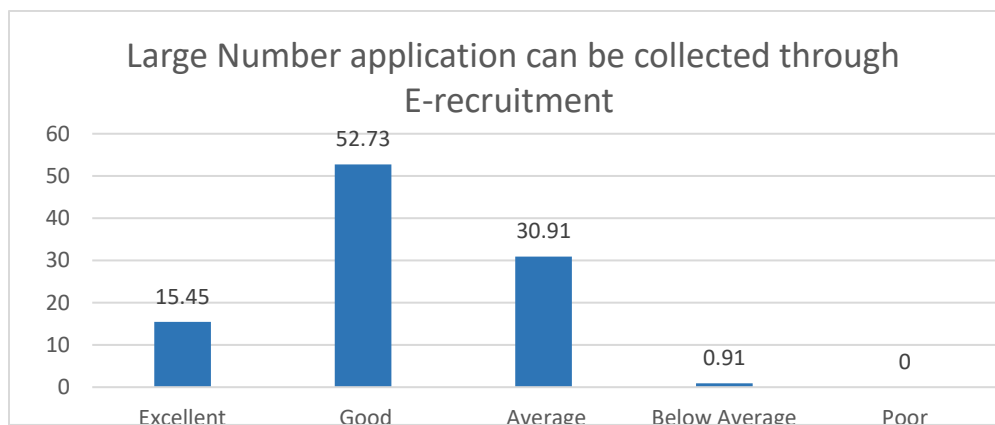


Chart 4.1.23 Large Number application can be collected through E-recruitment

INTERPREATION:

From the above table it is interpreted that the 15.45% conveyed Excellent, 52.73% conveyed Good, 30.91% conveyed Average, 0.91% conveyed Below Average for Large Number application can be collected through E-recruitment

INFERENCE:

Majority (52.73%) of the respondents conveyed Good for Large Number application can be collected through E-recruitment

4.2 Chi-square

Table 4.2.1: Table showing the significant difference between Fastest mode of E-recruitment and Designation

Null Hypothesis (H0) – There is no significant difference between Fastest mode of E-recruitment and Designation

Alternative Hypothesis (H1) - There is significant difference between Fastest mode of E-recruitment and Designation

Case Processing Summary

	Valid		Cases Missing		Total	
	N	Percent	N	Percent	N	Percent
4. Designation Of Respondent * 14. How for you agree E-recruitment is the fastest mode to apply for jobs	110	100.0%	0	0.0%	110	100.0%

Chi-Square Tests

	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	40.966 ^a	21	.006
Likelihood Ratio	39.471	21	.009
N of Valid Cases	110		

a. 25 cells (78.1%) have expected count less than 5. The minimum expected count is .03.

Source: Primary data

INTERPRETATION:

Since p value is less than 0.05 , we accept the alternate hypothesis and reject the null hypothesis. Therefore, there is an significant difference between Fastest mode of E-recruitment

Table 4.2.2: Table showing the significant difference between Qualified candidate hire through E- recruitment and Age

Null Hypothesis (H0) – There is no significant difference between Qualified candidate hire through E- recruitment and Age

Alternative Hypothesis (H1) - There is significant difference between Qualified candidate hire through E- recruitment and Age

Case Processing Summary

	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
3. Age * 16. Do you agree that Qualified candidate only hire through E- recruitment	110	100.0%	0	0.0%	110	100.0%

Chi-Square Tests

	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	14.030 ^a	6	.029
Likelihood Ratio	14.975	6	.020
N of Valid Cases	110		

a. 7 cells (58.3%) have expected count less than 5. The minimum expected count is .33.

Source: Primary data

INTERPRETATION:

Since p value is higher than 0.05 , we accept the null hypothesis and reject the alternate hypothesis. Therefore, there is no significant difference between Qualified candidate hire through E- recruitment and Age

CHAPTER 5

5.1 FINDINGS

1. Majority (72.73%) of the respondents are Female
2. Majority (53.64%) of the respondents fall in age category of 21-24 years
3. Majority (34.55%) of the respondents are working from other department.
4. Majority (78.18%) of the respondents are Un Married
5. Majority (17.3%) of the respondents conveyed Interviewing Candidates Online via Video Conferencing Software and Offline Mode for E- recruitment method currently followed
6. Majority (65.45%) of the respondents conveyed LinkedIn is a Best social networking Website to used for E-recruiting
7. Majority (31.82%) of the respondents are using the E-recruitment sites for 1-3 years .
8. Majority (38.18%) of the respondents conveyed Depending on the level of job opening for usage of E-recruitment site
9. Majority(91.82%)of the respondents say Agree for applying through job portals and social media is more accessible to the candidates
10. Majority (56.36%) of the respondents conveyed Time efficient is a reason for organization use E-recruitment .
11. Majority (81.82%) of the respondents conveyed E-recruitment achieve an effective recruitment process.
12. Majority (60.9%) of the respondents conveyed Agree for E recruitment saves time and reduces the selection cost
13. Majority (63.64%) of the respondents conveyed Agree for E-recruitment is the fastest mode to apply for jobs

14.Majority (63.64%) of the respondents conveyed Agree for E-recruitment is plays a vital role for bringing success of organization

15.Majority (50.91%) of the respondents conveyed Agree for Qualified candidate only hire through E- recruitment

16.Majority (62.73%) of the respondents conveyed Good for E-recruitment reduces the level of human efforts engaged in the Recruitment process

17.Majority (50.91%) of the respondents conveyed Agree for E-recruitment is the simplest method to reach several locations Worldwide

18.Majority (53.64%) of the respondents conveyed Good for online recruitment portal has made work easier as compared to the traditional recruitment

19.Majority (46.36%) of the respondents conveyed Agree for E-recruitment effectively helps applicants to find jobs easily

20.Majority (60.00%) of the respondents conveyed Good for online job portal is easily accessible 24 hours 7 days in a week

21.Majority (58.18%) of the respondents conveyed Good for Online recruitment gives the best channel to attract talented Applicants

22.Majority (59.09%) of the respondents conveyed Good for Managers at all levels are involved in the recruitment process to help Identify the best applicants

23.Majority (52.73%) of the respondents conveyed Good for Large Number application can be collected through E-recruitment

5.2 SUGGESTION

- Track the performance of new hires and use that data to identify the best social network sources resulting in productive employees.
- Keep job applicants engaged by emailing them continuous updates on interview schedules, expected timetable for feedback, and links to recruitment videos.
- Create an exhaustive profile of the ideal candidate, including relevant skills, expertise, and personality needed for cultural fit. Once the information is detailed, configure the e-recruitment system to search for this data.
- Ensure that e-recruitment options are available on a variety of platforms, including mobile.
- Maintain a pool of talented employees who may be recruited as a rehire. These “boomerang” workers have proven skill sets and are known to be a good fit culturally.
- Integrate with payroll to ensure that HR is immediately aware when positions become open, and can advertise for a new candidate immediately. Also, this data can be used to offer current employees emerging opportunities in vacant positions.

5.3 CONCLUSION

Acquiring the best talent involves the planning, sourcing, assessing, hiring and on-boarding of top talent. Automating the Recruitment Processes helps companies in implementing the Best Practices of recruitment and hiring the best talent available in the market. This leads to a better employment opportunities through career websites and also provides more effective recruiting tools for selecting suitable candidates.

Traditional methods of recruitment can't be replaced by the process of e-recruitment fully. It complements the traditional methods, making the recruitment process faster. Today, the recruiters acknowledge the benefits of using e-recruitment for attracting and selecting the best talent available in the market.

E-recruitment method ensures efficient recruitment functions and helps busy line managers fill their vacancies in the best manner. E-recruitment has brought a radical cultural and behavioral change, both within functioning of the HR department and the potential candidates.

In spite of the large number of companies and candidates using the E-Recruiting, there are still many possibilities to advance Understanding of E-Recruitment

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APPENDIX – I (Questionnaire)

- 1.Name of the employee: _____
- 2.Gender A. Male B. Female
3. Age A. 21-24 B.25-34 C.35-44 D above 45
4. Designation of respondent:

A. Cloud Computing Engineer. B. Computer Network Specialist. C. Computer Support Specialist. D. Database Administrator. E. Information Technology Analyst.F. Information Technology Leadership. G. Information Security Specialist. H. Software/Application Developer. i. others
- 5.Martial status: A. Married B. Un Married
- 6.What type of E- recruitment method currently following

A.Sourcing potential candidate on social media platforms B. Applicant tracking system
C. Interviewing candidates online via video conferencing software D. Creating a job boards to advertise job offerings E. Others
- 7.Which is a Best social networking Website to used for E-recruiting

A. LinkedIn B.Monster India. C.TimesJobs.com D.Indeed.com. E.Freshersworld.comF. twitter G. Facebook H. Instagram
8. The Time period of using the E-recruitment sites

A. Less than a year B.1-3 years C.3-5 years D.5 years and above
- 9.when will you use E-recruitment site

A. Always B. Most of the time C. Depending on the level of job opening D. Rarely

E. Never
- 10.Do you agree that applying through job portals and social media is more accessible to the candidates?

A. yes B. No

11. What are the reasons organization use E-recruitment ?

A. Cost reduction B. Time efficient C. Accessibility to broader pool D. Attract more qualified candidate E. Others

12. Did you achieve an effective recruitment process by using E-recruitment?

A. yes B. No

13. How far do you agree E recruitment saves time and reduces the selection cost ?

A. strongly agree B. Agree C. Neutral D. Disagree E. Strongly disagree

14. How far do you agree E-recruitment is the fastest mode to apply for jobs ?

A. strongly agree B. Agree C. Neutral D. Disagree E. Strongly disagree

15. In the competitive market E-recruitment plays a vital role for bringing success of the organization?

A. strongly agree B. Agree C. Neutral D. Disagree E. Strongly disagree

16. Do you agree that Qualified candidate only hire through E-recruitment?

A. strongly agree B. Agree C. Neutral D. Disagree E. Strongly disagree

17. How did you rate E-recruitment reduces the level of human efforts engaged in the Recruitment process?

A. Excellent B. Good C. Average D. Below Average E. Poor

18. E-recruitment is the simplest method to reach several locations Worldwide?

A. strongly agree B. Agree C. Neutral D. Disagree E. Strongly disagree

19. How do you rate the online recruitment portal has made work easier as compared to The traditional recruitment ?

A. Excellent B. Good C. Average D. Below Average E. Poor

20. E-recruitment effectively helps applicants to find jobs easily?

A. Strongly agree B. Agree C. Neutral D. Disagree E. Strongly disagree

21. How did you rate the online job portal is easily accessible 24 hours 7 days in a week?

A. Excellent B. Good C. Average D. Below Average E. Poor

22. How do you rate the Online recruitment gives the best channel to attract talented Applicants?

A. Excellent B. Good C. Average D. Below Average E. Poor

23. How do you rate the Managers at all levels are involved in the recruitment process to help Identify the best applicants?

A. Excellent B. Good C. Average D. Below Average E. Poor

24. How do you rate Large Number application can be collected through e-recruitment

A. Excellent B. Good C. Average D. Below Average E. Poor

Effectiveness of Talent Acquisition Through E-Recruitment in Information Technology Industry at Chennai

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Abstract: In the quickly changing worldwide world economy, the solitary essential incentive for an endeavor is the experience, abilities, ingenuity and bits of knowledge of its labor assets they are the critical segments in each association. Serious associations of the present need to pull in and hold the best and extraordinary labor to stay serious. In the market. This paper distinguishes Internet enlistment techniques from important writing, furthermore, depicts how their advantages of online enlistment can impact the enrollment dynamic of the association. Today, quite possibly the most vital wellsprings of upper hand depend on human asset endeavors through pulling in and holding skilled people. The web has helped in pulling in potential Candidates to an association from the enrollment cycle, which is alluded to as E-Recruitment. The act of giving an empty position and going after a position through a site has expanded steadily. The primary target of the examination is to widen the research on the recruitment practice, with center around latest things utilized in E-Recruitment, to identify methods being utilized and benefits of E-Recruitment and to identify measure what's more, powerful approaches to utilize online media for Talent Acquisition

Keywords: Talent acquisition, E-Recruitment.

1. Introduction

Ability obtaining is the way toward finding and gaining talented human work for hierarchical necessities and to meet any work prerequisite. At the point when utilized with regards to the selecting and HR calling, ability securing normally alludes to the ability obtaining division or group inside the Human Resources office. The ability obtaining group inside an organization is liable for discovering, procuring, evaluating, and recruiting possibility to fill jobs that are needed to meet organization objectives and fill project necessities. Ability procurement experts are normally talented not just in sourcing strategies, up-and-comer evaluation, and consistence and recruiting norms, yet additionally in work marking rehearses and corporate employing activities. Ability procurement as a capacity has become firmly lined up with advertising and PR just as Human Resources. As worldwide associations need to enroll all around the world with dissimilar necessities and prerequisites, compelling enlisting requires a thoroughly

examined corporate informing around recruiting and ability advancement. Ability obtaining experts regularly create the novel organization message around the methodology the organization takes to employing and the continuous advancement of workers. The business brand consequently includes not just the obtainment of human resources, yet the way to deal with corporate worker advancement. The exceptional requirements of huge organizations particularly to enroll and employ just as draw in top ability drove to the improvement of a novel ability securing practice and vocation.

E-Recruitment is otherwise called electronic enrolment or online enlistment. Presently a day the world is put together up with respect to the innovation. E-Recruitment is a cycle of selecting contender for applying empty situations in the associations through utilization of web. It is a utilization of web innovation to improve ability of enlistment measure. Electronic enlistment, online enrolment, digital enlistment and web enrolment these are for the most part equivalents of e enlistment. it is assuming essential part in the process of 2 enlistments as it gives a reasonable number of candidates who full fill the standards set by the organizations.

2. Review of Literature

Teena Saharan (2021) States that Study of Talent procurement has advanced in various structures from pulling in close to home applications to getting associated with gifted up-and-comers through informal communication destinations. Enlistment through long range informal communication stages is placing a huge commitment in breaking down and employing the privilege and best ability for an opening, and organizations can't simply overlook the potential and impact of these media stages. These social stages associate organizations to likely recruits and increment perceivability by getting them associated with a tremendous crowd. The fate of enlistment lies in web-based media and organizations can't simply disregard their essence due to winning difficulties. It is essential to discover feasible answers for the difficulties associations confronting while at the same time utilizing web-based media stages in

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ability securing.

Seema Wadhawan, Nidhi Gupta (2020) States that Advancement in innovation has prompted reception of Digitalized stages for enlistment. Employing in the current age is Competitor driven. Serious accomplishment of associations has made It basic for the spotters to draw right ability. An imperative Appropriate digitalized proficient social organizing stage Facilitates the spotters to associate actually and expertly.

Sajjad Hosain, Abu Hena Mohammad Manzurul Arefin, Md Hossin (2020) States that Study of Electronic enlistment (E-enrolment) has gotten a typical marvel because of the expanding use of data innovation by the human asset divisions in numerous associations all throughout the planet. we can likewise notice the reconciliation of web-based media as a piece of E- enrolment albeit the training is restricted.

Mohammed Abdul-Latif, Frank Boateng, Bilal Eneizan (2019) States that Study of E-Recruitment has made the work and the quest for applicants exceptionally modest and simple contrasted with conventional strategies and has hence made quick progress. The utilization of Informal organization destinations especially LinkedIn to enlist HR experts. Best Interpersonal organization locales is LinkedIn because of the capacity of occupation searchers to be explicitly directed and chosen from the brand's adherents, associations, or allies. It was discovered that, associations need influence informal communication locales to fortify corporate qualities messages.

3. Need for Study

1. The examination would help in get-together the assessment of People for social for systems administration destinations, how it is valuable for enrolling, wat are the things that they do on friendly and proficient systems administration destinations and how these locales assist them in associating with their own and expert contacts.
2. The examination further aides in breaking down the advantages of advancing through friendly media, distinguishing the advantages of enlisting.
3. The examination will assist with executing the most effortless selecting strategies.

4. Objective of the Study

1. To understand the process of talent acquisition through various social network.
2. To identify current trends used in E-recruitment.
3. To identify the methods are being used in E-recruitment.
4. To identify the benefits of E- recruitment.

5. Data Analysis and Interpretation

1) Chi-square

Table showing the significant difference between Fastest mode of E-recruitment and Designation.

1. Null Hypothesis (H0) – There is no significant difference between Fastest mode of E-recruitment and Designation
2. Alternative Hypothesis (H1) - There is significant difference between Fastest mode of E-recruitment and Designation.

6. Suggestion

1. Tracking the exhibition of fresh recruits and utilize that information to distinguish the best friendly network sources bringing about beneficial representatives.
2. Keep work candidates connected by messaging them consistent updates on meet plans, anticipated schedule for input, and connections to enrolment recordings.
3. Create a thorough profile of the ideal applicant, including significant abilities, ability, and character required for social fit. When the data is itemized, design the e-enrolment framework to look for this information.
4. Ensure that e-enlistment alternatives are accessible on an assortment of stages, counting versatile.
5. Maintain a pool of capable representatives who might be enrolled as a rehire. These "boomerang" laborers have demonstrated ranges of abilities and are known to be a solid match socially.
6. Integrate with finance to guarantee that HR is promptly mindful when positions become open, and can publicize for another competitor right away. Additionally, this information can be utilized to offer current workers arising open doors in empty positions.

Table 1
Chi-Square Tests

	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	40.966 ^a	21	.006
Likelihood Ratio	39.471	21	.009
N of Valid Cases	110		

Table 2
Case Processing Summary

	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
Age * 16. Do you agree that Qualified candidate only hire through E- recruitment	110	100.0%	0	0.0%	110	100.0%

Table 3
Chi-Square Tests

	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	14.030 ^a	6	.029
Likelihood Ratio	14.975	6	.020
N of Valid Cases	110		

Case Processing Summary						
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
4. Designation Of Respondent * 14. How for you agree E-recruitment is the fastest mode to apply for jobs	110	100.0%	0	0.0%	110	100.0%

Fig. 1. Case processing summary (Source: Primary data)

25 cells (78.1%) have expected count less than 5. The minimum expected count is .03.

1) *Interpretation:* Since p value is less than 0.05, we accept the alternate hypothesis and reject the null hypothesis. *Therefore*, there is a significant difference between Fastest mode of E-recruitment. Table showing the significant difference between Qualified candidate hire through E-recruitment and Age

1. Null Hypothesis (H0) – There is no significant difference between Qualified candidate hire through E-recruitment and Age
2. Alternative Hypothesis (H1) - There is significant difference between Qualified candidate hire through E-recruitment and Age.

7 cells (58.3%) have expected count less than 5. The minimum expected count is .33.

7. Conclusion

Gaining the best ability includes the arranging, sourcing, surveying, recruiting and on boarding of top ability. Robotizing the Recruitment Processes helps organizations in executing the Best Practices of enlistment and recruiting the best ability accessible in the market. This prompts a superior work opening through profession sites and likewise gives more compelling enlisting instruments to choosing appropriate competitors.

Conventional strategies for enlistment can't be supplanted by the interaction of e-enrolment completely. It supplements the customary strategies, making the enlistment interaction quicker. Today, the spotters recognize the advantages of utilizing E-enrolment for pulling in and choosing the best ability accessible on the lookout. E-enlistment technique guarantees proficient enrolment capacities and busies line administrators fill their opening in the best way. E-enlistment has purchased a revolutionary social and conduct change, both inside working of the HR division and the likely applicants. Notwithstanding the enormous number of organizations and competitors utilizing the E-Recruiting, there are as yet numerous prospects to propel Understanding of E-Recruitment.

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