Perceived benefits of E-recruitment in Effective Talent Acquisition with reference to IT industry in Bengaluru

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Abstract
Workforce of the organization plays impotence role in Organization development. The aim of this research is to determine perceive benefit of e-recruitment in Talent Acquisition process with referee to IT sector in Bengaluru. Researcher used descriptive research method and snowball sampling method. Primary data was analyzed One-Way ANOVA with the aid of Statistical Package for Social Science (SPSS). The findings of the research revealed that factors of e-recruitment like cost effectiveness, time effectiveness, quality applicants, employer branding and geographical outreach are the perceived benefit of e-recruitment in talent acquisition process. This research has established that e- recruitment is an integral component of human resource management and contributes towards organization development.

Keywords: E-recruitment, perceived benefits, Talent Acquisition

I.   INTRODUCTION

Since it deals with both people and management policies as well as the systems that impact the workforce, the significance of having an effective human resource management system in the modern day cannot be overstated. Manpower, money, resources, and equipment make up organizations. When these resources are gathered, they are organized and used by humans. Combining all human effort enables efficient use of all other resources in pursuit of established goals and objectives.

Without the appropriate and readily available workforce, even an organization with the finest technology and/or physical resources is doomed to failure. Organizations depend on recruitment and selection because they need to quickly attract people with the right skill sets. The efficacy and performance of an organization are greatly influenced by recruitment and selection, which also ensures the productivity of employees and successful organizational performance and development. Recruitment efforts strive to fill roles with individuals who can perform at a better level and with greater dedication, not only to replace departing workers or increase the workforce. Being the main method used by firms to attract excellent applicants, recruiting is so well acknowledged that manufacturing international corporations aim to have a competitive advantage over competitors.

Conceptual clarity on e-recruitment was discussed in (Abia & Brown, n.d.). E-recruitment as a Technology Tool, system, process , service and a proxy are studied. The literature on e-recruitment was analyzed and conceptualizations of e-recruitment were found by using GTM.

In (Khillare & Shirsale, 2017) highlights concept of E-recruitment. ,compare the traditional recruitment with e-recruitment method and list down the elements on effective E-recruitment. The author discuss about the concept, nature, problems, benefits, methods and trends and conditions for effective e-recruitment. E-recruitment tools are becoming very popular tool among HR manager in industry.

The different phases of recruitment development have been discussed in (Jacek, 2014). Web 1.0 features are one-sided communication between Organization and a job seeker candidate. Web 2.0 organization communicates between job seekers and includes search engines and social media networking sites. Web 3.0 includes multilateral communication between the organization , job seekers and job seeker group. It includes additional elements like games and blogs. Web 4.0 is the lasts version which includes

automated resume screening of the job seekers based on data. This study confined to US Poland.

In(Mindia & Hoque, 2018) the researcher focus on Effects of E-recruitment and internet on hiring process. This is An Empirical study on Multinational organization in Bangladesh. Its based on survey interviews and stastical tools like Pearson correlation, Regression Coefficients. Comparative analysis of Traditional recruitment and E Recruitment was done using Pearson correlation. E-recruitment is reducing the usage of traditional recruitment system was analyzed using regression coefficients.

the effectiveness of internet recruitment system and its impact on organizational attraction among job seekers have been discussed in (Hafeez et al., 2018). This study found that e-recruitment has a positive impact on organizational attraction and cost effectiveness. It's also and easy to use intercede the relationship between online recruitment and organizational attraction. The stastics test also showed that online recruitment websites user friendly and accessed effortlessly as compared to traditional hiring systems. It showed that Jobseekers are more attracted towards E-recruitment systems instead of traditional hiring systems.

The authors in (Amusan, 2016) discuss on architecture of e-recruitment system has replaced manual traditional new paper systems. This process is effectiveness, accuracy, speed, efficiency and convenience of of job seeker and HR resources. It's also reduces cost, time and enhances communication gap between job seeker and HR resources.

This study examined the relationship between the recruitment sources, job seekers' perception and intention to pursue the job in (Pendidikan et al., 2011). The author used snoball Technique for the research. Internet is the most ideal source to search the job among job seekers compared to other recruitment sources. Job seekers can apply jobs in less time and cost through E-recruitment so its more effective and very effective instrument to gain competitive advantage.

II.   Statement of the Problem
The quality of an organization's workforce is the key the factors that determine how the organization is going to be successful in terms of realizing its objectives of increased productivity, efficiency and effectiveness.

Hiring a candidate with incompetent skills or who does not matches with organization culture will lead to low job satisfaction as a result employees may resign from the job this is because of increased as a result of a poor or administratively faulty e-recruitment decision, which can be demoralizing given the time, money, and effort required to bring the new hire up to par. The success of an organization depends on its ability to attract potential candidate and build strong workforce and retain them. Recruiters must be more discriminating in their selections as the job market becomes more competitive and the range of skills available increases. This is because bad hiring decisions can have long-lasting negative effects, sometimes with exorbitant financial and/or non-financial implications for the organization

E-recruitment is widely used in the organizations. The reasons for using e-recruitment, what are the factors contributes towards organization need to be analyze more indepth.

 Objectives of the Research

The purpose of this research is to analyze various factors of e-recruitment act as perceived benefits to the organization.

i.   To study the various benefits of e-recruitment process

4. Conceptual Framework on E-Recruitment

Recruitment can be termed as customary actions used in obtaining required numbers of suitable candidates to carryout goals and objectives of the organization. Simply, this practice provides organizations with potentially candidates to fill job vacancies with minimal costs. Many times it's a continues process of the organization. During this process, job applicants are well aware about the required competencies and the organization culture.

The use of the internet as a source of applicants for companies and as a tool for job seekers these days. Compared to the traditional means of advertising in newspapers, on television, and radio, internet recruitment enables better quality targeting and increased availability of job applicants for organizations. The landscape of recruiting has stretched thanks to the internet age. E-recruitment is the use of the internet to attract potential candidates for open positions in the organization.

E-recruitment is a technology advancement that enhances the process of finding qualified candidates online. Additionally, it enables enterprises to minimize hiring cost, update job offers and status at any time, speed up the recruiting process, identify and choose the individuals with the highest knowledge potential from a larger pool of applicants, and enhance employer branding.

Additionally, quicker and better hiring gives enterprises in the same industry a competitive strategy for the organizations. Compared to more traditional techniques, applying for jobs online is more comfortable for the majority of job searchers since it saves time and money and allows for a greater selection of job offers.

E-recruitment plays a major role in the organization. Many factors of the e- recruitment contributes towards the organization performance and development.

III.   Effectiveness of e- Recruitment

An organization that chooses to post job openings online may gain a variety of benefits. Despite how some people may perceive it, studies show that online recruitment enables 24/7 collection and processing of job applications while also serving as a good platform for the Organization to build brand. Online hiring is efficient at reducing cost for e-hiring; it provides access to more people and has a rapid response time, among other benefits.

i.   Cost Effectiveness

Automated screening has the advantage of removing inappropriate candidates at the beginning of a large-scale hiring process. Online tests conducted by the hiring managers will help to select more suitable candidates. Most of the manual process is replaced by automated process. This saves cost of hiring. Job posting on social media is free of cost and also social media hiring will help to analyse the candidate suitability to the organization culture. These online posting supports employer branding which lowers advertisement expenditures.

New technologies like AI, Machine learning ect brought radical shift in hiring process. Most of recruiters repetitive task are automated like automated screening or Chatbots ect. This reduces manpower efforts in the organization

ii.   Access to Global talent pool

The internet reaches a global audience and offers access every day of the week, 24 hours a day. When job posting done online, the floodgates are opened, and hiring managers receive applications from all over the world. The hiring managers get many option to select candidate who is more suitable to job posting and select best competitive candidate. This also help organization to acieve workforce diversity. Short listing can be done fast with the use of CV-matching software and futher communication done through emails or chatbots.

iii.   Ability to Target Potential Resource

To build qualitative workforce, the organization should target potential candidates who meets organization requirement. Organization hiring requirement is a continuous process so it leads build a database. It is possible to automatically gather candidate data, which may then be stored by the company as a sort of "talent pool" and searched later should another position open up. The organization's capacity to create a positive impression in the minds of candidates will determine its potential to draw in a sizable and more qualified talent pool to its doors.

iv.   Shorter recruitment cycle duration.

Time to hire is shortened by the simplicity of filling out online application forms and attaching resumes to emails, as well as by the instant advertising of vacancies online. Utilizing back-office functionality allows for the design of a system that simultaneously posts an advertisement to multiple job boards, automatically acknowledges job applications and forwards them to hiring managers, and completes a number of initial screening tasks, easing the administrative burden on the human resources function and reducing the need for resources.

V. Employer Branding

Job posting on online platform like social media will make act as branding for organization. Many candidates both active and passive job seekers get familiar with organization name and this build confidence among the job seekers. This reduces additional cost of employer branding to the organization.

6. Current Trends of E-Recruitment)

E-recruitment introduces modern trends to the hiring process. E-recruitment is more successful and efficient than traditional methods of hiring. Online job posting and advertising is done to save time, money, and to reach a huge number of possible employees. The author in (Irabor & Okolie, 2017) discuss regarding analysis of the overall trends in e-recruitment use and practices and to list the opportunities and challenges faced by jobseekers and employers. Various contemporary trends include the following:

1.   Corporate Websites: The first and efficient ways to recruit are through a company's website. It offers important details about the organization and a job description for the open position to the interested candidates. These days, practically all businesses have a careers page on their website.

2.   Online Job boards: The most popular method of online recruiting is job boards. Job boards function similarly to newspaper classified advertisements. These are international and give you more access to the large candidate pool. These job-boards contains millions of jobseekers profiles. Additionally, they make it possible for recruiters to

work around the clock, screen applicants from all around the world, and are typically relatively affordable..

3. Social media recruitment or WEB 2.0-Social Networking: Social professional networks are the quickest source of qualified employment, and many organizations are relied on it. LinkedIn is a major platform to network, provide information and profiles, and maintain a personal or corporate brand. It remains popular with recruiters, candidates, and employers.

4. Mobile recruitment: Mobile Job Application is latest hiring trend. Many organizations looking forward for "mobile recruiting efforts" and its also been introduced by the employment sector as a result of the rapid global growth of mobile device usage.

5. Chatbots: Latest hiring intelligent agents are Chatbots. These AI based tools can handle human-like social interaction with job seekers. Chatbots can handle huge number of job applicants, employee and customer requests for information or scheduling or any clarification.

7. Challenges of E-Recruitment
Although e-recruitment has been effective since its inception, there are several difficulties it currently faces, such as the duplication of online resumes that results in the neglect of genuine prospects. Other difficulties include, but are not limited to, the lack of authenticity and accuracy of information provided by job seekers, the lack or absence of internet connection restricts candidates from accessing job sites or portals, and the provision of incorrect information by less computer savvy applicants, as well as the high rate of illiteracy, the lack of power supply, and the high rate of poverty.

IV.   RESEARCH METHODOLOGY
The study was conducted with reference to IT companies of Bengaluru location. The researcher used descriptive research methodology and data was collected using snoball sampling method. Target respondent were HR professionals of different IT Companies. A simple size of 210 was obtained from infinite population at 5% level of significance. The questionnaire was designed using Likert scale format. The researchers conducted a pilot study on the questionnaire to ensure the reliability and validity of the instrument. One way ANOVA to used to test hypothesis .

DATA ANALYSIS AND INTERPRETATION
Data analysis is the process of analyzing, modeling, and documenting data to find the information and facts needed to produce the appropriate responses and deductions to the study questions. The goal of data analysis is to turn qualitative and quantitative data into valuable information so that decisions can be made in light of that information.
This collection presented in a variety of ways, including bar graphs, line charts, and tabular representations to .

GENDER
The term "gender" describes a group of biological traits seen in people as well as the socially constructed roles, traits, and behaviours that distinguish men from women. Many organizations consider diversity as part of recruitment policy.

Table No: 01

Respondents	Percentage
Male	42.4
Female	57.6
Total	100.0

Source; Primary Data

Interpretation:
According to the aforementioned data, less than half (42.4%) of the respondents were male and the majority (57.6%) of the respondents were female. Thus, it is clear that the majority of the participants of this study are female only.

AGE
Age is an important component in a person's life because it defines their personal preferences, tastes and behavious. Age is not a limiting element in the world of education because people learn new things every day, thus it is an important consideration for any educator. Here, the researcher has made an effort to define the respondents.

Table No: 02

Particulars	Percentage
21-28 Years	25.6
29-36 Years	44.4
37-44 Years	20.8
Above 45 Years	9.4
Total	100.0

Source; Primary Data

Interpretation:
The participants' ages are shown in the table above. According to the data, the majority of participants (44.4%) fall within the 29–36 years age group. The average age of the respondents is between 21 and 28 years old (25.6%), the respondents between 37 and 44 years are 20.8% and the remaining (9.4%), are over 45 years respectively.

DESIGNATION
Designating someone by experience, role, title, or assignment is the description of a designation. This plays major role in the organizations.

Table No: 03

Particulars	Percentage
Entry Level	37.2
Middle Level	42.4
Top Level	20.3
Total	100.0

Source; Primary Data

Interpretation
According to the table above, the majority of respondents (171) are at the middle level, followed by 37.2% of participants (150) who are at the entry level, and the remaining 82 respondents are at the top-level designation.

Hypothesis

H0: There is no significant difference between widely usages of e recruitment with perceive benefits e-recruitment with reference to talent acquisition.
H1: There is no significant difference between widely usages of e recruitment with perceive benefits e-recruitment with reference to talent acquisition
Hypothesis testing
The researcher has applied ONE WAY ANOVA test to test hypothesis at 5% level of significance.

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
SE	Between Groups	14.667	4	3.667	19.226	.000
	Within Groups	38.715	203	.191		
	Total	53.382	207			
GO	Between Groups	13.059	4	3.265	23.469	.000
	Within Groups	28.239	203	.139		
	Total	41.298	207			
CE	Between Groups	14.166	4	3.542	26.648	.000
	Within Groups	26.978	203	.133		
	Total	41.144	207			
QA	Between Groups	14.246	4	3.562	22.214	.013
	Within Groups	32.547	203	.160		
	Total	46.793	207			
EB	Between Groups	13.512	4	3.378	18.571	.000
	Within Groups	36.924	203	.182		
	Total	50.436	207			

The results of the One-way ANOVA test are shown in the table above. If the significant value is greater than the 5% (0.05) or 1% (0.01) level, the null hypothesis is accepted. The above ANOVA table indicates that significant difference between the widely usage of e-recruitment and cost

effectiveness of Recruitment , hence the significant value (0.000) which is less than 1% (0.01); so the result is indicated that there is a significant difference widely usage of e-recruitment and cost effectiveness of Recruitment.

The significant difference between widely usage of e-recruitment and time effectiveness of Recruitment practices value indicates (0.000) is less than the 1% (0.01) level of significance, hence it indicated that there is a significant difference between widely usage of e-recruitment and time effectiveness of Recruitment.

The significant difference between widely usage of e-recruitment and geographical outreach of Recruitment practices value indicates (0.000) is less than the 1% (0.01) level of significance, hence it indicated that there is a significant difference between widely usage of e-recruitment and geographical outreach of Recruitment practices

The significant difference between widely usage of e-recruitment and quality of applicants in e-recruitment process value shows (0.013) which is more than the 5% (0.01) level of significance; hence it indicated that there is no significant difference between widely usage of e-recruitment and quality of applicants in e-recruitment process.

The significant difference between widely usage of e-recruitment and employer branding of Recruitment practices value indicates (0.000) is less than the 1% (0.01) level of significance, hence it indicated that there is a significant difference between widely usage of e-recruitment and employer branding of Recruitment practices.

V.   CONCLUSION
The study comes to the conclusion that human resource hiring managers will benefit from more efficient, competent hiring practices when the hiring process incorporating with latest technologies. By adopting e- recruitment practices organization can achieve cost effectiveness, time effectives, employer branding, geographical outreach and quality applicants in hiring process

Potential workforce is the most valuable resource in an organization and they are the primary factor in determining success of the organization. There is enough data to demonstrate that e-recruitment techniques may impact an organization's operation and effectiveness in either a favorable or bad way. So organization has to focus on building potential workforce with effective hiring process

The findings from this study revealed that factors of e- recruitment like cost effectives, time effectiveness, quality of applicants, employer branding are beneficial to organsiaion. This

contribute towards organization performance and organization development. There is therefore organization has to incorporate latest technology into hire process to enhance organization development. The study concludes that the recruitment and selection process by integrating e-recruitment technologies with the existing recruiting activities provides more competent process for hr professions. Implementing the following recruitment practices with the support of e-recruitment technology that organizations are sustainability, efficient, performance and this will leads to organization development.

Limitation
This study is confined to IT Sector of Bengaluru, Karnataka, India. E-recruitment finds only candidates who are using internet but not applicable to candidates who are not sing internet. Many candidates create fake profiles and try to manipulate during telephonic, virtual interviews. Return on investment to be discussed in future studies rather confining to cost effectiveness.

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