RESEARCH ARTICLE

IMPACT OF E-RECRUITMENT ON HUMAN RESOURCES PRACTICES.

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Manuscript Info	*Abstract*
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In the contemporary scenario the traditional and conventional recruitment practices has been revolutionized by the origin of internet. E-Recruitment is the recent trend and it has been adopted by various organizatons. Importance of internet can be seen as searching for best suitable job is just a click away. Even so many organizations are already adopted and conducting their recruitment through E-recruitment channel to post their jobs and accept resumes on the internet, and correspond with the applicants via e-mail. E-recruitment or online recruitment or internet recruitment is the process of recruiting personnel by consuming the   technology and e-resources. The E-Recruitment practice has made the process more efficient and effective.

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Introduction:-

E-recruitment is the use of technology and electronic resources for the process of attracting, selecting and managing the recruitment practices in a company.

E-recruitment includes practices carried out by the organization using technology, particularly web-based technology for the purpose of identifying and attracting potential employees. Through e-recruitment employers can save resources by reaching larger number of potential employees and facilitation of the recruitment process like using assessment tools incorporated into recruitment software.

E-recruitment is also known as online recruitment as internet communication is vital to this process. However, e-recruitment has certain disadvantages such as being too impersonal, high volume of responses and faces certain technology issues.

The main elements of e-recruitment are as follows:
1. **Applicant Tracking**: Status of candidate with respect to the jobs applied by him/her
2. **Employer's Website**: Communicate details of job opportunities and collect data for the same
3. **Job Boards**: Just like recruitment advertising section of a newspaper or magazine, will carry job advertisements from employers and agencies
4. **Online Testing**: Some kind of evaluation of candidates over internet
5. Others like multiple posting tools, Intelligent CV parsing etc.

Online recruitment utilises the power of the internet to match people to jobs. Fundamentally, it is about advertising the organizations vacancies on either job sites or thier corporate websites. At this very basic level it is particularly

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effective at getting a high level of response. While it may generate hundreds more applications than traditional print advertising.

The real strength and power of online recruitment, when done properly, lie in harnessing internet technology to not just attract candidates but to deal with them too. In this sense it is also about streamlining the recruitment process -so busy HR departments can give a better recruitment service to their colleagues in finance, marketing, sales and manufacturing. Plus it frees up more of their time for more value-added tasks.

A specialist software provider, such as HR Portal, can develop bespoke application programmes for recruiters that will save time, effort and money. They can automate the pre-selection process by setting 'killer questions' (that only the top candidates will answer correctly), profiling and scoring, psychometric tests and automatic CV scans to look for key words such as qualifications and experience.

What are the benefits of online recruitment over traditional recruitment?
There are many benefits to be had by recruiting online: here area few.

Wide geographical reach:-
Advertising online opens up a much wider candidate pool than advertising in print. This gives you a much better chance of finding the right candidate for the job. Note, however, this is only a benefit if sifting, sorting and grading tools are applied to the applications coming in. Otherwise you'll have hundreds to go through manually which becomes a liability. As we said, the advertising is only part of the effective online recruitment.

Speed:-
Jobs posted online go live in literally minutes and candidates can - and do - respond immediately. For companies needing to recruit staff quickly to handle extra work, cover sickness, leave or other staff shortages, the option to advertise, select and appoint people within (typically) 48 hours is a huge bonus.

Lower Cost:-
This may surprise you but technology in online recruitment is not expensive. By saving on time, design and print costs and targeting precisely the best sites for the best candidates, online recruitment is a very cost-effective option.
Not only that, but the hours saved through automating the pre-selection process represent a considerable cost cut in terms of HR time needed to get candidates to the interview stage. Suddenly, HR staff have time to do more productive things.

Automating the Process:-
The pre-selection process can be tailored to individual companies' needs. This way, you can sift and sort candidates who meet your exact needs. Not only does this save time (and cost) it also results in a better quality of candidate reaching the interview stage having already established they meet certain key criteria.
Automating the application process also gives a level playing field to all candidates - whether they come directly to your company's site, via a recruitment consultant or in response to a print advertisement. For many larger organisations, achieving consistency of handling candidates across many branches or regional offices can be a problem: online recruitment solves it.

Interaction with candidates:-
Working online via websites and email is the way of the future. It's not just the youngsters who are logging on to find jobs either. Another benefit is that candidate information can be held on file (your own searchable CV database). So if someone is not quite right for the job for which they're applying, you can see if their skills and profile match another job better. Working online

opens up communication channels and enables you to go directly to the candidate either immediately or at a later date when an opportunity arises.

The online recruitment market is a jungle of jobs and job sites it's true. To attempt to walk through it without falling down some holes, getting trapped or even swallowed up by less scrupulous lions in the industry, you're best to seek professional advice.

Every company has a different set of criteria and HR Portal tailors its services and products to meet individual needs.

Problems For Employers:-
1. Abundance of applicants
2. Inflated resume keywords
3. Overestimate applicant
4. Outdated job postings:

The following points illustrates the criteria for the effective Erecruitment
1. Before implementing the e- Recruitment system, all the companies should take into consideration the ROI (Return on Investment). This calculation helps to find out how much the company will benefit out of it.
2. Companies should follow recruitment policy, such that it can easily get adapted to the market changes. The policy should be clear and each and every point has to be included and prioritized accordingly.
3. At most consideration to be given for the unemployment rate, labor turnover rate. The complete process of e-Recruitment depends on the candidates available in the market and also time limit should be taken into account for every single vacancy filling**.**
4. Results of supplying compensation details to be taken care of. That is the salary, benefits, when disclosed on line then it should obey the legal rules. Chances for negotiation will not be there. Compensation details of the company not only reach to the candidates but will be visible to all.
5. While screening the candidates care should be taken that there is no discrimination based on gender, sex, religion, age.
6. Periodic checking is essential; otherwise the available candidates will remain the same and will not serve the requirement.
7. Organization should be careful while choosing any external website to place their advertisements

Conclusion:-
It has been stated that recruitment is not only about hiring the skilled labor rather it's the challenge to enroll the right candidate in organization. E-Recruitment has changed the mode jobs are applied for and has become so easy that anyone can do it. The whole world has become "smaller" with the use of the Internet and everything is made easier for better application. E-Recruitment helps organizations to be equipped with competent staff and thus it is linked with many HR activities of organization. E-Recruitment has proved to be important part of the recruitment strategy.