A Conceptual Study on E-Recruitment
Dr. V. M. Anitha Rajathi¹ L. D. Sangeetha²
¹Assistant Professor, ²FY Student
¹,²Department of Management Studies
¹,²Anna University (BIT-campuses), Tiruchirapalli, Tamil Nadu, India

Abstract—Recruitment is the process of hiring the potential candidates for right job to the organization. E-Recruitment is also known as electronic recruitment or online recruitment is the process of hiring the qualified candidates for suitable job by use of electronic resources. Now a day E-Recruitment is one of the latest trend in recruitment methods. The augmentation of Internet users and evolution of new technologies are the main initiation for online recruitment. This paper highlights the concept of electronic Recruitment, usage of social media network sites in e-recruitment, forms of recruitment in organization and the advantages and disadvantages of e-recruitment.

Key words: E-recruitment, Social Media, Cost Effective, social networking sites

I. INTRODUCTION
Recruitment process is one of the foremost activities in human resource management function. It is the process of scrutinize the job requirements, magnetize employee to that job, selecting the applicants, hiring and integrating the new employee to the organization.

In today’s world the traditional method of recruitment only reaches few people due to enhance of electronic gadgets like computer and smart phones. Most of the youngsters are spending their time in Internet and Social Medias to communicate easily and gather news within the short period of time. So that HR managers open up job opportunities via Social networking sites and corporate websites to attract job seekers and internet users.

Social media sites such as facebook, twitter, LinkedIn, Google+, YouTube, blogs and some other websites like Naukri.com, monster.com etc., are play a vital role in e-recruitment. These Media networking sites help the organization to share more and clear information about the job openings and to selecting and screening the talent applicants for that job. The applicants send their resumes via social networking sites that help in paper less recruitment process in human resource functions. So that E-recruitment is more effective in today world scenario. Most of the organization and employees are believed in this online recruitment.

II. LITERATURE REVIEW
(MING, 2009) - The social networking sites are widely used by users to connect with friends and relatives while LinkedIn is a business oriented social networking sites where users connect with business contacts in hope of gaining new career opportunities or new business ventures and etc. With the recent economic meltdown and the need to reduce costs, companies are looking for alternative ways to recruit people and have been using social networking sites to connect with the potential passive candidates as well as provide the avenue for employed job seekers to connect with the recruiters of the company and be updated on the latest job openings.

(Ramon, 2011) - Social Medias are adopted by many peoples; it provides a ready-made channel for communication, collaboration and decision support. This kind of communication is competent to the process of talent acquisition, from posting job proclamation online to accepting and evaluating applications, to sharing relevant content with applicants and to finding out more about potential hires through their participation in social networking sites.

(wolmer, 2012) - Identifying the current patterns regarding the use of social media by human resources professionals and hiring managers in the recruitment process, as well as the risks and challenges involved in making use of this practice for the companies that choose to do so, and the future expectations regarding the continuity of this practice in recruitment efforts in the future.

(Prabjot Kaur, 2015) - Bringing the right people for right job will run the business smoothly and efficiently. Recruitment is the process of finding and hire the best qualified candidate for a job opening in a timely and cost effective manner. E-recruitment concepts, benefits and criteria to be high lightened.

(Tanvi Rana & Neha Singh, 2016) - Social media like Facebook, twitter, LinkedIn, etc., are a growing medium of communication and a tool for effective recruitment across the world. In this paper they analyze the pros and cons of social media recruitment methods, and its significance in organization effectiveness. And also focus on web portal usage and role of social networking sites in recruitment.

(Corne de, Sandjai, Rusman, and Leon, 2016) – The internet has substantially changed how organization markets their vacancies and how job seeker looks for a job. This has many benefits such as simplifying the communication and can also cause problems. This paper explains effectiveness of online recruitment, how data are prepared for analysis and overview of the predictive quality of the methods along with implications.

III. CONCEPT OF E-RECRUITMENT
E-Recruitment is also known as electronic recruitment or online recruitment. It is the process of screening and selecting the right candidate for right job by use of electronic resources and web based technologies. E-recruitment used for easy access to the users and it overcome the obstacles of traditional recruitment. Job seekers easily find suitable job to their qualification by this online recruitment methods. It is time saving and cost effective recruiting method. Now a days many organizations implement the online recruitment process for hiring qualified candidates in short period of time and also in effective manner.
A. Use of Social networking sites in E-recruitment

There are more number of people using Social media sites like Facebook, Twitter, Blogs, LinkedIn, My Space, youtube, google+, etc., for the purpose of communicating and also share useful information. By that now a days social media network sites are used to share informations regarding job openings in the organization.

It is very helpful to job seekers to find out the right job easily by use of internet. Some effective Social networking sites that jobseekers looking for recruitment are LinkedIn, Facebook, Twitter, blogs, etc.,

B. E-Recruitment forms in Organization

Electronic Recruitment is done through using the web based technologies. By using the Internet the organization use two kinds of Recruitment are Job portals and Resume scanner.

1) Job Portals: Job portals is the Employment websites in this portals posting the job position with job specification and job description and also looking for resume that suits to the post parallel to the job openings in the company.

2) Resume Scanner: Resume scanner is the added benefits in job portal websites. It screening the applicants and sort them via the requirements of the organization and profile of the job seekers.

C. Advantages of E-Recruitment

- Cost Effective – The cost of posting advertisement in social network sites is more effective than in newspaper advertisement and some traditional method of recruitment
- Time Saving  - Electronic recruitment used to search a job within the short time period. The process is speed and efficient in online recruitment method. It reduces the time for recruiting in the organization.
- Paper less Human Resources  – By this Electronic mode of recruitment it diminishes the paper work of HRM. Paper less HR is developed to maintain the organization database
- More Job opportunities  – several number of job openings updated by the organization continually in social networking sites. It gives more opportunities to the job seekers.
- Easy to access  - Electronic Recruitment is very easy to access. The Job seekers using smart phones for their convenience to find a job in social networking sites.
- Realizing the competitors  – To find out the competitors who are all looking for job in particular organization with equal qualifications.
- Utilization of Internet and websites – job seekers and Internet users utilize the full advantages of the internet and websites for job seeking.

So that Social media is one of the tool for recruitment.

D. Disadvantages of E-Recruitment:

- Privacy issues – Everyone can see the candidate profile in social networking sites. Once the applicant upload their profile in social media sites then it is transparent and view to all. There is no privacy to be maintained.
- Fake profiles – sometime in online recruitment fake details are given in applications by the applicants.

Information and qualification about the applicants to be over positive.

- Stress arises – some youths are addicted to seeking jobs in social media networks. It causes physical and mental problems to the job seekers.
- Screening by keywords – During this recruitment process when there is more number of applications the organization screening the applications by some keywords. By this the qualified people applicants had a chance to get reject.
- Responsiveness is not fair: Sometimes There is no response from certain organization. Applicants wait for the responses for long time. It affects the job seekers and waste their time.

IV. Conclusion

This paper concludes that hiring the candidates through electronic medium gives the better results to the organization. Recruitment through social media network is time saving and cost effective to both the job seekers and the organization. This paper helps in future empirical study to analyze the effective social network site that used for recruitment process.

REFERENCES