

Impact Of Perceived Effectiveness & Barriers On Adoption Of E-Recruitment By Hr Professionals Among It Companies In Chennai.

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ABSTRACT:

Universal skirmish in fashionable market provides a business to overwhelm the competitors by looking out for a mixed basket of strategy, So many organizations purposefully in instigating e-recruitment for their development and sustainability, to source right person for right time with right cost. The dominance of real-time communication over the Internet is a reason why e-recruitment becomes the core podium for HR Professionals to think and use e-recruitment. Many companies use e-Recruitment to post jobs and accept resumes on the Internet, and correspond with the applicants by e-mail. The foremost victory of e-Recruitment are the value-added services provided by the job sites, cost efficiency, speediness, providing modified solutions, serving to launch relationships with HR managers and facilitate brand building of the companies. Management of human resource in an organization cannot work smoothly if it's not electronically adopted properly. This investigation will first converse the theoretical background and the previous results of the perceived e-recruitment benefits from the viewpoint of the HR managers, regarding e-recruitment adoption and its perceived benefits by them, The archival research method this study investigates the impact of perceived effectiveness on adoption of E-Recruitment faced by HR Professionals.

KEYWORDS: E-recruitment, Adoption, perceived benefits, Usefulness.

INTRODUCTION:

Now a day the traditional method of recruitment has been transformed by the effect of the Internet. Henceforth In the previous era, the use of Internet has drastically rehabilitated the appearance of HR recruitment and the ways organizations think about the Employing methods. In the future years, online recruitment and hiring new candidate is sustained their ignition and Evolution. Presently, e- recruitment has been adopted in frequent administrations like large organizations as well as in small Size companies, Even Utmost organizations are already using e-recruitment to post jobs and accept Resumes on the Internet, and agree with the applicants by e - mail. It brings the assistances to the organizations. There will also be a argument on the several advantages and disadvantages of e - recruitment practice generally taken from various works.

Universal struggle in fashionable market provides a business to overwhelm the competitors by looking out for an mixed bag of strategy, So many organizations purposefully in implementing e recruitment for their growth and sustainability, to source right person for right time with right cost. The superiority of real-time communication over the Internet is a reason why e-recruitment becomes the main podium for HR Professionals to think and use e-recruitment. Many companies

use e-Recruitment to post jobs and accept resumes on the Internet, and correspond with the applicants by e-mail. The foremost achievement are e-Recruitment are the value-added services delivered by the job sites, cost effectiveness, speed, providing customized solutions, this helps to found dealings with HR managers with applicants and facilitate brand building of the companies.

Nowadays HR professionals in an organization cannot work smoothly if it's not electronically adopted properly. This research helps to identify and analyze HR professional's behavioral intention and acceptance of e-recruitment system. This study investigates the adoptions of E-Recruitment by HR Professionals in Chennai. The study covers the impact of E-Recruitment system by HR Professional and also identifies the attitude, usefulness, easiness, intention to use, barriers of E-Recruitment system.

STATEMENT OF THE PROBLEM

Though the HR Manager intends to provide high quality candidates to companies for sustain growth, they come across several issues in adopting e-recruitment adoption. This study explains the issues by HR Manager in adoption of e-recruitment. However there are additional vital issues that need to be dealt with such as awareness of the various e-recruitment and their usage by the HR Manager, the critical factors that influencing the adoption of e-recruitment have to be analyzed along with the barriers faced by the user's e-recruitment.

SCOPE OF THE STUDY

This research is confined to HR Manager who use e-recruitment IT Companies in Chennai. A survey is conducted among the HR Manager during the period 2016 -2017 .The pilot survey is restricted to 30 HR Manager who use e-recruitment services. This research studied the factors influencing the adoption of e-recruitment services. Only selected variables like Perceived usefulness, Perceived ease of use, Security, Attitude, Internet experience, effectiveness were studied as the factors influencing the adoption of e-recruitment services. There are many other variables, which can be included in order to find out the adoption of e-recruitment services. Therefore the scope of the study is limited to the sample size and also to the selected dimensions.

NEED FOR THE STUDY

The study will identify the reasons for the below mentioned constraints and will suggest for further improvements. The need of the study is to find that how far e-recruitment is being used by HR professional's and find behavioral intention to use e-recruitment system and whether it is helpful for them to accomplishing goals electronically and quickly.

RESEARCH GAP

Though lot of reviews on E-Recruitment is found, there is no in depth study on the HR professional's perspectives, especially on HR professional's behavioral intention to use e-recruitment system. Many reviews indicate the job seekers perception, applicant's usage and

factors influencing of E-Recruitment system but have failed to elaborate the human resources manager adoptions and acceptance. The reviews are restricted to job seekers areas and have

ignored human resources department. The gap is confirmed as intention to use of e-recruitment system.

Having a clear picture of the phenomenon that is E-Recruitment and to what extent developments are going on, makes it possible to pose several research questions as the basis of our future empirical ambitions. Therefore, to this end, we pose the following central research question:

- To what extent have HR professional's use E-Recruitment?
From this basis, we distinguish a number of sub questions:
- How do HR roles (administrative expert, employee champion, change agent, and strategic partner) affect perceived usefulness and perceived ease of use to have HR professional's use E-Recruitment?
- Is perceived ease of use related to perceived usefulness?
- Are perceived usefulness and perceived ease of use related to the attitude towards E-Recruitment use?

OBJECTIVES OF THE STUDY

Primary Objective: The study is aimed to identify and analyze HR professional's behavioral intention to adopt e-recruitment system and its perceived benefits in IT industry in Chennai city.

Secondary Objectives

- To understand the reasons behind the adoption of E-recruitment by HR Professionals in Chennai city.
- To assess perceived benefits of E-recruitment by HR Professionals in Chennai city.

REVIEW OF LITERATURE

Mondy et al. (2002), recruitment is "the process of fascinating individuals on a appropriate basis, in adequate numbers, and with proper qualifications, and encouraging them to apply for jobs with an organization". **Edwin B. Flippo,(1980)** "Recruitment is the process of searching the candidates for employment and exciting them to apply for jobs in the organization". Recruitment is the action that associations the companies and the job seekers. A few classifications of recruitment are: A process of finding and inviting capable applicants for employment. The procedure initiates after fresh recruits are essential and finishes when their requests are acquiesced. "Recruitment according to **Flippo,2** is the development of searching the candidates for employment and exciting them to apply for jobs in the organization". Recruitment is the activity that relations the employers and the job seekers. **(Kashi, & Zheng, 2013)**, Recruitment function of HRM process has convert most visible to internet and information technology and numerous organizations now practice electronic recruitment (e-recruitment) moderately than conservative method of employee recruitment. The candidates are also concerned in looking for information about job openings of their wanted companies through internet rather than traditional approaches like reading employment columns in the

newspapers. When it comes to e-recruitment from company perspective, two methods are mainly applied: (1) job boards & (2) corporate websites career section.

E-RECRUITMENT

Casper (1985) advises E-recruitment is measured a comparatively new concept for many organizations, articles on the topic first started looking in the mid-1980s. However it was not until almost a decade later in the mid – 1990s that more efficient and demanding literature and research on e-recruitment began to appear in human resource related journals. Cappelli (2001). In this study, the e- recruitment process consists of three major steps: attracting, organization, and contacting

candidates. The main step involves the proper design of web pages, using electronic networks for promotion, and pursuing potential candidates on the Internet and in on-line databases. The succeeding step – sorting – involves the selection of candidates with the help of refined on-line tests. In the third step, contacting candidates, e- recruitment systems are a big help, since they enable communication tasks to be computerized (ibid.). Handlogten (2009), stated that the first summary of the Internet as a recruiting tool was in the mid-1990s [1]. The terms online recruitment, e-recruiting, cybercruiting, or Internet recruiting, present the formal obtaining of job information online [2]. The use of the Internet has naturally changed the face of Human Resource (HR) recruitment and the ways organizations think about the recruiting [3]. Wolfswinkel, Joost and Furtmüller, Elfi and Wilderom, Celeste (2010), suggested the following definition: e-Recruiting is the online desirability and identification of potential employees using corporate or commercial recruiting websites, electronic advertisements on other websites, or an random combination of these channels including optional methods such as remote interviews and assessments, smart online search agents or cooperative communication tools between recruiter and applicant. (Aastha Tyagi 2012), Today, one of the most crucial sources of competitive advantage is based on human resource efforts through attracting and retentive able individuals. The internet has assisted in attracting latent candidates to an organization from the recruitment process, which is revealed to as E-Recruitment. The practice of dispensing a vacant position and applying for a job via a website has increased gradually. The determination of this paper is to extend the research on the recruitment practices, with focus on E-Recruitment performs and trends in India, to identify what e-recruitment methods are being used and what benefits are being experienced by organizations using these methods.

E-RECRUITMENT VS TRADITIONAL RECRUITMENT

(Pew Internet Surveys, 2002), Effective recruitment applies are an essential function of human resource management not only because of their role in enabling organizational success but also because of their role in affecting applicants' job optimal and, ultimately, an individual's quality of life. It has been estimated that 4 million US job searchers use the Internet to search for a job on any given day. Chapman and Webster (2003) led a survey of HR managers concerning the use of technologies in the recruiting, screening and selection process for job candidates in North America. The survey discovered that use of technology is becoming more dominant in organizations particularly for mid level enrollment and most organizations rely on mix of old methods and technology solutions in their daily events. Verbeke (2008) conducted a survey of HR managers concerning the use of technologies in the recruiting, screening and selection

process for job candidates in North America. The survey revealed that use of technology is becoming more established in organizations particularly for mid level employment and most organizations rely on mix of modern methods and technology solutions in their daily activities.

Dr Emma Parry and Professor Shaun Tyson(July 2008) The fact that the use of online recruitment remains more established in larger organizations and in the services sector suggests that the perception that the Internet is more suitable for particular types of roles or organizations is common

place and may be affecting the approval of these methods. Similarly, larger and public sector organizations may be more likely to fill a large number of vacancies and this means that they can cope with a large candidate group. Faiyyaz, A. G. (2014), This research paper stated that all organization has a specific objective and these objectives can be attained only when all the resources are put to maximum use. Internet is one such vital tool which helps an organization to inform, attract and retain the potential employee. Internet has the changed the viewpoint of the human resource division. Dr. A J du Plessis 1, Prof. Howard Frederick 2,(2012),This article attentions on the background of the 'conventional' or 'old' way of recruiting, it reviews different 'new' ways; e-recruiting and its effectiveness; benefits such as accessibility and disadvantages such as transgression of some legislation in e-recruiting and the influence it has on management. Face-to-face interviews were conducted with 102 companies within that population. A 36-question questionnaire was used and we employed random stratified cluster sampling. Research done in Auckland's Rose bank Business Precinct (New Zealand) revealed that for certain job categories e-recruitment is effective. E-recruitment is transforming the way employers hire employees. Some insinuations for managers are pointed out such as the need to be trained for these changes; it can save a lot of money on advertisements; the savings could be used to develop careers or training for employees. The approvals suggest that the HR objectives have to align with the organizational objectives to ensure that they recruit, select and employ the right candidate for the right job. Marjan Fayyazi(2014), The ability of advanced e-recruiting tools has enabled recruiters to quickly recognize and hire qualified candidates, and to build current relationships with potential employees. The aim of this paper is to review and examine the E- recruitment in Iranian banks and protection industry. And comfortable analysis was used to achieve this. In other words, in this study The website content was analyzed by investigators. These organizations are selected based on the position of the top 100 organizations in 1390. The results of this study indicate that Most of these organizations have at least part of the electronic recruitment and obviously, these organizations have unstated the importance of the electronic recruitment. Also in this organization more have been highlighted on advertisement and HR Policies and activities. Also these organizations had less consideration to recruitment process, placement, Types of employment, HR Vision, Pronouncing the results & Post Resume. Wendy Ming-Yen Teoh1*, Sy-Cha Tan2 and Siong Choy Chong3,(2013),This study aims to determine the effects that influence the perceptions of university students towards Internet recruitment. Data were collected from 250 university students from five universities through self-reported surveys that were e-mailed to them. The results indicate that factors such as user responsiveness, information provision, and website usability are significantly related to the insights of university students towards Internet recruitment. Amongst the three factors, information provision appears to be the strongest analyst. It can be concluded that Internet recruitment will continue to gain importance, and employers must pay considerable attention to their online recruitment information, appearance, features, and functions if they wish to attract the right job applicants.

RESULTS AND DISCUSSION

This section of the paper discusses about the results of the descriptive tools and inferential analysis tools used in this research are used for interpretation of the pilot data collected. Here the testing the questionnaires is done through pilot study with 30 HR professional (i.e. 6 HR professionals from each selected IT Company). With help of the pilot study the reliability and content validity of the questionnaire was verified.

Reliability of the questionnaire was also estimated in order to verify the internal consistency and accuracy of the results derived out of the data analysis. The researcher used commonly adopted

measure of reliability i.e. Cronbach alpha coefficient to verify the accuracy and internal consistency of the questionnaire by means of the data collected through the pilot study. Cronbach alpha coefficient value more than 0.7 indicates acceptability of the construct in the data collection instrument. (Nunnally, 1978), however the construct having the number of variables less than ten can have smaller Cronbach alpha coefficients in the range of 0.6 to 0.7.

CONSTRUCTS – RELIABILITY STATISTICS

S. NO	NAME OF THE CONSTRUCT AND FACTORS	NUMBER OF ITEMS	CRONBACH ALPHA
I	PERCEIVED EFFECTIVENESS	25	0.777
1	Perceived Ease of Use	5	0.724
2	Quality of Applicants	5	0.804
3	Wider Applicants Choice	5	0.792
4	Time and Cost Savings	6	0.826
5	Brand Image Development	4	0.739

CONCLUSION

The aim of this paper is to study the perceived benefits of e-recruitment from the viewpoint of the HR managers. The purpose of this paper was to develop a scale to measure the perceived benefits of e-recruitment from the viewpoint of the recruiter. 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. It can be used to keep track and maintain candidate applications, mostly among larger organizations. E-Recruitment has provided some remarkable benefits in terms of cost and efficiency. In addition to the above discussion, a continuous improvement in considering the technological issues related to E-Recruitment is highly recommended.

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