



ELEMENTS THAT IMPACT THE EFFECTIVENESS OF ONLINE RECRUITMENT PROCESSES

F. Selwyn Anantha Raj¹ and Dr. S. Kesavan²

¹Research Scholar, SRM Institute of Science and Technology, Vadapalani, Chennai,
Tamil Nadu, India

²Vice Principal/Research, SRM Institute of Science and Technology, Vadapalani, Chennai,
Tamil Nadu, India

ABSTRACT

Most e-recruitment service customers took part in the survey to determine the most often requested elements in a web-based recruiting procedure. The respondents were picked based on their previous experience with such job portals. We reduced the amount of platforms to investigate for outstanding features and tool efficiency, with the assistance of our Online consumers, to five most stunning ones (INDEED, NAUKRI, MONSTER, LINKEDIN, GLASSDOOR). When we suggested a research into the future of web recruitment platforms, the results were just as beneficial as we had hoped. They specifically said that the majority of such online platform users want a professional and fully functional environment in which to work. The research additionally explains exactly how many and why consumers prefer to have specific functions when seeking employment.

Key words: Human Resource, Recruitment Platforms, Hiring, Features, Job Seekers, E-recruitment.

Cite this Article: F. Selwyn Anantha Raj and S. Kesavan, Elements that Impact the Effectiveness of Online Recruitment Processes. *International Journal of Research in Marketing and Human Resource Management (IJRMHRM)*, 1(1), 2021, pp. 1–9.

<https://iaeme.com/Home/issue/IJRMHRM?Volume=1&Issue=1>

1. INTRODUCTION

Human resource hiring and selection procedures are critical for every business that wants to not only survive but also grow in its market position. A organization's human resources selection process must be carefully structured and organized. The Internet has gradually affected recruiting through the introduction and evolution of new technology. Furthermore, the professionals required in terms of quantity and quality are difficult to find, and money and resources are sometimes restricted. As a consequence, the article discusses online recruiting and evaluation of human resources, which is a low-cost technique for filling openings in the shortest period of time. Online recruitment boards have transformed the recruiting environment

for both companies and job seekers, significantly enhancing the productivity with which hiring choices may be made. E-recruiting is similar to any other recruiting process that a corporate organization undertakes utilizing web-based technologies, and the recruitment environment for both employers and candidates has been transformed as a result of the digital job sites. In addition, the effectiveness of recruiting judgments has significantly improved. At the meantime, there are hundreds of online sites fighting for the attention of job searchers as the advantages of using online recruiting have increased and the way applicants seek for jobs and firms employ has changed in a quite short period. Using internet recruiting portals, job hunters may also learn if the firm they are interested in offers food vouchers, medical insurance, financial help for training, and laptop computers. These benefits can be stated on the corporate side, for example, when a position is listed, but they can also be mentioned on the user profile, so it strong signal his requirements. Intern and practice phases can also be posted on websites for students and anyone who want to learn a certain trade. This should also include the potential of progressing with a career with that firm and the quantity of open positions. The primary goals of the research are to highlight the benefits and drawbacks of e-recruiting portals, to compare the best of them, and to propose some opportunities to optimize the platforms' functionalities in order to provide job seekers with the simplest and most productive mode of route planning for the objective of seeking the dream position for them.

2. LITERATURE REVIEW

Because the Digital world have evolved fast in recent years, so has the e-recruiting field, and job searchers now have a plethora of online recruitment platforms to choose from in order to locate the career goal. The purpose of e-recruitment platforms is to find and retain potential employees, and even though it is easy to pick personnel over lengthy ranges, e-recruitment platforms are now frequently used by both recruiters and job seekers in Romania and around the world. There are numerous advantages to using e-recruitment. Contrary to the previous approach for recruiters, it is simple to keep up to date with changes in the market regarding employment, thanks to the datasets and all of the elevated information kept on the Internet. It is also easy for employees to locate jobs in any field. Also there is the truth that it is simple to submit their CV with their skills, that the information is true, and that they are contacted directly by the employer. The reach expands whenever people can reach out to small to big companies and enterprises in the same way for each option. Regional placement currently has no borders; no one is barred from seeking employment in another geographical region. Different types of available jobs can reach different types of people, and new techniques to manage jobs and recruit people are emerging. Online recruiting is also a more efficient approach to recruit since organizations may save money by decreasing revenue and also by winning time that would have been assigned to a traditional method which would have needed a lot more time. Furthermore, utilizing this type of structure, individuals who are qualified for the position may be quickly identified. E-Recruitment enables real-time interaction and hiring/job search activities 24 hours a day, seven days a week. In addition, the positions remain open for around 30 days and may continue to accept applications after that time period expires. E-recruitment hire is 70% faster than conventional recruitment methods on average, and the recruiting cycle is shortened at each and every stage, through advertising to receiving CVs to screening to maintaining contacts and workflow. The various filtration options on these types of sites are also quite useful in finding a job or a recruit. According to the publication, Bayt.com can provide up to 33 filters to differentiate candidates. The author describes some of the various features of this site, including the ability for businesses to step up their game by placing ads on their website that link directly to their job posting. This can help increase the company's visibility. Aside from the capabilities that must be integrated in one's platform, we must also understand the statistics that influence job searches in the Indian community. Glassdoor's team

was able to complete a study on HR organisations that needed to find and hire personnel in 2016. This research was administered on a web platform and included respondents from HR consultants, directors, managers, CEOs, team leaders, project managers, HR specialists, training coordinators, and other related functions who could provide a relevant perspective on the employment market in the coming period. This survey's respondents work in a variety of industries, including recruiting organizations, insurance firms, banks, construction businesses, energy companies, engineering, e-commerce, media, IT hardware and software development, retail, telecommunications, and technical services. . In terms of the firm's growth in the coming year, 40% of respondents predicted a rise in the number of employees of more than 20%. This suggests that job marketplaces should priorities the looking for alternative opportunities while also focusing on developing engaging and fast-response technologies. IT technology, with a percentage rise of 18 percent, sales, with a percentage increase of 14 percent, customer service, with such a percentage increase of 10.7 percent, and engineering, with a percentage increase of 11 percent, are the departments with the greatest growth in personnel. These are the most important interests for such organizations in the near future, and e-recruiting platforms should be aware of this if they wish to gain in this sector. Aside from that, they should provide variability in the employment field because every member of the site has an identical chance of finding work.

3. METHODS

The research for this paper focuses on an online survey even though our goal is to identify out, depending on a set of people, that are the most effective internet recruitment systems. As Gable G.G. also noted, this technique is particularly useful even though, depending on their viewpoint about any of the platforms discussed in our survey questions, we could indeed quickly find out how many people deserve, which internet recruitment systems they use often, and what these portals could provide f It is also critical that the research sample be relevant.

3.1. Descriptions

The internet survey has ten questions about the five internet recruitment platforms listed below: www.monster.com, www.indeed.com, www.glassdoor.com, www.linkedin.com, and www.Naukri.com. We chose these five internet recruitment platforms because, they are some of the leading online recruitment and selection platforms in India's job websites, mentioned as some of the most popular services where people post their CV to find jobs in various domains, and our goal is to determine which are also the top scoring.

We discovered that the majority of our respondents are between the ages of 26 - 30, with a percentage of 53 percent, followed by users between the ages of 21 and 25. The research's target group consists of 78 people who have used an online platform specialised in the recruitment of new employees at least once. We received some respondents who had never used or heard anything about any of the recruitment platforms that we used, therefore they will be eliminated from our analysis to ensuring that we acquire data relevant to our purpose.

The respondents were chosen based on their age groupings and whether they were male or female. We'll see subsequently how that effects users' decisions to use or not utilize a particular site.

3.2. The Research Analysis

We shall analyze the responses of 78 participants for our study. Because 99 percent of respondents had used the e-recruitment method at least once, this can be regarded a representative group for users who use online recruiting platforms. Another type of response categorization is gender, which is dominated by men. This is due to the IT background of the

majority of our respondents, who are mostly men. The respondents were divided into age groups so that we could derive preferences depending on it. The youth are more drawn to hiring practices and use it more frequently than the elderly. This is due to fact that younger people are constantly seeking for new employment and changing occupations in order to find the best work for them. Opus young people and older individuals already have stable jobs and status in their respective fields(Figure 1).

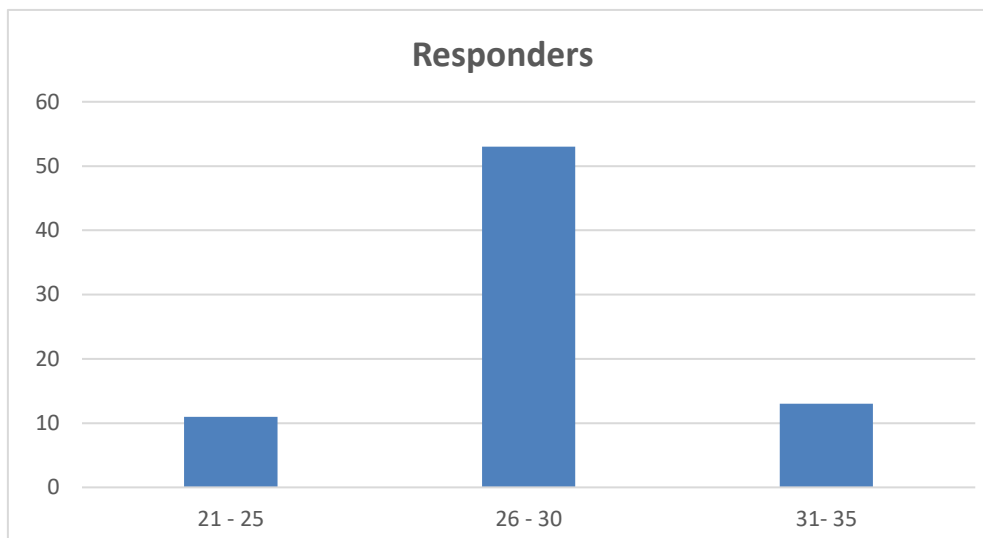


Figure 1 Age group classification

Platforms were analyzed; In our online survey, we employed a specific selection of popular platforms and questioned our consumers which platforms they heard about and which platforms they use to locate jobs or different offers (Figure 2).

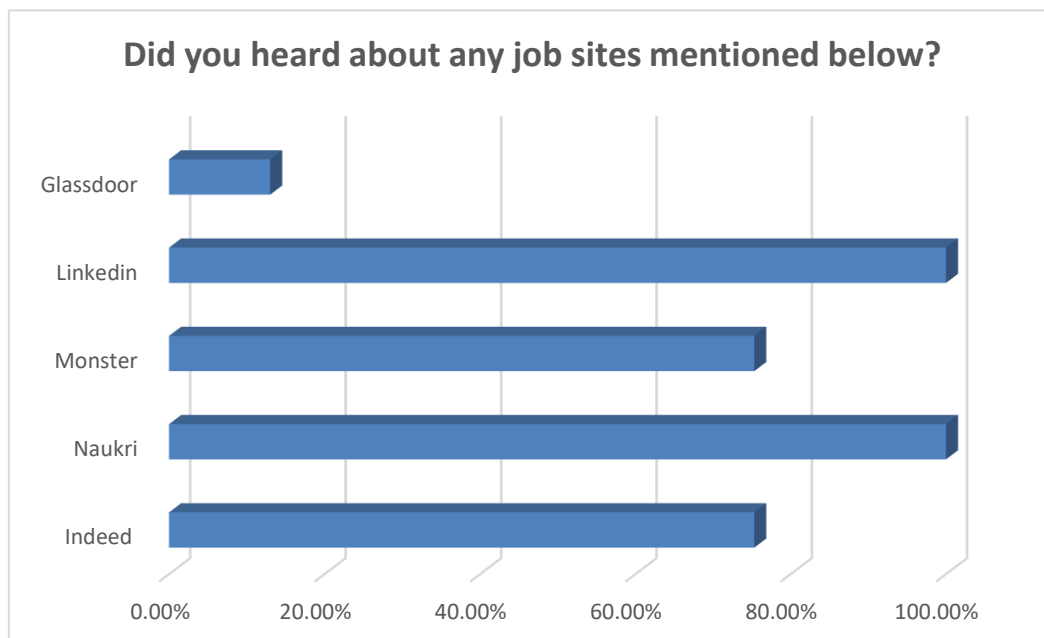


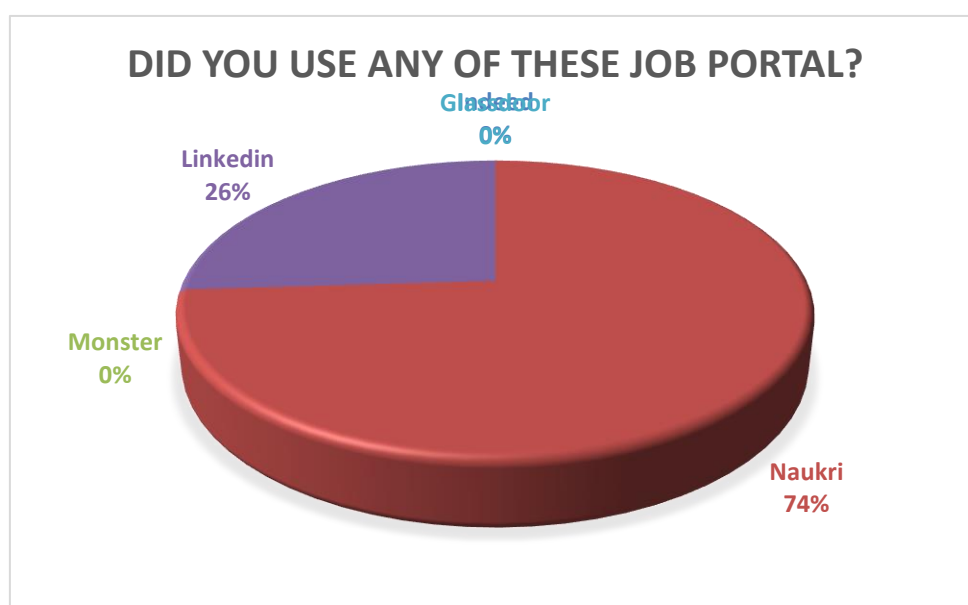
Figure 2 Familiar Job Portals

Table 1

Answer Choices	Responses
Indeed	75.30%
Naukri	100%
Monster	75.30%
Linkedin	100%
Glassdoor	13%

The opinions were crucial for our study since they let us establish an understanding about the attractiveness of each portal from their perspective.

Figure 3 shows that our participants are associated with all of the selected sites, but we should give consideration to LinkedIn and Naukri, which appear to be the most popular. These websites have an impact on our selection to identify the greatest capabilities that they provide to their visitors. Also, we questioned our participants if they had ever utilised such sites, and the leads remained the same, with Naukri having a slight advantage. In addition, the use of e-jobs is increasing significantly, nearly tripling somewhat like Naukri, that suggests they both include characteristics that are vital to our job seekers.

**Figure 3** Job Portal Usage**Table 2**

Answer Choices	Responses
Indeed	0%
Naukri	74%
Monster	0%
Linkedin	26%
Glassdoor	0%

The needs of members are the most significant because they are the primary reason for the growth of internet recruitment platforms. Because the clients are always correct, we requested them to try to arrange the websites due to its interaction with all of them and tell us how they would classify the one they preferred. Obviously, Naukri was the most fulfilling platform because, seems to be the most popular, it received the greatest utilisation from its clientele. Following them is LinkedIn, which received a 20% response rate from participants. LinkedIn finished in second position.

3.3. The Time Intervals

The majority of users expressed a desire for a tool that alerts them to new chances. According to our results of the survey, this is very significant for them because they are periodically informed about various events and only need to update their information on the site. Based on Table 3, we can deduce that because the majority of participants have never used Glassdoor followed that Indeed, we determined in our survey that it received a low score comparable to the others and that it is not seen as a high-rated online recruiting site by our job applicants.

The notice functionality, which is welcomed by the majority of our respondents, is a terrific feature to incorporate on an e-recruiting website. The website should have a system in place to notify users of new chances or messages from recruiters on a regular basis. Naukri is the most powerful in this section, with the most votes, owing to their extremely effective notification system for new jobs, messages, and news. This tool keeps job seekers focused on finding the finest job possible. Alongside our subjects, a daily or weekly email is also appreciated.

Table 3

How frequently use these job portal					
	[Indeed]	[Naukri]	[Monster]	[LinkedIn]	[Glassdoor]
Never Used	25%	0%	25%	0%	83%
Occasionally	75%	0%	60%	25%	16%
Sometimes	0%	0%	0%	58%	1%
Often	0%	84%	0%	1%	0%
Always	0%	16%	0%	16%	0%

This is also a means for the system's clients to learn about new job possibilities. Some other critical aspect of recruitment platforms is their success rate. This is entirely based on the respondent's history on these sites. Aside from the unique features and good user experience, we wanted to see if the platform is worth using and if it truly provides numerous benefits to users.

Table 4

How efficient in these job portal					
	[Indeed]	[Naukri]	[Monster]	[LinkedIn]	[Glassdoor]
Never Used	25%	0%	25%	0%	83%
No Reply from Recruiters	17%	1%	60%	0%	0%
Sometimes got reply from Recruiters	58%	0%	0%	25%	17%
Often reply from Recruiters	0%	25%	15%	1%	0%
Always got reply from Recruiters	0%	74.00%	0%	74%	0%

As indicated in Table 4, the number of calls or e-mails obtained is a means to gauge the effectiveness of the site. LinkedIn was the most visited site by our users, therefore it was at the top of the most visited column). Half of our participants were able to go to an interview and actively interact with recruiters because to Naukri and LinkedIn. The quantity of existing companies is a crucial factor in this. We require a large number of recruiters in order for our job seekers to obtain work and be picked for an interview with the appropriate employer. A total of 47.37 percent of our respondents were hired through one of these venues. This means that the methodology is still being marketed, and these online employment platforms do not yet have the confidence needed to hire someone from outside the features. In terms of feature preference (Table 3), we discovered from our respondents which features entice them to use one platform over another. We provided alternatives for selecting the platform's user interface, as well as the disclosures that were provided through that functionality, based on choice.

Table 5

How efficient to get the interview calls from the Recruiters?					
	[Indeed]	[Naukri]	[Monster]	[LinkedIn]	[Glassdoor]
Never Used	25%	0%	84%	0%	83%
User Interface	0%	1%	0%	0%	16%
Exposure	75.00%	0%	16%	1%	1%
Free Features	0%	0%	0%	0%	0%
Notifications	0%	99%	0%	99%	0%

- The user interface is a significant feature, as we thought, and this was confirmed by the survey. Glassdoor leads the pack with 16 percent of those polled voting for its user interface. Furthermore, Naukri received an intriguing 1 percent for this graphic characterization of the platforms. It offers a good, simple UI and an incredibly simple utility.
- The respondents were asked to provide their thoughts on how using a specific platform helped them gain more market visibility. The amount of recruiters on the site matters a lot in this case. So, as far as we can tell, Monster is not very popular among our respondents, as evidenced by the fact that it received the lowest percentage. LinkedIn and Naukri takes the lead, with 99 percent of its users believing that their abilities were greater highlighted on this site.
- Over 74 percent of our job seekers have used this feature for Naukri. This is regarded as quite crucial by our subjects when selecting a site. Indeed is important here, with 75% of respondents choosing the exposure. The use of these sites with the majority of free services becomes simpler.
- Notifications As previously said, the reporting system is one of the most crucial elements available on an online recruitment platform. The user must be notified immediately whether he has been approached or if a new employment in his or her field of work has become available. This is an effective method of keeping the user aware and preventing him from missing out on opportunities. Naukri had a 99 percent from its users for having an excellent notification system, which included newsletters and SMS. LinkedIn is the market leader in this regard due to the product's size.

4. DISCUSSIONS

In relation to the information we had start of the study, we can now be more confident about what we need and want from such a beneficial tool. When looking for a place of business, every one of our survey participants said that the Internet was their first choice. This signifies that the first option was provided by the nearest available Internet search engine. This means that the site's popularity, as well as how it offers itself to the public, are crucial. It is also critical to consider how job applicants present themselves on their profiles. This is extremely valuable in the eyes of a recruiter looking for an expert.

The biography should be filled out with information on the studies they completed and the languages they are fluent in, so that recruiters can see a more relevant profile. Extracurricular activities, international studies, and strong academic grades should also be mentioned as useful specifications. Aside from the basic abilities that must be listed in a job site profile, soft skills are equally essential today. The most crucial characteristics are collaboration, goal-oriented concentration, flexibility, and mobility. The ability fulfillment should be well-categorized and simple to utilize. Such abilities are essential in any business and should be recognized with distinct grades or standards. Other skills sought include problem solving, efficiency, time management, leadership, and so on. These alternatives should have a predetermined framework

for formalization on the site, making it much easier to find recruiters. The user profile should also include the user's preferences for the following employment. Employer rewards are just as significant as the skills that the job seeker brings to the organization. This is important for many users who are searching for a new career. This would make their job hunt easier because of the benefits that a business gives. It would be fascinating if E-recruiting platforms implemented a feature aimed to provide users with feedback and useful information by evaluating firm recruiters on a regular basis and offering crucial knowledge on how they should arrange and present themselves there. Occasional reports and positive stories could benefit the user base.

According to the findings of our research, customers require a platform that is free to use when only the most basic functionalities are used. This is a major concern among our modern users. The platform developers must priorities and provide access to information to the end user. Notifications clearly play a significant part in bridging the gap between the required functions and the users. This received a high proportion of importance and was rated as a top priority. This feature was chosen by the majority of our users owing to their desire to be adequately informed about the opportunities available on the platform. After all, we can extract the most popular features, but in the end, this is determined by each user's personal decision for which platform is best suited to him or her. To return to the most well-liked aspects, we'll highlight notice, gratuity, and exposure. These are the "must haves" for creating a successful web-based e-recruitment system.

5. CONCLUSIONS

People consider e-recruitment platforms, especially if they operate on the same area, is a difficult undertaking. We have to draw some conclusions about the public's thoughts on this particular subject using this study. The research demonstrates which features online recruitment platforms must have in order to flourish. The elements of future development in this industry will be easier to understand as a result of these findings. Customers rely on and trust a firm foundation, so the planning for such a growth must be thorough and correct. The participants' age and gender combinations, as well as their questionnaire responses, are significant for the interface that is provided to them. A site that wishes to attract individuals of all ages and demographics must combine a variety of basic preferences in order to present a pleasurable navigation and attractiveness. Because of the domain in which it is active, the interface must provide a high level of professionalism. This means that it must be straightforward while also exposing the primary capabilities that it has to provide.

The usage of impartial and peaceful colors for the interface is the way to go. We might use LinkedIn as an example, which has dominated its opponents in this area. The site has a simple grey and blue responsive interface that permits anyone to interact without being sidetracked or disturbed. Also included are the free services that it exposes, with no commercials appearing in the middle of the screen. On a similar basis, Naukri has an easy system and goes directly to the business level, providing easy access to advertised opportunities. Using social networking sites to advertise is an excellent strategy to gain users. A recruiting platform's marketing department must develop a large movement of giving information. With this feature in place, client visibility will follow naturally. Recruiters who are present on the e-recruiting website have direct access to a large number of job searchers and vice versa. LinkedIn, with its rating system and recommendation features, is a good example. This is an excellent method of displaying recruits to recruiters and thereby increasing visibility. The basic features are the most vital for all users, but the expensive ones make a significant impact. We need to give our clients access to amazing features like creating profiles, updating profiles, and presenting themselves professionally to others. To earn from this development process, each platform should include premium services such as data, appropriate suggestions, and improved job seeker filters. This

should allow customers to utilize the tool to receive their results and finish their duties, but it should also inform them that there are additional features in exchange for money that will enhance their experience.

Millions of Naukri and LinkedIn members are looking for and offering jobs for free. This drew a large number of customers, both paying and free. The reporting system is one of the most important functions that has a significant impact on our research. LinkedIn has risen above the competition as a result of their ability to create personalized news letters and provide a very responsive messaging service. Members of the platform can contact one another and discuss job suggestions or even news, much like a traditional social network. This is a wonderful technique to establish work relationships and gain exposure to the relevant connections.

REFERENCES

- [1] N. Sharma. (2014). "Recruitment Strategies: A power of E-Recruiting and Social Media".
- [2] G. G. Gable, "Integrating Case Study and Survey Research Methods: An Example in Information Systems," *European Journal of Information Systems*, Vol III, No 2, 1994, pp.112-126.).
- [3] G. A. Brezoiu. (2014). "How Social Media Recruitment Influences Organizational Social Responsibility".
- [4] C. Pantea, C. Păunescu. "Online Marketing Tools Used by Recruitment Portals – an Exploratory Research of the Romanian Market ".
- [5] T. Thielsch, Meinald, L. Träumer, and L. Pytlik. "E-Recruiting and Fairness: The Applicants' Point of View". *Information Technology and Management* 13.2 (2012): 59-67. DOI:10.1007/s10799-012- 0117-x.
- [6] V. P. Bresfelean, O. Veres and C. Bologa. (August 2010). "Competencies and Online Recruiting for Banking Occupations".
- [7] J. Trivedi, Dr. A. Muduliolar, SPM, PDPU-Gandhinagar, Gujarat. (2015) "Research on Recruitment Outcomes and Recruitment Methods under the Mediating Impact of Credibility & Satisfaction".
- [8] J. F. Wolfswinkel. (June 2009). "Reflecting on e-Recruiting Research: a Systematic Literature Review".
- [9] E. Furtmüller, C. Wilderom, Rolf van Dick. (2010). "Sustainable e-Recruiting Portals: How to Motivate Applicants to Stay Connected throughout their Careers?".
- [10] J. Wolfswinke, E. Furtmueller, C. Wilderom, "Reflecting on E-Recruiting research Using Grounded Theory". "The Benefits of Online Recruitment". Bayt.com. N.P., 2016. Available: <http://www.bayt.com/en/career-article1121/>.
- [11] "Comparison of the Top 4 Freelancing Websites". Ladybird~Ink. N.P., 2013. Available: <https://ladybirdink.net/2013/05/24/comparison-of-freelancing-websites/>.
- [12] D. Nevogt. (2014). "Comparing the Best Freelance Websites". *Time Tracking Software*. N.P.
- [13] L. Heberd. (2013). "Why employee referrals are the best source of hire", Retrieved December 30, 2013, Available: <http://theundercoverrecruiter.com/informative-employee-referrals-hire/>.
- [14] (2016). "Piata fortei de munca in 2016" Available: http://www.hipo.ro/locuridemunca/get_raporthipo