



IMPACT OF E-RECRUITMENT PROCESS OUTSOURCING ON EMPLOYEE PERFORMANCE IN SELECT INFORMATION TECHNOLOGY ORGANIZATIONS TO OLYMPIA TECHNOLOGY PARK IN CHENNAI CITY.

Mr. P. SURESH, Dr. A. MANORSELVI

Research Scholar, St.Peter's Institute of Higher Education and Research, Chennai-54. Mail Id: suresh2981993@gmail.com

Professor, St.Peter's Institute of Higher, Education and Research, Chennai – 54. Mail Id: Manorselvi03@gmail.com

ABSTRACT

As line directors become more involved in managing particular employment opportunities and the human asset manager takes on a more co-ordinating and significant role, e-recruitment is the newest trend in the hiring cycle, and it has been adopted by many large and small organisations. Expanded usage of e-recruitment procedures and frameworks is aiding in coping with this pattern by removing a major percentage of the normal regulatory labour involved in selection and allowing the human asset chief to filter and track recruitment related activities more efficiently. E-recruitment may be applied by any association due to its cutting-edge selection approach, which offers decline and flow data and opens topographical lines for searching.

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INTRODUCTION

In order to help win the fight for talent in the advanced era, organisations should build tactics for promptly and successfully drawing job applicants from all over the world. As a result, a company's capacity to effectively and promptly enrol and acquire skilled employees is a crucial aspect in determining its hierarchical survival and advantage. Prior to the advent of data innovation (IT), companies frequently used low-innovation tactics to find and entice qualified rivals, such as paper announcements and representative references. The techniques and cycles by which many firms choose people, however, have evolved during the last 20 years as more associations have turned to e-recruitment.

OBJECTIVES OF THE STUDY

1. To analyse the impact of E-recruitment on employers in job search behaviour.
2. To study the impact on E-recruitment in employee acquisition among employer in IT sector.
3. To Discuss about benefit and issues faced by employers in E-recruitment process
4. To identify E-recruitment source most often used by job applicant for their job search as per demographic profile.
5. To identify the effectiveness of e-recruitment process and its impact on IT sector.
6. To study the efficiency and performance of E-recruitment process in IT sector.

REVIEW OF LITERATURE

Bhatia and Satija (2022) Technology has played a vital role in education not only in enhancing the students' academic excellence, improving teacher's professional quality but also had proved pertinent in the recruitment of the students once they become job seekers. Where education makes them ready to be recruited in the industry, technology eases the process of recruitment through E-Recruitment.

Meah and Sarwar (2021) The use of social networking sites (SNS) for e-recruitment has shifted the focus away from traditional hiring and selection processes. They are commonly used in the search and acquisition of new employees and are projected to expand in the near future as an e-recruitment tool. However, there is a lack of material on SNS and their impact on an employers' intention to use these sites for e-recruitment, in the context of Malaysia.

Angela et al., (2020) The inspiration drawn from e-recruitment is in making the process to become more creative, formidable and as well to be cost effective. We are desirous of achieving a lot more attraction than it is currently in order to sustain the process. Before now, we have some existing systems which were traditional methods like employment agencies, doing adverts through the print media. This process was relatively very slow and stressful.

Mishra and Kumar (2019) The purpose of this paper is to highlight e-recruitment and training comprehensiveness as the untapped antecedents of employer branding (EB) in the relevant literature, which might enhance the employer's knowledge and lead to organisational development. This study adopts an exploratory conceptual modelling approach based on the extant literature from 1964 to 2017 using the databases of Emerald, EBSCO, Scopus, Proquest, JSTOR and search engines such as Google Scholar to ensure the reliability of the literature.

Dhiman and Arora (2018) The growing role of technology has changed the prototype of E-recruitment process and transformed E-recruitment industry. Despite the popularity of technology and e-recruitment, there is a limited understanding of m-job search apps adoption in literature. To understand the adoption, a real version of extended unified theory of acceptance and use of technology was used.

RESEARCH METHODOLOGY

- 329 samples from Chennai's Olympia Technology Park were chosen for a study on electronic recruiting and its current status in relation to human resources (HR).

- The percentage approach is used to assess the data collected. Both primary and secondary data were collected for the study using Google Forms.

LIMITATIONS OF THE STUDY

- A lack of cooperation among the employees.
- The information is only used by the researcher to advance the project.
- The researcher did not give the project adequate time.
- The sample size does not accurately reflect the population as a whole.

ANALYSIS AND FINDINGS

- These major findings constitute the whole of our study on e-recruitment in the IT sector.

- Like the demographics of the respondents and the benefits of e-recruiting for both job seekers and businesses in the IT sector.

TABLE 1.1

DEMOGRAPHIC PROFILE OF THE RESPONDENTS

Demographic variables	Class Interval	Number of the respondents	Percentage
GENDER	Male	187	56.84
	Female	142	43.16
Marital Status	Single	120	36.47
	Married	209	63.53
Age	<25	45	13.68
	25-35	67	20.36
	36-45	83	25.23
	46-55	71	21.58
	>55	63	19.15
Educational Qualification	Diploma	21	6.38
	Graduate	62	18.85
	Post Graduate	246	74.77
Job Position	Senior Level	89	27.05
	Middle Level	175	53.19
	Lower Level	65	19.76
Approximate Monthly Income In Rs.	Below 20,000	59	17.93
	20,000-30,000	40	12.16
	30,001-40,000	97	29.48
	40,001-50,000	44	13.37
	Above 50,000	89	27.05
Total Years of Experience in the industry	Less than 5 years	53	16.11
	5-10 Years	65	19.76
	11-15 Years	121	36.78
	Above 15 Years	90	27.36
Number of years of experience in the current organization	Less than 5 Years	136	41.33
	5-10 Years	65	19.76
	11-15 Years	78	23.71
	Above 15 Years	50	15.20
Are you aware about E-recruitment concept?	YES	289	87.84
	NO	40	12.16

Source: Primary

- From the above table shows out of 329 respondents, 56.84% respondents are male and 43.16% are female.
- From the above table shows out of 329 respondents, 36.47% respondents are single, 63.53% respondents are married.

- From the above table shows out of 329 respondents, 13.68% respondents are less than 25 age, 20.36% respondents are 25-35, 25.23% respondents are 36-45, 21.58% respondents are 46-55, 19.15% respondents are greater than 55.
- From the above table shows out of 329 respondents, 6.38% respondents are Diploma, 18.85% respondents are Graduate, 74.77% respondents are Post Graduate.
- From the above table shows out of 329 respondents, 27.05% respondents are Senior Level, 53.19% respondents are Middle Level, 19.76% respondents are Lower Level.
- From the above table shows out of 329 respondents, 17.93% respondents are Below 20000, 12.16% respondents are 20000-30000, 29.48% respondents are 30001-40000, 13.37% respondents are 40001-50000 and 27.05% respondents are Above 50000.
- From the above table shows out of 329 respondents, 16.11% respondents are Less than 5 years, 19.76% respondents are 5-10 Years, 36.78% respondents are 11-15 Years and 27.36% respondents are Above 15 Years.
- From the above table shows out of 329 respondents, 41.33% respondents are Less than 5 Years, 19.76% respondents are 5-10 Years, 23.71% respondents are 11-15 Years, 15.20% respondents are Above 15 Years.
- From the above table shows out of 329 respondents, 87.84% respondents are states Yes, 12.16% respondents are stated No.

TABLE 1.2

DIFFERENT DIMENSIONS OF E-RECRUITMENT SYSTEM PRACTICED BY YOUR ORGANIZATION

Different Dimensions Of E-Recruitment System	Class Interval	Number of the respondents	Percentage
Job Portal (Naukari.com, TimesJob.com, Monster.com)	Strongly Agree	126	38.30
	Agree	86	26.14
	Neutral	62	18.85
	Disagree	41	12.46
	Strongly Disagree	11	3.34
Company's own website	Strongly Agree	113	34.35
	Agree	79	24.01
	Neutral	55	16.72
	Disagree	39	11.85
	Strongly Disagree	43	13.07
Social networking websites	Strongly Agree	153	46.51
	Agree	71	21.58
	Neutral	59	17.93
	Disagree	32	9.73
	Strongly Disagree	14	4.26
LinkedIn	Strongly Agree	132	40.12
	Agree	89	27.05
	Neutral	61	18.54
	Disagree	40	12.16
	Strongly Disagree	7	2.13
E-mail	Strongly Agree	196	59.58
	Agree	65	19.76

	Neutral	43	13.07
	Disagree	19	5.78
	Strongly Disagree	6	1.82

Source: Primary

- From the above table shows out of 329 respondents, 38.30% respondents are Strongly agree, 26.14% respondents are agree, 18.85% respondents are Neutral, 12.46% respondents are Disagree, 3.34% respondents are strongly disagree.
- From the above table shows out of 329 respondents, 34.35% respondents are Strongly agree, 24.01% respondents are agree, 16.72% respondents are Neutral, 11.85% respondents are Disagree, 13.07% respondents are strongly disagree.
- From the above table shows out of 329 respondents, 46.51% respondents are Strongly agree, 21.58% respondents are agree, 17.93% respondents are Neutral, 9.73% respondents are Disagree, 4.26% respondents are strongly disagree.
- From the above table shows out of 329 respondents, 40.12% respondents are Strongly agree, 27.05% respondents are agree, 18.54% respondents are Neutral, 12.16% respondents are Disagree, 2.13% respondents are strongly disagree.
- From the above table shows out of 329 respondents, 59.58% respondents are Strongly agree, 19.76% respondents are agree, 13.07% respondents are Neutral, 5.78% respondents are Disagree, 1.82% respondents are strongly disagree.
- From the above table shows out of 329 respondents, 59.58% respondents are Strongly agree, 19.76% respondents are agree, 13.07% respondents are Neutral, 5.78% respondents are Disagree, 1.82% respondents are strongly disagree.

TABLE 1.3

E-RECRUITMENT HELPS THE ORGANIZATION IN FOLLOWING WAYS.

E-Recruitment Helps the Organization	Class Interval	Number of the respondents	Percentage
Using e-recruitment methods can enhance the effectiveness of the recruitment process.	Strongly Agree	156	47.42
	Agree	98	29.79
	Neutral	26	7.90
	Disagree	41	12.46
	Strongly Disagree	8	2.43
The utilization of e-recruitment facilitates the restructuring of recruitment procedures.	Strongly Agree	116	35.26
	Agree	73	22.19
	Neutral	81	24.62
	Disagree	23	6.99
	Strongly Disagree	36	10.94
E-recruitment facilitates the organizing and management of a database of received applications.	Strongly Agree	98	29.79
	Agree	71	21.58
	Neutral	53	16.11
	Disagree	49	14.89
	Strongly Disagree	58	17.63
E-recruitment can create a favorable impression of an	Strongly Agree	107	32.52
	Agree	90	27.36

organization.	Neutral	64	19.45
	Disagree	41	12.46
	Strongly Disagree	27	8.21
E-recruitment offers greater visibility to job seekers.	Strongly Agree	99	30.09
	Agree	47	14.29
	Neutral	65	19.76
	Disagree	74	22.49
	Strongly Disagree	44	13.37

Source: Primary

- From the above table shows out of 329 respondents, 47.42% respondents are Strongly agree, 29.79% respondents are agree, 7.90% respondents are Neutral, 12.46% respondents are Disagree, 2.43% respondents are strongly disagree.
- From the above table shows out of 329 respondents, 35.26% respondents are Strongly agree, 22.19% respondents are agree, 24.62% respondents are Neutral, 6.99% respondents are Disagree, 10.94% respondents are strongly disagree.
- From the above table shows out of 329 respondents, 29.79% respondents are Strongly agree, 21.58% respondents are agree, 16.11% respondents are Neutral, 14.89% respondents are Disagree, 17.63% respondents are strongly disagree.
- From the above table shows out of 329 respondents, 32.52% respondents are Strongly agree, 27.36% respondents are agree, 19.45% respondents are Neutral, 12.46% respondents are Disagree, 8.21% respondents are strongly disagree.
- From the above table shows out of 329 respondents, 30.09% respondents are Strongly agree, 14.29% respondents are agree, 19.76% respondents are Neutral, 22.49% respondents are Disagree, 13.37% respondents are strongly disagree.

TABLE 1.4
COST EFFICIENCY

Cost efficiency	Class Interval	Number of the respondents	Percentage
The budget designated for E-recruitment in your organization sufficient to meet the requirement?	Strongly Agree	102	31.00
	Agree	82	24.92
	Neutral	55	16.72
	Disagree	73	22.19
	Strongly Disagree	17	5.17
E-recruitment incurs minimal ongoing promotional costs for vacant positions.	Strongly Agree	58	17.63
	Agree	68	20.67
	Neutral	127	38.60
	Disagree	43	13.07
	Strongly Disagree	33	10.03
The expenses associated with managing a database through E-recruitment are relatively low.	Strongly Agree	82	24.92
	Agree	77	23.40
	Neutral	91	27.66
	Disagree	59	17.93
	Strongly Disagree	17	5.17
The E-recruitment process can offer a cost-effective method for managing large-scale recruitment efforts.	Strongly Agree	123	37.39
	Agree	85	25.84
	Neutral	62	18.85
	Disagree	44	13.37
	Strongly Disagree	15	4.56
Adopting E-recruitment tools is hindered by the significant obstacle of high fees	Strongly Agree	76	23.10
	Agree	70	21.28
	Neutral	89	27.05
	Disagree	43	13.07
	Strongly Disagree	51	15.50

Source: Primary

- From the above table shows out of 329 respondents, 31.00% respondents are Strongly agree, 24.92% respondents are agree, 16.72% respondents are Neutral, 22.19% respondents are Disagree, 5.17% respondents are strongly disagree.
- From the above table shows out of 329 respondents, 17.63% respondents are Strongly agree, 20.67% respondents are agree, 38.60% respondents are Neutral, 13.07% respondents are Disagree, 10.03% respondents are strongly disagree.
- From the above table shows out of 329 respondents, 24.92% respondents are Strongly agree, 23.40% respondents are agree, 27.66% respondents are Neutral, 17.93% respondents are Disagree, 5.17% respondents are strongly disagree.
- From the above table shows out of 329 respondents, 37.39% respondents are Strongly agree, 25.84% respondents are agree, 18.85% respondents are Neutral, 13.37% respondents are Disagree, 4.56% respondents are strongly disagree.

- From the above table shows out of 329 respondents, 23.10% respondents are Strongly agree, 21.28% respondents are agree, 27.05% respondents are Neutral, 13.07% respondents are Disagree, 15.50% respondents are strongly disagree.

CONCLUSION

I summarised, described and merged the writing on hiring and e-recruitment in this essay. I also mentioned a few advantages that organisations have while implementing E-recruitment. Finally, I recommended a few testable study issues for the future and offered some observational research techniques. In this essay, I also made the case that an understanding of e-recruitment results in a few advantages for associations that choose to work with it. These advantages include an improvement in the brand image of hierarchical recruitment, time reserves that result in productive and successful recruitment, exchange and regulatory expense reserves, access to a sizable candidate pool and the ability of recruitment experts to focus more of their energy on more worthwhile projects. I think these advantages would increase the allure of joining organisations.

SUGGESTIONS

1. Track the success of new hires and use the data to identify the social networks that are most effective in producing productive employees.
2. Keep job seekers interested by sending them emails on a regular basis with details on the times of their interviews, the turnaround time for comments, and links to recruitment videos.
3. Create a complete profile of the perfect candidate that include all essential skills, knowledge, and personality traits for cultural fit. Once the information is detailed, set the e-recruitment system to check for this information.
4. Verify that e-recruitment options are compatible with mobile platforms.

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