

THE IMPACT OF ONLINE RECRUITMENT ON JOB SEEKERS

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ABSTRACT

The research contrasts job searchers' intent to take a position with recruiter sourcing. In the current scenario, the study explains the significance of online recruiting. It can save people time and money by allowing them to work different jobs according to their needs and preferences. Therefore, even workplace location played a challenging part due to the outbreak because most women, especially in today's generation, are not willing to migrate and prefer to work from home. These days a lot of companies use online recruitment. They have developed their own sourcing websites as result of websites like Naukri.com, linkedin.com, monster.com, and even other enterprises. Because of this, recruiters will be able to connect with the job seekers. Thus, both the recruiters and job seekers gain from online hiring. I selected 100 job applicants for this study, and I used the chi square and the ANOVA test to analyze the data. Job searcher's primary perceptions are time saving, location and cost.

Key words: saving of time, use of free online sites, job seekers, online recruitment.

THE IMPACT OF ONLINE RECRUITMENT ON JOB INTRODUCTION

Nowadays, technological advancements play an essential part in the functioning of enterprises and India's general development. Because our country is still evolving and has made it a goal to be digital in all areas, the organization has begun to use technology into its operations.

Before technology came into use there where many sources of recruitment is used like newspaper advertisement, Campus drives etc. These are also known as conventional sources of recruiting. However, due to Covid, many more sources have been added to this list, in addition to those already mentioned, as a result of technological advancement.

According to technological acceptance model, the uses of online sources for job searching have been impressively increased. It is considered to be effective because it saves time, effort and moreover it can ensure that suitable person is hired for a particular position. So, the main purpose of the study is to identify about how online recruitment and internet is influencing the recruitment process of an organization. Online hiring has completely changed the job search process in recent years, giving candidates access to possibilities in a wider range of sectors and regions than ever before. By more effectively linking companies and job seekers than traditional recruitment techniques, the emergence of digital employment portals like Indeed, Glassdoor, and

LinkedIn has streamlined the hiring process.

E-Recruitment has a lot of promise for any organisation since it is now a recruitment strategy that offers up-to-date information, opens up geographic borders to search for talent, and saves time and money. In order to source the right person at the right time and at the right price, many businesses have adopted e- recruitment as part of a strategic plan for development and sustainability. In order to win the global battle for the hip market, a company has to be on the lookout for a wide range of tactics. E-recruitment has risen in popularity among HR professionals due to the many benefits of online communication. Effective administration of a company's people resources requires widespread use of computerized human resource management. Perceived usefulness refers to the extent to which job seekers believe that using a particular technology (in this case, a recruitment platform or E-Recruitment system) will enhance their job search process and ultimately lead to positive outcomes, such as finding a suitable job.

OBJECTIVE OF THE STUDY:

1. To identify that the online recruitment is easy platform for job seekers.
2. To know about how much job seekers are aware about online recruitment
3. To examine the cost effectiveness and accessibility of online recruitment
4. To analyze the problem of job searching through internet

REVIEW OF LITERATURE

Dr. Bhupendra Singh Hada, Swati Gairola (2005) said that latest trend on e-recruitment and this updated trend has been adopted from MNC to small scale industries in this article he talks about the opportunity and challenges of e- recruitment.

Galanaki, (2002) said that online recruitment process is started by posting vacancies on the on there own company websites and an online recruitment vendor's website or third-party websites, and asked the applicants to send their resume and their details electronically through the e-form or through email.

Buda (2003) has found that the recruitment advertisement is to be effective when it should include positive information at the start when being advertised through non-expert source

RESEARCH METHODOLOGY

The Research Design

The data will be gathered directly from the respondents through sample survey method. The data analysis for this research will be both on quantitative and qualitative manner.

Collection of Data

primary data and secondary sources of data will be gathered for the research.

Primary source of data will be collected through the use of questionnaires and survey interviews.

The secondary sources of information were collected from past research work, books, journals, articles, internet search, etc.

Tools and Techniques

This study will contain table, chart, chi-square tests and two-way analysis of variance and interpret the data.

Chi square is a statistical tool used in research to investigate variations between categorical variables within the same population. A two-way analysis of variance is a technique for determining whether two samples' means are statistically different or not.

Sample Size

A sample of hundred (100) respondents were drawn from job seekers. Convenience sampling technique has been used to derive data from different levels of employees

Profile Area of Study Sample Location

The purpose of this study is to examine how internet recruitments affect job searchers. The study consists of both primary and secondary data. Secondary data was collected from journals, articles, books, internet and works of similar nature related to the online recruit

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Hypothesis frame work

ANOVA: One typical strategy for determining a viable treatment procedure is to examine the number of days it took the patients to be cured. We can use a statistical approach to compare these three treatment samples and show how they differ from one another. ANOVA is the name given to a technique that compares samples based on their means.

Analysis of variance (ANOVA) is a statistical technique used to determine if the means of two or more groups differ substantially from one another. ANOVA tool was used to find the mean. It is also known as Analysis of Variance.

A chi-square (2) statistic is a test that compares a model to real observed data. The data required to calculate a chi-square statistic must be random, raw, mutually exclusive, obtained from independent variables, and drawn from a big enough sample. The outcomes of a fair coin flip, for example, fulfil these conditions.

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The hypothesis tested in the study are shown below

H0=There is no significant different between Gender and the online recruitment provide opportunity H1=There is significant different between Gender and the online recruitment provide opportunity

H0=There is no significant different between job seeking level and Worst in the case of job searching through internet

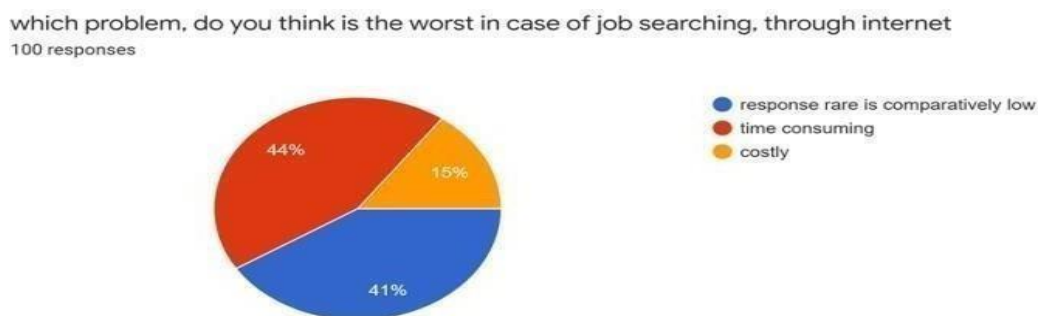
H1=There is significant different between job seeking level and Worst in the case of job searching through intermediate analysis

TABLE 1: Gender of the respondents

TABLE 3 Which problem did you think is the worst in case of job searching, through internet

Job searching, through internet	No of Respond	Percentage
Response rare is comparatively low	41	41%
Time consuming	44	44%
Costly	15	15%
Total	100	100%

FIGURE 4 Which problem did you think is the worst in case of job searching, through internet



Source: Primary Data

Interpretation: Table 4.1.10 shows that 41% of respondent response rate is comparatively low,44% of respondent were said time consuming, 15% of respondent were said that it is costly.

Inference: Majority of respondent (44%) where said time consuming.

ANOVA

TABLE 1 AND 2

		Expected Count	7.6	38.4	7.6	6.9	2.5	63.0
	female	Count	0	10	12	11	4	37
		Expected Count	4.4	22.6	4.4	4.1	1.5	37.0
Total		Count	12	61	12	11	4	100
		Expected Count	12.0	61.0	12.0	11.0	4.0	100.0

Worst in the case of job searching through internet									
	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum	
					Lower Bound	Upper Bound			
gender of the respondent	43	1.05	.213	.032	.98	1.11	1	2	
Online recruitment provides opportunity									
Online recruitment provides opportunity									
	strongly agree		agree	no comment		disagree		strongly disagree	Total
gender of the respondent	male	12			51	0		0	63

e responde nt										
entry level										
middle level			50	2.16	.370	.052	2.05	2.27	2	3
top level			7	3.00	.000	.000	3.00	3.00	3	3
Total			100	1.74	.705	.071	1.60	1.88	1	3

Gender of the Responds

ANOVA					
Worst in the case of job searching through internet					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	40.613	2	20.307	228.322	.000
Within Groups	8.627	97	.089		
Total	49.240	99			

Gender of the Responds

Worst in the case of job searching through internet				
Duncan				
Job seeking level	N	Subset for alpha = 0.05		
		1	2	3
entry level	43	1.05		
middle level	50			
top level	7			3.00
Sig.		1.000		1.000

Means for groups in homogeneous subsets are displayed.

- Uses Harmonic Mean Sample Size = 16.119.
- The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.

Interpretation

Since p value is 0.000 is less than 0.05 so, null hypothesis is rejected, Alternative hypothesis is accepted. Hence there is no significant difference between job searching through internet and job seeking level.

Null hypothesis H0: there is no significant different between job searching through internet and job seeking level

Alternative hypothesis H1: There is a significant different between job

searching through internet and job seeking level

CHI SQUARE TEST

Case Processing Summary					
	Cases				
	Valid	Missing		Total	
	Percent	N	Percent	N	Percent
gender of the respondent * online recruitment provides opportunity	99.0%	1	1.0%	101	100.0%

Chi Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	64.133 ^a	4	.000
Likelihood Ratio	77.362	4	.000
Linear-by-Linear Association	51.315	1	.000
N of Valid Cases	100		

a. 5 cells (50.0%) have expected count less than 5. The minimum expected count is 1.48.

Interpretation

Since p value is 0.000 is less than 0.05 so, null hypothesis is rejected, Alternative hypothesis is accepted. Hence there is no significant difference between gender and online recruitment provide opportunity. Null hypothesis H₀: there is no significant different between gender and online recruitment provide opportunity. Alternative hypothesis H₁: There is a significant different between gender and online recruitment provide opportunity.

FINDINGS OF THE STUDY

Majority, 63% percentage male were searching for job. Majority of the respondent are 59% whose current location were in city/ town.

Majority 61% of respondents were agreeing with the online opportunity.

CONCLUSION

The study talks about that on today scenario with current generation people were prefer e recruitment why because the telecommunication interview became very cheap and easy. Only thing is we should update the resumes in job portal and to know how to access the job portal. While compare with traditional method e recruitment become very usable and convenient. It can be access able at anywhere. Job seekers can find the job through websites, job boards & portals. It is a time saving & cost- e f f e c t i v e method for job seekers. Some job portals offer resume building facilities also it includes the skill setting so that job seekers can get advantage of this.

In conclusion we can say that the internet has been accepted as a most convenient & better tool to find the jobs. This system benefit MNC because with any other countries or in any their states we can easily generate the job description so that we get large no of job seekers and get more benefit and the resources and time get saved. So this system became more beneficial to both job seekers and such as MNC, IT compa

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