

A STUDY ON FACTORS INFLUENCING JOB SEEKERS PREFERENCE FOR E-RECRUITMENT PLATFORMS WITH REFERENCE TO MCDERMOTT INTERNATIONAL LIMITED

*Mrs. V.P Swetha Assistant Professor Department of Master of Business
Administration Panimalar Engineering college.*

*Mr. Sanjay. K, Student, Department of Master of Business Administration
Panimalar Engineering college*

ABSTRACT

This study investigates the impact of e-recruitment platforms on recruitment effectiveness from the perspective of job seekers, with a focus on McDermott International LTD. The primary objective is to identify the factors influencing job seekers' preference for using e-recruitment platforms, while secondary objectives include analysing ease of use, evaluating the range of job opportunities, assessing trustworthiness and safety, and examining the relevance and quality of job listings. Through a comprehensive exploration of these factors, the study provides valuable insights into the evolving dynamics of online recruitment. The findings shed light on the significant role played by e-recruitment platforms in modern-day job searching and underscore the importance of continuous improvement in user experience, transparency, and the provision of relevant and high-quality job listings to meet the needs of job seekers in today's competitive job market landscape. The study was conducted with a sample size of 190 respondents, selected based on the pilot study method of sampling for unknown sampling. Statistical analyses, including Mann-Whitney test, Kruskal-Wallis test, and correlations, were employed to analyse the data and draw meaningful conclusions.

INTRODUCTION

RECRUITMENT

Recruitment is the art of discovering, attracting and procuring a talented applicant to meet the present and future needs of the organization. Definition includes the concept of "art" which refers to the soft skills of the talent acquisition team, which is present naturally or acquired through some trainings. "Discovery" refers to the effective technique of recruitment; absence of it will result in shortfall of talented resource. The basic purpose of recruitment and selection

is to place right person at the right job as organization is dependent upon the people it hires for growth and development.

Recruitment is an activity which involves identification of potential employees in an organization. It performs the vital role of drawing and procuring human resource in the organization which is considered the most important element. It consists of locating, identifying various sources which provide manpower to the organization. Eminent authors have defined recruitment as follows"

As per Edwin Flippo, "Recruitment is the process of searching for prospective employees and stimulating them to apply for jobs in an organization.

" DeCenzo and Robbins defined "Recruitment is the process of discovering potential candidates for actual or anticipated organizational vacancies. Or from another perspective, it is a linking activity—bringing together those with jobs to fill and those seeking jobs."

RECRUITMENT SOURCE CLASSIFICATION

Internal recruitment

It is to recruit employees who are currently working within the organization for different position at same or different location. Through promotion and transfer organizations may fill the open positions with the current employees. This enables to meet the interest of organization and also the employee.

External recruitment

It is to hire individuals from outside the organization. Hiring internal resource for various positions may be beneficial for the organization, but to meet the present and future need organizations needs to depend on external source of recruitment

External Recruitment Methods

For acquiring human resources, traditionally HR department would make use of paper and print media for recruitment and selection process. This involved use of paper resumes of the job applicant and newspaper job posting. Organizations for meeting up their human resource requirement would wait for long for the qualified talented candidate to view the job vacancy posting or advertisement on the newspaper or magazines. The reach of recruitment team was limited to the geographic area and many times they had to accept and compromise with the quality of candidate hired. Yet they would ensure that different techniques of sourcing are captured to reach to larger pool. Different traditional recruitment methods are as follows:

Internal Job Posting (IJP's)

Internal Job Posting is the method of advertising jobs internally in the organization. Such process informs and gives equal opportunity to all the employees of the organization to apply for vacant position internally. This can be done via posting the vacancy on the intranet catering to different locations of the organization or by posting the notice at common areas.

Employee Referral

Employee referral is one of the effective methods of external recruitment sources. The existing employees know the organization and the person whom they are recommending for the vacant profile. It enables to get the best fit at a low cost. This method is applied by various organizations as refer a friend.

Campus Hiring

Campus hiring involves sending the recruiters to the campuses to create an applicant pool from technical institutes, B-Schools of those applicants who are graduating fresher's and looking for job. This enables the organization to source a good number of young job applicants who could be hired for the beginner's level profile. The young job applicants are hired management interns in different department and then are retained in the organization for future roles. Hiring from education institute for certain technical and management position has become one of the most competent and economical external recruitment methods. Management trainees and beginner level profiles can be closed by this method. This is dependent upon the relationship between the campus placement cell and recruiters of the organization.

Media Advertisement

Advertisement in newspapers and journals is one of the most preferred ways of external hiring. The advertisement enable to attract both active and passive job applicant thus increasing the pool for selection of highly competent job applicant who is the best fit for the role. On the other hand it enables the job applicant to evaluate each and every job posting meeting its requirement and apply for the best suited job. (e) Placement agencies/ Executive Consultants Various private placement consultants are the experts who enable the organizations and job applicants to bridge the gap between them, and provide a common platform where both recruiter and job applicant interact to make the best choice employee at one end and company at the other end.

REVIEW OF LITERATURE

Sulbha Waghmare (2018)

The current trend in the hiring process is e-recruitment, which has been embraced by numerous large and small organizations. This is because the role of the human resource manager is evolving in the hiring process, with the HR manager now playing a more strategic and coordinating role while line managers handle more specific job openings. This trend is being aided by an increase in the use of e-recruitment techniques and tools, which remove a large portion of the repetitive administrative labour associated with hiring and make it easier for human resource managers to keep an eye on and track recruitment-related activities.

Jayanty Kuppusamy and Jaya Ganesan (2016),

e-recruitment among generation Y job seekers, which suggests that in order to guarantee the efficacy of e-recruitment, the organization should concentrate on elements like the hiring cycle's adaptability, information accessibility, internet accessibility, website usability, and cost effectiveness. Because Generation Y was raised in an era where the internet was ubiquitous, they are technologically literate, actively seek employment, and are motivated to apply online through job portals or company websites.

MD. Hosain, Kazi Ullah and Md. Mohsan Khuri (2016),

investigated how e-recruitment affected job searchers' attitudes and intentions to pursue positions. The study's conclusions indicate that the internet is the most popular resource for job searches. The placement of advertisements determines how effective e-recruitment is. Perceived benefits and ease of use significantly influence candidates' interest in applying for jobs, so HR professionals must comprehend how potential candidates perceive these factors in order to encourage them to submit an online application.

Sayel sabha, (2018),

Doing this included compiling a list of the purported benefits of e-recruitment using the inductive method. Participants were asked to rank the benefits of e-recruitment based on their contacts and experiences. The objects were created using the results of advancement. Short interview responses that were frequently provided included: reduced costs, less time, the ability to influence candidates from other countries, higher application quality, and a favourable reputation for the company.

Kamalanayan (2019),

Studies have been conducted regarding the effectiveness of career portals and networking sites for recruiting. In this study, he presents an accurate image of the employees' work-life balance within a firm. Put otherwise, it is reasonable to presume that employees on a recruiting team encounter difficulty. Many multinational corporations use phone interviews as a kind of contact-based application screening. Conversely, though, this approach ought not to be promoted. They ought to go straight to a face-to-face interview process in order to produce qualified candidates.

Sivasankari (2018),

Web-based technology, or online recruitment, was the subject of research on e-recruitment. Currently, MNCs are attempting to pique young people's attention online. Several audiences can be reached with social media communications containing work posts. He or she must therefore go through several difficult situations after the nomination is selected. Therefore, once the nominee is selected, he or she has to put up with it. distinct crucial situations. Based on their experience, some are transferred and moved to a different area. Therefore, by means of its acts and cultural shift, E-recruitment advances by accomplishing its goal.

V.indira, Rathika (2020)

E-Recruitment is also an internet based technology used to hire a right candidate for a right job. It is a giant platform for the work seekers. E-Recruitment is widely employed by the work seekers altogether over the world to induce a right job. During this paper the research is made on this condition of seeking employment through internet and investigate the expenses and trustworthiness of internet to the work seekers.

NEED FOR THE STUDY

- Investigate how e-recruitment platforms conserve time and energy for both job seekers.
- Understand how e-recruitment platforms influence job opportunity availability for job seekers.
- Assess the user experience of job seekers on e-recruitment platforms
- To Evaluate the relevance and quality of job opportunities featured on e-recruitment platforms

OBJECTIVES OF THE STUDY

PRIMARY OBJECTIVES :

- To identify the factors influencing job seekers preference for using E – recruitment platform

SECONDARY OBJECTIVES :

- To analyse the ease of use for job seekers on E-recruitment platforms.
- To evaluate the range of job opportunity available on E – platforms
- To analyse the trust worthiness & safety of E – recruitment platforms
- To evaluate the relevance and quality of job opportunity

LIMITATIONS OF THE STUDY

- A few employees couldn't participate in the survey due to time constraints.
- Respondents were worried about the questionnaire's privacy.
- Data collection had limitations that affected the information gathered.
- Inadequate resources may compromise the quality of data collection, analysis, or interpretation.
- The people chosen for the study might not represent everyone, so the findings might not apply to everyone.

RESEARCH METHODOLOGY

RESEARCH DESIGN

Research design is a blue print framework which specifies the details of the procedures necessary for obtaining the information needed to structure or solve research problems. The research design refers to the overall strategy that you choose to integrate the different components of the study in a coherent and logical way, thereby, ensuring you will effectively address the research problem.

DESCRIPTIVE RESEARCH DESIGN

Descriptive research is a research method that describes the characteristics of the population or phenomenon that is being studied. This methodology focuses more on the “what” of the research subject rather than the “why” of the research subject. The idea behind this type of research is to study frequencies, averages, and other statistical calculations. Although this research is highly accurate, it does not gather the causes behind a situation.

DATA COLLECTION

While dealing about the method of data collection to be used for the study, we should keep in mind two types of data. i.e., primary data and secondary

Primary Data

Primary data are these which are collected for the first time and they are original in character. The researcher to study a particular problem and collects them himself. Here, questionnaire is the primary data.

Secondary Data

The secondary data are those, which are already collected by someone for some purpose and are available for the present study. In this study secondary data has been collected for supportive evidence and analytical study. Here, I have collected some from journals and books.

Data Collection & Instrument

In this project, the research has used questionnaire for collecting primary data. The questionnaire consists of a number of questions typed in a definite order on a form or set of

forms relating to certain specific aspects regarding which the researcher collects the data

SAMPLE

The sample area selected for the study on McDermott International LTD. The study was carried out with a sample size of 190 respondents. The sample size was selected based on the pilot study method of sampling for unknown sampling

SAMPLING TECHNIQUES:

Convenient sampling was used in this study. The population under investigation is known. This method provides practicality and convenience in obtaining the required sample size for the research

PILOT STUDY

small study to test research protocols, data collection instruments, sample recruitment strategies, and other research techniques in preparation for a larger study. For sample determination we use the formula

$$n = \frac{z^2 \times p \times q}{E^2}$$

n = sample size

z = z score (for 95% CI is 1.96)

p = number of positive occurrence (from pilot study 91.5% is 0.915)

q = 1-p

E= margin of error (for CI 95% is 0.05)

$$n = \frac{1.96^2 \times 0.566 \times 0.433}{0.05^2} = 192 \text{ (APPOX -190)}$$

STATISTICAL TOOLS USED FOR THE STUDY:

1. Percentage Analysis
2. Mann-Whitney test (U -Test)
3. Kruskal-Wallis (H-Test)
4. Correlations

In order to analyse the data collected from the questionnaires , Non- Parametric Statistical tools such as U- Test, H- Test & Spearman's Correlation are performed

➤ **PERCENTAGE ANALYSIS:**

Analysis is applied to create contingency table and it very useful in analysis for the comparison of data.

$$\text{No of respondents Percentage} = \frac{\text{No of respondents}}{\text{Total numbers of respondents}} \times 100$$

➤ **MAAN WHINEY TEST (U-TEST)**

The U test, also known as the Mann-Whitney U test, is a non-parametric test used to compare two independent groups when the assumptions of parametric tests are not met

➤ **KRUSKAL-WALLIS (H-TEST)**

The Kruskal-Wallis H test, or simply the H test, is a non-parametric method used to compare the median scores of three or more independent groups

➤ **SPEARMEN'S CORRELATION**

Spearman's correlation is a non-parametric measure of correlation between two variables. Spearman's correlation is a statistical method used to measure the strength and direction of the relationship between two variables

NORMALITY TEST

H0: The data follows Normal Distribution

H1: The data significantly deviates from Normal Distribution

Tests of Normality						
	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Ease of use	.146	191	.000	.960	191	.000
Range of opportunity	.125	191	.000	.957	191	.000
Relevance and Quality	.124	191	.000	.955	191	.000
Trustworthiness & safety	.137	191	.000	.951	191	.000

a. Lilliefors Significance Correction

INTERPRETATION:

From the results of Kolmogorov- Smirnov test ,

- 1) Since P (Sig) value < 0.05, We reject the Null Hypothesis. It infers that the Data is significantly deviated from the Normal Distribution. Hence, Non-Parametric tools are applied for this study

U-TEST:

H0: There is no significant difference between the mean rank of Men and Women with respect to the variables

H1: There is significant difference between the mean rank of Men and Women with respect to the variables

Ranks				
	Gen der	N	Mean Rank	Sum of Ranks
Ease of use	1	117	99.53	11645.00
	2	73	90.42	6691.00
	Total	190		
Range of opportunity	1	117	95.08	11124.50
	2	73	97.45	7211.50
	Total	190		
Trustworthiness & safety	1	117	99.69	11663.50
	2	73	90.17	6672.50
	Total	190		
Relevance and Quality	1	117	95.77	11205.50
	2	74	96.36	7130.50
	Total	190		

Test Statistics				
	Ease of use	Range of opportunity	Trustworthines s & safety	Relevance and Quality
Mann-Whitney U	3916.000	4221.500	3897.500	4302.500
Wilcoxon W	6691.000	11124.500	6672.500	11205.500
Z	-1.122	-.292	-1.172	-.072
Asymp. Sig. (2-tailed)	.262	.770	.241	.943

a. Grouping Variable: Gender

Interpretation:

- There is no significant difference in the ease of use between the genders, as the p-value (0.262) is greater than the significance level of 0.05.
- There is no significant difference in the range of opportunity between the genders, as the p-value (0.770) is greater than 0.05.
- There is no significant difference in trustworthiness & safety between the genders, as the p-value (0.241) is greater than 0.05.
- There is no significant difference in relevance and quality between the genders, as the p-value (0.943) is greater than 0.05.

H- TEST:

H0: There is no significant difference between the mean rank of respondents on Factors with respect to the variables

H1: There is significant difference between the mean rank of respondents on Factors with respect to the variables

Ranks			
	Gender	N	Mean Rank
Easy of use	1	117	99.53
	2	73	90.42
	Total	190	
Range of opportunity	1	117	95.08
	2	73	97.45
	Total	190	
Trustworthiness & safety	1	117	99.69
	2	73	90.17
	Total	190	
Relevance and Quality	1	117	95.77
	2	73	96.36
	Total	190	

Test Statistics

	Ease of use	Range of opportunity	Trustworthiness & safety	Relevance and Quality
Chi-Square	1.258	.085	1.374	.005
df	1	1	1	1
Asymp. Sig.	.262	.770	.241	.943

a. Kruskal Wallis Test

b. Grouping Variable: Gender

INTERPRETATION:

- From the results of H– Test, There is no significant difference in ease of use between genders, as the p-value (0.262) is greater than 0.05.
- There is no significant difference in range of opportunity between genders, as the p-value (0.770) is greater than 0.05
- There is no significant difference in range of opportunity between genders, as the p-value (0.770) is greater than 0.05
- There is no significant difference in relevance and quality between genders, as the p-value (0.943) is greater than 0.05.

CORRELATIONS SPEARMAN'S

Correlations

			Range of opportu nity	Ease of use	Trustwo rthiness & safety	Relevan ce and Quality
Spearman's rho	Range of opportunity	Correlation Coefficient	1.000	.656**	.616**	.644**
		Sig. (2-tailed)	.	.000	.000	.000
		N	190	190	190	190
	Ease of use	Correlation Coefficient	.656**	1.000	.608**	.601**
		Sig. (2-tailed)	.000	.	.000	.000
		N	190	190	190	190
	Trustworthines s & safety	Correlation Coefficient	.616**	.608**	1.000	.708**
		Sig. (2-tailed)	.000	.000	.	.000
		N	190	190	190	190
	Relevance and Quality	Correlation Coefficient	.644**	.601**	.708**	1.000
		Sig. (2-tailed)	.000	.000	.000	.
		N	190	190	190	190

** . Correlation is significant at the 0.01 level (2-tailed).

INTERPRETATION

1. Range of Opportunity and Ease of Use:

- There's a strong positive correlation between the Range of Opportunity and Ease of Use ($\rho = 0.656$, $p < 0.01$). This suggests that when there are more opportunities available, things tend to be perceived as easier to use, and vice versa.

2. Range of Opportunity and Trustworthiness & Safety:

- A significant positive correlation exists between Range of Opportunity and Trustworthiness & Safety ($\rho = 0.616$, $p < 0.01$). This indicates that as the Range of Opportunity increases, the perceived levels of trustworthiness and safety also tend to rise.

3. Range of Opportunity and Relevance and Quality:

- There's a strong positive correlation between Range of Opportunity and Relevance and Quality ($\rho = 0.644$, $p < 0.01$). This suggests that higher levels of opportunity are associated with higher perceptions of relevance and quality.

4. Ease of Use and Trustworthiness & Safety:

- The data indicate a strong positive correlation between Ease of Use and Trustworthiness & Safety ($\rho = 0.608$, $p < 0.01$). This implies that when something is easier to use, it's generally perceived as more trustworthy and safer.

5. Ease of Use and Relevance and Quality:

- A significant positive correlation exists between Ease of Use and Relevance and Quality ($\rho = 0.601$, $p < 0.01$). This indicates that higher perceived ease of use is associated with higher perceived relevance and quality.

6. Trustworthiness & Safety and Relevance and Quality:

- There's a strong positive correlation between Trustworthiness & Safety and Relevance and Quality ($\rho = 0.708$, $p < 0.01$). This suggests that higher perceived trustworthiness and safety are associated with higher perceived relevance and quality

SUGGESTIONS

- Optimize website navigation for enhanced user experience, addressing reported usability issues & Strengthen data security protocols and communicate privacy measures clearly to users.
- Enhance job postings with comprehensive descriptions to aid applicants' decision-making processes and Personalize job recommendations based on user preferences and skills to improve relevance.
- Ensure transparency and credibility in company information presentation to foster user trust by analysing the user behaviour data to identify patterns and optimize the timing and frequency of platform updates or communications
- Conduct user surveys or interviews to identify the specific features or attributes that users appreciate about the preferred platform to provide search functionality with autocomplete suggestions to help users find relevant pages or content more quickly.
- Send personalized notifications or reminders to encourage users to revisit the platform and offer specialized content or resources tailored to the career stages and goals of each age demographic

CONCLUSION

In conclusion, this study highlights the crucial role of e-recruitment platforms in today's job market and successfully achieves its objectives of identifying influential factors and analysing platform usability, job opportunity availability, trustworthiness, and relevance. Our findings underscore the significance of e-recruitment platforms, with a majority of respondents relying on them for job searches. However, areas for improvement are evident, particularly regarding platform usability and the relevance of job listings.

Moving forward, it's imperative for e-recruitment platforms to prioritize enhancements in user experience, transparency, and job listing quality. Efforts should focus on improving platform usability, ensuring transparency and trustworthiness in job listings, and enhancing the relevance of opportunities presented to users. By remaining adaptive and responsive to user needs, these platforms can continue to be essential tools for job seekers in today's competitive landscape.

While e-recruitment platforms have made significant strides, there's still room for optimization. With ongoing dedication to improvement and innovation, these platforms have the potential to revolutionize the job search process, driving greater efficiency, accessibility, and success for job seekers.

ANNEXURE

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