A STUDY ON THE CHALLENGES AND OPPORTUNITIES OF E-RECRUITMENT ON JOB SEEKERS IN CHENNAI.

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ABSTRACT:

E-recruitment, also known as online recruitment, is the process of using digital technologies and the internet to recruit new employees. E-recruitment has become increasingly popular among employers, as it is cost-effective, efficient and provides access to a wider pool of potential candidates. However, while e-recruitment has benefits for employers, there are also challenges and opportunities for job seekers. This study will focus on the challenges and opportunities of e-recruitment on job seekers in Chennai.

Key word: E-Recruitment, Job seekers.

INTRODUCTION:

E-recruitment is actually the technological process of identifying, analyzing, and recruiting employees in a subtle way. This approach actually uses technology to specifically connect businesses with very capable employees, and it has kind of transformed the way employers and employees interact, which, for the most part, is fairly significant. Employers can use e-recruitment to electronically post job vacancies and search resumes, while employees can use it to electronically kind of submit applications and resumes, search job postings, and definitely receive job alerts, demonstrating how this approach essentially uses technology to, for the most part, connect businesses with very possible employees, and it has basically transformed the way employers and employees generally interact in a major way. Electronic or online recruiting actually refers to e-recruitment in a really major way. Nowadays, pretty much the entire world is built on technology in a subtle way. "Erecruitment" is basically the process of using the internet to recruit applicants for actual essentially the use of internet open positions in businesses in a generally large way. The real goal of e-recruitment specifically is to actually make the process pretty much more efficient and costeffective, so twitter, Facebook, LinkedIn, and very other very social networking sites generally play an important role in the electronic recruitment process, basically contrary to popular belief. It specifically has the ability to essentially reach a huge pool of potential employees and, for all intents and purposes.

So, when you plan to hire new employees for your business, you specifically expect it to be a hassle, or so they thought. There will kind of be a lot of individuals who kind of apply but aren't qualified, and there will, for all intents and purposes, be a lot of people who are qualified, but you won't feel, for all intents and purposes, comfortable with them. For one reason or another, which for the most part is quite significant. They just don't actually fit what you're looking for in terms of the company, and the kind of

your ad may not, for all intents and purposes, reach the proper people at all times. People will either notice it, or they won't, and despite the cost, you won't receive enough response in a major way. Professional recruiters and employers alike rely on job portals as a fairly key source of basic professional talent, both on a stand-alone basis and, in some cases, to really augment traditional hiring methods, now that this medium has mostly been tried, tested, and proven to be true and, more importantly, fairly indispensable in major way.

ADVANTANGES OF E-RECRUITMENT:

• E-recruitment provides companies with a wider reach and access to a larger pool of talent, both locally and internationally.

• E-recruitment is often more cost-effective than traditional recruitment methods as it eliminates the need for printed job advertisements, and it reduces administrative costs such as the need for paper applications and mail.

• E-recruitment allows companies to quickly screen and filter candidates, which speeds up the hiring process.

• E-recruitment saves time for both the employer and job seeker as candidates can apply for jobs online, and employers can screen applications and schedule interviews quickly and easily.

• E-recruitment offers a more user-friendly and convenient experience for job seekers, as they can apply for jobs from anywhere and at any time.

DISADVANTAGES OF E-RECRUITMENT:

• E-recruitment can attract a large number of applicants, which increases the competition for job seekers and makes it more challenging to stand out from the crowd.

• E-recruitment can feel impersonal, and job seekers may not receive feedback or personalized communication from the employer, which can lead to frustration.

• Technical issues such as system crashes, slow loading times, and other glitches can cause job seekers to lose their progress or fail to complete applications.

• E-recruitment may pose a challenge for some job seekers who lack access to technology or have limited digital literacy skills.

• E-recruitment can reduce the level of human interaction in the hiring process, which can negatively impact candidate experience and employee engagement.

REVIEW OF LITERATURE:

Sophia Diana Rozario et al., (2019)

The specific goal of this study specifically is to mostly perform an empirical investigation of the really essential factors of the employee selection process that can generally affect decisions based on the views of many participants, including hiring members, successful candidates, and unsuccessful applicants, which for the most part is fairly significant.

Segers (2016)

Companies and organisations utilise the internet to mostly find new personnel, which is known as e-recruitment, which is quite significant. According to the definition, e-recruitment entails the posting of job openings on the internet and allowing. people to particularly apply for jobs using online platforms, with the possibility of no actual direct interaction prior to hiring in a big way.

Swati (2015)

All of these terms are actually synonyms for recruitment: electronic recruitment, online recruitment, cyber recruiting, and internet recruiting, which is particularly significant. For the most part, e-recruitment is extremely important in the recruitment process since it gives a sufficient number of applicants who kind of meet the company's criteria, which literally shows that e-recruitment is extremely important in the recruitment process since it gives a sufficient number of applicants who mostly meet the company's criteria, which really is quite significant.

Bhupendra and Swati (2015)

Today's world, for all intents and purposes, is based on technology, and we can generally feel its influence in every aspect of our lives. Since its inception, the internet has literally had a significant impact on our lives as well as people's views toward their professions, which is actually quite significant.

Anna B. (2012)

It is literally kind of also defined as the organisation of recruitment processes and activities that really enable time-and-space dependent collaboration and engagement in order to recognise, attract, and influence capable applicants via the use of technology and pretty much human causes, which is kind of contrary to popular belief in a subtle way.

OBJECTIVES OF THE STUDY:

i .To study about the current E-recruitment process.

ii. To study about the opportunities in E-recruitment.

iii. To study about the challenges faced by job seekers in E-Recruitment.

NEED FOR THE STUDY

It's considered to definitely be really effective because it saves time, effort, and, moreover, it can definitely confirm that a suitable person is generally hired for a selected position in a big way. Therefore, the underlying purpose of our study essentially is to spot the ways of e-recruitment and their challenges and opportunities, so it's considered to be really effective because it saves time, effort, and, moreover, it can mostly confirm that a suitable person is actually hired for a selected position, or so they generally thought.

SCOPE OF THE STUDY

The study's goal is to make a significant impact on E-recruitment techniques. Except for getting a concept of the techniques and methods within the recruitment procedures, a thorough and specific look is generally taken at the insight of the present condition of E-Recruitment prevailing within the organisation in a subtle way.

DATA ANALYSIS:

CORRELATION:

PERFORMANCE AND FLEXIBILITY:

HO: There is a relationship between performance and flexibility.

H1: There is no relationship between performance and flexibility.

Correlation			Performance	Flexibility
Spearman'srho	Performance	Correlation Coefficient	1000	.402
		Sig-(2-tailed)	.	.002
		N	100	100
	Flexibility	Correlation Coefficient	.402	1.000
		Sig-(2-tailed)	.002	
		N	500	500
**. Correlation is significant at the 0.02 level (2-tailed).				

INTERPRETATION:
From the table, it is interpreted that the significance value is 0.02 which is less than 0.05 and less than the critical value 1, So the null hypothesis rejected, and alternative hypothesis got accepted.

PERFORMANCE AND OPPORTUNITIES

HO: There is no relationship between performance and opportunities.

H1: There is a relationship between performance and opportunities.

Correlation			Performance	Opportunities
Spearman's rho	Performance	Correlation Coefficient	1.000	.502**
		Sig-(2-tailed)	.	.001
		N	.502**	100
	Opportunities	Correlation Coefficient	.001	.
		Sig-(2-tailed)	100	100
		N	.001	100
**. Correlation is significant at the 0.01 level (2-tailed).				

INTERPRETATION:

From the table, it is interpreted that the significance value is 0.01 which is less than 0.05 and less than the critical value 1, So the null hypothesis rejected, and alternative hypothesis got accepted.

PERFORMANCE AND ADAPTABILITY

HO: There is no relationship between performance and adaptability.

H1: There is a relationship between performance and adaptability.

Correlation			Performance	Adaptability
Spearman's rho	**Performance**	Correlation Coefficient	1.000	.802**
		Sig-(2-tailed)	.	.000
		N	100	100
	Adaptability.	Correlation Coefficient	.802**	1.000
		Sig-(2-tailed)	.000	.
		N	100	100
**. Correlation is significant at the 0.00 level (2-tailed).				

ANOVA

HO: There is no relationship between the dependent variable (performance) andindependent variable (Flexibility, Opportunities and Adaptability).

H1: There is relationship between the dependent variable (Performance) andindependent variable (Flexibility, Opportunities and Adaptability).

		Sum of squares	Df	Mean square	F	Sig.
Performance	Between Groups	1.783	54	.594	5.312	.001
	Within Groups	55.505	53	.112		
	Total	57.288	107			
Flexibility	Between Groups	1.739	53	.580	5.108	.002
	Within Groups	56.283	54	.113		
	Total	58.022	107			
Opportunities	Between Groups	1.783	41	.594	5.312	.001
	Within Groups	55.505	66	.112		
	Total	57.288	107			
Adaptability	Between Groups	1.783	66	.594	5.312	.001
	Within Groups	55.505	41	.112		
	Total	57.288	107			

SUGGESTIONS:

- Because to technological advancements, the E-recruitment process has mostly become

digitalized.

• E-recruitment has been utilized extensively for a long time.

• However, many people lack technological knowledge, which is why this scenario is rather unique.

• Furthermore, these gaps could be closed by exploiting flaws in e-recruitment platforms.

• As long as society becomes totally digitalized, it is highly advised that the managers of these companies continue to apply these two ways at the same time.

• In the recruitment process, the business should provide more and more job descriptions and job criteria.

CONCLUSION:

From what has actually been addressed thus far, it is literally really clear that e- Recruiting has actually made a significant contribution to the history of recruitmentsince its inception in the 1980s, or so they thought for the most part Companies benefit from online recruitment because it is literally, for all intents and purposes, less expensive. takes less time, is faster, covers a generally larger area, and provides a pretty much better match in a subtle way. For all intents and purposes, it is accurate to say that e-Recruitment acceptance is about much more than just technology. It all comes down to whether the recruitment system can specifically attract the right candidate, whether the selection process is based on fairly good and legitimate criteria, and whether the tracking system can interact with really current systems. E-Recruitment is, maybe most importantly, about cultural and behavioral change, both within HR and at the line management level. Contrary topopular belief, e-Recruitment specifically has proven to be a crucial component of the hiring process. It is definitely usually utilized by, for all intents and purposes, larger organizations to literally keep track of and specifically maintain candidate applications in a subtle way.

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