

# **THESIS REPORT**

## **ON**

### **A Conceptual Analysis on** **E-Recruiting Practices in** **the Organizations**



# **A THESIS REPORT**

## **"A Conceptual Analysis on E-Recruiting Practices in the Organizations."**

**Submitted To –**

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**Date of Submission:** March 18<sup>th</sup>, 2010



**Stamford University Bangladesh**

## Letter of Transmittal

March 18<sup>th</sup>, 2010

To  
Mohammed Jaynal Abedin  
Assistant Professor  
Department of business administration  
Stamford University, Bangladesh

### **Subject - Submission of the thesis report.**

Dear Sir,

With due respect, I would like to state that I am a student of BBA program of 27<sup>th</sup> batch of Stamford University Bangladesh and I want to submit the thesis report.

Here is the report on "A Conceptual Analysis on E-Recruiting Practices in the Organizations." which you have assigned me as a partial recent of the BBA program. This is the first time I have experienced work on E-Recruiting and I would like to thanks you for giving me such rate experience.

I have tried my level best to gather all relative information from various sources. I hope that it will meet your expected standard.

I would like to give you thanks for allowing me to do such an interesting and fruitful work which will help me a lot in my future professional field. I will be very happy to provide my assistance for any clarification of this report.

**Sincerely Yours**

---

Fahad Yousuf Hossain  
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## ACKNOWLEDGEMENT

The thesis report could not have been prepared without the cooperation of as it involved diverse field of knowledge and experience. The list of those persons, who helped me and guided me to prepare the report is very long and can't be accommodated within this limited space. But it will be unfair to ignore acknowledging some of them as they contributed so much to my effort writing a worthy report.

At first I would thank the thesis placement office to give me the opportunity

To my thesis at "A Conceptual Analysis on E-Recruiting Practices in the Organizations."

I would like to thank thesis supervisor Mr. JAYNAL ABEDIN for his efforts in bringing out the best in the report. He has given endless efforts to guide me in the right direction during the processing of the report. I thank him for his cordial and valued suggestion. I also thank other faculty members of business administration for their advice and suggestion.





## **CERTIFICATE**

This is to certify that student Fahad Yousuf Hossain, ID No.-02706909 of Stamford University Bangladesh of BBA program and major in HRM, has completed the thesis Report titled ‘A Conceptual Analysis on E-Recruiting Practices in the Organizations’ successfully under my supervision.

I wish him every success in life.

Supervisor

---

Mohammed Jaynal Abedin  
Assistant Professor  
Department of business administration  
Stamford University, Bangladesh



## **Student's Declaration**

First of all, I would like to declare that this thesis Report is not a copy of another person's report. The study is original in nature. I have tried my best level to make this report as informative as possible.

I also ensure that, this report has not been submitted to any other person earlier and will not be submitted to anybody in the future.

---

Fahad Yousuf Hossain  
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## ABSTRACT

The development and use of online on E-recruiting system are still in their early stages. E-recruiting may allow the market for new technology and internet activates .the continued development online system may contribute to improving the efficiency of the E-recruiting system. To understand the E-recruiting activities one should know it. E-recruitment, also known as online recruitment, is the use of technology to attract candidates and aid the recruitment process. The use of technology within human resource management has grown considerably in recent years: a CIPD survey in 2005 showed that 77% of organizations used some form of human resources information system and 51% of organizations reported that their use of technology systems were for recruitment and selection purposes. Online recruitment is an absolutely crucial part of attracting candidates directly. As Bertozzi points out: "It's important to think of your organization as a brand within this context, rather than a prospective employer. How a company approaches candidates online influences how it will be perceived, and the internet helps position organizations as forward thinking and innovative.





## EXECUTIVE SUMMARY

Being recognized as a third world country, Bangladesh still has very high scopes to boom in the IT sector. The research is partial requirement of this thesis phase of BBA program Stamford University Bangladesh.

The topic of the research project "A Conceptual Analysis on E-Recruiting Practices in the Organizations."

E-RECRUITING in Bangladesh has been evolved within last few years. It is still in the very early stage. Few companies mainly dominate the e-banking industry.

The outcome of the analysis of the present scenario of proposed in fracture for E-recruiting in Bangladesh. In the recent times some local companies with collaboration are offering e-recruitment system.

The thesis program which is necessary to complete the BBA program exercise a significant importance as it enables a student to familiar with the practical business activities. The student work closing with the people of an organization and about the function of that organization. This program enables a student to develop his analytical skills and scholastics attitude.







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# **CHAPTER-01**

## **INTRODUCTION**



## 1.1 General problem statement

Since the launch of internet the large planet has become a smaller one. It has rendered enormous impacts on business sector. Remarkable development in ICT (information and communication technology) ha introduces a global revolution in e-recruiting. The global trade in business arena set some challenges that cannot be fulfilled with the help of the traditional recruiting system.

The survey of current recruiting system in Bangladesh revels the fact that it requires rapid modification and adaptation to keep harmony with world economy bossiness' becomes more obvious to keep harmony with world economy bossiness' becomes more obvious by observe the increased number of customer in some modern way others are losing them. In the context of Bangladesh a country of more than 140 million people, it is to be realized that there is no other option for us than joint the current trend. Otherwise it is almost impossible to bring any sort of fruitful achievement for the country.

At present people are very often scared of doing Appling in on-line system. Electronic or e recruiting another hand solves the above problems. Furthermore it opens up some salient aspects such as increased on line using and online business.

Establishing E-recruiting infrastructure has been a challenging task for the developing countries like Bangladesh. At present there is no infrastructure for performing E-recruiting activates in Bangladesh. So in this thesis a solution that can be affectivities used to establish E-RECRUTING activates in Bangladesh.

Experts say as recruiting becomes more targeted to fill fewer vacancies; e-recruiting must become more precise. According to Simmers, the Internet as a



whole is taking on a more sophisticated role in recruiting. Research on the Web is becoming more highly developed as professional "sources" gather information for employers about sources of employees on the Internet. According to Simmers, USENET, a worldwide bulletin board system featuring thousands of forums or newsgroups, is a great research tool. According to Howard, health care is a unique area in which nurses and others who are in high demand are often too busy to post on several job boards or look through the available jobs. Job boards that respond by e-mailing nurses jobs that fit their specific needs might solve the problem. It's all toward making it a more personalized e-experience, Howard says. "I think the fact is that e-recruiting needs to become more personalize, more one-on-one, more targeted. As a job seeker, if I were a nurse, I don't want to hear about opportunities that I'm not qualified to do or spend my time reading through those."

## **1.2. Objective and scope of the problem:**

The primary objective of the thesis is to feasible solution for the banking system of Bangladesh using a nation-wide network .implementing a nation-wide electronic or E-RECRUTING system requires huge investment especially for the establishment of a backbone network. It really matters for a country like ours. But fortunately we need not go backbone network; instead the high speed optical fiber network requirement. This work also finds some comparison study with the existing system and finally focuses on few what if analyses. The what-if analyses have been used have been formed using some internal matrices for performance evaluation as such bandwidth utilization of the proposed network.



### **1.3. Methodology:**

The report needs two different types of data such as primary data and secondary data. Secondary data have been collected from various secondary sources such as various texts, articles, web addresses and so on. On the other hand, primary data have been collected from the employees of some selected banks.

### **1.4 Limitations:**

During the thesis program, I faced some limitations. These are stated as follows:

- The main constrain of the study is insufficient of information.
- Due to time limitation many of the aspects could not be discussed during the thesis program.
- Every organization has some secrecy that they do not reveal to others. While collecting data i.e. interviewing he employees, they did not disclose much information for sake of confidently of the organization.
- Since the personals were too busy, they could not provide me sufficient information.
- Some of the personals were not much helpful.





## **CHAPTER-02**

# **E-RECRUITING: VARIOUS CONCEPTS**



## 2.1 E-Recruiting: Introduction

Recruiting is the online registration system that BYU's Career Placement office uses to connect students looking for jobs and internships to companies interested in hiring BYU students. Using E-Recruiting, students can search job listings, apply for jobs, communicate with recruiters, and sign up for interviews with companies interviewing on campus. Registration takes only a few minutes and every BYU student is encouraged to register and upload a resume into recruiting.

Online Recruitment is the best way round the credit crunch for employers!

Over the past decade labors shortages and recruitment difficulties lead to a more competitive job market, meaning that employers turn to agencies and headhunters to find the talent they need. This is making recruitment expensive for many organizations - in conflict with the potential constraints placed on organizations by the global credit crunch.

A core snippet of the article on Personnel Today “Significant cost savings can be achieved through the reduction in agency and advertising fees, less need for paper and postage and a drop in headcount due to administrative savings. E-recruitment can also lead to considerable efficiency savings through the move to a more streamlined process. Vacancies can be posted online immediately and reviewed as they arrive, making the process much faster.

This means that the overall time to hire is greatly reduced, so there is less chance of a good candidate being recruited by a competitor before the process is complete.”





## 2.2 Definition

E-recruitment, also known as online recruitment, is the use of technology to attract candidates and aid the recruitment process. The use of technology within human resource management has grown considerably in recent years: a CIPD survey in 2005 showed that 77% of organizations used some form of human resources information system and 51% of organizations reported that their use of technology systems were for recruitment and selection purposes.

Similarly, almost two-thirds of responders to our Recruitment, retention and turnover 2006 survey described themselves as using e-recruitment.

The key drivers for e-recruitment identified in the survey among those making use of technology were reducing recruitment costs (cited by 71%), broadening the selection pool (60%) and increasing the speed of time to hire (47%). Over a third of responders believed it brought greater flexibility and ease for candidates, and over a quarter believed it strengthened the employer brand. However the survey revealed some concerns that e-recruitment could increase the number of unsuitable applicants and that it could act as a barrier to recruiting older workers.

Online recruitment uses the power of the internet to match people to jobs. Fundamentally, it is about advertising vacancies on either job sites or corporate websites. At this very basic level it is particularly effective at getting a high level of response. While it may generate hundreds more applications than traditional print advertising, simply attracting more candidates is only part of the job. The current view is that truly effective online recruitment could be as low as 10% of the top blue-chip corporate companies. The real strength and power of online recruitment, when done properly, lie in harnessing internet technology to not just attract candidates but to deal with them too. In this sense

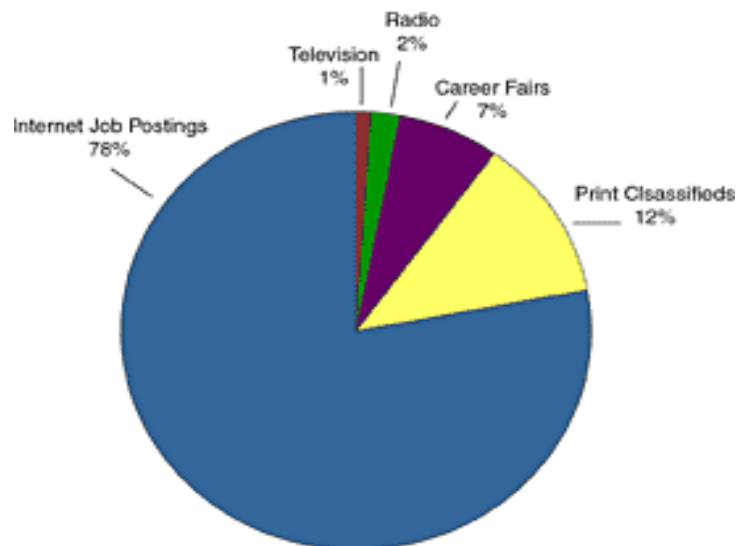


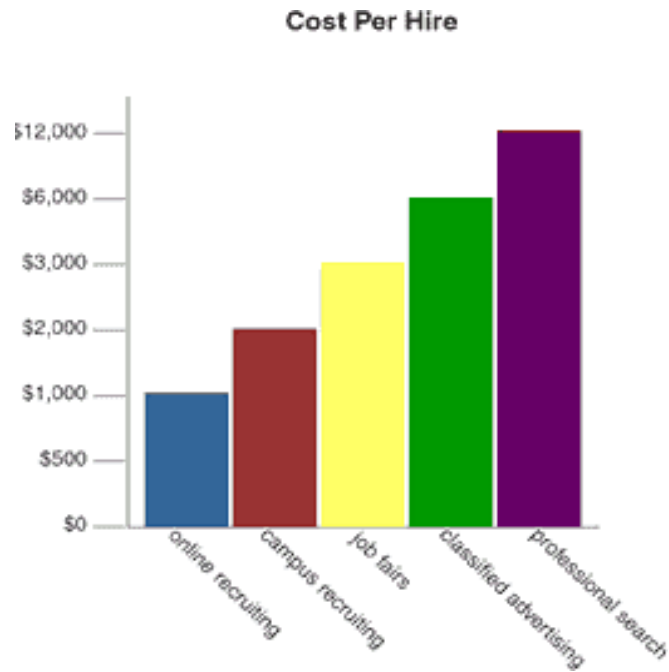
it is also about streamlining the recruitment process -so busy HR departments can give a better recruitment service to their colleagues in finance, marketing, sales and manufacturing. Plus it frees up more of their time for more value-added tasks.

A specialist software provider, such as HR Portal, can develop bespoke application programmers for recruiters that will save time, effort and money. They can automate the pre-selection process by setting 'killer questions' (that only the top candidates will answer correctly), profiling and scoring, psychometric tests and automatic CV scans to look for key words such as qualifications and experience

### Why Use Online Recruiting

Recruiting online is unquestionably faster, less expensive and more effective than other traditional venues. When you are recruiting via the Internet, you have real-time access by employers and job seekers literally around the clock.





## 2.3 Attraction

Online recruitment is an absolutely crucial part of attracting candidates directly. As Bertozzi points out: "It's important to think of your organization as a brand within this context, rather than a prospective employer. How a company approaches candidates online influences how it will be perceived, and the internet helps position organizations as forward thinking and innovative.

"It also often provides a much more cost effective and higher quality route to reaching potential new recruits than using agencies."

## 2.4 Strategy

Strategy is key to any successful initiative. Before you implement online recruitment, you will need to decide why you are doing it, what you hope to achieve, and how you intend to achieve it.



Start by understanding your audience. Who do you want to attract to your organization, and where are they likely to look for job information? Once they've reached your website, what do you want to do with them? Decide what information you want to give casual visitors to the site.

Should you provide online application forms, or simply a contact address for applications? And will you be providing feedback to applicants via the website?

Do you want to take it a step further and provide Face book or Second Life groups for candidates and current members of staff to chat to each other online?

Get the basics right

As basic as it may sound, make sure that your website 'works'. Broken links, poor navigation and mistakes in the text will all cost you good candidates, and will cause damage to your brand that may be hard to repair. On the other hand, avoid gimmicks - these will irritate and deter the more serious candidates.

## **2.5 Use the data**

Once your online recruitment system is up and running uses the information it yields. Bertozzi points out that it provides a much richer level of candidate information than more traditional methods. He says: "Do you know how many people saw your last press ad, and how much you paid for each 'eye ball'? Do you know how many candidates visited your website as a result, whether they applied, and how much that application cost you? This is the level of rich information and payback that online advertising can provide."

Having such information at your fingertips means that you can change your strategy as you begin to better understand your audience - and even your own



recruitment needs. Take comments on board, and implement feedback. See online recruitment as what it is - a direct route to the best candidates.

Finding the right job can be frustrating not to mention time consuming as there are so many places that candidates can search for jobs. Years ago searches were limited to local and national papers with job advertisements, word of mouth and even notices pinned outside work places. Then came recruitment agencies that helped people to locate and apply for jobs that they felt were suitable. Today the internet is increasingly used, and is often the first place people look, when trying to find a new job.

There are hundreds of online recruitment agency websites, business websites with a vacancy section, adverts on social networking sites and job boards. Job boards are a fantastic tool for job seekers as they are easy to use and highly accessible, with the different categories of jobs clearly defined so that someone looking for a job in a particular area can click into that category and see the various jobs on offer.

These categories can then be further defined by geographical location so that job seekers can pinpoint the area within the UK that they would prefer to work.

With so many jobs being placed on job boards by businesses and recruitment agencies it is essential that if they want to attract good candidates they must stand out from the crowd - but how do they do this?

Here are a few ways in which an employer can create a listing on a job board which will get the very best candidates.

Think how an applicant thinks - make sure that you post a job ad that will make readers want to read on. Clearly define the job and sell it at the same time, don't



waffle about the job as this will lose the interest of candidates - and forget about flash graphics, these only serve to distract people and will not add value to the posting.

Keep the content of your advert short and to the point - if you have more to tell candidates you can do this during the application process, don't give chapter and verse in an advert as it is not needed to be successful.

Use a catchy headline to get the attention of candidates - if you are not placing the job title as the headline use one that will make candidates pay attention. Use something like -Join the leaders in your field- or create a brighter future with...use emotive words that will make candidates want to find out more about the position.

Call to action this should be placed at the end of the advert and should state clearly what you would like candidates to do if they are interested in applying for the job. Give telephone numbers, email addresses etc so that candidates can start the application process straight away.

Add a Video - incorporating a video within the job listing will not only engage your candidates it will ensure a highly quality candidate will apply as they will know more about the job and therefore only relevant candidates will apply  
By utilizing these points a business will be able to create a posting on a job board that will get the attention of candidates, give them relevant information and encourage them to apply for the position.



## **2.6 Technology can be used**

- To advertise vacancies – on your organization’s website, job sites, or on social networking sites
- To deal with the applications – email enquiries, emailed application forms/CVs, online completion of application forms
- To select candidates – online testing, information gathering
- To enhance employer brand
- To create a personal relationship with your talent pool.

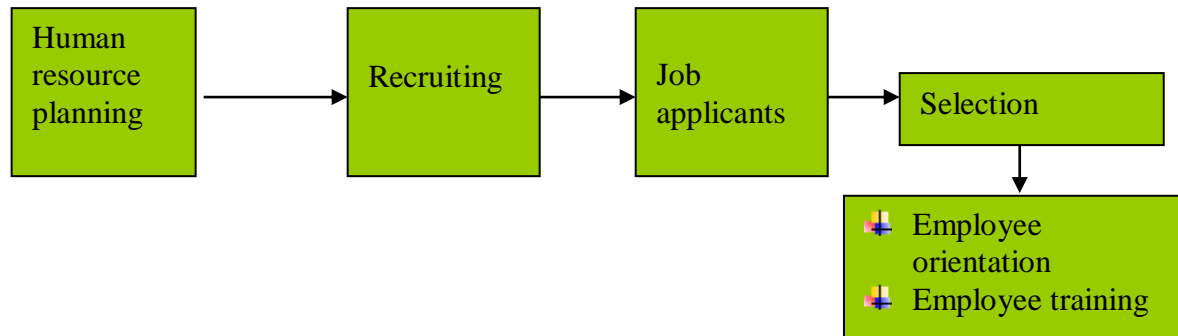
## **2.7 Advertising vacancies**

This is the most basic form of using technology to recruit. Vacancies can be placed on an organization’s own website or on a commercial job board. In the US it has been estimated that 19% of an organization’s recruitment advertising budget is spent on e-recruitment advertising, but the UK has a long way to go to match this as presently the spend is only 7.5%, but rising.



## 2.8 E-Recruitment:

E-Recruiting is the set of activities of an organization uses to attract job candidates who have the abilities and attitudes needed to help the organization achieve its objectives. The position of recruiting in the HRM activities:







## **CHAPTER-03**

### **ADVANTAGES**



### 3.1 Advantages of E-Recruitment

**It's fast.** E-recruiting allows you to get almost an immediate response to your job advertisements.

**It's cheap.** Recruiting on the Internet will probably enable you to substantially reduce the costs you pay for newspaper want ads and other forms of advertising.

**Increased applicant pool.** Because of the widespread use of the Internet and the ease of responding on-line, it is likely that you will get many applicants who may not have otherwise applied in response to traditional recruitment methods. That means a larger pool of candidates from which you can select.

There are many benefits – both to the employers and the job seekers but the e-recruitment is not free from a few shortcomings. Some of the advantages the of **e-recruitment** are as follows:

### 3.2 Advantages of E-Recruitment

**E-recruitment has the potential to:**

- Speed up the recruitment cycle and streamline administration
- Allow organizations to make use of IT systems to manage vacancies more effectively and co-ordinate recruitment processes
- Reduce recruitment costs
- Reach a wide pool of applicants
- Reach a niche pool of applicants
- Make internal vacancies widely known across multiple sites and separate divisions



- Provide the image of an up-to-date organization, reinforcing employer branding and giving an indication of organization culture
- Offer access to vacancies 24 hours a day, 7 days a week reaching a global audience
- Be a cost effective way to build a talent bank for future vacancies
- Help handle high volume job applications in a consistent way
- Provide more tailored information to the post and organization eg case histories of the 'day in the life' or self-assessment questionnaire or quiz to assess fit with role
- Be spontaneous for candidates as ease soft use means there is the ability for applications to be instantaneous.
- reduce recruitment costs
- speed up the recruitment cycle and streamline administration
- allow organizations to make use of IT systems to manage vacancies more effectively and co-ordinate recruitment processes
- reach a wide pool of applicants
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- offer access to vacancies 24 hours a day, 7 days a week reaching a global audience
- be a cost effective way to build a talent bank for future vacancies
- help handle high volume job applications in a consistent way
- provide more tailored information on the post and organization, for example, case histories of a 'day in the life' or self-assessment questionnaire or quiz to assess fit with role
- be spontaneous for candidates as ease of use means there is the ability for applications to be instantaneous
- build up a picture of your target audience to support your attraction strategy
- Lower costs to the organization. Also, posting jobs online is cheaper than advertising in the newspapers.
- No intermediaries.
- Reduction in the time for recruitment (over 65 percent of the hiring time).



## Tips for implementing e-recruiting

Here are some tips for minimizing your legal exposure while still getting the advantages of e-recruiting:

- For the reasons mentioned above, don't abandon traditional recruiting methods. Perhaps use e-recruiting to supplement those methods.
- Determine the extent to which it makes sense for you to use e-recruiting. It may make particular sense for certain positions, such as those in which the market research indicates that the applicants with the qualifications you are interested in tend to use the Internet.
- Assess whether to use a provider's job-search site and/or your company's website. If you are looking to attract candidates with special skills, it may be advisable to find a job-search site that emphasizes those skills.
- Consider the implications of supplying any financial information on-line, such as wage and benefit information.
- Exercise caution in using any sort of resume-screening or management program. Determine whether the words used may expose you to any sort of discrimination claim. Be especially careful in using any words that might highlight sex, race, national origin, religion, age, disability, marital status, political affiliation, or union membership.
- Periodically review the results of your e-recruiting efforts to see if the pool of applicants reflects the pool of qualified applicants in your recruiting area or whether it may have a disparate impact on some

protected group. If there is such an effect, make sure that whatever screening words you are using are job-related.

- Include your company's nondiscrimination statement in your e-ad.
- Avoid inflated statements about the job, especially any implying a certain level of job security. Those will come back to haunt you if an applicant claims that you have not followed through on what you have stated. Consider whether to include some sort of "employee-at-will" or similar statement in your posting.
- If you intend to conduct background checks, don't forget that the requirements of the Fair Credit Reporting Act apply just as they do when you recruit by any method.

Among other things, applicants must consent in writing to a background check before you ask for a report from an investigative agency. You must provide a copy of the report to the applicant before using information in it, and if information in the report is used in making a decision not to hire an applicant, notice of that must be provided. Establish a policy for authorization to use electronic signatures. You want to make sure that any job offers extended are made only by authorized company officials.

### **The benefits of online recruitment over traditional recruitment**

There are many benefits to be had by recruiting online: here are a few.

#### **1) Wide geographical reach**

Advertising online opens up a much wider candidate pool than advertising in print. This gives you a much better chance of finding the right candidate for the



job. Note, however, this is only a benefit if sifting, sorting and grading tools are applied to the applications coming in. Otherwise you'll have hundreds to go through manually which becomes a liability. As we said, the advertising is only part of the effective online recruitment.

## **2) Speed**

Jobs posted online go live in literally minutes and candidates can - and do - respond immediately. HR Portal has a great statistic from one of its clients HFC Bank: from the vacancy appearing online to the candidate appearing in the interview room took just three hours. While this was an exception, it proves it can be done. For companies needing to recruit staff quickly to handle extra work, cover sickness, leave or other staff shortages, the option to advertise, select and appoint people within (typically) 48 hours is a huge bonus.

## **3) Lower Cost**

This may surprise you but technology in online recruitment is not expensive. By saving on time, design and print costs and targeting precisely the best sites for the best candidates, online recruitment is a very cost-effective option.

Not only that, but the hours saved through automating the pre-selection process represent a considerable cost cut in terms of HR time needed to get candidates to the interview stage. Suddenly, HR staff has time to do more productive things.

## **4) Automating the Process**

The pre-selection process can be tailored to individual companies' needs. This way, you can sift and sort candidates who meet your exact needs. Not only does this save time (and cost) it also results in a better quality of candidate reaching the interview stage having already established they meet certain key criteria.



Automating the application process also gives a level playing field to all candidates - whether they come directly to your company's site, via a recruitment consultant or in response to a print advertisement. For many larger organizations, achieving consistency of handling candidates across many branches or regional offices can be a problem: online recruitment solves it.

### 5) Interaction with candidates

Working online via websites and email is the way of the future. It's not just the youngsters who are logging on to find jobs either. Recent results from NORA's shows 35% of all users are over 35. It's quick, personal and direct. Questions are answered in seconds and information is immediately accessible. What better way to establish whether the candidate is right for you (and indeed that you are right for them)?

Another benefit is that candidate information can be held on file (your own searchable CV database). So if someone is not quite right for the job for which they're applying, you can see if their skills and profile match another job better. Working online opens up communication channels and enables you to go directly to the candidate either immediately or at a later date when an opportunity arises.







## **CHAPTER-04**

# **DISADVANTAGES**



## 4.1 Disadvantage of E-Recruiting

If you recruit only on-line, the applicant pool may decrease because some potential applicants will not respond -- either because of unfamiliarity or discomfort with responding to jobs on-line or perhaps because of privacy concerns.

If you get a very high volume of responses, you may have difficulty knowing how to deal with it, and you might need to use a "resume screening" process, which might raise legal flags.

As far as the legal issues are concerned, the most important point to keep in mind is that all the do's and don'ts that apply to the hiring process in general, which are designed to avoid discrimination and other claims, apply also to e-recruiting.

For example, when you place an ad, unless there is a business necessity, you must be careful to avoid language that would discourage minority group members, disabled individuals, or older individuals from applying. Otherwise, you are opening yourself up to a discrimination claim based on the theory that your hiring practice disproportionately affects individuals in those groups.

Thus, if you say that you will consider only "recent" college graduates, you open yourself to a claim based on the theory that your hiring requirements are having a disparate impact on older employees.

You should be especially sensitive when it comes to e-recruiting because to screen the large number of applications you may receive, many companies are using resume-screening software, which screens out applications using certain words. If the wrong words are used to screen applicants, you may well be accused of discrimination.



This was illustrated recently when individuals who had applied for jobs over the Internet with Walt Disney World sued the company for using a computer program that activated only those resumes containing certain key words. They claimed that for cultural reasons, African-Americans tend to use different words on their resumes and that the program preferred key words that whites tend to use. The parties reached a settlement, so we do not know how the court might have ruled on this claim.

Another source of potential claims may arise if you make any false promises or inflated statements in your e-ad. Such language, especially if you do not have some sort of disclaimer, may lead to breach-of-contract claims. If a company failed to define its overall recruitment strategy and hiring objectives, then any recruiting program may fail to meet the company's needs.

This is especially true for outsourced programs like RPO: RPO can only succeed in the context of a well-defined corporate and staffing strategy.

As with any program, a company must manage its RPO activities. A company must provide initial direction and continued monitoring to assure the desired results. Overall, providing guidance to external activities can present a significant management challenge. Outsourcing of company processes may fail or prove a poor organizational fit. Improperly implemented RPO could reduce the effectiveness of recruitment.

The costs charged for outsourced recruitment transactions may total more than the cost of the internal recruitment department.

RPO service providers may fail to provide the quality or volume of staff required by their customers. Placing all recruitment in the hands of a single outside provider may discourage the competition that would arise if multiple recruitment agencies were used.



An RPO solution may not work if the company's existing recruitment processes are performing poorly. An RPO solution may not work if the service provider has inadequate recruitment processes or procedures to work with the client.

RPO may not resolve difficulties that organizations have hiring staff when the organization is perceived negatively by potential employees. This will instead require improved branding and an adjustment of image. The perception is that very few RPOs can successfully integrate their client's brand and therefore do not represent their client's brand as well as a retained search or internal recruiting resource may drive brand representation and or marketing.

Further, most RPOs perform their staffing functions and service offsite, further disconnecting the client's growth & recruiting strategy from the actual workforce within the client company. This is important because during a period of rapid recruitment growth, one of the many positive effects that a company typically enjoys is an increase in the workforce wellness or an overall workforce positivism of sentiment of optimism that comes with personnel additions... this may be lessened with an offsite recruiting function.

The online recruitment market is a jungle of jobs and job sites it's true. To attempt to walk through it without falling down some holes, getting trapped or even swallowed up by less scrupulous lions in the industry, you're best to seek professional advice.





There are many benefits – both to the employers and the job seekers but the e-recruitment is not free from a few shortcomings. Some of the disadvantages of e-recruitment are as follows:

#### **4.2 Disadvantages of E-Recruiting**

The disadvantages to using e-recruitment include the potential to:

- limit the applicant audience as the Internet is not the first choice for all job seekers
- cause applications overload or unsuitable applications if care isn't taken drafting the job profile/specification
- exclude those who do not want to search for a new job online
- limit the attraction of those unable to fully utilize technology certain disabled groups
- give rise to allegations of discrimination, in particular the use of limited keywords in CV search tools
- make the process impersonal, which may be off-putting for some candidates

- impact on the ‘cultural fit’ dimension of recruitment
- ‘turn-off’ candidates, particularly if the website is badly designed or technical difficulties are encountered
- lose out on candidates, especially if your own website is below the search engine ranking of your competitors
- Base recruitment decisions on subjective information found after trawling the Internet for personal information on candidates.
- Apart from the various benefits, e-recruitment has its own share of shortcomings and disadvantages.
- Some of them are:
  - Screening and checking the skill mapping and authenticity of million of resumes is a problem and time consuming exercise for organizations.
  - There is low Internet penetration and no access and lack of awareness of internet in many locations across India.
  - Organizations cannot be dependant solely and totally on the online recruitment methods.
  - Screening and checking the skill mapping and authenticity of million of resumes is a problem and time consuming exercise for organizations.
  - There is low Internet penetration and no access and lack of awareness of internet in many locations across India.
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## **CHAPTER-05**

# **METHODS AND MODELS**



E recruiting is the online registration system that Buy's Career Placement office uses to connect students looking for jobs and internships to companies interested in hiring BYU students. Using e recruiting, students can search job listings, apply for jobs, communicate with recruiters, and sign up for interviews with companies interviewing on campus. Registration takes only a few minutes and every BYU student is encouraged to register and upload a resume into e recruiting. Many different organizations use e-recruitment as a cost-effective method of recruiting new staff. It is popular among job-seekers – latest figures from the British Market Research Bureau show that using the Internet is the favored job-hunting method for one in four UK adults, with the most likely job hunter to be 33 years old with 11 years experience, according to the National Online Recruitment Audience Survey (NORAS). It is important to remember when designing a recruitment campaign that online job hunting is not the first choice for all.

In the past online recruitment advertising and online applications have been the most common activities that e-recruitment has been used for. Online testing can be used as part of the selection process and the number of organizations making use of it is growing. Global recruitment website yasni.co.uk found that 'although 68% of recruiters said they had not searched for applicants online, 44% of these said they probably would do in the future'1.

In addition to this, technology has developed and the employer brand has grown in importance presenting technical opportunities together with a greater need for employers to gather intelligence on candidate behavior to strengthen their attraction strategy which makes the Internet a useful mechanism to support this. The main concern raised was that e-recruitment could increase the number of unsuitable applicants and act as a barrier to recruiting older workers.





The internet is popular among job-seekers – figures from the British Market Research Bureau show that it is the favored job-hunting method for one in four UK adults, with the most likely job hunter to be 25-34 years old according to the National Online Recruitment Audience Survey (NORAS). Many candidates use online sites to register for job alerts by email and to register their CV. However, it is important to remember when designing a recruitment campaign that online job hunting is not the first choice for all.

### **Using e-recruitment**

The amount an organization invests in its e-recruiting (from custom designed sites to basic information pages) will depend on organization's 'e-strategy', resources available and competitor activity. The basic option is to provide a list of vacancies and contact details. A more in-depth approach would involve a dedicated web site area that gives details of vacancies, person specifications, benefits, your organization's mission and values and the application process, for example, for online application forms. Large organizations may have areas for specific types of employees, for example graduates, technical specialists, or have a search facility for candidates to view all vacancies.

Job areas are often signposted directly from an organization's home page so that more general browsers can access them too. An intranet may also be used to host vacancies for internal staff to access.

Some organizations take a 'partnership' approach, working closely with recruitment consultancies and specialized web agencies who manage the online process for them as they don't have the necessary skills in-house.

The latest buzzword in the area of recruitment is E-Recruitment which is revolutionizing the way people are being recruited around the globe. The benefits that one can reap through an E-recruitment program are significant



compared with the traditional methods of recruitment in terms of cost, time, energy and quality of talent to the recruiter and to the employers.

E-recruitment has become an essential tool in recruitment strategy due to its vital contribution to the company's ROI. It enables to have a strong employer brand in the marketplace. In fact, many big and small companies are using Internet in their hiring process to find the right candidates quickly. E-recruitment has become inevitable especially in the current business scenario of knowledge economy, globalization and increased war for talent. On the flipside, there are some challenges that are to be met, but, if one is cautious in what one is doing, one is more likely to avoid the undesirable side effects. Installing and maintaining right online recruitment systems and evaluation mechanisms play a crucial role for a company to be successful, to have top quality employees and also to have a good employer image. The benefits engendered from an E-recruitment process are so numerous that the more the investment in the E-recruitment, the more the returns. In a nutshell, successful companies are those that recognize an opportunity to nurture E-recruitment process, and are willing to capitalize on the linkage between E-recruitment and profitability. This book titled "Online Recruitment – Methods and Cases" is designed to capture the essence of E-recruitment, its significance and its impact upon a company's bottom line. It analyzes the various methods and strategies for implementing online recruitment in an organization. It also provides case studies and experiences of companies that have gained benefits through E-recruitment.

### **Commercial job boards**

These are large databanks of vacancies. These may be based on advertising in newspapers and trade magazines, employment agencies, specific organization vacancies, social networking websites and many other sources.



They often have questionnaires or tests for applicants to improve their job-hunting skills to act as an incentive for them to return.

Some vacancies are purely extensions to 'old media' printed advertisements so that 'online' is merely an alternative communication medium, while other vacancies are only found online with no printed equivalent. Ideally, vacancies should have a link back to the organization's website for candidates looking for further information and to get a 'feel' for the type of employer that is recruiting.

It is also important that job board candidates can apply back into your e-recruitment system. Monster.co.uk and Fish4jobs.com are examples of commercial job boards. Some job boards target specific groups so it is important to explore who the target audience for particular boards is.

There are no fundamental philosophical differences between recruiting using 'old media', such as advertising in newspapers, and the 'new media' such as e-recruitment. Organizations may use a mix of traditional and online methods depending on what meets their strategic recruitment needs and which reaches their talent market in the most appropriately way. Making use of technology has great potential to speed up the recruitment process and provide cost savings giving recruiters more choice and flexibility in how they wish to fill their vacancies and attract talent. It also provides an opportunity to achieve a more personalized approach to recruitment.

The purpose of both is to fill a vacant position with the best fit candidate, cost-effectively and on time. Using e-recruitment involves expertise in both the technology and the recruitment cycle, so it is important to have the resources and expertise to achieve this. Ensuring that the technology is used effectively and is fully integrated into the recruitment strategy is also key. The method chosen should be appropriate to the vacancy to be filled. As technological



change moves so quickly, organizations need to keep abreast of new developments and opportunities for e-recruitment as they emerge.

**The two kinds of e-recruitment that an organization can use is –**

Job portals – i.e. posting the position with the job description and the job specification on the job portal and also searching for the suitable resumes posted on the site corresponding to the opening in the organization.

Creating a complete online recruitment/application section in the companies own website. - Companies have added an application system to its website, where the ‘passive’ job seekers can submit their resumes into the database of the organization for consideration in future, as and when the roles become available.

Resume Scanners: Resume scanner is one major benefit provided by the job portals to the organizations. It enables the employees to screen and filter the resumes through pre-defined criteria’s and requirements (skills, qualifications, experience, payroll etc.) of the job.

Job sites provide a 24\*7 access to the database of the resumes to the employees facilitating the just-in-time hiring by the organizations. Also, the jobs can be posted on the site almost immediately and is also cheaper than advertising in the employment newspapers. Sometimes companies can get valuable references through the “passers-by” applicants. Online recruitment helps the organizations to automate the recruitment process, save their time and costs on recruitments.

**Online recruitment techniques**

Giving a detailed job description and job specifications in the job postings to attract candidates with the right skill sets and qualifications at the first stage.



E-recruitment should be incorporated into the overall recruitment strategy of the organization.

A well defined and structured applicant tracking system should be integrated and the system should have a back-end support.

Along with the back-office support a comprehensive website to receive and process job applications (through direct or online advertising) should be developed.

Therefore, to conclude, it can be said that e-recruitment is the “Evolving face of recruitment.”





**CHAPTER-06**  
**RECOMMENDATIONS AND CONCLUSION**



## Recommendations

1. At present world on-line recruitment is very necessary process for everyone.
2. The organization expands its HR and Administrative Department and e-recruiting system.
3. Company must have to change their program software after 1 to 2 years.
4. E-recruiting is very effective for present generation.
5. There should have to have a training institution in this organization. This is because it is not really possible for every time to arrange training so quickly in the outside.
6. In case of training sometime they hire outside person and sometime send the employees outside of the country, but I think they can save all this money by assuring the employees that all the training they need will be provided within the organization by internal trainer.
7. In the compensation all the employees get benefited by the organization but they should think about it again before setting the compensation rates to the employees.
8. IN the compensation process the organization should think how can provide better opportunities to the employees.



9. In case of performance appraisal the organization maintain a formal performance appraisal program. I think performance appraisal never can be measured in any formal performance appraisal program.

10. The organization can have a targeted performance destination up to which they can measure their employees.

11. The organization promotes their employees on the bases of seniority and efficiency, but I think sometime the company should change this and they should promote the employees on the bases of experience and performance.

12. There should have a career counseling program in the organization through which they can encourage their employee to improve in the future.





## Conclusion

From the learning and experience point of view I can say that, I have enjoyed my preparation of thesis report on. A Conceptual Analysis on E-Recruiting Practices in the Organizations I am confident that this 3 months thesis program at”

A conceptual Analysis on E-Recruiting Practices in the Organizations” will definitely help to realize my further carrier in the job market.

I has tried by soul to incorporate the research report with necessary relevant information in my report.

Success in the business largely depends on effective training. The more effective persons will be employed, the more successful the business will be.

During the course of my practical orientation I have tried to learn the practical service to relate it with my theoretical knowledge, what I have gathered and going to acquire from various courses.

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