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INFLUENCE OF MODERN RECRUITMENT SOURCES AMONG PROSPECTIVE- A STUDY WITH REFERENCE TO SELECTED INDUSTRIES



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ABSTRACT

Recruitment is the important strategic decision in the avenue of human resources of any organization. It is called positive process in which every organization stimulates the potential candidate to apply for job vacancy through attractive sources. Since from the day of organizational process, recruitment is given importance by both top and middle management. The recruitment process and its nature differ in service organizations especially banking, education and IT. In addition to that, the sources of recruitment from traditional to modern both through on and off modes also changes in service sector especially in banking, education and IT. Due to the changes, in recruitment sources with the influx of modern technologies, the prospects attitude and influence also changes towards the way of applying for jobs and advance for selection. In order to understand the view of incumbent about the modern channel of recruitment sources, the present study has been designed and carried out.

KEY WORDS: Incumbent, Potential Candidate, Prospective Recruitment, Selection, Service Sector, and Strategic Decision

1. INTRODUCTION

Recruitment is the process of attracting, screening, and selecting employees for an organization. The different stages of recruitment are: job analysis, sourcing, screening selection. Every organization necessitates personnel planning as one of the most vital activities. Human Resource Planning is, by far, an essential ingredient for the success of any organization in the long run. The objectives of Human Resource Planning Department includes resource, planning, recruitment and selection, career planning, training and development, promotions, risk management, performance appraisal, to name a few. Each of these objectives requires special attention and accurate planning and execution. Successful recruitment techniques involve an incisive analysis of the job, the labour market scenario/ conditions and interviews, and psychometric tests in order to find out the potentialities of job seekers. E-recruitment, outsourcing, consultancies and consortium have been growing over the past ten years. Internet is considered as the latest tool in hiring. It is a real revolution spreading over the world of job hunting and hiring. The term online recruitment, e-recruitment, cybercruting, or internet recruiting, imply the formal sourcing of job information online. The first references to e-recruitment appear in articles of the mid-1980s [35 and 19]. While systematic reference to E-recruitment in the HR journals begins almost two decades later, in the mid-1990s, when IT companies and universities began to use the internet extensively. The closing of twentieth century has given rise to a vast debate concerning the response of HRM to the changing external and internal environment of the firm. Online job search and recruitment activity have vastly expanded since the year 2000. The changes in

the sources of recruitment channel and the preference of incumbent due to reliability, cost, reference, validity and speedy process motivated the organizations also to launch advanced searching portal, innovative and professional outsources, consultancy tie ups and collective recruitment panels. It is given high importance in service sectors especially banking, IT and education. In order to understand the preference of modern recruiting sources along with reasons and also its influence, the present study has been made.

2. STATEMENT OF THE STUDY PROBLEM

Recruitment is the challenging human resource practice with reference to any organization. It is the avenue which trade off the cost and revenue part of every organization. The source of identifying the best human resource and motivate them to apply for the job as an incumbent through effective communicative sources. It can be redefined as the segmentation, targeting and positioning process in human resource management like marketing. The present day changes motivate the organization to look for better recruitment channels which is preferred by prospective and also trusted by them a lot. The mode of recruitment in present day organization focus on cost, quality, promptness, reach ability and attraction. These aspects are available in new sources of recruitment channels like automation to innovative manual sources. Especially the modern sources are very familiar and needy among service organization to recruit. The special driven service sector like banking, education and IT which look for effective and frequent recruitment depends on modern channels of recruitment but at the same time, they face the issue of cost management in recruitment via through new

sources. In these circumstances it is necessary to understand the preference of modern recruitment sources by prospective while they look for lucrative career. It is also identified that less number of studies have been undertaken so far related to view the preference of modern recruitment sources and its effectiveness on recruiting prospective. These views prescribed the researcher to undertake the present study.

3. REVIEW OF LITERATURE

McDuffie (1995) focused on the auto industry, and Katou and Budhwar (2006, 2007) focused on the industrial sector as a whole. The literature also highlights that most studies have been conducted in the USA and the UK. Recently, a few investigations have been initiated in other parts of the world, especially in emerging markets such as China and transitional economies such as Slovenia HRM research. This lack of research relating to services was due to the fact that the services sector was a very heterogeneous sector comprising financial companies, retailing operations, transport operation, and hospitality. Thus, the heterogeneity of the sector was a serious obstacle to researchers and any attempt to investigate the services sector as a whole was meaningless unless specific control variables were properly developed and a representative sample of the organizations belonging to the services sector was selected. Considering the above, i.e. "it seems unlikely that one set of HR practices will work equally well no matter what the context" more research is needed in the services sector and in different contexts. To fill this gap and to further examine the impact of e-recruitment, it is important to conduct research in non-US/European contexts and in non-manufacturing sectors.

4. OBJECTIVES OF THE STUDY

1. To know the profile background of incumbent who look for job avenues in banking, education and IT sectors.
2. To understand the preference of recruitment channels both in traditional and modern background by incumbents.
3. To describe the opinion about the various aspects of modern recruitment channels by incumbents.
4. To ascertain the influence of modern channels of recruitment on the psychological aspects of incumbents.

5. HYPOTHESES OF THE STUDY

1. The choice of preference of recruitment channel among the incumbent do not significantly differ among the incumbents based on their gender.
2. The influence of modern channels of recruitment does not significantly differ among the incumbents based on their personal profile.
3. The psychological changes do not significantly differ among the prospective about the sources of influences of modern channels of recruitment in service sector.

6. SCOPE OF THE STUDY

The present study covers the background of incumbent who looks and obtain job through modern channel of recruitment. The preference of modern recruitment sources like web portal, consultancies, outsourcing, and consortium were covered. The choice of preference by prospective towards modern recruitment sources in education, IT and education were viewed in the present study. The opinion of present day incumbent about traditional and modern recruitment sources in

terms of its reliability, validity, trust worthiness, providing information and so on were covered in the study. The outcomes of influence of sources of recruitment on the psychological background of incumbents were also covered in the study.

7. RESEARCH METHODOLOGY

A comprehensive pilot study was conducted before to undertake the study. It was carried out with the help of literature review, depth interview and experience surveys. During the time of pilot study, the need for viewing the preference of recruitment sources in modern trend among the present day incumbent was realized and more over it was observed less number of studies in that area. Based on the outcome, the present study has been designed as descriptive to know the preference and influence of modern recruitment channels among the prospective in education, IT and banking sectors. The population for the study was covered from the prospective who carries graduation, post graduation and professional background. Since the population frame was unable to draw, the convenience sampling method was used in the study. The sampling unit comprised incumbents belong to different educational background and differing demographic profile that look for career in IT, banking and education. The respondents were administered with pre tested structured questionnaire. The personal interview was the instrument used to collect the primary data. The secondary data were also collected from reviews, journals and web sources. The attributes were framed in the questionnaire with suitable scaling by the way of exploratory factor identification analysis. The identified parameters were tested for its validity and reliability among the pre determined respondents groups, experts and industrialists. The pre tested questionnaire after its recon

structuring used for further data collection and probing. The collected data analyzed through selected descriptive and inferential statistical tools.

8. LIMITATIONS

1. The study covered the preference of incumbents about the modern recruitment channels with respect to banking, IT and education sectors.
2. The study has conducted around the Chennai and Kanchipuram District.
3. The modern channel for recruitment identified through literature analysis has been considered.
4. The attempt has been made to know the preference and opinion of incumbents in to banking, IT and education sectors.
5. The choice of using scientific sampling method was less in the present study.

9. RESULTS AND DISCUSSION

It is observed from the tables about the personal background of incumbent who prefer modern recruitment channel that the age group 49 percent are between the age of 26 to 30 prefer modern sources of recruitment, the usage of modern recruitment sources are high among male compare to female. The incumbent have arts background use modern sources compared to others. It is highly preferred by urban prospective and in which 48 percent have post graduational background. It is observed among the users that 48 percent graduated from private institutes.

Regarding the preferred industry among banking, education and IT by incumbents based on their educational background, 31 percent of arts background look for banking, 39 percent education and 40 percent of science graduate look for IT jobs.

The preference of engineering towards banking is only 14 percent and 33 percent of other professional like business, management; diploma and so on also look for banking jobs.

Regarding the preferred source or channel of recruitment, science graduate prefer online web portal, arts graduates look the outsourcing agencies, consultancies at institution level highly preferred by engineering and again all are preferred by 27 percent of science graduates.

It is observed about the preference of modern and traditional sources of recruitment among the incumbent significantly differ based on their education and gender. The attributes impact in modern recruitment sources are significantly differ related to clarity, reliability, accuracy, processing fee, speed and updating. It is also observed about the influence of modern sources on the psychological aspects significantly differ based on age and gender with respect to self intuitiveness, personality grooming, communication, validity of individuals and skill competency apt for career.

10. SUGGESTIONS

- ✧ The usage level can be encouraged among more than 30 years age group towards modern sources, similarly the usage volume can be enhanced among female community.
- ✧ The awareness can be made among rural youth towards the value of modern recruitment sources towards job seekers on banking, education and IT.
- ✧ The ample job avenues in banking for engineering can be displayed through effective promotional programmes.

11. CONCLUSION

The trends in recruitment sources have been resisted by organization by the way of considering the cost, reachability and accuracy. But at the same time the modern sources of recruitment both by on and off line sources are recognized in sizeable level, but at the same time the source of reachability differ among the prospective based on their qualification and course background. The effective designing of modern sources reachability will help both incumbent and organization with reasonable mutual benefits.

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ANNEXURE

Personal profile

Sl.No	Attributes		Number of Respondents	Percentage to Total
1	Age	Less than 25	102	29
		26 to 30	172	49
		Above 30	76	22
2	Gender	Male	212	61
		Female	138	39
3	Educational Background	Arts	116	33
		Science	108	31
		Engineering	76	22
		Other Professional	50	14
4	Location Background	Urban	256	73
		Rural	94	27
5	Study Background	UG	123	35
		PG	167	48
		Others	60	17
6	Type of Institute Studied	Government	98	28
		Private	167	48
		Others	85	24
Total			350	100

Source: Computed primary data

Preferred Industry based on educational background

Educational Background	Preferred Industry			
	Banking	Education	IT	Total
Arts	28 (31)	46 (39)	42 (29)	116
Science	19 (22)	32 (28)	57 (40)	108
Engineering	12 (14)	29 (25)	35 (24)	76
Other Professional	30 (33)	10 (8)	10 (7)	50
Total	89 (25)	117 (33)	144 (42)	350 (100)

Source: Computed primary data, figures in parentheses indicate percentage to total

Preferred Channel of Recruitment based on study background

Educational Background	Preferred Channel recruitment					Total
	Online web portal	Outsourcing agencies	Manpower consultancies	Consortium at Institutional level	All the above	
Arts	38 (26)	29 (37)	24 (39)	16 (38)	09 (41)	116
Science	52 (35)	27 (35)	18 (29)	05 (12)	06 (27)	108
Engineering	31 (21)	14 (18)	8 (13)	19 (45)	04 (18)	76
Other Professional	26 (18)	8 (10)	11 (19)	02 (5)	03 (14)	50
Total	147 (42)	78 (22)	61 (17)	42 (12)	22 (7)	350 (100)

Source: Computed primary data, figures in parentheses indicate percentage to total

Preference of modern and traditional sources of recruitment based on educational and Gender Background

Test	ANOVA (Educational Background)		Independent Sample T test (Gender)	
	Traditional Methods	Modern Methods	Traditional Methods	Modern Methods
F/T - values	2.662	3.982	2.314	1.936
Level of Significance	.032	.003	.048	.0521
Inference	Significant		Significant	

Source: Computed primary data

Opinion about various attributes of modern recruitment channels by incumbents based on their educational background

Attributes	F-value	Level of significance based on Type of Business (ANOVA)	Level of significance
Clarity in communication	2.662	.032	significant
Reliability	2.572	.038	significant
Accuracy of information	3.102	.0287	significant
Processing fee	2.541	.044	significant
Presentation of data	1.587	.177	Not significant
Speed and updating	2.771	.0312	significant
Availability of recruitment sources	1.028	.393	Not significant
Coverage of companies	3.982	.003	significant
Contact management	2.432	.0412	significant
Availability of job avenues	1.028	.393	Not significant

Source: Computed primary data

Influence of modern channels on psychological background of incumbent based on their Age and gender

Attributes	ANOVA (Age)			Independent Sample T test (Gender)		
	F-Value	significance	Inference	T-Value	significance	Inference
Perceptual background	2.294	.079	Not significant	-2.805	.005	significant
Attitude about career	3.418	.018	significant	-1.510	.132	Not significant
Adding of individual and social value and image	8.169	.000	significant	-2.899	.004	significant
Learning behaviour and changes about career	1.832	.142	Not significant	-1.106	.270	Not significant
Motivation for development and self intuitiveness	12.116	.000	significant	3.035	.003	significant
Personality grooming	3.156	.025	significant	5.266	.001	significant
Communication validity of individuals	6.510	.000	significant	3.237	.001	significant
Skill competency apt for career	8.169	.000	significant	5.327	.001	significant

Source: Computed primary data

