



# IMPACT OF E-RECRUITMENT ON EMPLOYEES' JOB SEARCH BEHAVIOUR AT SERVICE INDUSTRIES IN KARNATAKA

**Renukaradhya**

*Research Scholar, Department of Studies and Research in Commerce, Tumkur University, Tumkur, Karnataka, India*

**Dr. P. Paramashivaiah**

*Professor, Department of Studies and Research in Commerce, Tumkur University, Tumkur, Karnataka, India*

## ABSTRACT

*The global economy is fast becoming a reality where organizations will need to find ways to become more productive, more efficient and more competitive. Firms should entail themselves to prepare for the big global game and become more efficient and competitive to deliver high performance. A high-performance business starts with a high-performance workforce. Therefore, organizations should substantially focus on increasing their productivity, market share and shareholder value by ensuring that they have the right people, with the right skills in the right roles. With this significant focus becoming an area of concern, there is a need for due diligence in recruitment practices. Recruitment provides the first contact for an organization with its potential employees. An organization must have an effective recruitment policy and process to inform candidates about the job openings and persuade them to apply for the available positions. The present study is a modest effort in this direction. It aims to expand the existing body of knowledge in the area by describing the development of human resource recruiting discipline with a supply chain perspective that is fundamentally a different paradigm from the traditional approach. The aim of this research paper is to examine the impact of e-recruitment on employees' job search behaviour at service industries in Karnataka.*

**KEYWORDS:** *Impact of e-recruitment, Employees' Job Search Behaviour, Service Industries, Karnataka*

## 1. INTRODUCTION

One of the main influences on e-recruitment is the advancement in technology. With more and more individuals accessing the internet from their phones and tablets, recruitment is no longer a task that needs to be completed by sitting before a PC or waiting by the phone. Social media allows businesses to reach audiences quickly, effectively and cheaply. Applicants have access to a plethora of resources to aid their job search. Social media, job boards and individual company sites with e-recruitment portals are all readily available anytime, anywhere. The wealth of information available to applicants allows them to research businesses. This could be in preparation for an interview or this could be to ascertain if the job on offer is the kind they would like to seek. Apart from researching the company, the applicants are now able to refine their searches for a vacancy quickly and easily. This enables them to pick and choose employers to contact, about a vacancy. Before the internet arrived, such research was a tedious process. With the modern e-recruitment system, notifications and tasks, based on an applicant's status within the recruitment process can be easily added to automate administrative actions such as updating an applicant or booking

an interview. Therefore, Online recruitment helps the organisation access a larger pool of potential employees and renders the recruitment exercise smooth and seamless.

## 2. STATEMENT OF THE PROBLEM

The impact of e-recruitment is said to extend to the employees too – in terms of influencing their job search behaviour. Thus, this research paper titled, '**Impact of E-Recruitment on Employees' Job Search Behaviour at Service Industries in Karnataka**', seeks to investigate these claims. The challenges that the e-recruitment industry must overcome in our country have also been captured. The influence of e-recruitment on the search behaviour of prospective employees warrants a detailed study too. The gaps are sought to be addressed by the literatures.

## 3. OBJECTIVE OF THE STUDY

The main objective of the study is:

1. To examine the impact of e-recruitment on the job search behaviour of e-recruiters.

## 4. RESEARCH HYPOTHESES

1. E-recruitment does influence the job search behaviour of prospective employees significantly.

## 5. SOURCES OF DATA

Data required for the research has been collected from both primary and secondary sources. Primary data has been collected from 50 e-recruiters.

Secondary data has been collected in hard version / digital form, from the relevant sources like the web sites and publications of the Ministry of Human Resource Development of the government of India, the financial press, industry bodies like Executive Recruiters Association (ERA), Indian Staffing Federation, Confederation of Indian Industry (CII), Federation of Indian Industry (FICCI) and The Associate Chambers of Commerce and Industry of India (ASSOCHAM).

## 6. METHODOLOGY

The study is descriptive in nature and uses the 'fact-finding' survey method. Interview schedules specially designed for the purpose were administered to the respondents for collection of primary data. Being a structured / directive interview, the interview was conducted with a detailed standardized schedule.

## 7. LIMITATIONS OF THE STUDY

Primary data has at times been deduced through constant topic-oriented discussions with the respondents. It is possible that a certain degree of subjectivity, albeit negligible, has found its way in. In addition, one has to admit that the respondents could err. Hence, the researcher would like to admit that the findings of the thesis, which draw equally heavily from the discussions the researcher held with the said respondents, may have been affected, albeit to a negligible extent. In the circumstances, it will not affect the accuracy of the findings of the study.

## 8. ANALYSIS OF DATA AND FINDINGS

In the following, the primary data was collected from 50 e-recruiters, based on the impact of e-recruitment on the job search behaviour of employees is analysed. The respondents' agreement / otherwise with the statement is expressed at five levels, namely, Strongly Agree, Agree, Neutral, Disagree and Strongly Disagree. These variates are assigned the values 1, 2, 3, 4 and 5 respectively. Their levels of agreement with the statements are reflected in the Table number 8.1.

### 8.1 Precise job description and job specifications in the job postings will lead the prospective employee to apply, courtesy e-recruitment.

One statement making the rounds has it that precise job description and job specifications in the job postings will lead the prospective employee to apply, courtesy e-recruitment. Hence the researcher sought to know from the respondents if they would agree with the statement that precise job description and job specifications in the job postings will lead the prospective employee to apply, courtesy e-recruitment.

From the table 8.1 it reveals that 35 respondents accounting for 70 percent agree with the statement that precise job description and job specifications in the job postings will lead the prospective employee to apply, courtesy e-recruitment.

### 8.2 E-recruitment induces prospective employees to access the employer through the advertisement posted on the internet.

Yet another statement making the rounds has it that e-recruitment induces prospective employees to access the employer through the advertisement posted on the internet. Hence the researcher sought to know from the respondents if they would agree with the statement that e-recruitment induces prospective employees to access the employer through the advertisement posted on the internet.

From the table 8.1 it reveals that 41 respondents accounting for 82 percent agree with the statement that e-recruitment induces prospective employees to access the employer through the advertisement posted on the internet.

### 8.3 E-recruitment ensures that information asymmetry does not catch the employee unawares during the interview.

One school of thought holds that e-recruitment ensures that information asymmetry does not catch the employee unawares during the interview. Hence the researcher sought to know from the respondents if they would agree with the statement that information asymmetry does not catch the employee unawares during the interview.

From the table 8.1 it reveals that 31 respondents accounting for 62 percent agree with the statement that information asymmetry does not catch the employee unawares during the interview.

### 8.4 Prospective employees prefer applying through employer websites since it is hassle-free, quicker and cheaper.

Another school of thought holds that prospective employees prefer applying through employer websites since it is hassle-free, quicker and cheaper. Hence the researcher sought to know from the respondents if they would agree with the statement that prospective employees prefer applying through employer websites since it is hassle-free, quicker and cheaper.

From the table 8.1 it reveals that 42 respondents accounting for 84 percent agree with the statement that prospective employees prefer applying through employer websites since it is hassle-free, quicker and cheaper.

### 8.5 Testing of hypothesis

**Null Hypothesis  $H_{01}$ :** There is no impact of e-recruitment on employees' job search behaviour based on the constitution of the E-recruiters.

**Alternate Hypothesis:** There is an impact of e-recruitment on employees' job search behaviour based on the constitution of the E-recruiters.

**Table 8.1: Analysis of data at levels of agreement with the statements**

Sl No	Statement	Strongly agree (1)	Agree (2)	Neutral (3)	Disagree (4)	Strongly disagree (5)
a)	Precise job description and job specifications in the job postings will lead the prospective employee to apply, courtesy e-recruitment.	12	23	9	3	3
b)	E-recruitment induces prospective employees to access the employer through the advertisement posted on the internet.	13	28	5	2	2
c)	E-recruitment ensures that information asymmetry does not catch the employee unawares during the interview	12	19	8	7	4
d)	Prospective employees prefer applying through employer websites since it is hassle-free, quicker and cheaper.	19	23	6	1	1

**Table 8.2: One-way ANOVA**

		ANOVA				
		Sum of Squares	df	Mean Square	F	Sig.
ERecruiter_04_V1	Between Groups	50.040	3	16.680	108.364	.000
	Within Groups	7.080	46	.154		
	Total	57.120	49			
ERecruiter_04_V2	Between Groups	40.064	3	13.355	222.865	.000
	Within Groups	2.756	46	.060		
	Total	42.820	49			
ERecruiter_04_V3	Between Groups	65.101	3	21.700	108.273	.000
	Within Groups	9.219	46	.200		
	Total	74.320	49			
ERecruiter_04_V4	Between Groups	27.970	3	9.323	49.014	.000
	Within Groups	8.750	46	.190		
	Total	36.720	49			

Since P value = 0.000, the null hypothesis is rejected.

**Inference:** There is an impact of e-recruitment on employees' job search behaviour based on the constitution of the E-recruiters.

## 9. CONCLUSION

This research paper analyses the impact of e-recruitment on employees' job search behaviour based on the constitution of the E-recruiters. From the analysis it is revealed that, there is an impact of e-recruitment on employees' job search behaviour based on the constitution of the E-recruiters. Organisations should bear in mind that prospective employees prefer applying through employer websites since it represents a hassle-free, quicker and cheaper tool for them. This ensures that organisations receive more responses to the e-recruitment advertisements they place. Thus, they end up with a larger basket of responses which in turn should help them to select the cream of the crop.

## 10. REFERENCES

1. Aswathappa, K (2013) "Human Resource Management", 7<sup>th</sup> edition, the McGraw Hill companies, pp.836.
2. Bartram, D. (2000), "Internet Recruitment and Selection: Kissing Frogs to Find
3. Princes", *International Journal of Selection and Assessment*, 8:4, 261-274.
4. Cappelli, P., (2008), 'Talent on Demand': *Applying Supply Chain Management to People*, Knowledge @ Wharton.
5. Kumar, S., (2003), "Managing Human Capital Supply Chain in the Internet Era", *Industrial Management and Data Systems*, Volume 103, No. 4, pp. 227-237.
6. Lepak, D.P. and Snell, S.A. (1998), "Strategic Human Resource Management in the 21<sup>st</sup> Century", *Human Resource Management Review*, Vol. 8 No. 3, pp. 215-34.
7. <https://www.ciphr.com/features/the-evolution-of-online-recruitment/>