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## “A Study On Employee Perception Towards E-Recruitment - With Special Reference to Chennai City”

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**Abstract:** E-recruiting is not merely recruiting using other electronic but includes those practices and activities carried out by the organization with the main purpose of identifying and attracting right candidate, the selection process being based on sound and credible criteria, and the tracking process being able to integrate with existing system. Many organizations are using E- recruitment to post jobs and accept resumes on the Internet, and correspond with the applicants by e-mail. Online recruitment is the process of finding and hiring potential candidates for a job opening, in a timely and cost-effective manner using the internet. The beauty of recruitment lies in its accessibility and ease of use.

It is the charisma of online recruitment that you can search for job 24 hours a day. Online recruitment today is vital for recruiters and employers who use job portals as the main source for headhunting, where they can easily access to the job applicants and job applicants can easily find the job as well as recruiters on these career sites. So, job portals and career sites are the two edges of the recruitment equalizer. E –recruitment have crossed the geographical boundaries so that job seekers can search for the jobs around anywhere on the globe. Connecting the job seeker and the employer become easy, fast and cost effective thus mobilize the recruiting process.

**Keywords:** Job boards, Employer web sites, Professional websites, Search engine advertisement, Screening Applications.

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## **Introduction:**

With the advancement of new technology people use a wide range of internet for everything such as online shopping, online banking transactions, etc. Because it's cost effective and saves time. Technological advances have streamlined almost all business operations, including recruiting. The rise of computer technology and the Internet has changed the way businesses compete.

The Internet made it so much easier for candidates to research their potential employer prior to application, as well as find sources of advice and ask questions of the employer via email. Once they spotted a vacancy of interest to them, jobseekers were able to apply immediately. No longer did they have to wait for the Thursday newspaper jobs supplement or post their CV in the mail, before waiting for many weeks for a response. There were obvious benefits for those looking to recruit staff, too, as they could quickly receive and evaluate job applications, provide a response and, in the event of a successful application, add the new employee to the payroll without spending time and money re-keying their details.

### **1.1 Scope of E-Recruitment**

E-Recruitment is the current trend in the recruitment process and it has been adopted by many large and small organizations as the role of human Resource manager in the recruitment process.

Increased use of e-recruitment methods and systems is helping to facilitate this trend by eliminating much of the routine administrative work involved in recruiting and allowing human resource manager to more easily monitor and track recruitment related activities E-Recruitment has great potential to any organization as it is up to date recruiting method provides current information; open geographical borders searching for talents and is time and cost saving.

This study examines the use of e-recruitment amongst the citizens of Chennai and will also study the culture which allows potential applicants to assess their fit with companies' culture and good reputation attributes promoting job applicants to apply on-line. The study reveals that the use of e-recruitment have made easy for the job applicants to search and find an appropriate job that meets their expectations. Further it also reveals that the most important attribute encouraging job applicants to apply on-line is a strong organizational.

### **1.2 Objectives of The Study**

1. To study the socio-economic profile of the respondents.
2. To study the problems faced by employees in E-Recruitment
3. To identify the factors that influence the usage of E-Recruitment platform.
4. To focus the methods in E-Recruitment.
5. To offer findings and suggestions in the study.

### **1.3 Research Methodology**

#### **Study**

A STUDY ON EMPLOYEES PERCEPTION TOWARDS E-RECRUITMENT

With a special reference to Chennai city

### **Sampling Size**

It refers to the number of items to be selected from the universe to constitute a sample. The researcher collected details from 100 respondents.

### **Sampling Method**

Non-probability convenient sample survey method is used for data collection. It is a method of selecting units from a population using a subjective (i.e. non-random) method.

#### **1.4 Limitations of E-Recruitment**

1. The study is focused only on people who uses E-Recruitment Platform
2. This study is geographically restricted to Chennai city.
3. The sample is limited to 100 respondents.

#### **1.5 Collection of Data**

##### **Source of Information**

The source of the information for this project was taken from those who are residing in Chennai city only.

#### **1.6 Methods Used for Data Collection**

##### **Primary Sources**

The primary data is collected by approaching the individuals with a questionnaire and was filled after making them understand the use of the information. This was done to make sure that the information provided is truly unbiased.

##### **Secondary Sources**

The secondary source is a means to reprocessed and reused information already collected. It includes the following

- Newspaper
- Magazines & Journals
- Internet sites

#### **1.7 Tools for Analysis**

Google form and MS excel are used for data collection. Bar diagram and Pie diagrams are used for presentation of data. Statistical tools such as,

- Chi square
- Correlation

#### **CHI-Square Method:**

A chi square test, also written as  $\chi^2$  test, is any statistical hypothesis test where the sampling distribution of the test statistic is a chi-squared distribution when null hypothesis is true.

Without other qualification, chi-squared test often is used as short for Pearson's chi-squared test. The chi squared test is used to determine whether there is a significant difference between the expected frequencies and the observed frequencies in one or more categories.

In the standard application of this test, the observations are classified into mutually exclusive classes, and there is some theory, or say null hypothesis, which gives the probability that any observation falls into the corresponding class. The purpose of the test is to evaluate how likely the observations that are made would be, assuming the null hypothesis is true.

### **Correlation:**

Correlation research is a type of non-experimental research method, in which a researcher measures two variables, understands and assess the statistical relationship between them with no influence from any extraneous variable.

Correlation research is looking for variables that seem to interact with each other so that when you see one variable changing, you have a fair idea how the other variable will change.

### **Review of Literature**

**Vasantha (2020)**, conducted a study on effectiveness of E –recruitment for man power Selection process in MNC companies. This study is an attempt to make the researches understand the selection process that takes place in manpower solution.

Therefore, he concludes with one point that e-recruitment is effective when compared to other kind to traditional methods applied recruitment process in MNCs.

From the review of literature an inference can be drawn that E-Recruitment has helped organizations to automate recruiting and staffing activities for better quality candidate, efficient hiring, increased workforce productivity, and better business performance.

**Kamalaravan (2019)**, observed a study on the effectiveness of job portal & networking sites recruitment. In this study he shares real images or real work life balance of the employees in an organization. In many MNCs they conduct a telephonic interview to filter the candidates through communication.

Lastly, he agrees that while the technology is growing in high speed, usage of job portals and networking has a separate value to develop sites, separate training has to be given to the recruiters.

**Sayel (2018)**, made a study on online recruitment which was adopted by many organizations. That adopted process brought trend in present recruitment process. The case study helps to analyze the usage and practice of recruitment methods and challenges faced by the recruitment was solved and it increased the scope in the recruitment process of a company.

So that it reduces the work pressure of the employee.

**Piana Monsur Mindia, Md. Kazimul Hoque (2018)** analyzed the effect about how E- recruitment and internet is influencing the recruitment process of multinational companies.

The study reveals that the traditional methods of recruitment had been revolutionized by the advent of the Internet.

E-recruitment has changed the way jobs are applied for and has become so simple that anyone can do it. The Internet and E-recruitment therefore face a very bright future.

The authors suggested that the traditional methods should not be replaced by the e-recruitment, it should supplement, as E- recruitment helps to reduce the cost and time and also to easily recruit to the staffs.

**Khuri (2016)**, addressed a study on impact of e-recruitment on the attitude of the job seekers perception and their intention to pursue the job. He shows this study internet is the most preferred source to search job. The effectiveness of e-recruitment depends upon the placement of advertisement where perceived advantages and ease of use have significant impact on candidates' interest to apply for a job and therefore the HR practitioners need to understand the perception of potential candidates which will prompt them to apply for a online for job

**MD. Hosain, Kazi Ullah and Md. Mohsan Khuri (2016)**, examined the impact of e-recruitment on the attitude of the job seeker's perception and their intention to pursue the job. The findings of the study show that internet is the most preferred source to search job.

International Journal of Creative Research Thoughts (IJCRT) [www.ijert.org](http://www.ijert.org), suggested that the online recruiter must encourages strong employment brand in online environment by possessing the ability for database management, web design, and skills to use and select an appropriate software in order to solve specific recruitment problems and to attract talented employees which can provide long-term competitive advantage to organization with minimal resources.

**Jayanthi Kuppusamy and Jaya Ganesan (2016)**, published paper on E-recruitment among generation by job seekers which states that to ensure effectiveness of E-recruitment.

The organization should focus on the factors such as adaptability of hiring time cycle, the accessibility of information, the accessibility of internet, the usability of website, and cost effectiveness.

As Generation of now a day has grown up with the internet, they are tech savvy, are active in searching for jobs in the job market and this factor prompts them to apply through online recruitment either through job portals or company website.

**Maryam Taresh Saif AlMarri (2015)**, examined the impact of print advertisement attraction by indicating how these recruitment workouts corporate with each other. The studies show that websites have strong influence in attracting potential candidates compared to print advertisements.

**Taresh (2015)**, examined the impact of print advertisement and website on candidate's attraction by indicating how these recruitment workouts corporate with each other. He reveals that websites and printed advertisement promotions have an indirect impact on candidate attraction that is intervened by business information.

#### **4. Data Analysis and Interpretation**

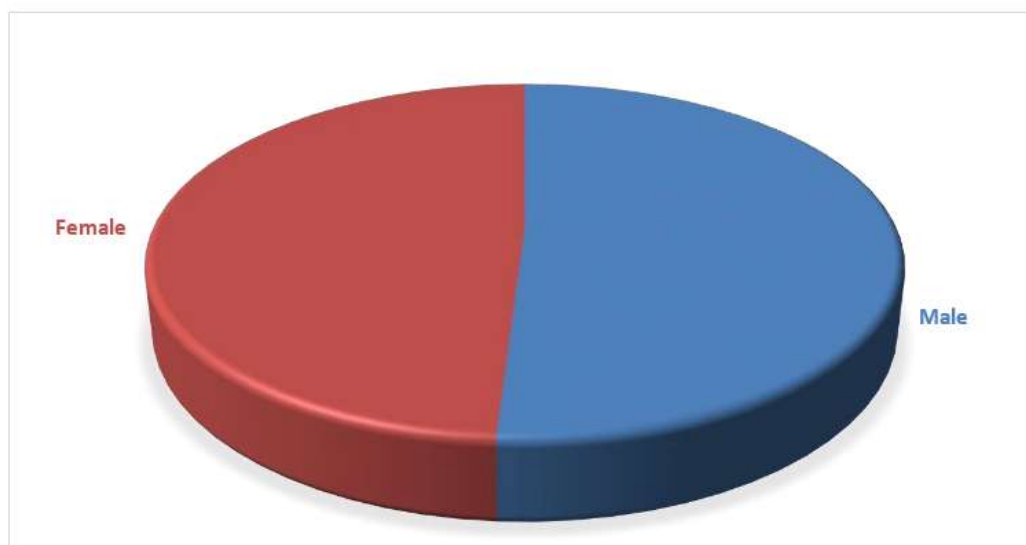
This information collected by using questionnaires analyzed and interpreted as follows

#### 4.1 Classification of Respondents On the Basis of Gender

Gender	No. Of Respondents	Percentage
Male	51	51
Female	49	49
<b>Total</b>	<b>100</b>	<b>100</b>

Source: Primary Data

##### 4.1.1 Graphical Representation



##### Interpretation

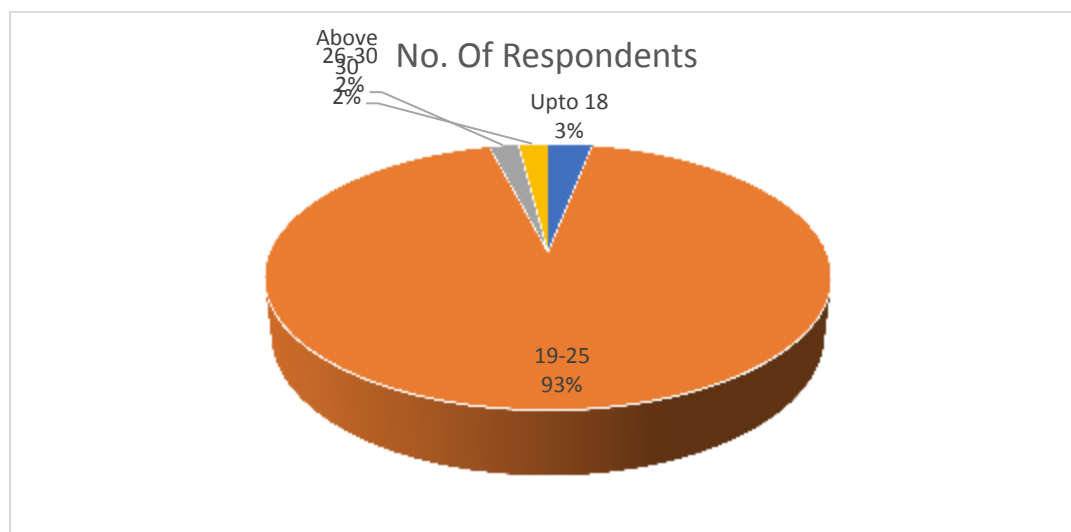
From the above table it is inferred that majority of the Respondents are Male and 49% of the respondents are Female.

#### 4.2 Classification of Respondents On the Basis Age Group

Age group	No. Of Respondents	Percentage
Upto 18	3	3
19-25	93	93
26-30	2	2
Above 30	2	2
<b>Total</b>	<b>100</b>	<b>100</b>

Source: Primary Data

#### 4.2.1 Graphical Representation



#### Interpretation

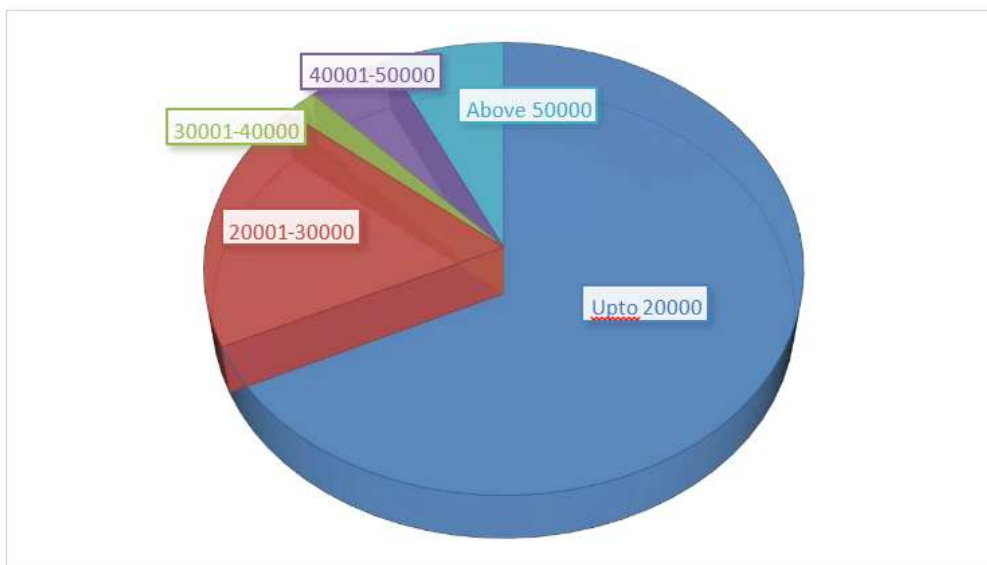
From the above table it is inferred that maximum of the respondents are under the age group of 19-25 followed by 3% of the respondents are Upto 18 years of age and 2% of the respondents fall under the age group between 26- 30 and Above 30.

#### 4.3 Classification of Respondents On the Basis Of Monthly Income

Income level	No. Of Respondents	Percentage
Upto 20000	68	68
20001-30000	18	18
30001-40000	2	2
40001-50000	5	5
Above 50000	7	7
<b>Total</b>	<b>100</b>	<b>100</b>

**Source:** Primary Data

### 4.3.1 Graphical Representation



### Interpretation

From the above table, it is clear that maximum of the respondents earn Upto 20000 of income level, followed by 18% percentage of the respondents are 20001-30000, 7% of the respondents earn above 50000, 5% of the respondents earn between 40001-50000 and only 2% of the respondents earn between 30001-40000 of monthly income.

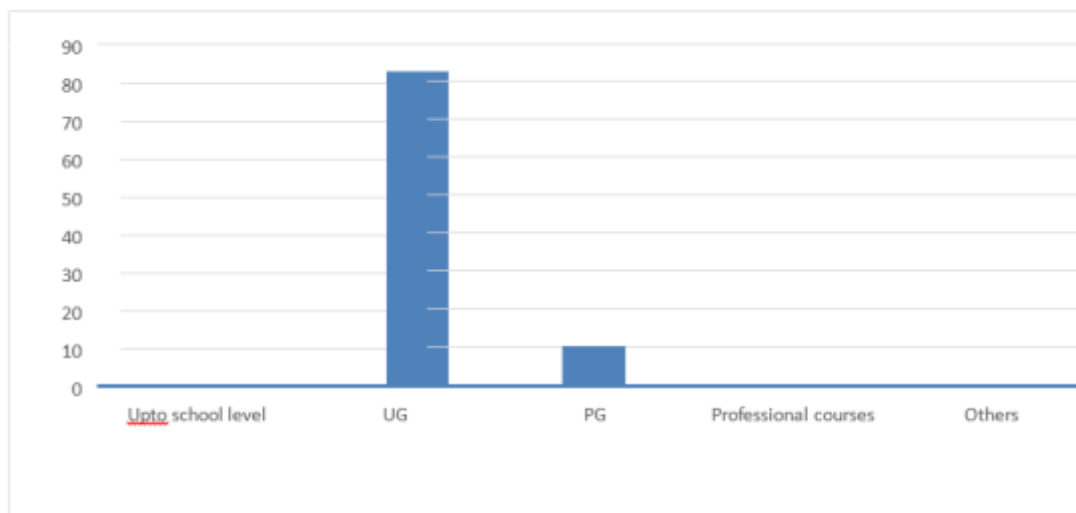
### 4.1 Classification of Respondents On the Basis of Qualification

Qualification	No. Of Respondents	Percentage
Upto school level	3	3
UG	83	83
PG	11	11
Professional courses	2	2
Others	1	1
<b>Total</b>	<b>100</b>	<b>100</b>

Source: Primary Data



#### 4.4.1 Graphical Representation



#### Interpretation

The above table demonstrates that maximum of the respondents are Undergoing UG followed by 11% of the respondents are undergoing PG, 3% of the respondents are Upto school level, 2% of the respondents are undergoing Professional courses and 1% of the respondents are other category

#### CHI-Square Analysis:

O	E	O-E	(O-E) <sup>2</sup>	(O-E) <sup>2</sup> /E
43	42.84	0.16	0.0256	0.000598
8	8.16	-0.16	0.0256	0.003137
41	41.16	-0.16	0.0256	0.000622
8	7.84	0.16	0.0256	0.003265
<b>100</b>				<b>0.007622</b>

$$E = \text{Row total} \times \text{Column total} / \text{Grand total}$$

$$\begin{aligned} \text{Degree of freedom variable} &= (\text{Number of Rows} - 1) (\text{Number of columns} - 1) \\ &= (2-1) (2-1) \\ &= 1 \end{aligned}$$

#### Interpretation:

Degree of variable is 1 and the table value is 0.930429383, since the calculated value is 0.007622 which is less than the table value, the null hypothesis is accepted.

Therefore, it may be concluded that there is no significant association between the gender of the respondents and respondents who like to use E-recruitment platforms.

**Correlation**

**Coefficient** of correlation between who will continue to use E-recruitment services and those who agree that qualified employees are selected through E-recruitment Platforms.

Particulars	Yes	No
Respondents who will use E-recruitment platforms.	84 (X)	16
Respondents who agree that qualified employees are selected through E-recruitment Platforms	79 (Y)	21

$$r = \frac{N (\Sigma xy) - (\Sigma x) (\Sigma y)}{\sqrt{(N \Sigma x^2 - (\Sigma x)^2) (N \Sigma y^2 - (\Sigma y)^2)}}$$

Particulars	X	Y	X <sup>2</sup>	Y <sup>2</sup>	XY
<b>Yes</b>	84	79	7056	6241	6636
<b>No</b>	16	21	256	441	336
<b>Total</b>	<b>100</b>	<b>100</b>	<b>7312</b>	<b>6682</b>	<b>6972</b>

$$r = \frac{2 (6972) - (100) (100)}{\sqrt{2 (7312) - (100)^2} \sqrt{2 (6682) - (100)^2}}$$

$$= 3944 / 4624 \times 3364$$

$$= 3944 / 3944$$

$$= 1$$

**Interpretation:**

There is positive correlation between respondents who will use E-recruitment platforms and who agree that qualified employees are selected through E-recruitment Platforms. A

correlation 1+ indicates a perfect positive correlation, meaning that both variables move in the same direction together.

### 5.1 Findings

- ✓ It found that, majority of the Respondents are male and rest of them are female. It shows Men are using E-Recruitment platforms more than the Female.
- ✓ Majority of respondents are in the age group between 19-25 (93%), 3% are from below 18 years, 2% from 26-30 and 2% are from above 30 years.
- ✓ It is found that most of Respondents have Upto 20000 of monthly income (68%), 18% have income from 20001- 30000, 5% have income 30001- 40000, 2% have between 40001- 50000, and remaining 7% of the respondents income is 50000 and above.
- ✓ It is clearly found that, 3% of respondents are Upto school level, 83% are pursuing UG 11% of the respondents pursuing PG , 2% are Professionals course.
- ✓ Majority of respondents (87%) are students, 5% are private employee, 1% and 4% are from government employee and unemployed respectively, and others includes 3%.
- ✓ Out of 100 respondents 63% are from urban people and remaining 20% and 17% are from semi urban and rural.
- ✓ In the term of types of E-recruitments the study reveals that majority prefers online job sites, followed by social media (25%), Company websites (18%), 21% are from Sourcing potential Candidates on professional social media platforms.
- ✓ In terms of Common E-recruitment Platforms The findings tells that 22% of respondents using an applicant tracking systems (ATS, 43% use online via video conferencing, 13% using online testing via surveys and questionnaires and 22% not aware about it.
- ✓ In terms of satisfaction level the study depicts that 68% of respondents satisfied with E- recruitments, 23% highly satisfied, 9% are less satisfied in E – recruitments.
- ✓

### 5.2 Suggestions

#### Suggestions to Companies:

- 20.8% of employers said they struggle to find qualified talent in their area. The competitive job market requires you to search beyond your own backyard for talent. Think of hiring a distributed teams and attract qualified candidates who may otherwise overlook your ad due to geographical reasons by offering a flexible, work-from-home schedule or even relocation assistance.
- Sometimes a company may not find the qualified candidates it's looking for in the current applicant pool, so recruiters may seek out ways to expand their talent search. Recruiters may be able to overcome this challenge by using multichannel recruitment strategies. Companies can employ multichannel

recruitment strategies through advertising job postings in multiple locations, such as local, national and international job boards. They can also post job openings on social media, at career events, through college forums or through internal employee referrals□

### **Suggestion to Employees**

- Job seekers should look for reputed e-recruitment platforms to avoid privacy issues, data theft etc.□
- Job seekers should constantly upgrade their skills based on company's job requirement.□
- As resumes are uploaded online so there is no surety of authenticity and correctness of information provided by personnel. Some challenges are the quality and the quantity of candidates through the web tools. Many organizations have reported getting large number of applicants from unqualified people. In case of absence of internet connection candidates cannot check any portal or site. So, job seekers should disclose correct information in their resumes to avoid this problem faced by organizations.□

### **Conclusion**

E-recruitment, also known as online recruitment, is the use of technology to attract, screen, and hire potential job candidates. Overall, e-recruitment has become increasingly popular in recent years due to its ability to streamline the recruitment process and reach a wider pool of candidates. One of the main advantages of e-recruitment is its efficiency, as it allows recruiters to quickly and easily sift through large numbers of applications and identify the most promising candidates. Additionally, e-recruitment can also save time and resources, as it eliminates the need for paper-based applications and reduces the need for manual data entry.

However, there are also potential drawbacks to e-recruitment, including the risk of bias and discrimination in the selection process, as well as the potential for technical glitches or errors that may affect the recruitment process. Overall, while e-recruitment has many benefits, it is important for organizations to carefully consider the potential risks and drawbacks before implementing an e-recruitment strategy. Additionally, it is important to ensure that E- recruitment practices are transparent, fair, and inclusive, to ensure that all candidates have an equal opportunity to be considered for open positions.

It is a cost-effective and time-saving tool for job seekers. Some career portals also provide resume building services, which job seekers may take advantage of the use of E-recruitment has a huge effect on businesses as well as job seekers who use this tool in the recruiting process and job search. As a result, providing specific recruiting information is critical, as it affects the intentions of further candidates to pursue jobs with the organization. Job seekers have many reasons to use e-recruitment, including company brand experience, reduced search costs, a safe system, and the ability to decide proactively whether they are a cultural match for the organization and whether to apply. Finally, we can state that the internet has been recognized as the most convenient and effective method for job searching.

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