A STUDY ON E RECRUITMENT DURING PANDEMIC AT ALLSEC TECHNOLOGIES

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ABSTRACT

The success of every organization depends on its human capital, and recruitment by the human resource department is vital in generating organizational human capital. In the past twenty years, the traditional paper-based method of recruitment has been replaced to some extent by electronic recruiting (e-recruitment) in many organizations as many organizations are now utilizing e-recruitment to post jobs and accept resumes on the internet, and correspond with applicants by e-mail due to the outbreak of covid-19. In this paper, recruitment and e-recruitment process of Allsec technologies are theoretically defined, summarized and synthesized and the various benefits accruing to organizations for adopting electronic recruiting are highlighted. I also identified gaps and opportunities for future research and proposed some testable research questions in the domain of e-recruitment, as well as suggested research methods that can be utilized in future research to answer the proposed questions. Important contributions of this paper are highlighted.

I. INTRODUCTION

- ➤ What are the overall trends in e-recruitment? {Instagram Hiring, SMS blast}
- ➤ Where did this occur? {Allsec technologies, Chennai}
- ➤ When did this occur? {During pandemic}
- ➤ Why did we use the E-recruitment? {Due to covid the company adopted E-recruitment}
- ➤ How shall we overcome? {That's what this study is about and the suggestions are attached}
- ➤ How much time will be required to overcome? {Since this method is cost efficient and effective, we don't need to overcome this E-recruitment process}

The word recruitment means the right person for the right job, according to their skills and qualification. In the age of technological development all the work has to be done with the help of internet. Everything, including our way of thinking, living, communicating, culture, economies, demographics and even society has been affected by these technological changes. In this way e-recruitment came into the existence. Online recruitment is also known as e-recruitment. Online recruitment is the use of technology to assist the recruitment process. In the traditional way, the process of the recruitment is different and in the modern way e-recruitment process is transformed in the organization.

II. REVIEW OF LITERATURE

Eleanna Galanaki, (2002)

Online recruitment is a new tool, at the removal of the HR departments, which has known a impressive success in very short time.

Boswell, Roehling, LePine, & Moynihan, (2003)

Attentive on opportunities to meet people and site visit measures. A theoretical paper on Managerial challenges of e-recruitment

Smith and Rupp (2004),

Studied the application of technology to recruiting and retaining knowledge workers in an e-commerce, information intensive environment.

Carlson, & Mecham (2003)

Differences in applicant pool quality statements the research need by examining the attraction outcome of firms opposing head to-head for recruits for similar positions.

Cober, R., Brown, D., Keplin, L., and Levy, P. (2004)

For e-recruitment, organizations is building their own web sites ever better because of the higher costs of marketing and the ease and speed of finding more qualified applicant.

III. OBJECTIVES

A. PRIMARY OBJECTIVES

The objective of the study was to investigate the perception and attitude of employees regarding e-recruitment at Allsec technologies.

B. SECONDARY OBJECTIVES

➢ The study also explains how useful E- Recruitment was on pandemic.
➢ The study also analyzed the impact of e-recruitment on Allsec technologies and also explored the benefits of e-recruitment.
➢ To get an idea about what are the current methods and process which are used in e recruitment process.
➢ To check whether e- recruitment is being as effective as recruitment

IV.   RESEARCH METHODOLOGY

A. *RESEARCH DESIGN*

✓ The design of a research topic explains the type of research (experimental, survey research, correlational, semi-experimental, review) and also its sub-type (experimental design, research problem, descriptive case-study).

✓ There are three main types of designs for research: Data collection, measurement, and analysis.

✓ **Descriptive research design:** In a descriptive design, a researcher is solely interested in describing the situation or case under their research study. It is a theory-based design method which is created by gathering, analysing, and presenting collected data. This allows a researcher to provide insights into the why and how of research. Descriptive design helps others better understand the need for the research. If the problem statement is not clear, you can conduct exploratory research.

B. *SOURCE OF DATA*

✓ There are two sources from which the data can be collected: Primary sources- the primary data was collected with the help of questionnaire.

✓ Secondary sources- The secondary data is collected from the information that is available from the study of the past researchers

C. *SAMPLING DESIGN*

Random sampling from a finite population refers to that method of sample selection which gives each possible sample combination an equal probability of being picked up and each item in the entire population to have an equal chance of being included in the sample.

D. *AREA OF RESEARCH*

✓ The core area of research is HR.

✓ Area of research is E-Recruitment in Allsec technologies during covid-19. The collection of data for research is done at Allsec technologies, Chennai

✓ Sample size can be defined as the total number of respondents that is to be taken from the population. In this research, 204 respondents were taken from the employees working at the company.
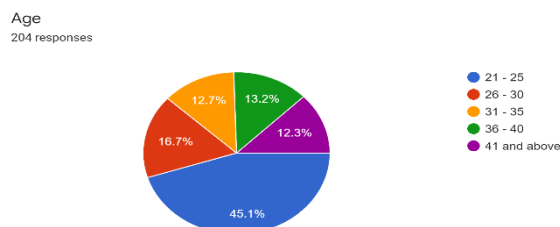
V.   DATA ANALYSIS

CHART-1

Age
204 responses

●	21 - 25
●	26 - 30
●	31 - 35
●	36 - 40
●	41 and above

45.1%, 16.7%, 12.7%, 13.2%, 12.3%

CHART-2

Social Media hiring is one of the trending E recruitment method
204 responses

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree
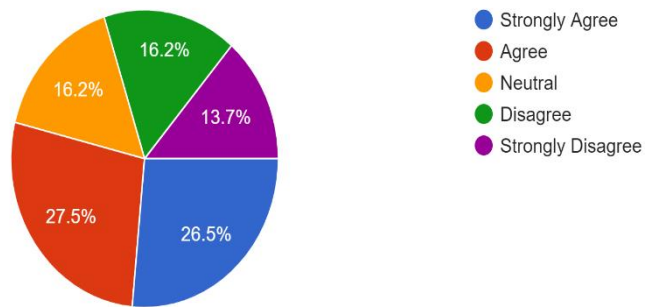
CHART-3

What are the sources from where employees are being recruited?
204 responses

- Recruitment agencies
- News paper Advertisements
- Social media Advertisements
- Referrals and Recommendations
- Direct walk-in
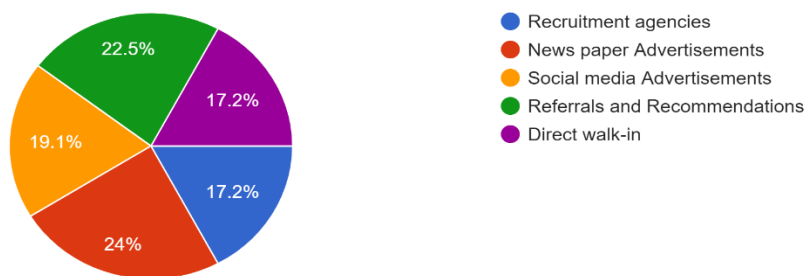
CHART-4

Hiring process is fast and effective in E - Recruitment
204 responses

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree
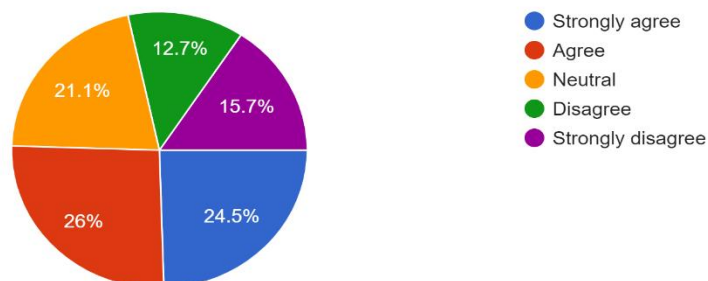
VI.   FINDINGS

- ✓ Majority 45.1% of the respondents are from the age group of 21-25.
- ✓ Majority 50.5% of the respondents are Male.
- ✓ Majority 100% of the respondents are Indian.
- ✓ Majority 52% of the respondents are unmarried.
- ✓ Majority 31.4% of the respondents are from the income group of Less than Rs.
- ✓ 25,000.
- ✓ Majority 52.9% percentage of the employees are employed full time.
- ✓ Majority 38.2% of the respondent educational qualification is undergraduate.
- ✓ Majority 28.9% of the respondents were working for a period of less than a year.
- ✓ Majority 24% of the respondents were hired through Newspaper Advertisements.
- ✓ Majority 27.5% of the respondents strongly agrees to the fact.
- ✓ Majority 30.9% of the respondents strongly agrees to the fact.
- ✓ Majority 29.4% of the respondents strongly agrees to the fact.
- ✓ Majority 24.5% of the respondents strongly agrees to the fact.
- ✓ Majority 21.1% of the respondents Linked-in to the fact.
- ✓ Majority 38.2% of the respondents rated 4.
- ✓ Majority 33.8% of the respondents strongly agrees to the fact.
- ✓ Majority 59.3% of the respondents say yes.
- ✓ Majority 28.4% of the respondents strongly agrees to the fact.
- ✓ Majority 30.9% of the respondents strongly agrees to the fact.
- ✓ Majority 55% of the respondents say no.

VII.   CONCLUSION

There are good job portals in our country which help the organizations and employees in the recruitment and selection process: for e.g., monster.com, nakuri.com, shine.com and many networking sites similar to these. It is a very easy process for the employee as well as the organization. The benefits of e-recruitment include: faster process, ease of usage, increase in the speed, reducing the administrative burden and cost, and competence of the employer and employee working in the organization. It can be said that using online recruitment and e-recruitment process improves organization's performance because they have good candidates with right knowledge which leads to organization development.

VIII.   REFERENCES

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