

A Study On E-Recruitment: Its Efficiency and Effectiveness for the Health care Organization

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Table of Content

1. Company Profile.....	
2. Abstract	
3. Introduction	
4. Literature Review	
5. Research Methodology.....	
6. Data compilation and analysis and interpretation.....	
7. Findings.....	
8. Conclusion	
9. Reference	

Introduction

- E-recruitment means web-based recruiting, also can be known as recruitment process conduct by an organization using web-based tools, such as organizations own website or some other web-based application.
- There has been significant evidence that today most of the organizations are using internet as their major recruitment source, also for testing candidates' capabilities. And some of the major reason behind that are:
 - I. It improves the image of the organization in the market.
 - II. Reduce the recruitment cost.
 - III. Less burden on administration.
 - IV. Better tool for recruitment team.
- Some of the major e-recruitment source used by the Organization:
 - I. Naukri
 - II. LinkedIn
 - III. Indeed
 - IV. Corporate Website

Literature Review

Brandao C, Morais C, Dias S, Silva AR, Mario R, in the research paper Using Online Recruitment: Implicit Theories and Candidate's Profile. World Conference on Information system and technologies; 2017 states that:

“our own research with our graduate intake tells us that if people apply online, they expect a fast response. We can use the system to generate a response immediately if we choose, but the value for us is improving the quality of relationship we've got with anyone who applies.”

Lee I, An Architecture for a next generation holistic e-recruiting system. Commun ACM 2007; 50(7): 81-85. states that:

“The time an important post is left unfilled within the company has a greater impact on our business units' performance than anything else. We'll continue to spend what we need to in order to get key posts filled quickly with the right people. An important part of the business case for e-recruitment was that by reaching a wider pool of possible and processing their applications more efficiently, we'd have a positive impact on business performance.”

Research Methodology

Objectives: -

- To find out the effectiveness and efficiency of e-recruitment process for healthcare organization.
- To find out the perception of HR team regarding e-recruitment.

Mode of Data Collection:

Study Type: Descriptive Study

Type of Data: Quantitative Data

Technique: Survey using Questionnaire
Observation

Sampling technique: Purposive Sampling technique

Data Collection: Primary data was collected by the help of questionnaire

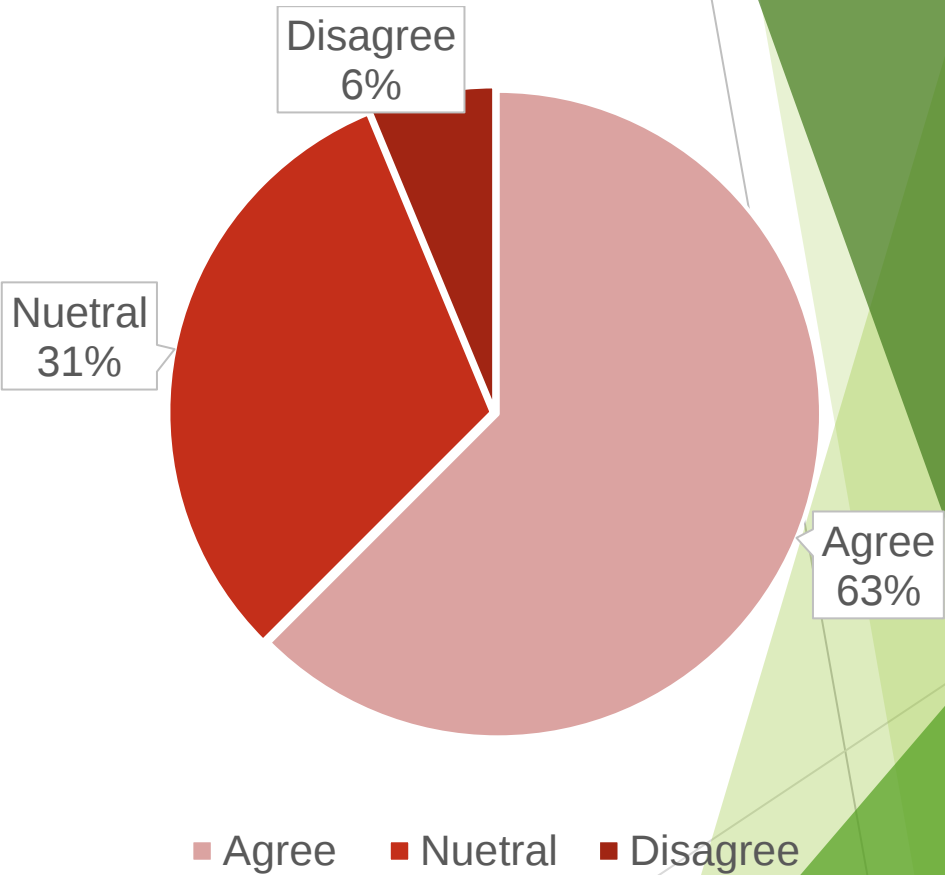
Study Timeline: Three months (February 2020-May 2020)

Sampling Unit: Hospital HR team Members

Sample Size: 32 HR members

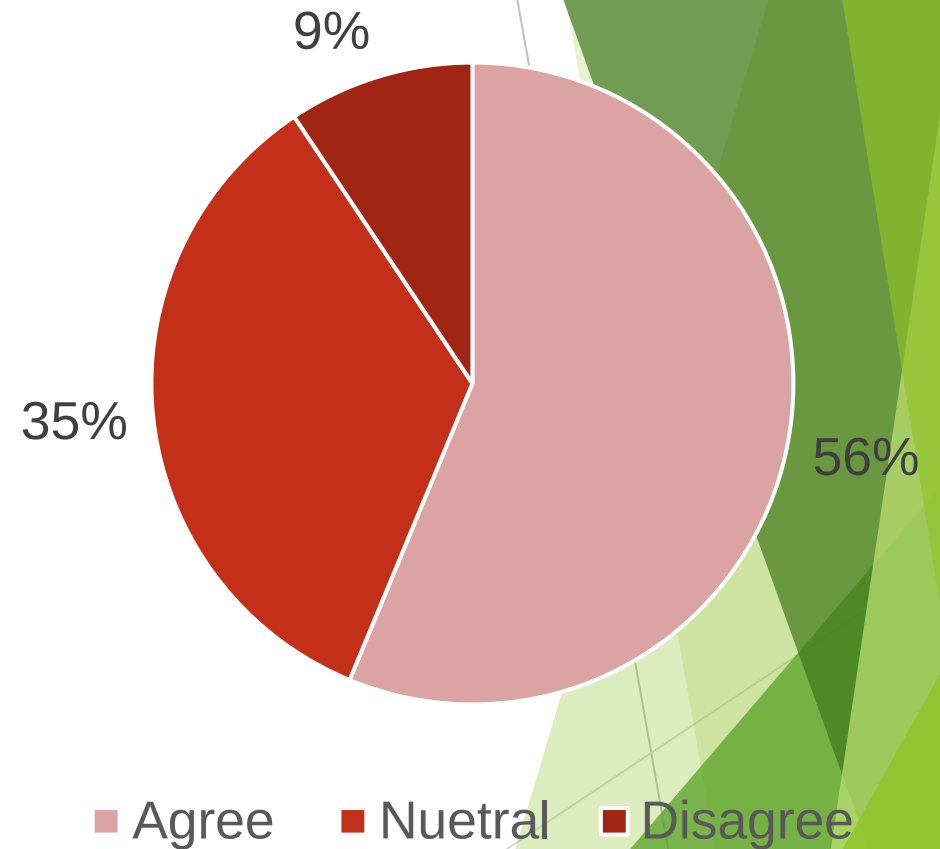
Q1. E-recruitment helps in improving the efficiency of recruitment process?

Interpretation: More the 50% member of the HR team thinks that e-recruitment has helped in making their recruitment function more efficient.



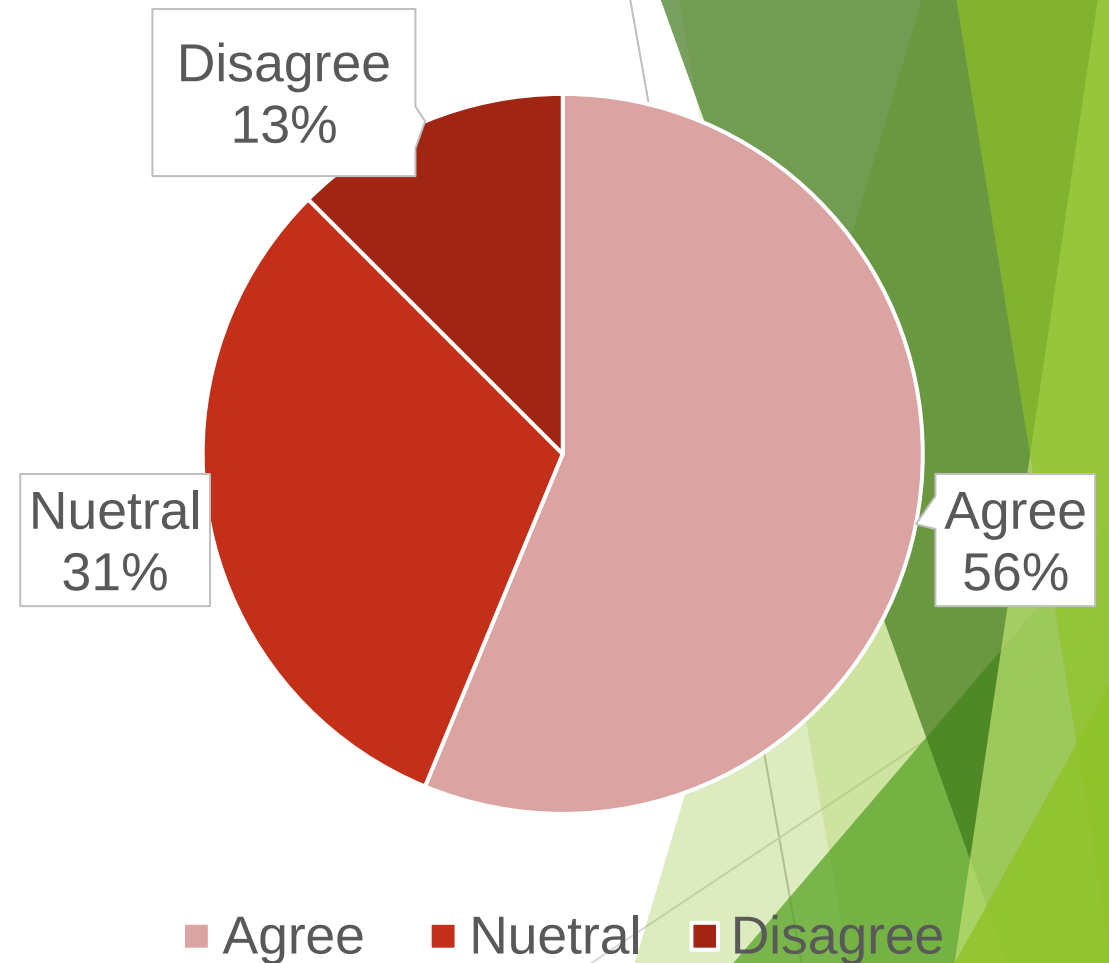
Q2. Does E-recruitment help in developing positive image of the organization?

Interpretation: Clearly E recruitment helps a lot in developing a positive image of the organization in the market and among the job seekers.



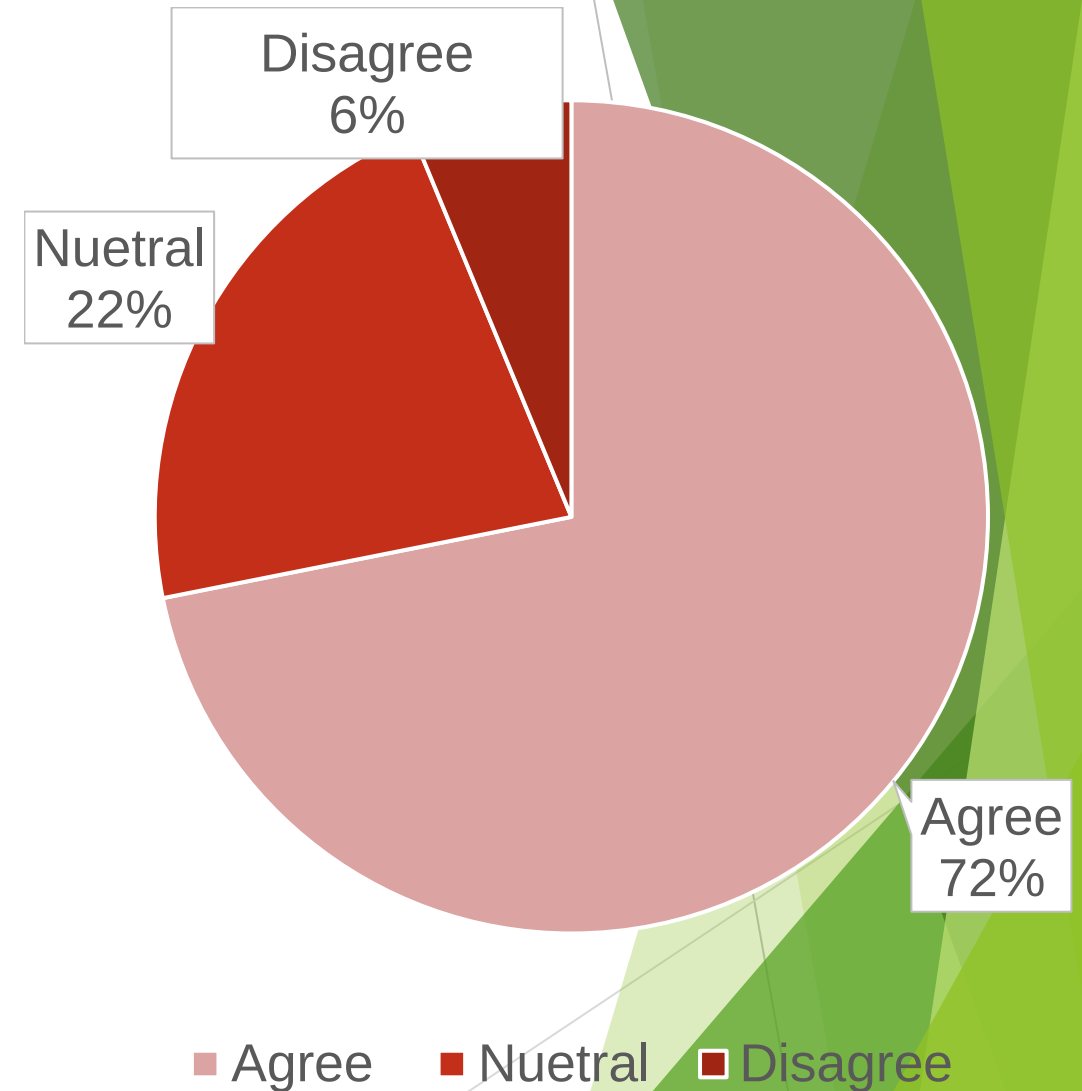
Q3. Do you think e-recruitment process help in locating better candidates from the pool?

Interpretation: With the help of online job portals and corporate website recruiter can find the best suited candidates for their job profile.



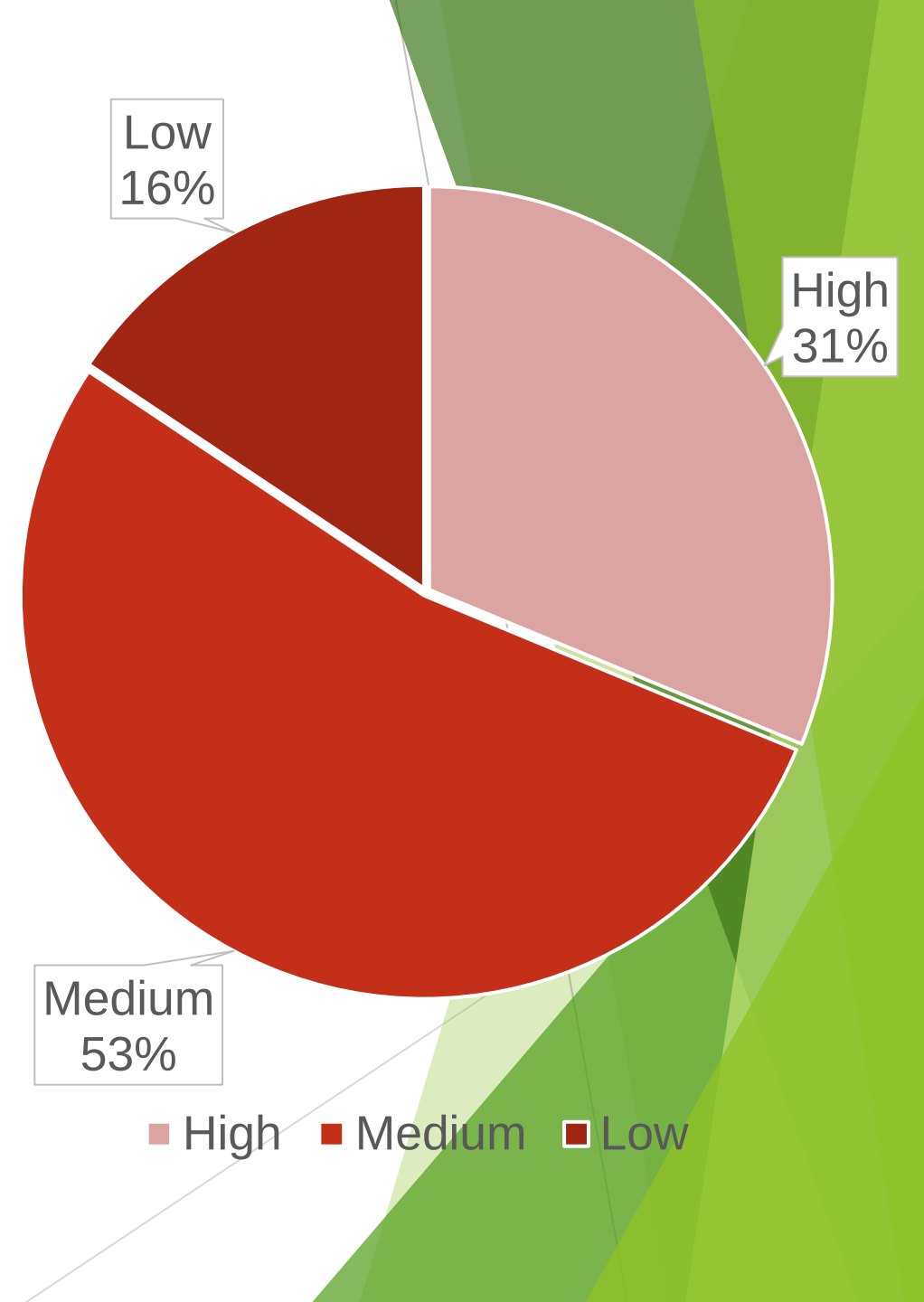
Q4. With the help of online job portals do you think you can now reach to the candidates who otherwise were inaccessible?

Interpretation: Internet has clearly given the opportunity to the recruiters to connect with more and more job seekers.



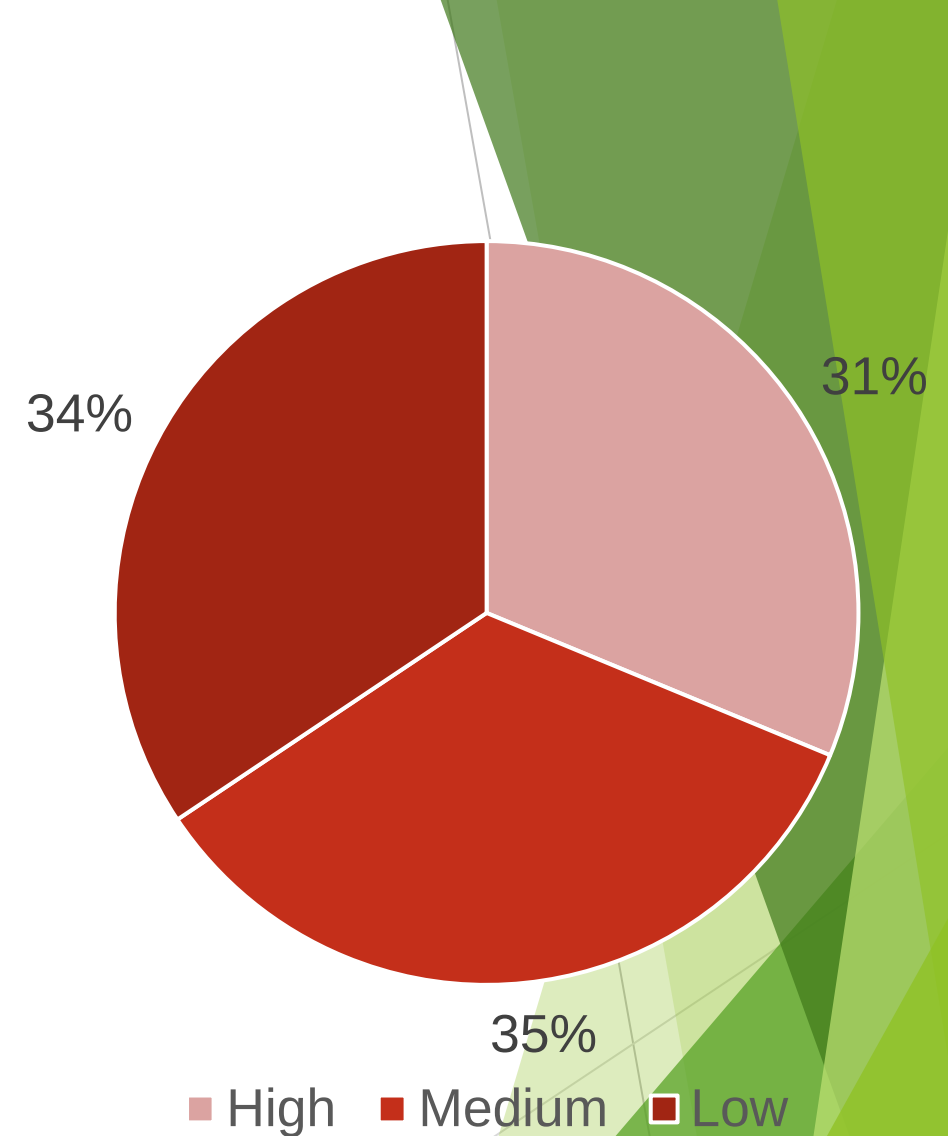
Q5. According to you the cost of package deal (such as number of jobs posted and time period for advertising) offered by various online recruitment consultancies are?

Interpretation: The price paid by the organization to the online recruitment consultancies for package deals are not very high. Also, the amount which the organization is paying is manageable for the amount of candidates they are getting for a single position.



Q6. According to you how much time does it take to fill a job vacancy with the help of online job portals?

Interpretation: It is clearly seen that with the help of online job portals vacancies such as Nurses, Guest relation Executive etc. does not take to much time to be filled. Whereas the positions of Middle and upper Management take sufficient time to be filled.



Findings

- Organization fill its major vacancies of the frontline workers with the help of online job portals but when it comes to the middle and upper level position employee referral method is used.
- Also, there has been a huge gap between the numbers of line-up candidates and the candidates who turn up for the interview process.
- There ratio of selected candidates to joining candidates is great in the cases of nursing and non-nursing candidates. But the amount of offer drop is huge in the case of doctors.
- Also, it has been seen that for hiring the doctors online job portals till now does not have that large number of candidates and that's the only reason we can see a huge TAT for the Doctor's vacancy.
- Still the local consultancies have more better candidates than the online job portals specially for nurse vacancies.

- There has been lot of cases where the single candidates have been called more than one time for the same interview and for the same location by the different team members also there has been cases where a single job seeker has multiple accounts on the same job portal.
- Internet has made it easier for employers to reach the mass number of candidates but still now the knowledge of filling the details on job portal is somewhere missing from the candidates.
- Job portals now a days have become a new surfing sites for the people. Many of the times recruiter end up calling the people who have recently joined a new organization, or they are not ready for a job change but they still have the active account on job portals which result in the time loss for a recruiter.

Conclusion

The main thing I want to conclude first is that e-recruitment has become a major part of the organization today. And most of the vacancies which are closed in the organization is by the help of online job portals only. Also, it has helped a lot to the people who are working for talent acquisition in the organization.

As per my study we can see that e-recruitment is a very effective and efficient method for recruitment in terms of time and money. But at the same time it has created a lot of hassle among the team members for example: Giving the call to the same candidate for more than one time by the different member of the team, Lined up candidates not turning up for the interview process, candidates not picking the call after the offer letter has been rolled out by the organization Etc.

Also, e-recruitment is more than just a technology and a source for creating an image in the market for an organization. It is about getting the right and suitable candidate according to the job profile.

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