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"A PRAGMATIC STUDY TO ANALYSE THE IMPORTANT POINTS INFLUENCING THE ACHIEVEMENT OF E-RECRUITMENT IN SELECTED ORGANISATIONS IN ITES INDUSTRY A SEM MODEL APPROACH "

Prof. Megha p. Nanhe

Dr. Ambedkar Institute of Management Studies and Research, Deekshabhoomi, Nagpur

Email: megha_nanhe@rediffmail.com

Mob: 9975325734

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Key Words: E-Recruitment, Ites Industry, Technology,

ABSTRACT

The process of hiring employees for human in Investment in organization via electronic resources like LinkedIn, naukari.com etc, is considered as E-recruitment. In this process, job applications call online through different platforms, so e-recruitment can complete quickly. Most of the companies follows E-recruitment process to hire employees as well as it helps to select appropriate candidates for an appropriate post. The goal of this paper to analyze the important points influencing the achievement of e-recruitment in selected companies. The conclusion disclose that the companies implement this process to decrease the expenses for hiring candidates and improve the productivity.

INTRODUCTION

Recruitment idea is undergo quick change unpaid to dawn of knowledge, companies approve original tackle and technology in regulate to name the mandatory capacity, method their function and develop in dying the candidate at a nearer lick. The recruiters now be aware of the on the raise competition in the advertise and identify the present being capital will be one of the strategical implements to out hit the rivalry. Therefore, many organizations particularly in the in-sequence expertise enables military are broken up their plan to the digital or electronic field.

Electronic recruitment or E-recruitment is measured as the in general course of recruit the human assets in the organization using electronic income like proficient network sites such as LinkedIn, Naukri, Time Jobs etc and also though other online platform. The course of e-recruitment can be generally confidential into 2 categories viz., internal meadow (company own website) and outside area (other expert & job-related websites). The corporation website is company's possess interior system which enable the interior workers to relate for a appropriate job or caterer which is accessible only to the inner staff, on the other hand if the job is advertise in outside domain, the management seek to appear for candidate who are external the organization. The e-recruitment process enables in meting out the profession use through online so as to inclusive the recruitment process swiftly.

Organisations in the ITES business have stimulated their staffing course through online in order to get better the in general speed from end to end which the opposite candidate can be recognized for the available vacancies. The HR department and the agents uses the available database tools which enable in short listing the candidate through online, appear if the applicant is involved in the trade job and ask them to be relevant for the job from side to side online, these aspects allow the HR section to use the electronic capital to total the recruitment development successfully.

Statement Of the Problem

The knowledge has drastically improved and distorted the dynamics of recruitment procedure both beginning the association and job hunter viewpoint. The completion of technical applications enables the HR department to total the recruitment course more competently. This paper focus to compute the effectiveness of E-recruitment course in selected organization in the ITES industry in India.

REVIEW OF LITERATURE

The paper discuss about how the E recruitment and Internet influence the generally Recruitment development of an organization. The major mission of each Organization Recruiting the exact one for apt job, because of the spread of know-how this route has grown to be digitalized. The study reveals that however most of the Organization goes of E Recruitment parallel they do the convention technique of recruit. In most of the confidential sector like Banks, MNC, ITES they use E recruitment also use the customary procedure side by side. It is been optional for the manager to continue both the method as long as the civilization becomes fully digitalized.

The paper focus on the ways to effort to discover the efficiency of e-recruitment in little and average IT based companies.

The paper also provides a thought of how company recruiter recognizes the value of Online recruitment. The aim of this paper is to recognize the height of management position for which e-recruitment is favored by IT sector and also to assess the recruitment outcome by the reimbursement enjoy by the IT

manufacturing. The Research sample size chosen was 63 respondents, sample unit were Organization scheduled as a registered member in a company, a probability stratified sampling method was adopted. The learning recommends for HR managers of IT SMEs to hub added on Online recruitment in company to find huge return on venture in long term view.

Research Objectives

- The prime idea is to realize the usefulness of e-recruitment method in the Organisation.
- To analyze the task of recruitment cost ratio in implementing the e-recruitment method.
- To name whether the e-recruitment method enable in value hire in the companies.
- To assess the enlarge in output of the recruitment agency all the way all the way all the way through the discharge of e-recruitment practice.

Research Hypothesis

- Here is no important variation amid the recruitment cost ratio and completion of e- recruitment procedure
- There is no important dissimilarity amid the class hire and execution of e-recruitment course
- There is no major disparity amid the boost in output and completion of e- recruitment course

RESEARCH METHODOLOGY

The researcher intends to investigative move toward for performing the study, the statistics is composed from the Human resources department of the organization from first to last a detailed survey, a sample of 120 respondents is careful for the data compilation and they are selected using expediency example technique.

DATA ANALYSIS AND INTERPRETATION

Descriptive Analysis

Gender			
	Freque cy	Perce nt	Valid Percent
Male	70	58.3	58.3
Female	50	41.7	41.7
Total	120	100.0	100.0
Age			
	Freque cy	Perce nt	Valid Percent
Less than 30 years	30	25	25
31 - 40 years	46	38.3	38.3

41 - 50 years	29	24.2	24.2
Above 50 years	15	12.5	12.5
Total	120	100.0	100.0
Education			
	Frequency	Percent	Valid Percent
Undergraduate	60	50	50
Post graduate	50	41.7	41.7
Professional	10	8.3	8.3
Total	120	100.0	100.0
Marital status			
	Frequency	Percent	Valid Percent
Married	100	83.3	83.3
Single / Unmarried	20	16.7	16.7
Total	120	100.0	100.0

Family type			
	Frequency	Percent	Valid Percent
Nuclear family	50	41.7	41.7
Joint family	70	58.3	58.3
Total	120	100.0	100.0
Annual income			
	Frequency	Percent	Valid Percent
Less than 5 lakhs	3	2.5	2.5
5 - 10 lakhs	67	55.83	55.83
10 - 15 lakhs	35	29.17	29.17
Above 15 lakhs	15	12.5	12.5
Total	120	100.0	100.0
Experience			
	Frequency	Percent	Valid Percent
Less than 10 years	70	58.33	58.33
10 - 15 years	27	22.5	22.5
16 - 20 years	23	19.16	19.16
Total	120	100.0	100.0
E-recruitment			
	Frequency	Percent	Valid Percent
No	20	16.7	16.7
Yes	100	83.3	83.3
Total	120	100.0	100.0

starting the descriptive analysis, it is illustrious that 58.3% of the respondents were male, 35.7% of the respondents were in the age group of 31 - 40 years, 41.7% have finished post graduate, 83.3% were married, 58.3% of them were currently living in joint family, 55.83% have been earning 5 - 10 lakhs per annum, 58.33.0% of the respondents were having an experience of Less than 10 years and 83.3% of them have been using e-recruitment process and procedures for recruiting individuals in their organization.

CHI SQUARE TEST

Here Is the Chi Square Test Among Cost Ratio and E Recruitment in Organization

Null: There is no important distinction between the recruitment cost ratio and execution of e-recruitment process

Alternate: There is a important distinction between the recruitment cost ratio and execution of e-recruitment process

COST RATIO * RECRUITMENT CROSS TABULATION

Count

	Recruitment					Total
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
1.00	0	5	3	0	0	8
2.00	10	12	3	0	0	25
Cost ratio 3.00	0	1	8	6	0	15
4.00	0	0	10	26	10	46
5.00	0	0	6	13	7	26
Total	10	18	30	45	17	120

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	99.189 ^a	16	.000
Likelihood Ratio	109.523	16	.000
Linear-by-Linear Association	60.714	1	.000
N of Valid Cases	120		

a. 15 cells (68.0%) have probable count fewer than 5. The lowest amount

probable count is .35.

From the on top of analysis it is renowned that the p value is 0.000, which is less than the meaning value at 5% (0.05), therefore null hypothesis is discarded and alternate hypothesis is accepted, hence it can be finished that there is a important distinction between the recruitment cost ratio and execution of e-recruitment process

Here Is Chi Square Test Amid Quality Hiring and E Recruitment in Organization

Null: There is no important differentiation between quality hiring and execution of e-recruitment process

Alternate: There is an important differentiation between quality hiring and execution of e-recruitment process

QUALITY HIRING * E-RECRUITMENT CROSS TABULATION

Count

	E-recruitment					Total
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
1.00	0	1	2	0	0	3
2.00	10	15	4	0	0	29
Quality hiring 3.00	0	0	12	10	5	25
4.00	0	0	9	21	12	42
5.00	0	0	2	15	4	21
Total	10	16	27	46	21	120

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	115.899 ^a	16	.000
Likelihood Ratio	121.768	16	.000
Linear-by-Linear Association	59.325	1	.000
N of Valid Cases	120		

a. 17 cells (64.0%) have predictable count less than 5. The smallest amount expected count is .26.

From the above analysis it is well-known that the p value is 0.000, which is less than the import value at 5% (0.05), therefore null hypothesis is unwanted and alternate hypothesis is accepted, hence it can be completed that there is a important distinction between quality hiring and execution of e- recruitment process

Chi Square Test Amid Productivity and E Recruitment in Organization

Null: There is no important distinction between productivity and execution of e-recruitment process

Alternate: There is an important distinction between productivity and execution of e-recruitment process

PRODUCTIVITY * ERECRUITMENTCROSSTABULATION

Count

	Recruitment					Total
	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree	
1.00	0	2	3	0	0	5
2.00	11	15	1	0	0	27
Productivity 3.00	0	0	15	2	0	17
4.00	0	0	4	9	7	20
5.00	0	0	12	33	6	51
Total	11	17	35	44	13	120

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	132.989 ^a	16	.000
Likelihood Ratio	136.258	16	.000
Linear-by-Linear Association	63.354	1	.000
N of Valid Cases	120		

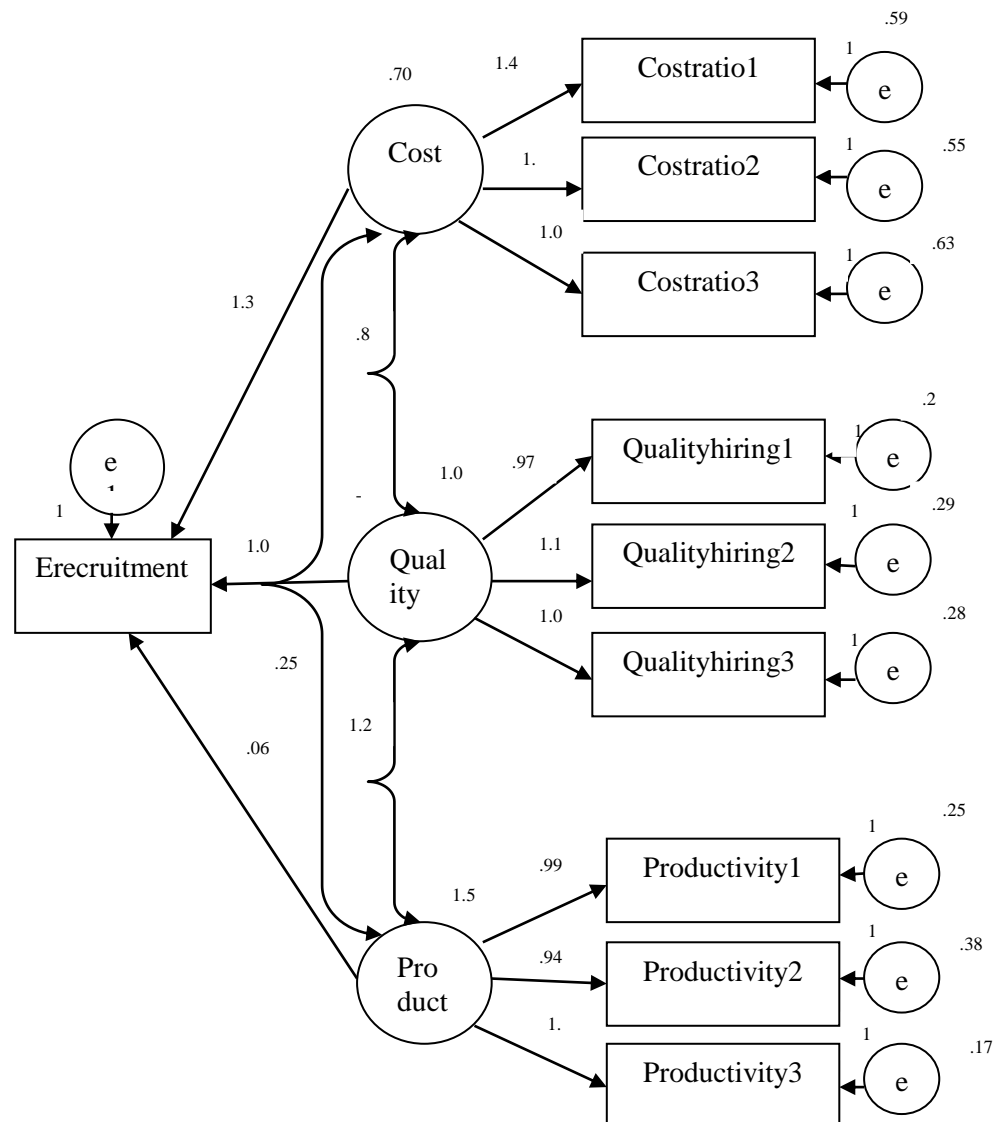
a. 16 cells (68.0%) have predictable count less than 5. The smallest amount expected count is .35.

From the above analysis it is distinguished that the p value is 0.000, which is less than the importance value at 5% (0.05), as a result null hypothesis is unwanted and alternate hypothesis is accepted, hence it can be accomplished

that there is a major distinction between productivity and execution of e-recruitment process

Structural Equation Model (SEM)

Here is the A comprehensive analysis of points influencing the execution of e-recruitment development in ITES business



Regression Weights: (Group number 1 - Default model)

Dependent variable	Independent variable	Estimate	S.E.	C.R.	P	Label
recruitment	Cost	1.355	.834	1.589	.112	par_10
recruitment	Quality	-.385	.483	-.62	.532	par_11

				5		
recruitment	Productivity	.0589	.49 6	.11 6	.90 8	par_ 12

From the over regression weights, it is distinguished that Cost ratio is measured to be extremely powerful variable in the execution of e-recruitment process in the organization, this is clearly recognized through the estimate as it is possessing high estimate of 1.325 when compared with other independent variable quality and productivity.

CONCLUSION

Thus, from the on the whole analysis it can be completed that the companies execute e-recruitment method in order to diminish the taken as a whole cost in recruiting the candidates and develop productivity The overall analysis showed that there is a positive connection between cost ratio and quality hiring towards the execution of e-recruitment process, therefore it can be accomplished that these two variables pressure the most in overall accomplishment of such aspects in the ITES industry

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Regression weights: (Group number 1-Default model).

[https://www.researchgate.net/figure/Regression-weights-Group-number-1-
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