E-Recruitment awareness and E-recruitment users in Srilanka

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Abstract— The main aim of this essay is to understand the concept of E-recruitment and identify the online job recruitment sources(websites) are using by organization in Sri Lanka. The main objectives of the study were to examine the levels of e-recruitment practices currently adopted and to be adopted in the near future, perceived constraints and motives of e-recruitment and the degree of managerial perception one practices, particularly in private sector organizations in Sri Lanka, are among objectives. The Essay analysed Based on previous articles and online sources used in Sri Lanka. Reduced time taken for hire and reduced administrative burden/paper work were identified as key motives while lack of knowledge and negative attitudes were identified as major constraints in practicing e-recruitment as a major source of recruitment in private sector organizations in Sri Lanka.

Humans are the most important asset of business organizations, so all the business organizations are trying every effort and use every way to recruit the appropriate candidates to improve the quality of the working team. Over past ten years the online recruitment has been extensively used among business organizations to identify and attract potential employees. The internet has dramatically changed the ways of both job seekers and organizations in employment practices in Srilanka.

E-recruitment Issues and Challenges in HRM has become a sound word and is being used in various contexts the world over especially in HRM E-recruitment has changed the way in which recruitment is conducted.

In this Essay -human resource management (HRM) functions: job analysis and job design, Human Resource Planning, recruitment and selection Training and Development. The kind of changes witnessed in India due to globalization has been dramatic and resulted in proliferation of HRM and services of E-recruitment across the country. Online/E- recruiting is changing the way employers think about finding moral personnel(Employees) and the way employees think about their jobs and their employers. Certainly, the Internet may totally change the way companies manage human resources.

All these functions are affected by changes in the Micro and Macro Economics factors, Business Environment, Technology, and potential Labour force of E-commerce or E-Business. These changes create challenges for Human Resource professionals who must recognize the inherent differences between E-recruitment and traditional Recruitment process. HR professionals must adapt to these changes rapidly in order to maximize the

performance of employees. These challenges have a direct link to globalization by virtue of various activities covered in E-recruitment. This Essay looks at the impact of issues and challenges in E-recruitment in HRM to expose the effects and develop solutions in SriLnka.

Index Terms— E-recruitment, challenges, techniques, E-commerce, Training and Development

I. INTRODUCTION AND TO UNDERSTAND THE CONCEPT OF E-RECRUITMENT

Online recruitment uses the power of the internet to match people to jobs. Primarily, it is about advertising vacancies on either job sites or corporate websites an Example In Srilanka (Topjobs.lk, Rakiya.lk, Express.job.lk, CV.lk, Ikman.lk). At this very basic level it is particularly effective at getting a high level of response. While it maygenerate hundreds more applications than traditional print advertising, simply attracting more candidates is only part of the job. The buzz word and the latest trends in recruitment is the "E-recruitment". Also known as "Online -recruitment", it is the use of expertise/Technology or the Blogs/web-based tools to contribution the recruitment procedure. "We are witnessing a change in the nature of jobs. Muscle jobs are disappearing, finger and brain jobs are growing or, to put it more formally, labor-based industries have been displaced by skill-based industries and these in turnwill have to be replaced by knowledge-based industries." -Charles Handy (1984)

E-recruitment methods have been developed to reduce the cost and the time consumed for the hiring process while maintain ingits quality (Byrne, 2000 Rembrandt, 2001; Walters,2002; Yelland, 2002). It has achieved a significant level of success and now it is increasingly popularacross the world (Evans et al., 2007; Holm, 2010; Marr, 2007). Since the Sri Lankan economy too is affected by globalization, and the challenges in staff recruitments not been much different in Sri Lanka from the global context, it's an emerging need to have more efficient systems like e-recruitment to be used in staff recruitment in Sri Lanka as well. However, untilrecent years it was hard to see any significant move towards internet-based recruitment and selection systems (e-recruitment methods) being widely usedin Sri Lanka. Even today, except for the corporateweb sites of a few large organizations including multi-national companies and very few specialized web sites such as Topjobs (www.topjobs.lk

It is perceived that the ability of an organization to find, attract and retain best employees was perceived is the two most critical people management issues that are faced by organizations today (Hughes & Rog 2008). According to Amin et al. (2014), to achieve this purpose, it is required to have sound Human Resource Management practices. Among

the varied responsibilities of Human Resources (HR), the most critical are the recruitment of the most excellent employees and keeping them happy and on the job (Carter-ward et al. 2006

The tool can be either a job website like topjobs.lk, the organization's corporate web site or its own intranet. Many big and small organizations are using Internet as a source of recruitment. They advertise job vacancies through worldwide web. The job seekers send their applications or curriculum vitae (CV) through an e-mail using the Internet. Alternatively, job seekers place their CV's in worldwide web, which can be drawn by prospective employers depending upon their requirements

II. OBJECTIVE

To study the kinds of E-recruitment

1. Recruitment Sites: It is a site that the job websites linked to apply directly to the company.in Srilnka (https://xpressjobs.lk/, http://www.myjobs.lk/, http://www.jobsjobs.lk/)

2. Recruitment Agencies: - This is an Agency are need people to fill their vacancies, the candidates can register their CV and get the information about the jobs. In srilanka(http://www.diligent.lk/findex.php) (http://www.jobfactory.lk/)

3. Websites Links: - through the websites links a candidate can search the jobs.

(https://www.jobak.lk/, http://www.cv.lk/, https://jobpal.lk/)

   a) Search/browse general recruitment sites.
   b) To find vacancy and placements.
   c) Specify the sector specific recruitment
   d) Search the local or international vacancies
   e) search the graduate schemes and closing dates

4. By approaching companies and offering candidates from their own files

5. Online Advertising jobs on behalf of companies and producing a shortlist of candidates for interview

6. Job Pages/Job portals - i.e. posting the position with the job description and the job specification on the job portal and also searching for the suitable resumes posted on the site corresponding to the opening in the organization.

7. CV/Resume scanner: - Resume scanner is one major benefit provided by the job portals to the organizations. It enables the employees to screen and filter the resumes through pre-defined criteria's and requirements (skills, qualifications, experience, payroll etc.) of the job. Creating a complete E-recruitment / Application section in the company's own website.

Companies have added an application system to its website, where the 'passive' job seekers can submit their resumes into the database of the organization for consideration in future, as and when the roles become available.

Job sites provide to the database of the resumes to the employees facilitating the just-in-time hiring by the organizations. Also, the jobs can be posted on the site almost immediately and is also cheaper than advertising in the employment newspapers. Sometimes companies can get valuable references through the "passers-by" applicants. E-recruitment helps the organizations to automate the recruitment process, save their time and costs on E-recruitments.

8. The E-recruitment different three strategies are
(a) email recruitment through the internet.
(b)website recruitment
(c) Internet advertising

III. ESSAY- THE NEED AND IMPORTANCE OF E-RECRUITMENT

- The aim of this essay is to examine the impact of the e-recruitment on the quality of applicants, cost and time involved in acquiring applications, wider choice of applicants and employees job search behaviour and the development of the resulting conceptual model.
- Lower costs to the organization. Also, posting jobs is cheaper than advertising in the newspapers.
- No intermediaries.
- Its cost-effective
- Placing job advertisements on the Internet is a lot cheaper than placing them in newspapers, magazines and other media. Using social media like Facebook and Twitter can even make publicising a position an essentially free exercise for companies, if it is linked to a Web site on the company's Web site where candidates can view the job specs, input their CVs, apply and follow up.
- Reduction in the time for recruitment.
- Facilitates the recruitment of right type of people with the required skills.
- Improved efficiency of recruitment process.
- Gives a 24*7 access an e-collection of resumes.
- E-recruitment helps the organizations to weed out the unqualified candidates in an automated way. A recruitment agency article by Dougles Chan - An expert recruitment agencies mentor that trains individuals on how to start a recruitment agency from home effectively and and grow their business profitability

- Recruitment websites also provide valuable data and information regarding the compensation offered by the competitors etc. which helps the HR managers to take various HR decisions like promotions, salary trends in industry etc
- To understand the process techniques of E-recruitment
- Giving a detailed job description and job specifications in the job postings to attract candidates with the right skill sets and qualifications at the first stage.
- E-recruitment should be incorporated into the overall recruitment strategy of the organization.
- A well defined and structured applicant tracking system should be integrated and the system should have a back-end support.
- Along with the back-office support a comprehensive website to receive and process job applications (through direct or e-advertising) should be developed.

IV. E-RECRUITMENT- TO STUDY THE ADVANTAGES AND DISADVANTAGES OF THE TOPIC

1. It will spread/Expand to whole Geographical Area
2. High level of audience/It will reach Larger Audience
3. Rapidly recruiting method/It gives Greater opportunity to find right candidate quicker/with greater effectiveness
4. It access for 24 hours - no waiting for issue dates
5. Cost Effective-It access in Quicker turn-around time/cost saving
6. It Comparatively cheap
7. It allows Higher quality of applicants
8. It gives Better match of workers - vacancies
9. It Shift from manual screening to using 'HRM expertise' or HRM Department.
10. It gives Positive effect on corporate image/up-to-date image
11. It is Efficiency advance work Systems.
12. It is Cost saving/saving personnel costs
13. It Access for passive jobseekers
14. It target candidates/ Address particular organization.
15. It reduce the unqualified /unsuitable candidates
16. It gives more opportunities for smaller companies.
17. Automating the application process also gives a level playing field to all candidates

V. DISADVANTAGES OF E-RECRUITMENT

1. It needs a higher expectation regarding relocation costs. More advanced Technological.
2. The Development fees will affect for small companies not for everyone.
3. Approval or Authority Name recognition required (buy banner space etc.)
4. It creates Expired or outdated résumés.
5. It crosses discrimination/privacy factors.
6. 6.Online facility requirements/ Internet is the first option for applicants
7. It's allows overwhelming number of candidates
8. it gives huge number of unqualified candidates
9. it is a time-consuming sifting of application forms and the selection function.
10. It gives poor subdivision of the market/Segmentation.
11. The transparency of data will damage.
12. 12.No 100% response rate only automated reply.
13. 13.No confirmation about application or selection.

To find the problems in E-recruitment process

The various benefits, E-recruitment has its own share of failings and disadvantages. Some of them are:

Screening and checking the skill mapping and authenticity of thousands of resumes is a problem and time-consuming exercise for organizations.

There is low Internet penetration and no access and lack of awareness of internet in many locations across srilanka in rural place. Further there is lack of knowledge in internet and information technology.

Organizations cannot be dependant solely and totally on the E- recruitment methods.

In Srilanka, the employers and the employees still prefer a face-to- face interaction rather than sending e-mails and they adopted place itself interview methods.

With the convergence of greater connectivity, more cost-effective software solutions and ever more competitive business environments, HR departments face a new challenge.

Whether your organization currently takes applications electronically or not, the stream of candidate emails, endless agency prospecting, and the need to stay abreast of competitors make E-recruitment a challenge for every organization.

To succeed in this environment, organizations must go beyond brochure ware websites and outdated software.

Best of breed application forms, back office recruitment systems and insightful reporting tools are needed to cope with the volume of electronically submitted job applications

When you plan to recruit people for your business you generally expect it to be a hassle. There will be a lot of people who will apply and who won't be qualified, and there will be a lot of people who will be qualified but for one reason or the other you just won't want to hire them because you won't feel comfortable with them - they just don't 'fit' with what you're looking for in regard to the company. Sometimes, your ad won't target the right people or the right people won't see it, and you won't get enough response, despite the cost.

- "The growth in the E-recruitment industry has been fuelled with the adoption of technology by prospective employers and Internet penetration. Organizations have cut costs by almost 80 percent over traditional recruitment modes by moving over to the E-recruitment process." - Dhruvakanth B Shenoy, Vice President-Marketing, Asia, Monster.com, India

Recent times, people often talk of E-recruitment, E-ticketing, E-voting, E-teaching and soon.

- To suggest the solutions to overcome the problems of E-recruitment.
- The performance has to improve, the greater connectivity of software is having to develop Individual organizations has to develop the website with different types of job groups for different qualifications, experience etc
- To conduct Career awareness program, internet job awareness training
- The cost of software for E-recruitment solutions has to be carefully
- There is a necessity of screening and filtering of the data by different job groups which helps the employees to select easily and economically

VI. THE EMPLOYEES HAVE TO LEARN THE PROCESS OF INTERNET AND USES

- The brochures, invitation and tools of E-recruitment must be advanced and easily understandable
- The employees have to get the advanced training for this Practices.
- To solve the various problems in E-recruitment by various specialist HR Team Discussion.

CONCLUSION

In srilanka, People need to be adopted more online posting applications through online or internet in further they have to try to apply online job recruitment pages, blogs and

advertisement in mail. Here I attached online best job pages and job portal for E-Recruitment in srilanka.

1.**http://www.fortuna.lk/partners/**
2. **http://www.topjobs.lk/**
3. **https://xpressjobs.lk/**
4. **http://www.myjobs.lk/**
5.
https://www.freelancer.com/work/data-entry-part-time-jobs-colombo-sri-lanka/
6.**CV.lk**
7.**Rakiya.lk**
8.**Mytutor.lk**
9.**Ikman.lk**
10.**Observerjob.lk**
11.**Lankajobs.lk**
12.**Dreamajob.lk**
13.**Xpress.jobs.lk**
14.**www.jobbank.lk**
15.**OWL.lk.**

The objective of any recruitment is to recruit the right candidate for the right slot. The means of recruitment is also equally important. Keeping the current trends in view, emphasizing on E-recruitment is essential and ideal for effective and efficient recruitment. Reducing recruitment costs and improving the efficiency of the recruitment process are the most significant drivers for the adoption of online recruitment among business world (Emma.Parry,&Shaun.Tyson, 2008). Online recruitment uses advanced internet technology to spread job advertisements and attracts jobseekers from all over the world via the company's website or the third-parties job websites. When the online recruitment system is used, the speed of recruitment process is much faster than before, it is estimated that the average recruitment cycle is one-third to one-half as long as it was in the pre-Internet era. It could handle thousands of CVs at the same time, simultaneously find the suitable candidates as soon as possible. Meanwhile fast responses will be automatically sent to applicants via emails. Many interviews could be carried out in the form of email interviews instead of face to face interviews or telephone interviews which can frees HR staff from the heavy work caused by job applicants and improve the working efficiency.

The days of manual recruitment are fading away gradually as organizations are moving to E-recruitment. E-recruitment is here to stay. As change is the only thing constant in this world, there is need to change the strategies in recruitment as well for maximizing the accuracy of right person for the right slot as it minimizes employee dissatisfaction and attrition. When we look at both problems and prospects, we can comfortably conclude that prospects outweigh problems in E-recruitment. The organizations must emphasize on E-recruitment for hiring better talent and must reinvent as per the needs in the 21st century.

Globally online recruitment has shown consistent growth, in terms of commercial value as well as adoption by job seekers and recruitment agencies. Companies are also beginning to use their Web sites as part of the solution to recruit staff. Local findings show that there has been a consistent and growing move to use online recruitment, one that echoes international trends. However, jobseekers are using all resources, including newspapers, rather than adopting one approach over another. South African recruitment agencies are finding online recruitment as the most effective approach to finding candidates, and one that is targeted to their needs and cost effective.

Online recruitment is not simply move the jobs online, "a hanging" of the matter. In addition to the necessary technical strength, the recruitment website must also have a deep understanding of human resources. Need to have strong ability of market planning and promotion to attract more applicants. However, at present most of the job site in the deep level of services is still very weak, on the talent market analysis, market supply and demand orientation, salary levels and related changes in the personnel system and other aspects of consulting services are very limited. Online recruitment service system is still in the early stages of development and needs further development to improve.

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