

Original Article

Factors Affecting Hiring Decisions – A Study of Students Perceptions

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Abstract - The era after globalization has seen a significant impact of technological advancements on recruitment programs in organizations as well as the job search activities of millennial job seekers. The emergence of e-recruitment as a vital Platform for organizations to search for the best talent has become a prevalent trend in this digital age. Therefore, it has become crucial to conduct research to study and identify the factors that influence online job searches among millennial and post-millennial students from both state and private universities in Delhi. Being used for factor analysis, reliability, and adequacy testing. The results of the study identified various factors that impact the perception of students towards e-recruitment.

Keywords - E-Recruitment, Online Job Search, Job Seekers Perception.

1. Introduction

The practice of looking for potential job candidates and encouraging them to submit applications to a company is known as recruitment. Since recruitment focuses on developing an organization's human capital, it is one of the most important HR functions. With the development of the internet, it was predicted that recruitment would move online in the future (Edgeley, 1995), and we can already observe the changes that these organizations have made to their recruitment practices. The term "recruitment" or "online recruitment" describes how different companies employ technology, the internet, or web-based technologies for their recruitment efforts. Thanks to technology, companies can now find the best candidates by posting job openings and adverts on social media and employment portals. These job portals give job seekers a platform to look for positions at multiple companies at once and assist employers in selecting the best candidate to fill the void left by this between job seekers and recruiters. These services offer time and cost benefits that are far beyond those of conventional hiring practices. However, there is a paucity of studies on how applicants use the internet to seek jobs, why they are drawn to it, and how they find satisfaction from it. Although organizations are using the internet more frequently for a variety of purposes, research on the effects of technology on recruitment outcomes is still in its early stages. Organizations use technology-based hiring and hiring processes to improve efficiency, decrease expenses, talent pool search, and standard methods. These days, job seekers are extremely selective and discriminating.

Numerous e-recruitment websites have emerged as one of the key venues for job seekers. Therefore, the goal of this research is to examine the variables influencing job searchers' opinions about online hiring, with a focus on employment portals in particular—Naukri.com is among the most well-known job search platforms in India. The portal functions as a legend in the business and is run by Info Edge India Ltd. Since its inception, it has transformed the recruitment process by helping job seekers with their job search while offering employers options for their applicant search. Nowadays, it offers a range of services. In addition to helping job seekers find positions,



it offers additional services like resume critique, help with resume writing, connecting to text messaging on mobile devices and much more. The goal of all these services is to provide solutions for clients and job applicants.

2. Literature Review

Schreyer and McCarter (1998) suggest that Internet recruitment encompasses the entire recruitment process, which includes activities such as posting job advertisements, receiving resumes, and building a pool of human resources.

Zusman and Landis (2002) conducted research indicating that a high-quality webpage design, appeal, visual aesthetics, and colour scheme are crucial elements in attracting job seekers. The company's reputation and wage details, for example, have a significant impact on these parameters. At the moment, Naukri.com uses this tactic to draw in a sizable number of graduate students by highlighting lucrative compensation and open employment.

Lievens and Harris (2003) discuss various dimensions of Internet recruitment, including company websites, job portals, e-recruiting, relationship recruiting, and different approaches employed in online recruitment.

Online recruitment, according to Lee (2005), mostly entails placing job postings on websites together with application instructions for available positions. The proliferation of Web 2.0 platforms and technological advancements have led to a wide range of online recruitment strategies, including job portals, employee blogs, Twitter, Facebook, LinkedIn, and company websites. With only a mouse click, candidates may quickly search for and apply to open positions through online recruitment, matching their profiles.

The career sections of firm websites, job boards, and employment websites such as Naukri, Monster, and Times are job seekers' most frequently utilized resources to obtain information about available positions, work, etc. When a business has a strong brand and a favorable reputation in the marketplace, its career section on the website works wonders for drawing in talent. Nonetheless, job portals are frequently used by small businesses, newly established start-ups, and companies without a strong brand to expand their application pool.

To comprehend more deeply how job applicants perceive e-recruitment, especially with regard to job portals, it is essential to study their reactions and experiences.

When compared to traditional recruitment methods, online recruitment is more effective, convenient, and efficient, claim Allen et al. It provides inherent cost savings and is becoming a more important means for corporate and non-profit organizations to attract and fill skilled workers and fill employment openings. Job seekers' perceptions of an organization are also influenced by the content found on its website, which highlights how crucial it is for an online recruitment website to be simple to use. It is essential to have a user-friendly website that facilitates easy navigation between pages, has a strong search engine, and lets people locate what they need quickly. Candidates are more likely to move to another portal if an online merchant has a difficult website.

Walker et al. (2011) highlighted that the features and methods employed on a website for online recruitment can significantly impact job seekers' perceptions of a company. The advertisements posted by organizations regarding job vacancies can influence applicants' behavior towards those organizations. The capacity of online recruitment to change the opinions of job searchers makes it a preferred method over traditional ones.

E-recruitment is the term for using technology to help in the hiring process. Employing teams frequently utilize job portals to find and manage talent in the cutthroat job market. It enables businesses to publish job openings on the internet. E-recruitment complements traditional recruitment methods effectively, providing support for both job seekers in their search for employment and corporate sectors in hiring suitable candidates.

S. Dhamija P. (2012) asserts that an organization's worth is derived from the knowledge, abilities, creativity, and perceptions of its personnel. Any organization's ability to successfully manage its human resources is critical to that organization's success. The introduction of the internet has had a substantial impact on how the human resources department operates. Numerous advancements have surfaced, including Electronic Human Resource Management (E-HRM), Virtual Human Resources, and Human Resource Information Systems. E-HRM utilizes the internet and technology to depict corporate dealings, progress, and business transactions. It serves as a means to implement HRM strategies, policies, and practices through web-based channels.

However, Banerjee highlighted a concern related to online recruitment. They pointed out that online recruitment lacks credibility compared to traditional media like newspapers and campus interviews. This issue has prompted researchers to focus on two key aspects in the context of e-recruitment: (a) the use of realistic employee testimonials and (b) the use of company-independent channels, such as blogs, for hosting online job advertisements.

The importance of E-Recruitment as a crucial practice for competitive firms across various industries has been highlighted by Moghaddam's 2013 study, which emphasized the significance of human resource capabilities in building a competitive position. The study looked at how many independent variables, like website ranking for search engine optimization, ease of navigation, vividness, interactivity, attractiveness, and effectiveness of information content, affect job candidates' decision to apply. The 2014 study by Ashok and Priyanka sought to identify the variables influencing the e-recruitment procedure. By utilizing the Technology Acceptance Model and distributing a survey to 400 graduating students from different Bahraini colleges, the study discovered a noteworthy correlation between the e-recruitment system's perceived utility, attitude toward usage, and intention to utilize it. The study examined how the students felt about using the e-recruitment system, how they felt about using it, and how they intended to use it in their behaviour. Studies have demonstrated how internet recruitment has changed since its inception and how businesses are using it more often to stay competitive in the globalized world. The concept, advantages, issues, and requirements for efficient e-recruitment were the main topics of the study, along with current practices and trends which aimed to investigate the influence or relationship of various factors on job seekers who interact with Monster.com, an online job-seeking platform. The analysis of this research is beneficial for Monster.com to effectively deliver its offerings in the market and create a positive perception among job seekers who rely on the platform.

The study focuses on understanding the attitudes of job applicants and how they can be psychologically engaged with the Monster.com portal. This understanding is important for Monster.com to know how job seekers acquire, evaluate, and utilize job search information, as well as make decisions regarding the use of available resources while using Monster.com as a job-seeking tool.

In summary, the research aims to explore the factors that influence job seekers' experiences with Monster.com and to gain insights into how to engage them effectively, understand their attitudes, and optimize the platform's offerings based on their needs.

3. Objective and Research Methodology

This study is noteworthy because its goal is to determine the various elements that affect job searchers' behavioural intentions toward e-recruitment websites, with an emphasis on job portals like Naukri.com. The objective of the study is to analyze the information communication factors that contribute to shaping the perceptions of fresh job seekers who are interested in finding suitable employment opportunities. It is crucial to comprehend the role of job portals in forming the perceptions of job applicants.

4. Findings and Conclusion

Based on the conducted study, we have identified six essential factors that play a significant role in shaping job seekers' perception of job portals during their job search activity. While informing job seekers about relevant job openings is important, it is not the sole factor influencing their perception of a job portal. There are various other factors that have an impact, particularly on millennials and post-millennials who are tech-savvy and have certain expectations.

The first factor is Perceived Usefulness, which refers to the extent to which job seekers perceive the job portal as valuable and beneficial in assisting their job search. The second factor is Perceived Ease of Use, which emphasizes the importance of job portals being user-friendly, requiring minimal mental effort from users, and enabling them to quickly and effortlessly navigate the platform. These aspects are crucial for building a positive perception among millennials and post-millennials.

The third factor is Extended Services, which plays a vital role in meeting the increasing demands of today's job seekers. In order to satisfy these customers, job portals should provide additional benefits and services beyond simply job listings. These extended services contribute significantly to shaping the perception of job seekers and meeting their expectations.

Another factor influencing perception is Prospective Career Opportunities. Job seekers, especially millennials and post-millennials, are keen to explore potential career growth and advancement. A job portal that effectively presents relevant and promising career opportunities can greatly impact the perception of job seekers.

Finally, System Quality refers to the overall performance and functionality of the job portal itself. It is essential for the platform to be reliable, efficient, and technologically advanced. Job seekers expect a seamless and smooth experience while using the job portal, which in turn contributes to their perception of its quality.

In summary, by considering these six vital factors, job portals can enhance their perception among job seekers, particularly millennials and post-millennials who have specific expectations. Providing relevant information, ensuring ease of use, offering extended services, presenting prospective career opportunities, and maintaining a high system quality are all crucial aspects in building a positive perception and meeting the evolving needs of job seekers.

5. Limitation and Future Scope

"The scope of the study was limited to a single prominent recruitment job portal in India, which means that it would be inappropriate to generalize the findings. The research focused solely on the perception of job seekers, disregarding the services provided to recruiters. While the sample size was deemed acceptable, it should be expanded to include management students from various universities to obtain a more accurate understanding of students' perceptions. Furthermore, the study could benefit from a broader geographical area encompassing multiple states. To enhance the study, a comparative analysis of different job portals can be conducted."

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