

A study on improving the marketability of job related services among the recruiters with reference to online job portal, Kochi & Trivandrum

Karthik R, Jeayaram Subramanian

Abstract: *The project involves a study on improving the marketability of job related services among the registered recruiters with reference to an online job portal, Kochi & Trivandrum. The study deals with understanding the perception of recruiters towards an online job portals and also the reasons for the non-usage of an online job portal among the registered recruiters. The research helped to gain in depth about various parameters the recruiters expect from an online job portal. The main objective of this study are to understand the perception of recruiters towards online job portal services. To find the reasons for the non-usage of online job portals services by recruiters. To find the ways to improve the marketability of online job portals services among the recruiters of Kochi and Trivandrum. The marketability of job related services can be improved by giving more importance to customer follow up after availing the services, which would make the clients believe that they are very important to the company. The suggestions put up by the respondents are to ensure that all profiles of the recruiters as well as jobseekers are genuine, and create an awareness about the online job portal's services to small firms and companies. Without increasing the price of the products the company can extend the duration of packages. The company can segment the clients based on the annual hiring rate, their annual revenue, etc. Thereby the company can give more importance accordingly.*

Keywords— Online job portal, perception, marketability.

I. INTRODUCTION

Internet has become an essential part of the contemporary world, which offers businesses and individuals a wide range of resources and is used in almost any form of business and administration. It has revolutionized traditional media and made communication effortless and urgent worldwide. Since many users use smartphone and tablet mobile computing, the Internet's priorities, products and services have changed to satisfy the requirements and benefit from new technology. The Internet industry needs workers with wide range of skill sets, personality types, and educational backgrounds.

Revised Manuscript Received on 30 March 2019.

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There are opportunities in business management, advertising, cybersecurity, content development design, human resources, finance, hardware and software engineering, marketing and public relations, quality control, and many other areas. The phenomenon E-recruitment which means recruiting talent through the internet spread in the early 90s in the United States which is due to the growing usage of internet. Job boards were the first example of E-recruitment. The companies and workers tried to take an advantage of technological innovations and new channels (from the company website to social networks, to applications for mobile devices). Due to the onset of technological innovation led to the evolution of recruiting market. Traditional recruitment methods have gradually replaced by new search methods, with significant results in terms of effectiveness, and savings in terms of time and efforts for both companies and candidates. According to NASSCOM study, jobs in comparison to e-mail are the main reasons new users come to the web. There are more than 18 million online resumes worldwide. Many organizations can recruit electronically by using their own website and job portals for application.

- Create a complete online section on a company web site for recruitment / application. Companies will add a registration form on their website where they can send their curriculum vitae to the database for review when necessary.
- Post the vacancies on the job portal, with job description and job specification, and also search for the appropriate resumes on the site for the organization's openings.

A job portal is a platform for employers and job seekers to meet and to post their job vacancies. Organizations can publish their employment vacancies and search potential employees through applications and resumes. The interested candidates can create a profile, search and apply for the jobs posted on the website, with all the required information. These are the simplest and effective way to advertise and search for jobs. Employers are searching out someone who is updated with the ever-growing internet; a person who can manage web sites effectively. Even the simple act of making use of online can display recruiters that this is you and this method is a good deal faster than searching.

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The extraordinary thing approximately job portals is that they cater to activity seekers and employers from an expansion of various educational backgrounds. On any job portal, it is feasible to look jobs by using position. This isn't always simplest time-saving but useful as you could find every role ideal to your multi-function location. If the advertised jobs do not in shape your qualifications or experience, you may sign up to obtain e-mail alerts whilst a new job for your discipline is advertised. These portals provide you with an entire international of candidates; a whole world of jobs – the alternatives are surely limitless.

II. LITERATURE REVIEW

Companies invest money on the job portal and career content on the web can be helpful over the longer term (Khan, Awang and Ghouri, 2013). A substantial proportion of corporate firms are availing online recruitments. In future, companies regard online recruitment as an effective way to grow the trend of its overall use (Parry and Tyson, 2008). Parry and Tyson (2008) provides insights into practice of online recruitment systems and potential accomplishment of online recruitment. Harris (2005) described about the approaches of online recruitments: Recruiters search for job applicant on companies' career websites, and recruiters publish job advertisements posting to apply for the job. Benefit of Online recruitment is reaching a wider group of audience of both active and passive job seekers. Passive job applicants can easily be found (Carter, 2001 and Haudof and Duncan, 2004). Veger (2006) Explains about various methods of online recruitment and what are the major benefits of recruitment performances. The process of employment has been changed through internet by different scale of organizations. Such online recruitment has become an important and most trusted medium of both job applicants and recruiters because of the online job portals are providing the job matching services so cheaply and easily (Kuhn, 2000). Parry and Wilson (2009) have find out the reasons of a corporate firm's decision to practice online recruitments. The major factors to adopting the corporate own website (career site) and job portals are found not same. Human resource managers are less preferred to use online recruitment method when they perceive the corporate own website use for recruitment negatively (Parry and Wilson, 2009). Although Parry and Wilson (2009) found the relative advantage of using e-recruitment low significant, Arthur (2001) have stated that cost saving and time saving are usual factors that makes a corporate to the use of online recruitment. Galanki (2002) identified major factors that are affecting the recruitment of employees in organization on the decision to recruitment through online medium. Cost saving and a high amount response are the factors that affects companies to recruit through online medium. Islam (2016) has found that the effectiveness of online recruitment mainly depends on the performance, reliability, security and cost saving. The unlimited word limit of online job postings enables a company to communicate about job information and job description with prospective contends letting them to do self- screening and reducing non-relevant candidates (Galanaki, 2002). The advantage of Social Networking Sites

(SNS) is that they provide the recruiter with an opportunity to attract and approach 'Passive' job applicant. Passive job applicant generates and maintain profile of active job seekers as they suppose that this can bring them closer to the recruiter although they are not actively seeking for a job (Nikoloau, 2014). One of the common applications of the internet in HRM activities includes online recruitment and selection. Online advertisement with interactive as well as rich multimedia content can attract the targeted users effectively. Additionally, screening and testing through internet support an organization in its recruitment efforts (Ngai et al., 2007). Online pre-screening tools facilitate the organizations to automatically filter out the fit applications from a large number of applications based on the self-administered tests. Fully integrated and online recruitment system can reduce the administrative burdens and simplify the induction process (Barbar, 2006). The process of recruitment is to invite qualified candidates and encourage them to submit their jobs. "This includes the timely and cost - effective search, engagement, and retention of the best qualified candidate for employment vacancies within or outside the organization. This process involves a job description, employees are attracted to that task, candidacy is screened and selected, the organization is hired and dismissed. The employee is selected. (Mrs. B. Renuka Devi, volume1 issue2 Sep 2014) Internal recruitment process is used to fill vacancies with existing employees by the employer's internal sources. Such recruitment is usually used for promotions, job shifts, etc. (usher, 2017) According to David DeCenzo et al (2013), internal recruitment helps in reducing costs and improves the chances of getting the appropriate candidate because there is already available information about that candidate and his performance and educational qualification. External recruitment is the process through which a company / employee seeks out new candidates for vacancies outside the business. This means that the HR department of the company will advertise the posts on an external works council or journals. (usher, 2017) With the emergence of the Internet, traditional recruitment methods have evolved. e - recruitment has been adopted by many large to smaller organization and is the latest trend in the process of recruitment. (Saranya2, 2014) Speed and cost efficiency, added value services delivery at the workplaces, customized solutions, the establishment of relationships with human resources managers and the branding of companies are the key success factors in the recruitments. (1Ms. Radhika S. Malhotra, 2016) Social media is used as a tool by recruiters to post vacancies. And they are seeking support from popular Internet sites so that a large number of candidates can be attracted without any geography. (Rana, May, 2015) As Internet technology advanced during the 1990s, the traditional method of recruitment is transformed into online recruitment. E-recruitment cannot replace traditional methods, but the old methods should be complementary. Electronic recruitment is used to reduce cost and time and to recruit candidates easily.



(Saranya2, 2014)The new technology to recruit and select the most critical human resources of companies is e - recruitment. This innovation in technology improves the recruitment process by searching the Web. It enables companies to update their job opportunities as and when necessary to reduce the time for hiring, identify the best candidate from a broader spectrum of candidates and select them. It also allows the company to enhance its brand image and profile. (Anand J, 2016)

III. METHODOLOGY

A. Research design

In this study exploratory research type design is used, which includes questionnaires and expert interviews of different kind of opinion from the recruiters. Exploratory research design is used since there are less amount of studies done on this topic. The data collected from the respondents are analysed with the help of different statistical tools.

B. Sampling design

Convenience Sampling was used for the study since it includes recruiters who were easy to reach. For qualitative study convenience sampling is commonly used.

C. Research strategy and instrument

The research strategy used is survey method and the instrument used is questionnaires. Expert interviews were done initially with the recruiters in order to find out the perception factors and the reasons for the non-usage. These factors were used for the preparing the questionnaire.

D. Sample size and area of study

200 recruiters from companies in Kochi, Trivandrum who had registered with the online job portal were the participants of the study.

E. Data collection

Data collection was done in mixed method: qualitative and quantitative methods. In qualitative method direct interview was taken from the recruiters. The results obtained from these interviews were used for identifying the factors and designing the structured questionnaires which can be used for quantitative method. Both primary and secondary data is used in this study in order to meet the requirements.

Primary Data: Questionnaire and Telephonic interview

Secondary Data: The secondary data are sourced from already published and available from websites and published documents.

F. Statistical analysis tools

The data has been analysed by using the following methods and tests.

Principal component analysis with Varimax rotation using SPSS software

It allows us to perform dimensionality reduction which helps to find the relevant data and to avoid things that doesn't matter in the study. In this it was done in order to find out the main factors which led to the non-usage of the online job portals. Since the factors are correlated, the principal component analysis was used for the study. In principal component analysis the variables are reduced to components or factors. Reliability tests (Cronbach's alpha) and percentage variance are found for each factors.

Percentage analysis using excel

Percentage analysis is done for understanding the usage of competitor sites, perception of recruiters towards the site, etc. This will help to understand the collected data more easily.

IV. ANALYSIS AND INTERPRETATION

A. Percentage analysis

Annual Hiring rate of companies

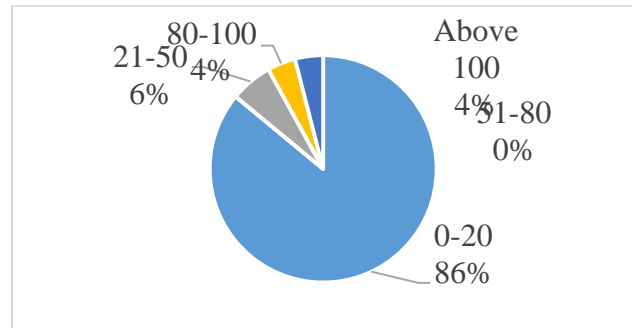


Figure 1. Annual hiring rate of companies which shows that the annual hiring of a firm

From the pie chart, out of 200 recruiters 86% of the companies have an annual hiring of about 0-20 nos in which the companies are involved in small business consultancies, construction firms, etc. 6% of the companies have annual hiring of about 21-50. 4% of the companies have annual hiring of about 80-100. 0% of the companies have annual hiring of about 51-80. 4% of the companies have annual hiring of Above 100 nos annual hiring is for HR consultancies, Group of companies.

Factors influenced to register with online job portals

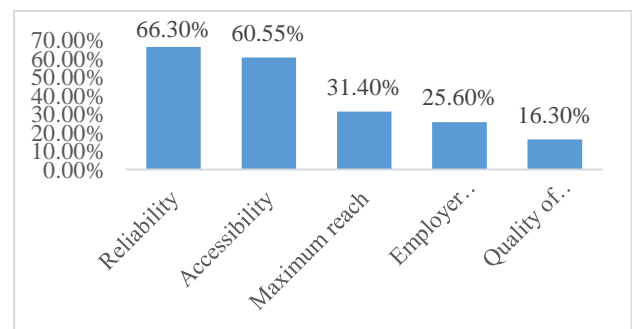


Figure 2. Factor influenced to register with online job portals shows that the different factors that are influenced by the HR to register with online job portals

Out of 200 respondents, 66.30% of them feels that Reliability is the factors influenced to register with online job portals. 60.55% of them feels that Accessibility is the factors influenced to register with online job portals. 31.40% of them feels that Maximum reach is the factors influenced to register with online job portals. 25.60% of them feels that Employer branding is the factors influenced to register with online job portals.

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16.30% of them feels that Quality of services is the factors influenced to register with online job portals.

Reliability test

The reliability analysis test calculates the number of common scale of reliability measurement used and also provides information about the relationships between different individual items. The Cronbach's alpha was tested and it ranges from 0 to 1. When the result is close to 1 then it reflects higher level of internal consistency. The below shown table contains the calculation and it indicating a satisfactory result.

Factors	Cronbach's Alpha
Responsiveness	0.631
Reach Target	0.616
Saves Time	0.609
User friendly	0.631
Price	0.730

Table 1. Reliability analysis which calculates the number of common reliability scale measurement

Cronbach's alpha is to calculate the internal consistency or reliability. The Cronbach's alpha value is to be greater than 0.6, in this signifies the factors are acceptable for the study.

Responsiveness is the willingness to help client and provide services as and when required. Reach Target means the job advertisement will get the maximum responses and reach the targeted ones. Save time means the time taken for the recruitment and searching the candidate is saved. User friendly refers to the service and technology wise the online job portals are working. Price mainly discuss about the amount that the recruiting company have to pay to online job portals for the services provided.

B. Component analysis

Percentage variance shows the amount of influence of a particular factor with respect to project objective. A principal component analysis with varimax rotation gave the following results.

Total variance explained

Comp onent	Initial Eigen values			Extraction sums of squared loadings			Rotation sums of squared loadings		
	Total	% of Variance	Cumulati ve %	Total	% of Variance	Cumulati ve %	Total	% of Variance	Cumulati ve %
1	2.323	46.464	46.464	2.323	46.464	46.464	2.146	42.926	42.926
2	1.057	20.533	66.998	1.027	20.533	66.998	1.204	24.072	66.998
3	.617	12.340	79.338						
4	.552	11.031	90.369						
5	.482	9.631	100.00						

Extraction Method: Principal Component Analysis.

Table 2. Principle component analysis shows the amount of influence of a particular factor with respect to project objective.

Factors	Percentage Variance
Price	46.46%
Perceived value of services	20.53%

Table 3. Final values of factor analysis show that 2 factors are formed

Price has 46.46% of influence on the non-usage of online job portal services. Perceived value of service includes Responsiveness, Reach target, Saves time, User friendly has 20.53% of influence on the non-usage of online job portal services.

V. CONCLUSION

The study was conducted to understand the perception of recruiters towards an online job portals and to improve the marketability of online job portals services among the recruiters of Kochi & Trivandrum. The study was done with 200 recruiters who already using and non-using of online job portals services currently. Through convenient sampling questionnaire was circulated to the recruiters and also telephonic interview was conducted with the recruiters who was not able to meet. The discussions for increase the online job portal by using the company is mainly focusing on

getting sales from big companies. So they could provide adequate services and do a proper follow-up to retain them. The organization have to put additional time in instructing the small clients about the services provided by online job portals which may increase a good and healthy relationship with the clients. It will be valuable for the organisation if it is possible to identify the fake profiles of job seekers and find a way to keep away from avoid them. This will make the recruiters to save time while sourcing candidates, therefore they trust the organisation and will avail the services of online job portals.



From this project I could able to infer that price is one of the main consideration which prompted the non-usage of online job portal services, without lessening the price company can consider about increase the duration of the packages. It is important to develop a feedback system for the recruiters who availed the services of online job portals. The main reasons for the non-usage of the online job portal services was identified which includes price and perceived value of service. Perceived value of service consists of saves time, maximum reach, quality of service and accessibility. The marketability of the services of online job portals have improved by this project. During the project period lot of employers in small firms was given awareness about the benefits of various services of online job portals. Recommendations proposed based on the outcomes of the study are expected to add value to the company.

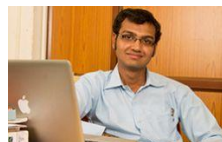
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