



EFFICACY OF JOB PORTALS AND SOCIAL MEDIA ON ORGANIZATIONAL BUSINESS

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Abstract: *Today, the Internet is in fact transforming the whole world, in diverse aspects, in the commercial as well as in the personal world. In business, the recruitment process for a new employee to join a firm has been completely changed and revolutionized by the Internet, and currently all the traditional and slower process of recruitment is transformed in favor of the new process that is known as 'e-recruitment'. It is a buzzword and the latest trend in recruitment is the "e-recruitment". Also known as "online recruitment", it is the use of technology or the web based tools to assist the recruitment process. Many big and small organizations are using Internet as a source of recruitment. The increasing impact of social networking sites in communication and socializing worldwide brings attention to how they affect recruitment processes of candidates and retention of employees in organizations. Social media, comprising of Facebook, Twitter, LinkedIn, etc is a growing medium of communication all over the world, whereas effective recruitment is one of the most important needs of companies. Everyday more people find talent through social media.*

E-recruitment is a new phenomenon that led to the appearance of a new market in which there is an unprecedented level of interaction between employer and employees. Today, every organization interested in recruitment and the ever-growing social media impact in the employment vertical. In this paper we describe the current changes in recruitment method. This research paper will give emphasis upon latest e-recruitment process and its significance in organization effectiveness; it will also focus on web portal usage and role of social networking sites in recruitment and selection of employees. The role of social media in the recruiting process will continue to grow.

Keywords: *Efficacy, Organizational effectiveness, talent retention, social media, ATR (Alexa Traffic Rank)*

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INTRODUCTION:

The recruitment and selection is the major function of the human resource department and recruitment process is the first step towards creating the competitive strength and the strategic advantage for the organizations. Searching for, and obtaining, potential job candidates in sufficient numbers and quality, and at the right cost, for the organisation to select the most appropriate people to fill its jobs. Selection is the process of gathering information for the purposes of evaluating and deciding who should be hired, under legal guidelines, for the short and long term interests of the individual and the organisation. Recruitment refers to the process of attracting, screening, and selecting qualified people for a job at an organization or firm. Companies are now looking out for new ways of giving themselves a competitive advantage. New product, new image & new marketing idea are some of the ways.

In a traditional method of recruitment, the company would have to initially invest an amount for the advertising of a 'situations vacant' column in a newspaper or a magazine or elsewhere, after which the candidate must apply, after which the candidates who have applied would have to be sifted through carefully, their various qualifications analyzed and adjudged, and then called for an interview. There will be many people involved in the entire process, like for example, the advertiser, the agency that handles the advertisement, and so on and so forth.

Today, however, the entire process has been reduced to a simple enough procedure, wherein all the company has to do would be to include a short advertisement into their already existing website. Prospective employees would simply have to apply directly to the company for the job, or indicate their interest in working for a particular brand, after which they would be called for the interview. This means that today, companies have in fact become their very own 'agencies', which invite the so called 'passive' job seekers into a database for future reference, when jobs may become available. Those companies that have a high turnover division, such as, for example, a call center, have been the first to recognize the benefits of e-recruitment, and also of maintaining a database where the names and other details of potential future employees may be stored for easy referencing at a later date. Some company career sites provide a facility for potential employees and job seekers wherein they may be able to create a personal account with an e-mail address and a



password, and give relevant information about themselves through an online application form, which would be made available to the employers for their own perusal."

WIDELY USED SOCIAL NETWORKING SITES AS NEW BUSINESS PHENOMENON

LinkedIn , Facebook , Twitter, Any type of virtual interpersonal communication, Media with social interaction , Various forms of user-generated content and the collection of websites and applications that enable persons to interact online ,Transforms people from content consumers to content producers, x More than one-half (56%) of the organizations currently use social networking websites when recruiting potential job candidates. This is a significant increase since 2008, when a little over one-third (34%) of organizations were using these sites as a recruiting tool.

Among organizations that used social networking sites for recruiting, the most utilized social networking website in 2011 was LinkedIn (95%). This was followed by Facebook (58%) and Twitter (42%). The percentage of respondents who believe that social networking websites are efficient for recruiting non-management, management and executive-level employees has increased significantly since 2008

Networking sites are changing the way that organizations manage their talent in several ways: Firstly, organizations today are able to reach out prospective employees and communicating to them better easier while building their employer branding; Secondly, they are also able to create a linkage with their own employees, both because employees can connect and talk to each other helping in creating a linkage with each other and also because employers can communicate to them using these forums. Thirdly, networking sites have become channels to observe and listen what others are saying about the organization; finally, is also helping organizations to manage their alumni networks more efficiently.

OBJECTIVES:

- To study job portals in recruitment efficacy with relation to manage selection and retention of employees.
- To evaluate the role of social networking website on business.
- To analyze pros and cons of e-recruitment for organization and for employees.
- To analyze how e-recruitment can affect organizational ability to select and retain staff.



RESEARCH METHODOLOGY:

This research paper is based upon descriptive analysis and based on secondary data .Data sources would be internet portals, websites, newspapers, research articles, journals and papers, business magazines etc.

EXCEEDINGLY USED TOP 10 SOCIAL NETWORKING SITES IN INDIA:

- Facebook

Facebook is the best social networking site at present and the second most visited site in the world after Google. In India it got the third Rank based on ATR and this is on the top of our ranking list. Facebook is already most visited social networking website in many countries.

- 2. Google Plus

ATR of Google+ is 1 in India and it is the First most popular social networking site in India. Google+ is most popular in Paraguay and Brazil with Alexa Rank 1 & 1 respectively. Google+ was very popular in India as well as others countries.

- LinkedIn

In India, LinkedIn Got the second most used professional social networking site based on ATR which is 11. LinkedIn is most popular in Netherlands with Alexa Ranking 10.

- iBibo

Ibibo is currently doing well with ATR 24 in India. Ibibo is the fourth Most Visited Social Networking Site in India. I think their Social Networking Games like facebook are helping them to increase the user base and hence the ranking as well.

- BharatStudent

BharatStudent.Com is the 5th most popular Social Networking Website in India with ATR 57.

- Myspace

Myspace is also most used by Indian Users. They Got ATR 117 in India 117 and Myspace is most popular in US with Alexa Ranking 28.

- Hi5

Hi5 .Com is also most popular in India with ATR 359 and it is the 7th Most Popular Site in India. Hi5 is most popular in Angola and Mongolia with Alexa Ranking 6&7 respectively

- Fropper

Fropper is the 8th Most Visit Social Networking Site in India with Alexa Ranking 647 and mostly used in India.



- **Bwithyou**

Bwithyou.com is another social networking sites in India and it is the 9th Most popular site with Alexa Rank 2700. It is most popular in India and USA

- **Perfspot**

Perfspot.com got the 10 position in this list with ATR 3700 in India. It is most popular in Syrian Arab Republic with ATR 243

These are some highly used social networking sites and maintained by the organizations to keep itself updated and to save time, money and efforts. Basically these sites if utilized effectively may increase the output and will result in increased productivity.

JOB PORTALS

When it comes to recruitment's for best jobs in India, Internet is fastest medium to search relevant job for your self. Most of the job sites in India are not only available on laptops but they do provide Smartphone App to search best job in India. We are listing here top 5 job portal sites in India.

1 Naukri

www.naukri.com

Naukri.com is one of the most comprehensive job searches and a plethora of opportunities. Clean interface provides excellent results across all categories. It also offers resume building services and resumes flash through web based and sms alerts. It focuses on matching job opportunities with the applicant's unique skills and provides a salary bench-marking and gives good opportunity to freshers and experts too. Easy to manage your existing account or you can search directly to any job without even login to the job portal. Quick access to

2 Monster India

www.monsterindia.com

Monster Worldwide Inc has built a Monster.com so well and managed its reputation to provide best jobs in India, having the main objective to enable the job seekers find out about job/career avenue. It allows to keep some of your information confidential as per your request. User can also define the access level to the every part of your profile. Nice and easy website layout provides you a comfortable search. Also a facility to learn about the interview and other things required to do job preparation

3 Times Jobs



TimesJobs.com site contains all types of jobs and helps individuals to find out job of his/her choice. It also offers a separate portal for jobs in Middle East. Quick search to huge number of job opportunities, filter them based on your skills, designation, location or experience. It also portray featured employers and companies who are hiring at the current moment.

4 Skillpages

www.skillpages.com

Skillpages is an example of the latest trend job site portal, It does not make you feel bore at all. The user interface is so interesting and look similar to Facebook. Nice idea of posting jobs and job seekers can directly reply or contact to the company or individual. Build your network on Skillpages and recommend true people you know to help them getting correct job. This job searching Website for India has found the way to search job by doing social network.

5 Glassdoor

www.glassdoor.com

Glassdoor gives an opportunity to have an inside loot at jobs and companies. Take a company reviews, salaries from the best companies and cool interview tips. It also gives a detailed analysis to salaries from best companies of India by category wise.

Other Job Site in India to Explore:

- www.clickjobs.com
- www.bixee.com
- www.shine.com
- www.careerjet.co.in
- www.careerage.com
- www.fresherscafe.com
- www.fresherswalkin.com
- <http://www.freshers.in/>
- <http://www.elitmus.com/forums>
- <http://presentjobs.com/>
- <http://afterbtech.com/>
- <http://www.freshersplanet.co.cc/>
- <http://www.freshersway.com/>



- www.ksrceplacement.blogspot.com
- www.presentjobs.com
- www.expertjobs.org
- www.it-walkins.com
- www.careerenclave.com
- www.referral-openings.blogspot.com
- <http://www.chetanasforum.com/>
- <http://www.durgajobs.com/>
- <http://jobs.freshersworld.com/jobs>
- <http://www.elitmus.com/>
- <http://www.firstnaukri.com/>
- <http://www.afterbtech.com/>
- <http://www.sarkari-naukri.blogspot.com/>
- www.TalentPool.asia

IMPACT OF SOCIAL NETWORKING SITES AND JOB PORTALS ON BUSINESS AND RECRUITMENT

Contact with employees can be difficult for management. Social networking websites provide an opportunity for management to have faster contact with their subordinates. If there is an issue that needs immediate attention, a manager can send a message through social networking websites and the internet to their employees to get the information they need to make a decision. According to Swartz (2008), “corporate social networks also cut down on unnecessary e-mail and instant message among co-workers.”

Social networking websites reduce the amount of time it takes for a job to be completed because they cut down the amount of time it takes for employees and management to contact each other. Information is easily found through the Internet. Social networking websites can be one of the fastest ways to obtain information. “Organizations are actively leveraging the power of social networks to find new business opportunities, new groups of like-minded individuals and companies, and new sources of industry specific wisdom, advice and expertise” (Wilson, 2009). Social networking websites allow companies to find and share information about different marketing strategies and techniques. Among the benefits of social networking in the workplace, company presence can be maintained. Social



networks can act as an advertising or marketing tool to help the company reach out to both potential employees and customers. Wilson (2009) says “a logical extension of this is to employ people to spend their entire day maintaining the sanctioned company presence on various social network sites, acting as a company’s ‘voice.’”

PROSPECTIVE PROBLEMS FOR BUSINESSES

According to Wilson (2009), there are five principle worries that management has in regard to social networking: perceived loss in staff productivity, data leakage from staff gossiping freely in an open environment, damage to a company’s reputation, scams practiced by “cyber crooks,” and the open access to company information because of outdated passwords. There are many uses for the big four social networking sites. It is a concern to management and corporate executive officers that employees spend time on these websites while at work. One possible use of the networks that is a source of concern to management is the possible damage to the company’s reputation that can be brought about by posts online. If an employee were to be angry, or have had a bad day, they might be inclined to take their anger out online. This behavior could damage a company’s reputation. “Employers have the right to hold employees responsible for such conduct if the postings are used to ‘attack the company’ or ‘harass co-workers’” (Breslin, 2009). Another concern, from a management standpoint, is the belief that the use of social networking websites is detrimental to the productivity of the employees who spend increasing amounts of time on these websites. Employees are given access to company equipment, mainly computers and internet, in order to complete their jobs effectively and efficiently. According to Peacock (2008), “employers worry that staff are wasting time on websites during the day, weakening productivity and increasing security risks to the company by sharing data externally.” Computer servers can only process so much information at one time. The use of social networking websites, alongside email and company computer programs, slows down the servers. This means that employees are sitting around waiting for their work to be processed. “E-mail usage is upped. This slows down the server and means staff are not working” (Peacock, 2008).

A company can face lawsuits, bad publicity, and decreased employee morale because of employee use of social networks. According to Greenwald (2009), 55 percent of employees visit a social networking site at least once a week. Possible areas of company liability include



sexual harassment, bullying, and threats of workplace violence, all potentially occurring during these visits. Sexual harassment occurs when one employee or supervisor makes continued, unwelcome sexual advances, requests for sexual favors, and other verbal or physical conduct of a sexual nature, to another employee or supervisor, against his or her wishes. These behaviors can, and do, happen online.

The increased risk of liability can decrease productivity and cost the company a large amount of money, from dollars spent in defending against lawsuits and possible revenue lost due to damage to the reputation of the company. The figure, below, illustrates employee opinion on how easy it is to damage a company's reputation, using social networking.

THE UPCOMING SCENARIO OF E-RECRUITMENT:

Various research on the related topic shows that online recruitment has recognized itself as a significant part of the recruitment strategy and practices of a wide range of IT companies operating in India. In an increasingly competitive recruitment market, it is critical that organizations maximize their use of the Internet in the recruitment process, or risk losing out on quality applicants as the Internet becomes the standard job search and application medium for job seekers.

The research identifies a growth in the use of online systems to track and manage candidate applications, especially for larger organizations, where there will be significant benefits in terms of efficiency, cost, and capability to monitor and report on recruitment activities. It also identifies significant potential for relevant and objective online screening and assessment tools to add value in terms of matching the competencies and skills of the job applicant with the requirements of the organization in an efficient and cost-effective manner.

The findings of the research suggest that organizations need to examine and challenge their existing processes and strategy in an effort to identify the barriers to attracting and recruiting the best talent in a timely, customer-friendly and resource-efficient manner.

The paper highlights a number of key areas that organizations should consider to ensure successful implementation of an e-recruitment strategy, including:

- * building knowledge and understanding of the technology options available
- * ensuring candidate- and user-friendly interfaces on their systems



- * understanding Internet access and proficiency levels amongst target groups
- * the importance of integrating online and offline systems.

CONCLUSION:

Using the power of Internet to achieve HR goals not only increases productivity but also saves time and money to give a competitive advantage. The pluses are many: Posting jobs online can cost less than half as much as Sunday newspaper postings and far less than employment agency fees. Online ads can be longer, more descriptive, written any time of the day or night, and posted almost immediately. For employers, online recruiting allows far better targeting of candidates than does advertising in general newspapers, resulting in a greater percentage of qualified applicants. In addition, because 24/7 online job hunting is private and convenient, your company's Internet presence is more likely to draw in "passive job seekers" – high-quality candidates who may be curious to know what's out there but who have not launched all-out campaigns.

As online recruitment sites continue to multiply in numbers these 'value-added' services may well prove crucial to their long time survival. Although e-Recruitment addresses the initial phase of job hunting and applications the challenge is to go beyond the virtual value, and prove the value of the initial contact.

In summary, people will continue to be one of the most valuable assets for every organization. The benefits mentioned in the above study will improve the accuracy of hiring and reduce hiring lead-time and cost, thereby increasing the overall competitiveness of the organization in today's marketplace.

Some researches on the related field says that Usage of Social Networking Websites to Recruit Potential Job Candidates in 2008 it was 34% and increased to 52% in 2012

Hence, it can be said that e-recruitment is the *Evolving face of recruitment*.

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