

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 Search Among Millennial And Post-Millennial Students In Delhi, From Both State And Private Universities. 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.*

I. INTRODUCTION

"Recruitment refers to the process of searching the prospective job applicant and stimulating them to apply for jobs in an organization . Recruitment is one of the vital functions of HR as it focuses on building resources such as human capital in an organization With the growth of internet, it was anticipated that the future of recruitment will be on net (Edgeley, 1995) and we can today see the changes incorporated by organizations in their recruitment activities. recruitment or online recruitment refers to use of technology, internet or web based tools for the recruitment activities by various organizations. Technology has enabled the organizations to search most appropriate and right fit by placing the advertisements or job postings on job portals and social networking sites. These employment portals provide a platform to both job applicants to search for jobs in various organizations at a time and help organizations to find the most appropriate applicant. Thus bridges the gap between recruiter and job seeker. The cost and time benefit of these services is far beyond the boundaries of traditional recruitment methods. Yet there is dearth of research related to the manner in which the applicant search jobs online and are attracted to it for their job search activity and derives satisfaction Organizations follow technology based recruitment and selection to improve the search of talent pool, efficiency, cost reduction and standardized method Though the usage of internet by organizations has increased for various purposes, yet research with respect to recruitment outcome is still at its infancy. Today the job seekers are most choosy and picky for the jobs. Various e-recruitment websites have become one of the vital platforms in the job search behavior. Thus, the purpose of this research is to study the factors affecting the job seekers perceptions towards online recruitment, with special reference to job portals especially Naukri.com. Naukri.com is India's one of the most famous Job Searching platform. The portal operates under the umbrella of Info Edge India Ltd and operates as an industry legend. Since its birth it has revolutionized the term of recruitment, providing solutions to employer for their effect applicant search on the other hand helping job seekers in their job search activity. today provides various services. Apart from job search for applicants, it provides extended services, such as resume review, resume writing guidance, connect to mobile messages and many more. All these services are available with the objective of client and job applicant solutions.

II. 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 color scheme are crucial elements in attracting job seekers. These factors are largely influenced by headline information, such as salary details and the reputation of the company. Currently, Naukri.com employs this strategy to attract a significant number of graduate students by emphasizing competitive salaries and available positions.

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.

According to Lee (2005), online recruitment primarily involves posting job advertisements on websites along with instructions on how to apply for open positions. With the advancement of technology and the availability of Web 2.0 platforms, there are now diverse methods of online recruitment, such as employee blogs, Twitter, Facebook, LinkedIn, job portals, and company websites. Through online recruitment, applicants can easily search for and apply to open positions, matching their profiles with just a click of a mouse.

The most commonly preferred tools used by applicants to gather job information are the career sections of company websites and job boards or employment websites like Naukri, Monster, and Times.Job etc. The career section of a company website proves to be a valuable tool for attracting talent when the company has an established brand and a positive image in the market. However, new start-ups, small organizations, and those without significant brand recognition often rely on job portals to create their applicant pool.

To gain a deeper understanding of how job applicants perceive e-recruitment, especially with regards to job portals, it is essential to study their reactions and experiences.

According to Allen et al. internet recruitment is highly effective, convenient, and efficient compared to traditional recruitment methods. It offers natural cost savings and is increasingly used by profit and non-profit organizations as a primary source for filling job vacancies and attracting talented employees. The information available on a company's website also influences job seekers' attitudes towards the organization. emphasized the importance of the ease of navigation on an online recruitment website. A user-friendly website that allows individuals to find what they need without difficulty, has a good search engine, and enables quick and easy movement between pages is crucial. If an online vendor's site is complicated, potential applicants are more likely to switch to another portal.

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. Internet recruitment is recognized as an advantageous method compared to conventional approaches due to its ability to alter job seekers' perceptions.

Defined e-recruitment as the use of technology to assist the recruitment process. It allows organizations to post job vacancies on the World Wide Web, and job portals are extensively used by hiring teams to attract and manage talent in the competitive job market. 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.

According to S. Dhamija P. (2012), the value of an enterprise lies in the experience, skills, innovativeness, and insights of its people. Human resources are crucial components in any organization, and effectively managing them is integral to its success. With the advent of the internet, the functioning of the human resource department has been significantly influenced. Various innovations such as Human Resource Information Systems, Virtual Human Resources, and Electronic Human Resource Management (E-HRM) have emerged. E-HRM utilizes 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 examined the role of different independent variables such as Information Content Qualities Vividness Interactivity Attractiveness and Effectiveness , Search Engine Optimization Website Ranking , and Ease of Navigation in attracting job applicants to apply for jobs. Ashok and Priyanka's 2014 study aimed to determine the factors that influence the e-recruitment process. Using the Technology Acceptance Model and administering a questionnaire to 400 graduating students from various universities in Bahrain, the research found a significant relationship between perceived usefulness, Attitude Towards Usage and Intention to Use the e-recruitment system. The study analyzed the students' perception of the e-recruitment system's usage, attitude towards usage, and their behavioral intention to use the system. research highlighted the evolution of online recruitment since its inception and the increased use of e-recruitment by organizations to remain competitive in the globalized era. The study focused on the concept, benefits, problems, and criteria for effective e-recruitment, as well as recent trends and methods.

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.

III. OBJECTIVE AND RESEARCH METHODOLOGY

This study is significant because it aims to identify the different factors that influence the behavioral intentions of job seekers towards E-recruitment websites, with a particular focus on job portals such as 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.

IV. FINDING AND CONCLUSIONS

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.

V. 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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