



A market survey on e-recruitment practices in small and medium scale companies at Nungambakkam and T. Nagar

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Abstract

The article summarizes findings from recent case study research into recruitment in small firms. The research aims to ascertain whether small firms follow the procedures outlined in the prescriptive literature on recruitment, and to what extent they rely on informal recruitment methods. It finds little evidence of the adoption of the recommended systematic procedures and a high use of “tried and trusted” methods including word-of-mouth recruitment and the hiring of “known quantities”. The implications of this are examined. While these methods have certain advantages, they may also give rise to a number of problems. The study argues that the adoption of more formal procedures and methods could reduce staff turnover in small firms and its associated costs. However, it concludes that many small employers would remain unconvinced by the case for opening up recruitment channels, and may find their existing approaches more cost effective in the short term.

Keywords

Recruitment, case study, tried and trusted, recruitment channels.

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1. Introduction

E-Recruitment covers a range of Web-based application tools used for the provisioning (typically) of human resources. These applications assist in the recruitment of suitable candidates for vacant positions. Some applications do this by semi-automating the entire recruitment and hiring process. E-recruitment applications (or software packages that are web-enabled) typically enable recruitment teams to create job postings, manage job application responses, schedule interviews and manage other recruitment tasks. This dramatically reduces the labour and money spent on physical recruitment.

2. Review of Literature

An extensive review of literature was carried out to identify the concept of TQM from quality gurus such as Deming (1986), Juran (Juran and Gryna, 1993), Crosby (1979), Feigenbaum (1991), and Ishikawa (1985). Their propositions are the foundation for understanding the concept of TQM.

3. Objectives

- To know the awareness level of E-Recruitment in the small & medium enterprises in Nungambakkam and T.Nagar.
- To know the level of interest among SME's in taking up job portal.
- To identify which territory and Business Category is more capable of taking up job portal.

4. Research Methodology

The research method used for the research purpose is descriptive in nature. The population for this study is small and medium scale companies in Chennai.

Job portals have identified that there is an increasing demand for the small and medium scale companies to use job

portals in Nungambakkam and T.Nagar. So these areas are selected for the study.

List of small and medium scale companies in these two areas are prepared. With the help of experts in the field 152 companies were selected by judgment for interviews with the help of questionnaire.

The researcher has also collected data from secondary sources. Some of the secondary sources are:

- Websites
- Magazines
- Books

5. Findings

1. Most of the companies recruit candidates once in three months.
2. Paper ad is most frequently used method for recruitment.
3. Awareness level is high in IT software companies when compared to other companies but some of the industries are least aware of job portals.
4. Sales representative and television ads plays a major role in bringing up the awareness of job portals.
5. Most of the companies feels that job portal is essential for recruitment
6. Nungambakkam is more prospective in taking up job portal than T.Nagar.
7. IT software sector shows more positive attitude than other sectors.
8. The reason for not taking up the job portal in some of the sectors is because they are satisfied with traditional method.
9. Most of the companies feel that job portals should have huge and fresh database to cater their needs.
10. Those companies who have tried job portals have known through naukri.com.
11. Companies, which have used job portal, are very much satisfied with the services.

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