

GRADUATE STUDENTS' PERCEPTION TOWARDS E-RECRUITMENT

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ABSTRACT

The main objective of this study is to find out the perception of electronic recruitment from the fresh graduates at a Public University in Malaysia. The study has examined three determinants that influence the Electronic Recruitment. The determinants are current trend, applicants' perspectives and effectiveness. Based on the framework, questionnaires was adapted from various sources based on the related determinants chosen for this study. A sample of 150 respondents were randomly selected from various faculties of a University. The regression analysis results showed that the most significant determinants of perception towards electronic recruitment in a University were current trend and effectiveness.

Keywords: Perception, E-Recruitment, Current Trend and Effectiveness.

INTRODUCTION

Recruitment looks up the methods of screening, attracting and selecting specified people for a job (Tong, Duffy, Cross, Tsung and Yen, 2005). Recruitment of candidates is the most important part in selection, which assists to create an organization of potential individual for the firms so that the organization can choose the better employee for the proper job (Zusman and Landis 2002). Recruitment is a without interruption methods whereby the organization efforts to work out a firm of specific employee for the next generation human resources requirements even though particular job do not exist (Venkatesh, 2000). According to Maurer and Liu (2007), the drive can be a work website, the company's official web site or its own intranet. Many large and small firms are using Internet as an expert of recruitment (Abraham, 2000). Through an e-mail using by internet the fresh graduates can send their applications form. Using internet applicants could look up for jobs in which they were concerned and creates direct communication with candidates (Cappeli, 2001; Bartram, 2000). Similarly, organizations started accepting applications through e-mail in expectations that e-mail took over the use of telephone, fax and mail. Now, many firm have their official websites and easily post the vacancy available in those sites (Feldman and Klass, 2002). An individual can browse the websites, attach resume and communicate with the firm directly without any problem. All these are just one 'click' away (Porter, 2001). If newspaper advertising is not reaching the targeted candidates, on the other hand, electronic recruitment advertising may do it very well. Newspapers themselves have ensured their online and electronic existence to expand their needs (Lee, 2005). We need to follow their guide and identify that candidate markets are moving more and more into the online space (Cardy and Miller, 2005). To attract their attention through recruitment advertisements you need to be visible online and electronically (Minston-Everole, 2010).

The objective of online recruitment is to maximize the benefit of online applicants and reducing rising cost of recruitment advertisement (Rynes and Connerly, 2002). It is the

organization's objective to convey the website design that creates an appropriate managed service to increase an appropriate product introduction to the candidates (Galanaki, 2002). Employers provide a technological system to make it easier for candidates to communicate with the website (Overman, 2007). They improve the internal efficiency by analysing the best use of recruitment process to reduce the organizational burden (Stone, 2005). State the strength and weaknesses and provide solutions to continuously improve the overall company. In addition, they try to provide the latest web design techniques and easier navigation when the applicants explore the website (Chapman and Webster, 2003). In conclusion, an efficient recruitment strategy is requirement to all organizations. Making use of technology has big opportunity to fast up the recruitment action, giving recruiters more preference and flexibility in how they like to satisfy their vacancies and attract applicants. The goal of both is to fill a vacant position with the best person, cost effectively and on time (Stone, 2005).

LITERATURE REVIEW

In Human Resources Management view, recruitment is an action of attracting, analyzing and choosing specified individual for a task in an organization. Basically, the activity involves searching and attracting a pool of eligible applicants makes different possible recruitment solutions (Cardy and Miller, 2005). The old recruitment systems used by organizations being of communicating people or employee recommendations, hiring executive search and using the newspapers categorized advertisements. Whenever there are changes in the company's contract, technology, workplace, mergers, achievements, and workers resignation, the recruitment action continues to carry out the periodically to keep their manpower in accordance to the organized and human resource scheduling (Bartram, 2000; Cascio, 2006).

Electronic recruitment is also said as network recruitment is the purpose of machinery era or the web based tendency to help the recruitment methods (Ghosh, 2000). E-recruitment is a drive for many superior to explore for the applicant who search for job (Cascio, 2006). Now day's tendency of recruitment is e-recruitment or the internet recruitment or online recruitment, where the systems of recruitment are an automatic process. According to Lee (2007) among the three important e-recruitment methods are, Job boards, Employer websites, and Professional websites. Job boards are the spots where the employers post jobs and make sure the candidates are aware of the job vacancies. The websites are for specific professions and skills. For an example, human resource jobs are available at www.shrm.org. The qualification associations will have their own websites society (Mullich, 2004). E-recruitment has become a modern trend in this new era in terms of rapid communication. Companies and the potential employees can communicate with each other through the blogs (Schramm, 2012). According to Breugh and Starke (2000) employers' preference, they accepted the opportunity to be exclusive in acquiring method, especially in analyzing resumes but were not continually reasonable. Since of the era force it was not potential to go direct all the employment at once time. Now the applicants can decide their own thought as not only the state is recognizing to monetary them but also the civilization is known (Lee, 2005).

Current Trend of E-Recruitment

As international competition continues and industries developing more ability concentrated the recruitment of talent employees turn important, and attracting the exact applicants at the appropriate time is becoming tougher than ever (Lievens and Harris, 2003). The use of traditional recruitment systems no longer is sufficient and timely to attract enough organization of specific individuals. Some organizations have become to selecting complicated recruitment strategies or contributing different actions to attract employee (Tong et al., 2005). For example, by adding newspaper advertisements with administrative seek or recruitment agencies and other methods for employment but this only add to increase of

hiring costs per person (Pollitt, 2004). In this modern world climate, most individual are finding for vacant from online recruitment service providers. Flynn (2002) online employment has become a better way to reach the overall of individual of worldwide. Some corporate use official website to enroll job seeker while others considered the change to become e-recruitment service providers (Pollitt, 2004). Regardless the rapid increase of online job lists, there is a great requirement for more research conducted toward e-recruitment (Rozelle and Landis, 2002). According to Smith (2004) had figure out upon e-recruitment where he had determined to conceptualized that internet helps employer's better objective prospective of employees. He also stated that the career web, which small companies may examine expensive, could still be less pricy than multiple newspaper advertisement. E-recruitment forming a significant part of the recruitment process and it is a common method for job seekers in exploring and committing for jobs. Online recruitment showed consistent increase in present years such that almost all of the international 500 companies directly apply few form of online recruitment (Recruitment & Logos Research, 2000). (Galanki, 2002) said that employment also known as online recruitment, Internet hiring or cyber-hiring refers to the method of exhibit vacant through online, also is the method of unification of the employment and internet era to improve a competence and efficacy in recruit the applicant from all over the world (Hotjobs, 2002).

Applicant Perspectives of E-Recruitment

According to Porter (2001), e-recruiting including the term web-based hiring can be represented as some hiring systems that pointing out the organization carries on via web-based instrument, such as a business public Internet site or its corporate intranet. The definition of online recruitment, Internet hiring and electronic hiring are identical (Rooney, 2006). E-Recruitment is the systems of workforce employment using computerized resources in particular. Firms and hiring delegate have changed more of their employment systems online so as to expand the pace. Using data technologies and online notice boards and search engines, applicants can now attach in a part of the time previously adept (Wikipedia, 2012). E-Recruitment also related to as online hiring and internet hiring is the word applied to informed hiring method that use electronic resources such as the internet to achieve and advance the normal result of hiring (Dotjobs, 2012). It gives recruiters to rule and following clear job, following in more productive and qualified acquiring methods. But even with the methods of technology employment is still a business. More than that, direct individual contacts can take a reasonable capacity of work and era, systems allowed with online technologies have contributed plight and ability to the expense chain. That is where online hiring software eras transcend and where huge amount can be gained from them (Rynes and Connerly, 2002). According to Ghosh (2000), employment is the activity of exploring the individual for recruitment and getting them to apply for vacant in the organization. Recruitment is the action that links the superior and the job finder.

Effectiveness of E-Recruitment

A few definitions of employment are method which probing and able to captivate candidates for recruitment (Mullich, 2004). The method begins when new job finder are attempted and ends when their employment are submitted. The effect is a firm of the individual from which new applicants are chosen. It is the enterprise to reveal actions of labor to meet the arrogation of staffing plan and to make productive judge for captivate that laborer in enough huge to promote effective choice of an efficient working force (Capgemini, 2005). Hiring of employ is the role leading the decision, which assists make a firm of potential worker for the firms so that the organization can choose the proper worker for the best job from this firm. The main goal of the hiring systems is to pace the decision process (Overman, 2012). Today's recruiters can recognize the importance of understanding e-recruitment trends whether in internal or

external third party. Cost-effective is Internet- based technologies, recruiters know that reaching out to candidates. For example, the employees can reach out to prospective employment by establishing social media profiles on websites like LinkedIn and Facebook. The employer can also create affordable job advertisements on jobs boards like Career One, My Career and Six Figures Jobs among others (Rynes and Connerly, 2002).

RESEARCH APPROACH

The survey method was used to collect data on a self-administering questionnaire. The first part of the questionnaire included respondents of profile, characteristics and demographic. The respondents were asked to rank the following related questions toward determinants faced by the respondents in the second section. The questionnaire included 45 questions which were intended to scope determinants of electronic recruitment. Likert-type scale of 5 point from scores 1- strongly disagree to 5-strongly agree (Sekaran, 2006). Following section, the respondents were asked to rank the usefulness of perception of electronic recruitment. Five-point Likert proportion attach by strongly agree and strongly disagree were applied to proportion towards perception of electronic hiring. Total 200 sets of survey were distributed and 150 was received.

RESULTS

The 200 sets of questionnaires were distributed to selected random respondents, feedback rate is 30.46% (150/200). Based on the analysis, out of 150 respondents, showed more female respondent (60%) than male respondents (40%). (36.7%) respondents were Malay, 24 (16.0%) were Indian and 71 (47.3%) were Chinese. Most of the respondents, were aged between 20 to 25 years old (98.7%), (1.3%) were aged between 26 to 30 years old. Respondents who has degree education background, 50 (33.3%) were equally for first year, second year and third year. A total of 132 (88.0%) respondents were have worked before and 18 (12.0%) were not worked before. A total 6 (4.0%) has current job and 144 (96.0%) have no job. 50.0% were equally respondents from International business and Engineering Entrepreneurship course.

The Cronbach’s alpha and feature of each dependent variable namely current trend, applicant’s perspectives and effectiveness. As Mondy (2008) mentioned that the Cronbach alpha values for all determinants that ranged from .6005 to .7794 pointed out good internal consistency for each determinant. Sekaran (2006) explained that reliability of a proportion by organized by investigating for inauguration of data collected. Data shows the degree an component is independently measured of a method. All proportion used in each determinant are free from flaw and thus, provide persistent results.

Factor Affecting Electronic Recruitment

Regression analysis was conducted to examine the effect whether the three independent variables, which are current trend, applicant’s perspectives and effectiveness, have any significant effect towards the Perception of Electronic Recruitment of a Public University. Table 1 shown the result of this present study.

Based on the regression analysis it is found that current trend and effectiveness have positive effect on the Perception of Electronic Recruitment of a Public University. Applicant’s perspectives were found to have no significant effect on the Perception University’s Electronic Recruitment.

Table 1. Results of Regression Analysis on Perception of Electronic Recruitment

| Factors | Beta | T-Ratio | Sig. t |
|--------------------------|-------------|----------------|---------------|
| Current Trend | 0.332 | 4.165 | 0.000 |
| Applicant’s Perspectives | 0.099 | 1.156 | 0.250 |
| Effectiveness | 0.364 | 4.429 | 0.000 |

R square = 0.478, Durbin-Watson = 2.048, F = 44.648, Sig. F = 0.000, Condition Index = 29.855

From the results, shows that this framework is well assemble as reverse toward determinants selected. Table 1, demonstrate the regression analysis whereby R-square is 47.8 percent. This means that the three determinants indicated 47.8 percent variations in the Perception of Electronic Recruitment in that particular University. As indicated, Durbin-Watson analysis shows that the serial correlation between the residuals is 2.048, it shows the data shows the acceptance range (1.5 and 2.5). Based on the result, it shows no auto correlation, therefore, Condition Index (29.855), VIF (1.887) and tolerance (0.530) value fall on the range which means no auto-multi collinearity for this study. In conclusion, regression analysis in this study showed competent value.

Effect of Demographic Factors toward E-Recruitment

One-Way ANOVA analysis was used to identify whether race, age, sex, study of respondents, working background and program of respondents have any compelling result on electronic recruitment in the University. This method shows variability of the perception with the group as well as the convenience between the group means. Therefore, it manages to find out whether the various groups are many aspects of electronic recruitment. The results of the analysis, showed that demographic determinants of the respondents have compelling effect towards perception of electronic recruitment. In addition, t-test was used to identify whether gender plays any compelling role in business success. Based on the result, the study found that gender did play a role in the Perception of Electronic Recruitment in the University.

DISCUSSION

This section presents the discussion of findings. Hypothesis 1 examined relationship between current trends and the perception towards e-recruitment and this hypothesis is accepted. For example, by combining newspaper advertisements with administrative search, or recruitment agencies, and other methods for hiring but this only add to increase of hiring costs per hire. Online recruitment showed consistent growth in recent years such that nearly all of the international 500 companies now use some form of online recruitment (Capgemini, 2005). According to Abraham (2000), e-recruiting system typically an occupational categorized, such as job preferences and interview news towards availability for a company database.

Hypothesis 2 examined the relationship between applicant's perspectives and the perception towards e-recruitment. This hypothesis is rejected. A useful interest expressed by a number of employers and technology wholesalers was in relation to applicant receiving a prompt refusal after submitting an online application (Chapman, 2003). It was felt that this could create adverse reaction from applicant, as the applicant may feel that there is no individual attention given to their application. In order to help call off this problem some scheme allowed an interruption response to be sent along with a fair trace of why the application was failing (Kuhn, 2000; Rynes, 2002). Therefore, they do not connect much info rare to the firm, unless a link back to the company's official page is included in the site. Interestingly, researches acknowledge of hiring system show that job candidates continue to choose traditional hiring (Galanaki, 2002; McManus & Ferguson, 2003; Zusman & Landis, 2002).

Furthermore, the hypothesis 3 which examined the connection between the effectiveness and the perception towards e-recruitment is being accepted. According to (Ruel, 2007; McManus & Ferguson, 2003) revealed that e-recruiting helps to captivate applicant with huge amount of workforce, earlier accomplishment and knowledge. It is decisive for applicants able to access job info easily (Overman, 2007). Maurer and Liu (2007) mentioned that online hiring can reduce employment costs approximately 87%. Therefore, online hiring can save a firm \$8,000 per new job finder if managed effectively. E-recruitment websites are designed as an efficiently average that make superiors and job finder together and disclose them to speak in a pace, capable, and effective way. For job finder, and e-recruitment provides a less excuse to

investigate constantly updated employment opportunities through a comprehensive database of work. Job finders able to attach their resumes through internet and inform their availability to the company. For managers, e-recruitment delivers a convenient, low cost, and effective method by providing honest approach to a continuously extend database of resumes (Tong, 2005). In the management that moving toward achieve the general purpose of hiring that is optimization of candidates' pool size which reflects an equalized between costs acquired and the employment of the best candidates. According to (Venkatesh, 2000) said that the technology access perceived of usefulness were influenced perceived of ease of use which if the systems are perceived as quicker perceived as being more useful. The new era is more useful and intention candidates to use the system.

CONCLUSION

There were 150 of respondents participated in this study with 40.0% of male respondents and 60.0% of female respondents. The factors of current trend, applicant's perspective and effectiveness were used for this research as independent variables. Meanwhile, perception of e-recruitment was dependent variable for this study. The results showed that only two of the independent variables were significant for this study namely; the current trend and effectiveness. This study has brought new understandings on the factors toward e-recruitment which shall enable others whom intend to use the system as a platform for other purpose of study in the future.

RECOMMENDATIONS

This research must use a better approach and technique in the future. The size of the sample also plays an important part to ensure the data obtained are more accurate. The size of sample must be larger to obtain are more accurate. From the findings, it is recommended that the employers to implement e-recruitment as a recruiting source in their respective organization. By executing e-recruitment in an organization, the employer able to lowered the cost for advertisements in usual print media where it only needs restricted info, directing candidates to the e-recruitment system to view a much broader field of information and the excuse to hire candidate through online quickly. Secondly, superiors need to assure the e-recruitment method is easily found from the front page of the company website where the interested candidates have the chances to hire a candidate for specific vacant which are accessible now or registering a job request for the future. The firm can association the candidates when an applicable vacant is advertised efficiently generating candidates for free. This will reduce administration cost as all applicants are rely on the e-recruitment process they can be access personally or collectively with just the click of a mouse which less time consuming, effort and cost of the administration staff. Pre-filtering steps allows the superior to target easily on the most best candidates and efficiently relate with them immediately. Using e-recruitment rather than traditional print media or agencies offering considerable cost savings and extensive applicant for available positions. The researcher suggested that future research should be conducted using a larger random sampling consists of a person who are looking for work in order to the perception of e-recruitment. The researcher also suggests that the research should be conducted based on established firm to lessen the problem and provide information in order to make e-recruitment a smarter choice.

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