
MODERN TRENDS IN RECRUITMENT PRACTICES

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Abstract

In these days of hyper competitive business environment, employees are important source of competitive advantage. It is absolutely critical for business to hire the right people, in right place and at right time. Keeping in view the global demand of software development and the unique status acquired by the organisations in terms of quality, cost competitiveness, availability of trained manpower and the infrastructure, there is a felt need to shape the organisations in India. The paper aims to identify general practices that organizations use to recruit employees and to determine how it affects organizational outcomes.

Keywords: Recruitment emerging trends in recruitment

INTRODUCTION

Employees are the most important resource of any organization. They are responsible for each and every decision taken, each and every work done and each and every result. Such a kind of employee(s) are been taken carefully by the managers for the success of future organization. Now a days the employees are been taken by the help of private or public agencies, may reduce the time and cost of the organizations. But advancement of technologies made much easier for the global HR managers.

Technology is playing an important role in transforming the rules of recruitment. In Recruitment process the use of technology has become inevitable in order for the companies to stay relevant. Hence Modern Techniques of Recruitment are evolving rapidly to keep up with the ever changing environment. Modern techniques are being evolving to provide new age solutions to overcome the difficulties in traditional approaches like demand prediction, and critical skill set supply There is a transformation in the companies approach from mass base recruitment to

Knowledge Based Recruiting Method: In this method both the client and the recruiting company define the skill set required over a period of time, which are both short term as well as long term. In this method candidates who are available immediately are hired on an ongoing basis. Candidates who are potentially interested in making a move, but are not available immediately; they are identifies and tracked for future requirements. In addition to this all the information of potential candidates are stored in the data base for future requirements. This process requires continuous assessment of both the long term and short term needs of the client. This way it helps in keeping the client engaged by servicing them at the earliest. The successes of knowledge based requirement largely depend upon the research done by the recruiter in assessing the needs of the organisation. The recruiter should have knowledge on the trends in recruitment and along with this he should also have insight in future technologies. In this way he may be better equipped than others to serve the client in this competitive environment.

Online Recruitment Method: The latest trends in recruitment is "E-Recruitment". It is also known as "Online recruitment". Here technology plays a very crucial role in hiring the suitable employees for the organisation. In this method most of the recruitment is done online by using the web based tools. The tool can be either a job website like naukri.com, the organization's corporate web site or its own intranet. Many big and small organizations are developing their own tool that suits their requirements rather than depending on tools that are available. They advertise job vacancies through worldwide web. The job seekers send their applications or curriculum vitae (CV) through an e-mail using the Internet. Alternatively job seekers place their CV's in worldwide web, which can be drawn by prospective employees depending upon their requirements

Resume Bank portals: Posting the position with the job description, job specification on the job portal and searching for the suitable resumes posted on the site corresponding to the opening in the organization.

Companies have added an online recruitment application system to its website, where the passive job seekers can submit their resumes into the database of the organization for consideration in future, as and when the roles become available.

Resume Scanners: Resume scanner is one major benefit provided by the job portals to the organizations. It enables the employees to screen and filter the resumes through pre-defined criteria's and requirements. Job sites provide a 24*7 access to the database of the resumes to the employees facilitating the just-in-time hiring by the organizations. Also, the jobs can be posted on the site almost immediately and is also cheaper than advertising in the employment newspapers. Sometimes companies can get valuable references through the "passers-by" applicants. Online recruitment helps the organizations to automate the recruitment process, save their time and costs on recruitments'-recruitment should be incorporated into the overall recruitment strategy of the organization. A well defined and structured applicant tracking system should be integrated and the system should have a back-end support. Along with the back-office support a comprehensive website to receive and process job applications (through direct or online advertising) should be developed. Therefore, to conclude, it can be said that e-recruitment is the "Evolving face of recruitment

Scouting: Scouting means sending the representation of the organizations to various sources of recruitment with a view to persuading or stimulating the candidates to apply for jobs. The representatives provide information about the company and exchange information and ideas and clarify the doubts of the candidates.

Outsourcing: In this process the outsourcing firms help the organisation by initial screening the candidate according to the needs of the organisation. By doing so a pool of talent is created from which the final selection is done by the organisation. Outsourcing firms develop their human resource pool by employing people for them and make available personnel to various companies as per their needs. In turn, the outsourcing firms or the intermediaries charge the organisations for their services.

Poaching: This method seems to be unethical but most of the companies resort to this method where the employees are bought rather than attracting talent. Poaching means employing a competent and experienced person already working with another reputed company, the organisation might be a competitor in the industry. It is commonly seen that when a top level employee leaves the organisation he does take the team along with him. This is how companies attract talent from another firm by offering attractive pay packages and other terms and conditions. This also helps the organisations to reduce cost in inducting and forming a team which in turn helps the organisation to delivery service promptly to their respective clients. It has become a challenge for human resource managers to face and tackle poaching, as it weakens the competitive strength of the firm.

Networking: This is a more traditional method of recruitment but in this of era of modern techniques like social networking, skill based communities, this method has totally reformed itself into a modern technique. Relevant and sustained relationships over a period of time can help the HR professionals in networking with their colleagues to acquire resources from different fields.

ESOP's: This is a method where in Companies started encouraging the employees by offering stock ownership through their Employees Stock Ownership Programmed (ESOPs) this is also known as employee leasing activity

Event Recruiting: Sponsoring events where the candidates you are seeking attend to. By giving a presentation and advertising your company in a way which will attract the candidates and letting them know that your company knows what the participants are looking for, you can bring in the most suitable candidates which you might consider hiring.

Re-Recruiting: When the most qualified or experienced employee leaves the company they are made known that they will be welcomed back. The reasons they leave maybe for a change of location, higher pay etc. But when they are uncomfortable at the new location and when they feel that are better in the served organisation, he should be welcomed. This will reduce training cost, time which you might have to spend for a newly hired employee.

Casting a WiderNet: In this method individual are recruited with lesser skills and trained to perform higher jobs. In this technique it's very important for the recruiter to identify the potential skills whocan contribute if they are trained.

Conclusion

The focus of recruitment is to match the capabilities of prospective candidates against the demands and rewards inherent in a given job. For this reason, top performing companies devote considerable resources and energy to creating high quality systems. Recruitment is important practice for human resource management, and is crucial in affecting organizational success. The present study leads to the conclusion that these modern trends in recruitment practices helps the organisation in a great way to attain competitive advantage over its competitors and also helps the organisations to maintain healthy business environment with its stake holders