

A Study on Use of E- Resources in Recruitment and Selection Process in 5 Star Hotels

Arun Sherkar*

Abstract

E- recruitment also known as online recruitment is widely used by the HR in the hotel industry. The main purpose is to reduce cost, maximize utilization of human capital and ease in recruitment process. There is various e- recruitment techniques adopted by various Human Resource managers for e.g. Naukri.com, monster.com and various interviewing technique such as Skype, video calling are just a few in the list.

The study is aimed to analyze the various e recruitment techniques used for various levels in management and its impact on the recruitment process of hotels. However this study does not cover the negative impacts of e recruitment. The data was collected with help of a questionnaire circulated to the various HR personnel of the hotel industry of Pune city.

The findings of the study suggest that , E recruitment is a boon to the hotel industry there are several benefits to the HR managers practicing it, to apply online, a wide market i.e. national and international borders, cost saving, time saving and reduced administrative work can be stated as a few findings of the paper.

Keywords: E- Recruitment, Human Resource, Internet, Hotel Industry

INTRODUCTION

Nowadays, every organization necessitates personnel planning as one of the most vital activities. Human Resource Planning is, by far, an essential ingredient for the success of any organization in the long run. There are a number of techniques that need to be followed by

every organization that guarantees that it possesses the right number and type of people, at the right time and right place, so as to enable the organization to achieve its planned objectives. Commonly, the objectives of Human Resource Planning department include resource, planning, recruitment and selection, career planning, training and development, promotions, risk management, performance appraisal, to name a few. Each of these objectives requires special attention and accurate planning and execution.

It is of utmost importance for every organization to employ a right person on a right position and recruitment and selection plays a pivotal role during such situations. With shortage of skills and the rapid spread of new technology exerting considerable pressure on how employers perform recruitment and selection activities

The internet has been a boon to the H.R. as it has made recruitment possible at a click of a button.

The internet has changed the perspective of recruitment function from the organization and job seekers perspective and also has improved the speed at which recruitment takes place.

The internet, which reaches a large number of people and can get immediate feedback has become the major source of potential job candidates and well known as online recruitment.

Online recruitment, is the practice of using technology and in particular Web-based resources for tasks involved with finding, attracting, assessing, interviewing and hiring new personnel.

* Research scholar, Tilak Maharashtra Vidyapeeth, Pune, India.

It has helped organizations in reduced recruitment time, cost beneficial and also enhanced employer branding

Communication is automated and instant CVs, notes, documents and profiles are all searchable, and business metrics are reportable.

The main benefit of all these e-Recruitment features is that **service is faster and better**.

Automated communications combined with the speed of the internet means that clients and candidates are kept in the loop, **job status can be viewed** in real time and everyone has access to the same information.

The candidate data or talent pool can be stored easily and used for tracking, it also reduces the admin load in terms of storage and also filling of resumes

This study is aimed at analyzing the utility of e- resources in recruitment for 5 Star hotels.

Literature Review

- a. Ghani Faiyyaz, Abdul International Journal of Research in Commerce, IT & Management. June 2014.

This research paper stated that every organization has a specific objective and these objectives can be achieved only when all the resources are put to maximum use. Internet is one such important tool which helps an organization to inform, attract and retain the potential employee. Internet has changed the outlook of the human resource department.

- b. Mitchell, Stewart -Feb2014.

The author stated that internet has changed the outlook of job seekers. It has cited that the recruitment companies use this data to match with the specifications of the job. These recruitment agencies have become a great source of data exchange for recruiters and job seekers

- c. Florea, Nicoleta Valentina Badea, Mihaela 2013.

The author mentions that use of internet helps in performance improvement, faster decision making and saves cost. The internet helps in displaying vacancy on the website. The internet also helps in finding the correct employee for the job from the pool of information available in the data base.

- d. Rodriguez, David Design Week (Online Edition). 6/30/2011.

The author stated that his firm uses the internet recruitment as a method of attracting talent from the market and also to showcase their career opportunities. 50,000 jobs are available in their firm at the end of year 2011

- e. Rozelle, Amy L. Landis, Ronald S. Rlandis1@tulane.edu- September 2002

The author states that internet recruitment could lead to less realistic information about the property to the applicant and could further lead to dissatisfaction in the employee.

- f. Stamper, Connie connie.stamper@rhi.com CMA Management. Apr2010,

The author states that it is difficult to find the right candidate for a specific position in the traditional method of recruitment. The internet has made it easier, as the data received from a potential employee can be screened. Posting vacancy on the internet can help attract the right candidate. It also states the negative part on the usage of internet for recruitment purpose. The social media might mislead a candidate and the employer on wrong interpretation of data and does not reach people who are not online.

- g. Koolen, Gerard 2001 Supplement.

This research paper deals with the impact of internet in recruitment business in Slovakia. It also states suggestions on how quality can be improved of personnel management through use of internet.

- h. Alfus, Phil Hotel & Motel Management. Dec2000 2001

This paper strikes a combination of internet and traditional method for the use of recruitment. Posting the vacancy in the newspaper as well as the internet can be help and useful for internal promotions.

Whitford, Marty Hotel & Motel Management. 10/16/2000,

This U.S. based study states the benefits of internet for recruitment, the concern being retention of employee. The internet plays a vital role in faster recruitment

- i. Fister, Sarah Training. May99.

The paper discusses the time and cost benefit if internet recruitment. It simplifies various tasks such as

saving cost of advertising in newspaper, it also saves time on screening the resumes received on a daily basis

Objectives of the Study

1. To identify the various e- resources available to assist the Recruitment and Selection process in hotels.
2. To explore the advantages of e - resources
3. To check the efficacy of e- resources in recruitment and selection

Research Methodology

The sample size and the technique is category specific and depending upon the homogeneity of the population in the sample.

The study covers only the Hospitality Industry in Pune City. This Industry may be categorized as Five star hotels, Four star Hotels, Three star Hotels and Budget hotels.

Sampling shall be done as below:

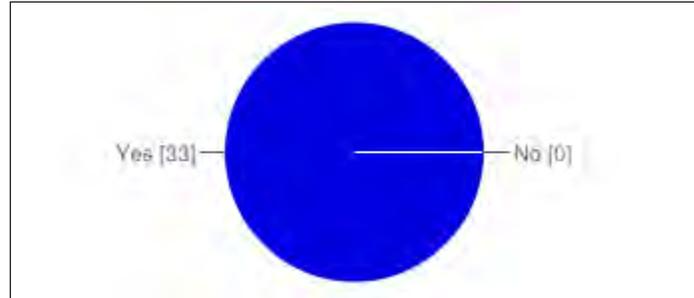
Category Sampling:

This will consists of a separate sample representing various categories of the Hospitality Industry viz. Five star hotels, Four star Hotels, Three star Hotels and Budget Hotels.

The sampling technique to be adopted would be “Simple random sampling”. This is the process of drawing a sample from a population in such a way that each member of the population has an equal chance of being included in the sample. This method has an added advantage to estimate the population values accurately.

Data Analysis

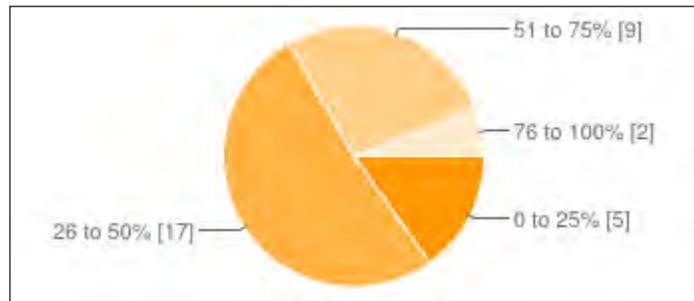
Use of e- resources for the Recruitment and selection process



Yes 100%
No 0%

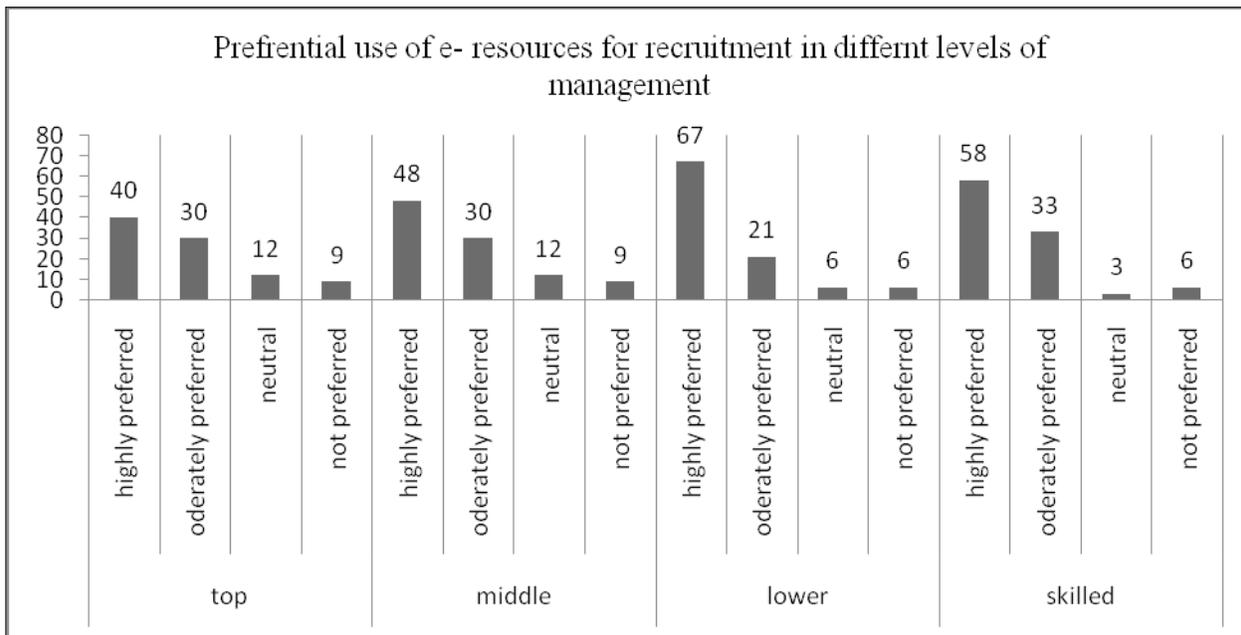
Observation no 1: All the hotels use e resources for the recruitment and selection process

Utilization of e- resources in recruitment

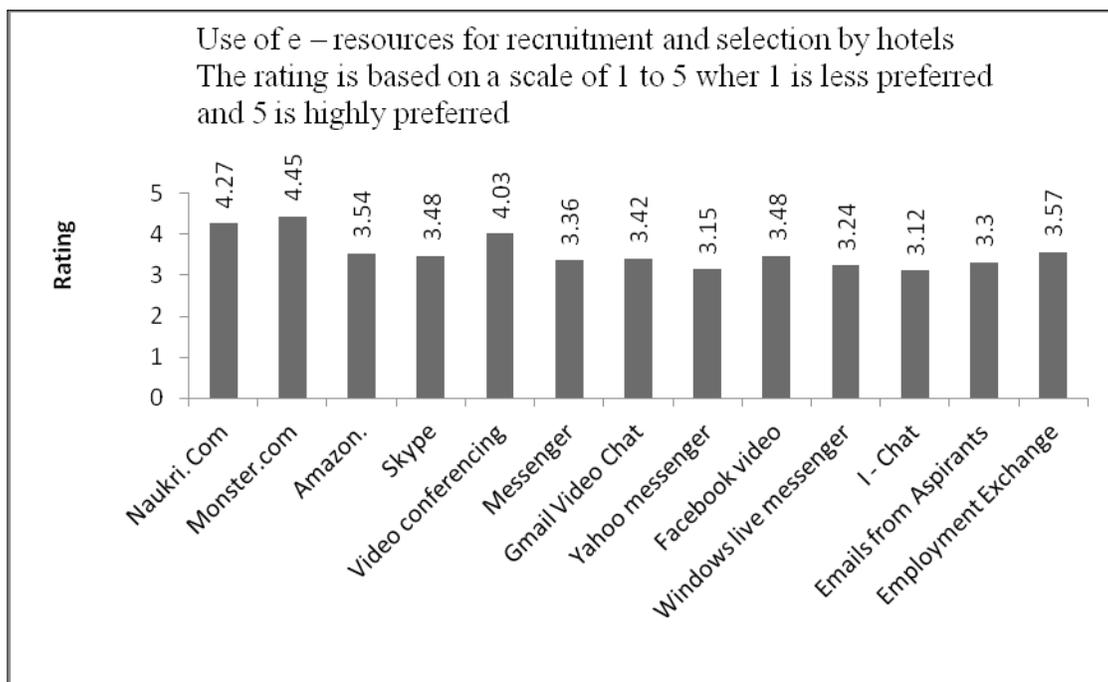


0 to 25% -	15%
26 to 50%-	52%
51 to 75%-	27%
76 to 100%-	6%

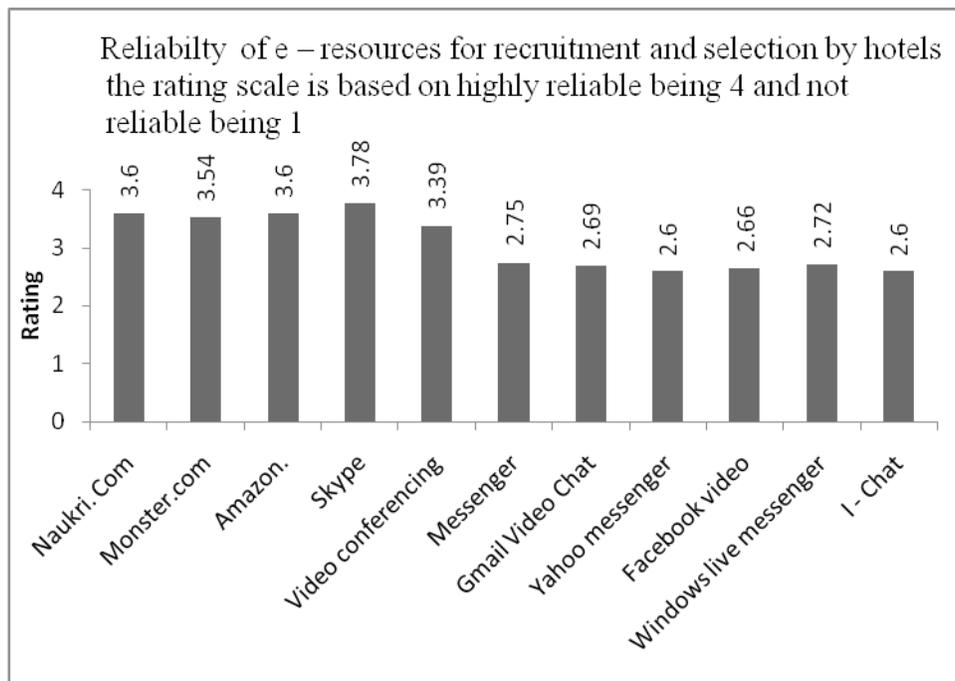
Observation no 2: The use of e resources in recruitment process is less than 50 %



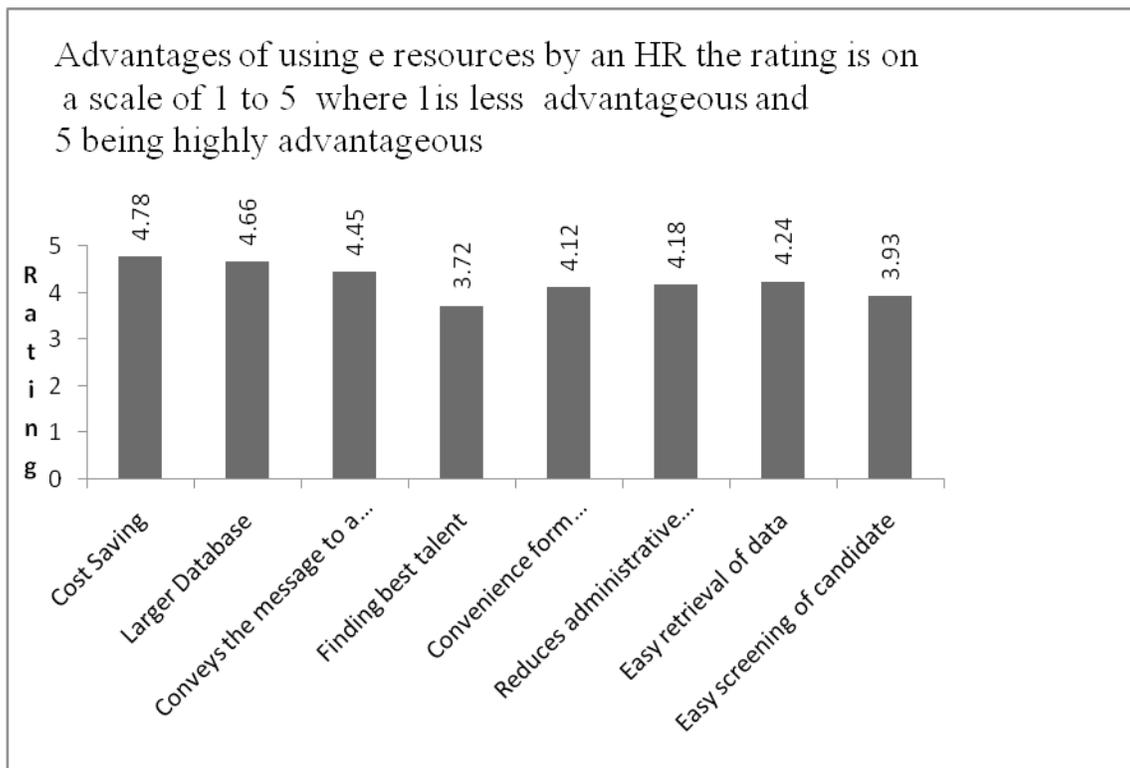
Observation no 3: It is observed that e resources are highly preferred for recruitment of lower management cadre



Observation no 4: it is been observed that monster .com is most preferred recruitment portal by hotels for recruitment of their employees



Observation no 5: Skype is the most reliable e resource for recruitment and selection



Observation no 6: All the parameters prove to be advantageous to the organization, cost saving being the most advantageous

Suggestions and Recommendations

Based on the responses received from the HR of the hotel industry on the use of e resources for recruitment and selection, the following suggestions & recommendations can be made:

- a. The utilization of e resources in recruitment and selection can be increased to achieve desired results.
- b. The HR should identify suitable e resources for recruitment in top management cadre.
- c. E resources should be used predominantly for attracting talent and for simplifying the recruitment process.

Conclusions

E-recruitment also known as online recruitment is widely used by the HR in the hotel industry. The main purpose is to reduce cost, maximize utilization of human capital and ease in recruitment process. There are various e-recruitment techniques adopted by various Human Resource managers for e.g. Naukri.com, monster.com and various interviewing technique such as Skype, video calling are just a few in the list.

The study is aimed to analyze the various e recruitment techniques used for various levels in management and its impact on the recruitment process of hotels. However this study does not cover the negative impacts of e recruitment. Findings are as follows

1. All the hotels use e resources for the recruitment and selection process
2. The use of e resources in recruitment process is less than 50 %.
3. It is observed that e resources is highly preferred for recruitment of lower management cadre

4. It is been observed that monster .com is most preferred recruitment portal by hotels for recruitment of their employees
5. Skype is the most reliable e resource for recruitment and selection.
6. All the parameters prove to be advantageous to the organization, cost saving being the most advantageous

References

- Mamoria, C. R., & Gankar, S. V. (2002). *Personnel management* (22nd Edn.).
- Aswathappa, K. (2011). *Human resource management* (6th Edn.).
- Rozelle, A. L., & Landis, R. S. (2002). An examination of the relationship between use of the Internet as a recruitment source and student attitudes, 18(5), 593-604.
- Mitchell, S. (2014). *Googling your dream job: How search and social networks have changed recruitment*. 232, 36-39.
- Florea, N. V., & Badea, M. (2013). *Acceptance of new technologies in Hr: E-recruitment in organizations*, 37-38
- Koolen, G. (2001). Slovak spectator. The impact of the internet on the recruitment business. *Supplement*, 7, 16-17.
- Alfus, P. (2001). *Today's recruitment practices require traditional and internet techniques*, 215(20), 70-71
- Whitford, M. (2000). High-Tech Hr. 215(18), 48-49.
- Fister, S. (1999). Online recruiting: Good, fast and cheap? 36(5), 26-28.
- Rodriguez, D. (2011). Online recruitment: Marriott uses gaming to attract the millennials. *Design Week* (Online Edition). P8.
- Faiyyaz, A. G. (2014). A Study of Recruitment Practices from Traditional to E-Recruitment: A Paradigm Shift. *International Journal of Research in Commerce, It & Management*, 4(6), 68-71.