Exploring the Impact of E-Recruitment on the Performance of Human Resource Departments in Multinational Organizations

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Abstract

The human resource department is among the crucial units in organizations. Through the department, companies conduct recruitment and selection processes to ensure that they hire people with appropriate skills and other attributes to fit in workplace cultures. The study reviews the effects of e-recruitment on the performance of human resource units in multinational companies. Due to the rising utilization of modern technologies in organizational processes, e-recruitment has emerged as a way of using the Internet to identify suitable individuals to fill vacancies in companies. The benefits associated with e-recruitment include access to many candidates from different parts of the world, convenient communication between the company and job applicants, and lower advertising and information-sharing costs. The literature review in the report also indicates that recruitment processes in multinational companies transformed in recent years. The firms mostly use e-recruitment approaches to reach a large pool of candidates since attracting talent and persuading individuals to work in foreign countries can be challenging. The research will be based on surveys and experimental methods using questionnaires as data collection tools. The findings will illustrate the importance of e-recruitment in improving human resource departments' capacity to select suitable candidates and reduce labour costs.

Keywords: Multinationals, E-Recruitment, Technology, Candidates.

Introduction

One of the essential departments in every contemporary corporation is the Human Resources department. Many past types of research have shown that the HR department is vital to the success of any firm. Among the several actions that an HR department is supposed to carry out, recruitment is particularly important because it involves getting individuals into the business. Employees are a firm's most valuable asset. They are accountable for every choice made, every piece of work completed, and every outcome. Managers take such employees very seriously to ensure the firm's future success. However, technological improvements have made it much easier for global HR executives to put their confidence in agencies and the Internet. The most difficult challenge nowadays is attracting and keeping personnel, and the Internet has been shown to aid in the recruitment process.

Recruitment refers to the processes and actions that a company engages in with the primary goal of discovering and recruiting prospective employees (Breaugh & Starke, 2000). It is a vital component in HRM as it attracts essential resources, such as human capital, into the business. Recruitment is the process of finding applicants to fill open positions in a company's workforce. With the effective and optimum usage of human resources, the recruiting process draws and retains the services of talented employees (Dhamija, 2012). Several techniques are available to attract the required workforce in any organization, including recruiting firms, media adverts, headhunting, etc. All of these approaches are classified as conventional. Rapid technological advancements have profoundly altered the way business is done. The growing use of technology is mainly reflected by the number of firms and individuals who use the Internet and electronic mail.

E-recruitment is a way of utilizing the Internet to discover people to fill unfilled business positions. Recruiting is critical in the recruiting process because it provides an adequate amount of individuals that match the criteria given by the companies. The first decade of the 21st century saw a dramatic increase in online recruitment, and electronic recruitment became one of the fastest-growing recruitment tactics. The advantages of e-recruiting are increased candidate outreach, faster information interchange between potential workers and companies, fewer marketing costs, data availability and accessibility, lower communication expenses, and greater organizational appeal (Ployhart, et al., 2006). The disadvantages of e-recruitment are mostly linked to resume overload, increased variation in candidate quality, lack of targeted response to applicants, and issue-related candidate privacy (Lin & Stasinskaya}, 2002). The study aims to explore the impact of e-recruitment on the performance of human resource departments in multinational organizations.

Despite the increasing use of e-recruitment methods, it appears that a gap has formed between e-recruitment theory and analysis. Many of the research findings are concerned with the design of corporate recruiting sites, applicants' perceptions of online career sites, and the creation of e-recruitment systems. Although recruitment by and for companies is intended to improve organizational performance, academic research on the topic remains limited, owing to academics' inability to keep up with the sheer speed of change (SHARMA, 2010).

Literature Review

Recruitment is one of the HRM responsibilities in a company, and its actions have the most significant influence on the organization's goals. Recruitment is a critical component in ensuring that the business achieves its goals by having qualified individuals carry out all operations inside the organization (Galanaki, 2002). According

to (Boxall & Purcell, 2003), hiring suitable employees with the necessary knowledge, abilities, and competence strengthens the achievement of organizational goals.

Current studies also examine the importance of e-recruitment for multinationals. For instance, Mindia and Hoque (2018) show that the process allows businesses to increase cost savings while updating their job offers on the Internet any moment vacancies arise. Through e-recruitment, companies are also able to shorten their requirement cycles as they can gather sufficient data about job applicants more conveniently. Improved access to the Internet due to high-speed broadband and affordable connections in the modern society suggests that most people spend much time online (Mindia & Hoque, 2018). The trend motivates companies to share information about job vacancies on popular websites and social media platforms to reach a wide population without geographical restrictions. Selecting suitable from a large pool of candidates worldwide enables multinationals to recruit individuals with the highest levels of expertise to ensure the delivery of high-quality services. Thus, e-recruitment allows organizations to conduct effective selection processes to meet their human resource needs.

In recent times of information technology and the spread of the COVID-19 epidemic, human resource hiring and the activities of businesses regarding the recruiting process in multinational organizations have entirely changed. E-recruitment is the process of hiring human resources via e-recruitment sources such as the Internet. Electronic recruiting falls under the category of e-HRM (Electronic Human Resources Management), and it is one of the most common e-HRM programs used by businesses (Chapman & Webster, 2003). (Lievens, 2003) cites (Cappelli, 2001) as E-recruitment is a cutting-edge tool for attracting and retaining the best and brightest applicants who will help the business achieve its objectives. The use of online websites as a source for recruiting and testing candidates as a source for recruitment and testing candidates has risen quickly in recent years.

Technological advancements also allow firms to integrate appropriate tools into their e-recruitment processes. Sopiah (2022) indicates that systems such as Unified Modelling Language (UML) and Rapid Application Development (RAD) can be used to increase the effectiveness of e-recruitment by enhancing the analysis of data about potential workers to fill vacancies faster and achieve business objectives. Candidates who seem to fit organizational requirements are quickly identified using UML and RAD notations, enabling businesses to minimize costs associated with hiring data analysts to examine large data sets of job applicants' details. Globalization and the advancement of technology have increased rivalry in the labor market, and firms have to devise effective mechanisms to remain competitive. In the current situation, e-recruitment enables businesses to create hiring models that increase organizational sustainability through innovation and cost-minimization.

According to (Sharma, 2011), Internet recruiting is regarded as the current hiring tool. Because applicants may send applications quicker while employers match the requirements with the existing open openings, the rapid growth of science and technology, particularly website technology, has helped job seekers and organizations' websites communicate. In the twenty-first century, the advancement of science and technology has become a driving force in transforming the traditional manner of conducting business in organizations. This trend has been observed in most public and private organizations that have already adopted new technology in their daily activities, particularly HRM culture, customs, and beliefs, which has reduced the number of employees as much as possible to increase efficiency and effectiveness.

The real strength and power of e-recruitment are in using internet technology to attract and manage applications. In this sense, it's also about easing the hiring process so that overworked human resource departments can give better hiring services to their

colleagues in finance, marketing, sales, and production. Furthermore, it liberates more of their time for other important tasks (Dokey & Abunar, 2021).

According to (Kerrin & Kettley, 2003) expired job advertisements are another significant concern in the E-Recruitment system for both employers and candidates. Job searchers were hampered by outdated employment postings and website design that made job sites inaccessible to users. Organizations may succeed with online recruitment if they develop and implement an effective plan. The successful adoption of E-systems and their correct execution are fundamental requirements for enhancing organizational efficiency and personnel performance (Khan, et al., 2013).

E-recruitment and Human Resource Performance

Many firms have acknowledged that HR is the most valuable asset they have, and hence making sure that the best recruit is at the forefront of most Human Resource Managers' minds (Fayyazi, et al., 2015). Talent is an inherent potential in all of us; it is scarce, and companies worldwide must compete for it. Given the global recession and the world's talent imbalances, firms are becoming more creative in how they engage with talent. There is a growing recognition that being more inventive in sourcing and recruiting may provide companies with a long-term competitive edge by allowing them to locate and hire more of the appropriate individuals who can drive innovation throughout the business (Sahay, 2014). To ensure the best performance, organizations must place the proper people in the right places; hence, recruiting appears to be critical for organizational performance.

Multinational firms in major economies typically use e-recruitment strategies to reach a larger range, as it is difficult not only to obtain talent but also to entice foreigners to such markets. Multinational companies create graduate trainee programs to enhance the competencies and abilities of the local labour market. The employment of e-recruitment strategies is effective in screening graduates who can attend entry-level

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training and possibly be absorbed by the firm (Muduli & Trivedi, 2020). The study's goal is to determine the influence of e-recruitment on the performance of multinational corporations' human resource departments.

Importance of E-recruitment for Multinationals

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Impact of Technological Advancements

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Impact of E-recruitment on Organizational Performance

The performance of organizations depends largely on the policies and programs put in place to achieve the vision and mission that guide companies' operations. Cross (2019) specifies that competitive advantages arise from systems that help institutions to attract and manage their human resources. While some organizations can remain profitable with little investment in programs for attracting highly skilled personnel, those dedicated to innovation, excellence, and high quality levels depend on effective recruitment processes to identify qualified candidates. Thus, e-recruitment contributes significantly to excellent organizational services. It helps human resource departments in public and private institutions to review the qualifications of a large pool of job applicants to identify people with skills sets needed to increase innovation and performance.

Conclusion

The growth of science and technology has resulted in radical improvements that are expected to improve HR practitioners' capacity to monitor the workforce, efficiently utilize employees' abilities, and even lower labour costs. The amount to which worker quality determines an organization's performance in terms of survival and competitive position. According to the literature, e-recruitment has increased human resource performance. E-recruitment allows for improved candidate tracking during the recruiting process, allowing you to hire the best individual for the job. The literature

stated unequivocally that e-recruitment greatly enhances the efficacy of recruiting decisions made by human resource management.

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