"MOBILE RECRUITMENT"– A CUTTING OR A BLEEDING EDGE…?

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Abstract:

'*Grab your desktop computer and throw it out the window'.* Well, perhaps we don't need to move quite so fast, but park that thought. The growth of mobile devices, those pieces of technology we carry with us 24/7, is in the fast lane and it's bringing big changes. These days, we can do most anything on our smartphones. Book a taxi, order takeout, shop during the holidays… Wouldn't it be a logical next step to think that the job search market will soon want to go mobile as well? Millions of job seekers are using mobile devices to communicate, conduct business, and build relationships and search for jobs. The time to change your career site with the mobile job seeker experience in mind is now.

The mobile recruitment industry is on a rapid growth spurt and smart phone growth such as Apples iPhone 5 and Samsung's Galaxy 3s and 4s is at the forefront, fuelling this significant revolution. If that was not enough, there is so much more to come with the arrival of 4G mobile services and the absolute plethora of new smart phone and tablet releases imminent.

Mobile Apps are becoming more popular in social recruiting efforts. In today's world there are billions of people actively using Apps, SMS text messaging and chats. For the past few years, I have been playing around with apps that identify talent by their locations, connecting socially, and private messaging

 Key Words: Mobile Recruitment, Job Search, Candidates, Recruitment,Market Mix.

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Introduction:

Definition of Mobile Recruitment:

Mobile recruitment can be defined as mode of connecting people, inform people and collect the relevant data required to begin the process of recruitment which otherwise would have been resulted in a time consuming and tedious process.

With the seismic shifting of the world population to mobile devices, human resources professionals face a stark choice. They must either adapt to changing conditions and allocate more resources toward mobile-savvy job seekers or compromise their ability to compete for talent. Mobile recruitment is still very much in its infancy and while many companies are keen to adopt a mobile strategy, they may not know how best to implement one. The recent research results from Google reported that more than 20% of all searches are now delivered via a mobile device. In the UK this equates to over 8 Million mobile searches a day. with smartphone penetration in the UK already reaching a staggering 59% market share, some online recruitment sites are reporting over 40% of their search traffic is now coming via a mobile device. with recent market research pointing out that 4 out of 5 smartphone users would use their phone to search for jobs it's a pity that many recruiters and corporates have, to-date, been very slow to take up mobile as a key part of their market mix.

Recruitment Industry leaders like Chris Hoyt at 'PepsiCo' have been investing in their mobile strategy and, on the face of it, are making very good headway. Hoyt recently reported significant rise in applications and hires directly via his mobile recruiting products. American startup company 'Branch Out' have been harnessing the power of Facebook and mobile to connect recruiters and candidates. Other smaller recruiters are using mobile as a highly targeted service delivering and attracting a growing number of mobile smart phone users who expect to be able to do their job searching and complete job applications via their mobile devices. Randy Goldberg and the Hyatt team are looking into having candidates submit some quick information on them using a cell phone, so they wouldn't have to type in a whole resume or application.

Market Penetration:

Everyday a higher percentage of internet traffic comes from mobile devices. Ericsson reported that the internet usage on mobile devices doubled from the end of 2011 to the end of 2012. Our reliance on smartphones and mini tablets is not slowing anytime soon. Now it's time for

employers to acknowledge that Mobile-friendly career sites where people can easily view jobs and express interest from their phone are now a must have for any employer. (Recruiter.com, 2013).

In 2011 CareerXroads (Crispin and Mehler, 2011) asked colloquium members to share Mobile practices and the responses were as below mentioned.

...have been the target of a mobile recruiting campaign designed and launched without external help.	3.23%
...have been the target of a mobile recruiting campaign designed and launched with the help of outside vendors.	16.13%
...can text, call, or chat with specific recruiters using a mobile phone.	35.48%
...can navigate your firm's mobile enabled, career site and search for new jobs.	19.35%
...can create agents using their mobile phone that supply newly approved jobs via text	16.13%
...can apply to a newly approved job via mobile phone with a previously saved profile.	3.23%
...see mobile "codes" in traditional marketing channels like print, SEM, etc.	12.90%
...see mobile opt-in promotion within job postings	3.23%
...have the ability to opt-in to ANY marketing delivery of their choosing(phone, email, SMS, etc.) via mobile.	0%
...can download an App from iPhone or Android markets to obtain career/job information, etc.	9.68%
...can access custom mobile pages (visible only to them) as a specific targeted hiring group	6.45%
...are asked to complete surveys for either job category interest or talent pool segment.	3.23%
...can optimize job listings as a "fwd to email" option where mobile apply is impossible.	3.23%
...can follow specific "job families"/recruiters on Twitter.	16.13%
...can check their resume status.	25.81%
...can do none of the above.	32.26%

Source: CareerXroads.com (2011)

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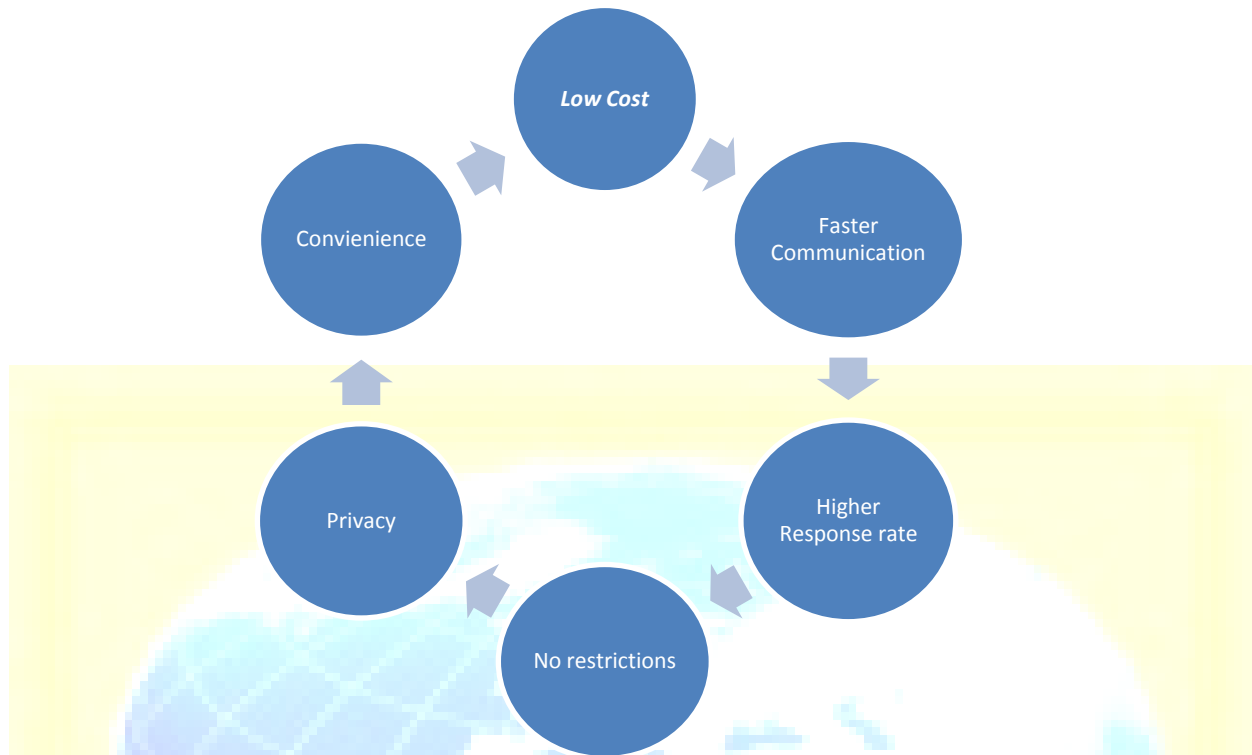**http://www.ijmra.us**

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Literature Review:

There is a strong emotional connection, often an addiction to mobile. Cisco surveyed young professionals and university students around the world and their answers give us a glimpse into the psyche of this demographic. Two-thirds said mobile was the most important technology in their lives, two-thirds would choose the internet over a car, and a third say the internet is as important as food, water and air. This sample represents many of the future leaders and decision-makers in our organizations. The times, they are a-changing'.(Jacobs, 2013). Mobile recruitment has been largely moving in the slow lane. In all respects this is not necessarily a disastrous thing. But if the candidate experience is important to us, which it should be to attract and recruit the best talent, then all indicators from research and commentary point to the fact that we need to start thinking mobile without delay. Some would even argue that we should be only thinking mobile.(Jacobs, 2013). By 2013 the usage of mobile Internet will overtake traditional desktop web, 2.8m UK jobseekers a month view job listings on a mobile device, 55% of Twitter traffic is generated by Mobile Devices, Over 40m recruitment related Mobile Google searches in the UK (Martin, 2013)

We've already established the importance of business developing a serious mobile strategy, so it seems obvious that the same should be applied to recruitment. Mobile and recruitment have special synergies and cutting edge efforts in mobile internet have already been seen within recruitment. (Jobsite.com, 2013)

Why HR Managers Love Mobile Recruitment:

Mobile recruitment is gaining in popularity due to the advantages it offers. Among these are:

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- *Low Cost***:** Sending messages is far more cost effective than advertising via traditional media, like newspapers, magazines or the television. One can also explore the options available for free messaging.

- *Faster Communication*: Mobile messages can be sent in a matter of seconds. Moreover, a person tends to check his/her mobile phone messages more often than emails. People may not check their emails on weekends and while on the move. However, they typically check mobile phone messages almost instantly. Mobile recruitment can connect with people anywhere and at any time.

- *Higher Response Rate*: Mobile phone messages appear more personalized. Therefore, responses to such messages are higher than to advertisements using traditional media. Moreover, if a person has internet access on the mobile phone, he/she can immediately send the resume, even while at work.

- *No Restrictions*: Mobile recruitment operates outside corporate firewalls and access restrictions. Studies show that more than 90% of mobile phone users keep their phones within arm's reach through the day or night. Thus, mobile recruitment allows companies to connect with candidates more effectively and enjoy a higher success rate.

- *Privacy*: The mobile phone, being a personal device, tends to remain in the hands of the user. This enables jobseekers to respond to job alerts without the danger of colleagues getting to know about it.

- *Convenience*: With mobile recruitment, jobseekers do not need to 'hunt' for jobs. They receive messages that are suitable for their profile. They can ask initial questions and get a fair idea of the company and of the roles and responsibilities without investing too much time.

The Phases of the Job Search:

Phase 1 • *Orientation*

Phase 2 • *Consideration*

Phase 3 • *Application*

Phase 4 • *Interaction*
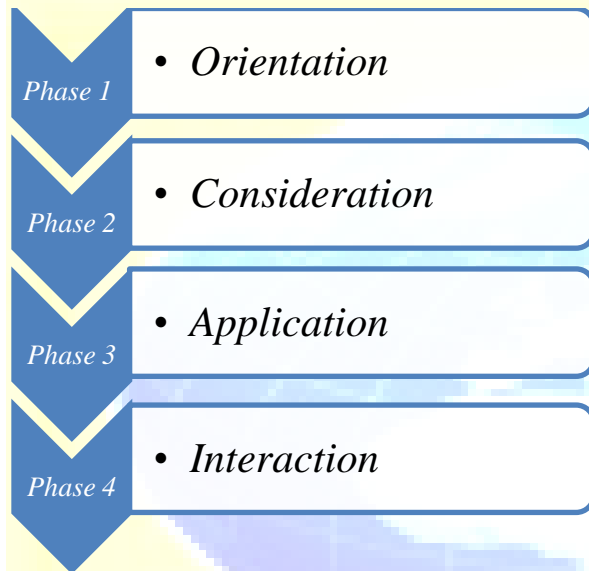
Phase I: Orientation — This phase consists of a job seeker's self-evaluation and evaluation of the market. Ninety-seven percent of job seekers reported self-evaluation as one of the first five things they did when starting a search.

Phase II: Consideration – During this phase, the job search moves from a solitary to an interactive, social experience. Job seekers are seeking to validate the brands in their consideration set by posting on social media platforms and user-generated content sites, and collecting opinions from members of their online social and professional networks in order to narrow their focus to a handful of jobs.

*Phase III: Application***:** In this phase, a job seeker is going through the action of applying to jobs.

*Phase IV: Interaction***:** In this last phase, job seekers are interacting with employers and actively interviewing. Although the majority of research on a company is completed pre-interview, job

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seekers are conducting social research in this last phase by having personal conversations with employees of your company or close family and friends.

Why Jobseekers Love Mobile Recruitment?

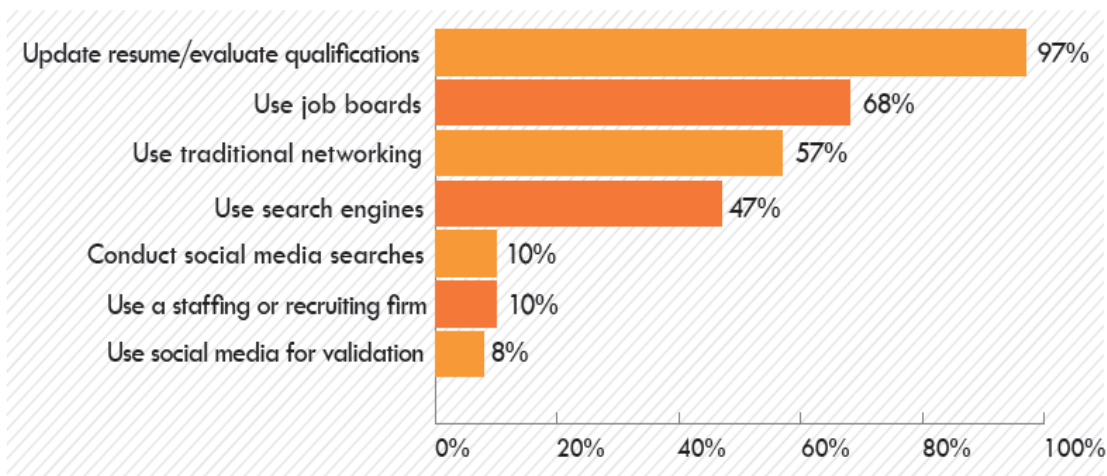Jobseekers enjoy the following advantages of mobile recruitment:

Privacy: The mobile phone, being a personal device, tends to remain in the hands of the user. This enables jobseekers to respond to job alerts without the danger of colleagues getting to know about it.*Convenience:* With mobile recruitment, jobseekers do not need to 'hunt' for jobs. They receive messages that are suitable for their profile. They can ask initial questions and get a fair idea of the company and of the roles and responsibilities without investing too much time.

Job seekers have changed now:

FIGURE III: *In the early phases of the job search, job seekers usually take the following actions:*

Action	Percentage
Update resume/evaluate qualifications	97%
Use job boards	68%
Use traditional networking	57%
Use search engines	47%
Conduct social media searches	10%
Use a staffing or recruiting firm	10%
Use social media for validation	8%

*CareerBuilder research study facilitated by Inavero from Mar. 16-21, 2011*

The importance of great recruitment experience.

FIGURE III: Employers beware: A good or bad experience for applicants can impact your brand and bottom line.
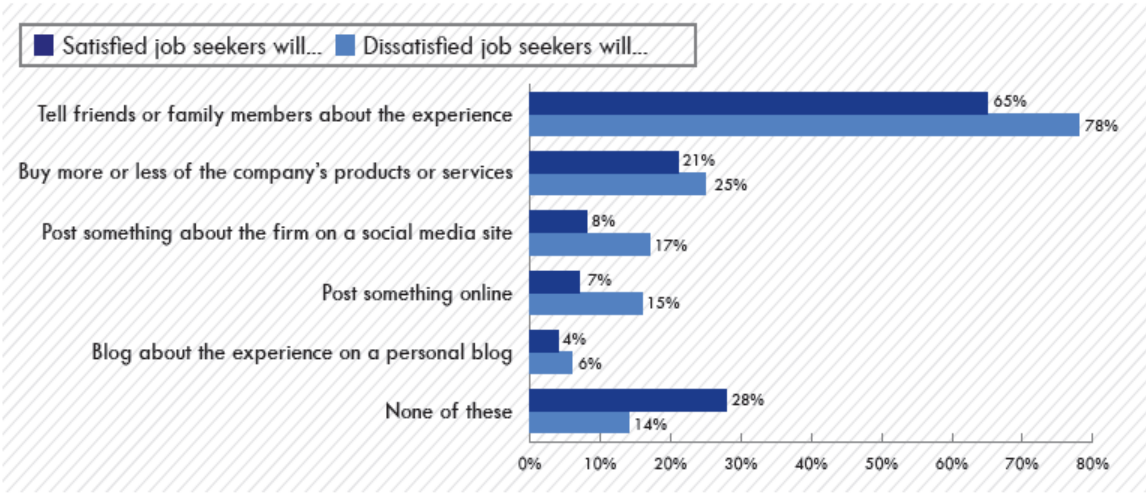
*CareerBuilder research study facilitated by Inavero from Mar. 16-21, 2011

The Mobile Recruiting Activities Job Seekers Would Like To Do
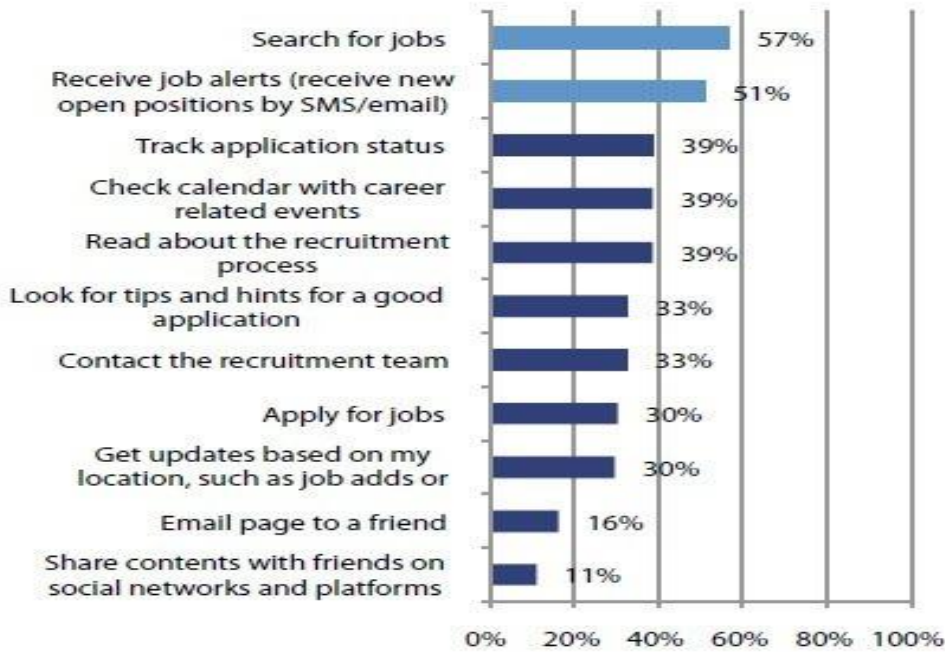
Source: Potentialpark Communications, Trend Studies 2011

As mobile technology becomes more ubiquitous as a job search tool, it becomes increasingly important for employers to embrace mobile technology as a recruiting tool. Unless of course, you believe the following myths about mobile recruitment:

1. Creating a mobile-friendly recruitment website is more hassle than it's worth.

A mobile website helps generate even more traffic to your site, because it provides improved rankings on mobile-friendly search engines such as Google and Yahoo, and also allows placement in a growing number of mobile and local directories. Thus, creating a mobile-friendly website is single-handedly one of the easiest ways to increase traffic to your career site and the likelihood of candidates applying. Moreover, a recent Google study reveals that over half of smart phone users (61 percent) are likely to leave a site right away that doesn't offer a user-friendly mobile experience. Even more (79 percent) say they'll search for another mobile site to do the job. Given the similarities between candidate job search behaviorand consumer buying behavior, employers would be wise to pay attention to these findings. **If 20 percent of your traffic comes from mobile devices, and you do not have a mobile-optimized site, you could be driving away nearly 80 percent of those candidates** (which leads me to the next reason not to create a mobile strategy…)

2. Having a mobile-friendly website won't increase traffic.

Okay, this myth is only half false. You might not necessarily increase traffic to your website with a mobile-friendly career site; however, you do risk losing traffic if you don't have one. Why? If your website doesn't look good on a smart phone, users will move on to one that does – and they have plenty of options: A recent CareerBuilder survey shows that 57 percent of employers with 1,000 or more employees have mobile-friendly versions of their career sites. If you're not among this group, you're putting yourself at risk of losing valuable candidates to mobile-friendly competitors.
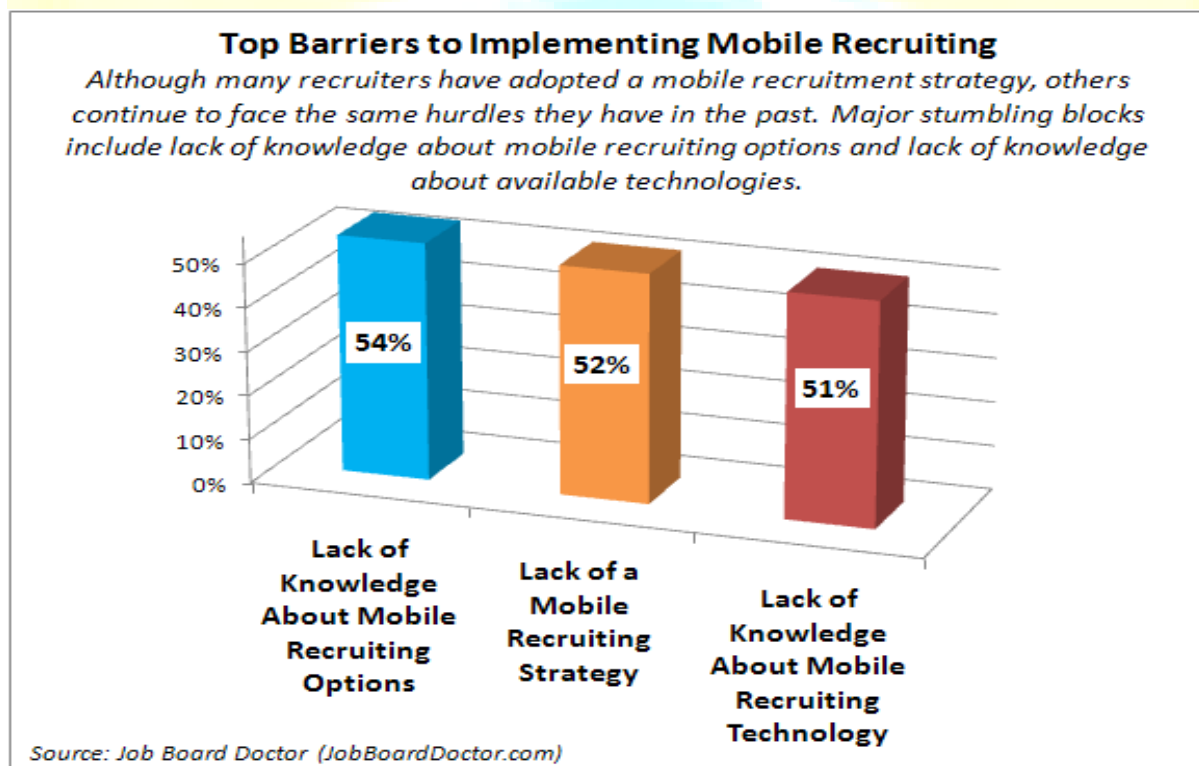
3. A mobile-friendly career site has no effect your employment brand.

A mobile website improves the user experience and satisfaction, ultimately creating positive feelings toward a company's brand, according to recent research on mobile website usability. On the flip side, websites that are NOT mobilized can leave visitors with a poor impression of a company's brand. According the above-mentioned Google study, **55 percent of consumers say a poor experience on a mobile site hurts their opinion of a brand overall**, and 52 percent say it makes them less likely to engage with a company. Remember, candidates are consumers; too,

meaning their mobile experience with your career site will have the same impact on your employment brand.

4. Mobile sites are 'Bleeding edge.'

Having a mobile-friendly website is no longer considered cutting edge – the same way having a social media page is no longer considered ahead of the curve. Therefore, going mobile isn't about staying ahead of the competition: it's about keeping up, especially as job searches conducted from mobile devices increases. It is imperative that employers take the steps now to connect with the growing number of potential applicants who visit their websites from mobile devices.

Top Barriers to Implementing Mobile Recruiting
Although many recruiters have adopted a mobile recruitment strategy, others continue to face the same hurdles they have in the past. Major stumbling blocks include lack of knowledge about mobile recruiting options and lack of knowledge about available technologies.

Source: Job Board Doctor (JobBoardDoctor.com)

Why M-Recruitment….?

- Ensure that job seekers can access and apply to your open jobs anytime and from anywhere, during crucial decision-making moments.

- By 2013, mobile phones will overtake personal computers as the most common devices used to access the Web, worldwide -- gain access to a rapidly growing segment of mobile users.

- Remain competitive in a changing recruitment landscape — mobile isn't just a trend.

- Target tech-savvy or busy job seekers at crucial moments around the clock. In addition, enjoy integration with Twitter and Facebook.

- Stay one step ahead of your competitors who aren't making themselves available to mobile job seekers. **(Kelison, 2013)**

Here is a list of the core functions that recruiting software vendors typically address:

1. *Applicant database and tracking (recruiter activity):* Applicant database and Tracking System for recruitment business across the globe is a integrated solution allows recruiters to streamline the recruitment process right from Sourcing, Tracking to Hiring. Recruit helps recruiting professionals to spend less time on the process and paperwork and more time doing what they do best: getting the right candidate.

2. Assessment: Understanding the personality types and natural behavioral preferences of job candidates can both substantially enhance your candidate selection and pre-employment screening process, and be an invaluable instrument for the smooth integration and successful start of a new high-ranking manager or a team member.

3. *Background verification*:Background checks deliver valuable insights that lead to smarter, more informed decisions and greater security for consumers, businesses and government agencies.For HRmanagers it's an easy way to verify personal data.

4. *Candidate communication*:The communication with candidates is very important, because the first selection decision in the process is actually made by the applicants themselves. Candidates decide if they want to apply to your business and advertised position, and whether they want to go through the application and selection process. Therefore, in times of labor shortages, companies cannot afford to lose out on top candidates due to inadequate communication. When dealing with people both privately and professionally, it is wise to implement the following saying: "Treat others the way you want them to treat you".

5. *Career site*: With thousands of new jobs posted every day and thousands of employers searching for candidates just like you. Career Sites offers you one convenient source for career information, including personalized search agents, automatic matching of jobs against resume, and expert advice on all aspects of your job hunt.

6. *Client and company activity tracking (CRM-like functionality):* The hot industry of software for recruiters continues to adapt, expand, and develop - stay on top of the game! This system helps to find out the latest trends, resources, and best practices for recruitment technology. Through this exclusive resource, you can find recruiting software vendors, research best

practices on selection and implementation, and access articles and news to stay in touch with new developments.

7. *Compensation*: A well thought-out compensation and benefits strategy can make an organization attractive to top talent, while it can also help to motivate and retain top level staff.

It is also important to find a professional who can implement and develop the current policies in place and your program will remain competitive, up-to-date and valuable to your business.

8. *Employee referrals:*Referrals are an integral part and process of any HR Department. Every Organization is highly conscious and affirmative on the quality of Manpower and Talent Acquisition. Employee Referral programs are not only a strong tool of cost optimization but also make the complete Recruitment process more effective by increasing the possibilities of good credential candidates."

9. *Internal team collaboration (hiring managers and team leaders):* Teams are expected to produce results, but performance is hindered when team members do not work well together. A collaborative team environment is essential for the team's success.

10. *Job distribution:*Distribution is about getting the right stock of candidates to the right place at the right time.

11. *Onboarding:*Onboarding, also known as organizational socialization, refers to the mechanism through which new employees acquire the necessary knowledge, skills, and behaviors to become effective organizational members and insiders.

12. *Performance:*Performance: The performance of each employee can be tracked with the implementation of balance score card method identified by Kaplan & Norton. (1993)

13. *Recruiting vendor management and referral tracking:*Recruiting vendor management and referral tracking: One of the trusted way of hiring people is through referral and so tracking the system is crucial which is done by the software.

14. *Recruitment marketing analytics:*Due to the fight in market for right talent, it is important to also get deep into marketing the organization. Recruitment marketing analytics is smart way to gauging the penetration of our organization's recruitment requirements in the market.

15. *Requisition approval and workflow:*Companies hire mostly based on need and projects which this software takes the requisition and also gets the approval from the concerned manager to get into the workflow.

16. *Social distribution and social recruiting*: Social distribution and social recruiting: With the increase in social media usage for various activities, human resource has leveraged this opportunity to connect with the untapped market and meet the right talent using various softwares and apps. (SHRM, 2012)

17. *Sourcing*: This web based platform gives recruitment professionals and hiring managers the ability to work smarter and increase productivity (Lalovich, 2008).

18*. Succession:* It's just not important to find the right person once but also keep the next person in line ready. With all the achievements noted by each employee, the software online helps you track the next best successor.

19. *Planning*: The software completely helps you structure and plan the recruitment process.

20. *Talent Management*: One of the biggest challenge for 2013 according to CEOs is Human capital and Talent Management (Mitchell et al, 2013).

Conclusion: Mobility is more than just another trend. It is literally changing the way business is done. Companies that adopt mobile device access to enterprise applications for their workforce can improve employee productivity, increase managerial insight and support better decision-making by their executives. With mobile solutions organizations can capitalize on the mobility revolution using a platform that helps ensure security and applications that extend business processes beyond enterprise boundaries.

The adoption of new technology is now happening faster than ever before. The world wide web haschanged everything, and since then, social media, smartphones, and tablets have had a profound impact on the way people share and consume content, and particularly the way people look for jobs. Consider mobile the next significant step in talent acquisition. One you need to embrace sooner rather than later – because whether you like it or not, that's where talent acquisition is headed. The question is: will you be there with it?

We are now living in a mobile world with the vast majority of candidates wanting to receive information, and communicate about career opportunities on their mobile device, either direct via email / SMS or social media. It is therefore time for recruiters to fully embrace and integrate it into their recruitment and social media strategy.

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