E-RECRUITMENT AND SELECTION APPROACHES IN INDIAN PHARMACEUTICAL INDUSTRY: A RATIONALE

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Abstract

With the businesses proliferating at an express pace, the talent acquisition has become an important driver for the organization. E-recruitment, also known as 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. The recruitment in Pharmaceutical industry is mostly dominated by employee referrals. The Managers are very much active in the fields hence are in contacts with doctors, chemists distributors and the like who refer the candidates for field force work. Since most of the modern organizations use internet for recruitment purpose a critical study was required to understand the role and efficiency of E-recruitment in Pharmaceutical Industry.

Key Words: **E-recruitment, Social Media Recruitment, Pharmaceutical industry, online recruitment**

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Introduction

With explosive growth of Businesses online, the talents need to be found online. The Talent crunch could be battled best with E-recruitment as a tool to find best of the talents from across the globe. The buzzword and the latest trends in recruitment is the "E-Recruitment". Also known as "Online recruitment", it is the use of technology or the web based tools to assist the recruitment process. 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 using Internet as a source of recruitment. 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. The internet penetration in India is increasing and has tremendous potential. According to a study by NASSCOM – "Jobs is among the top reasons why new users will come on to the internet, besides e-mail." There are more than 18 million resume's floating online across the world.

The Pharmaceutical industry in India is the world's third-largest in terms of volume. According to Department of Pharmaceuticals of the Indian Ministry of Chemicals and Fertilizers, the total turnover of India's pharmaceuticals industry between 2008 and September 2009 was US$21.04 billion. While the domestic market was worth US$12.26 billion. The industry holds a market share of $14 billion in the United States. According to India Brand Equity Foundation, the Indian pharmaceutical market is likely to grow at a Compound annual growth rate (CAGR) of 14-17 per cent in between 2012-16. India is now among the top five pharmaceutical emerging markets of the world.

E-recruitment, also known as 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. The purpose of e-recruitment is to make the processes involved more efficient and effective, as well as less expensive. Online recruitment can reach a larger pool of potential employees and facilitate the selection process. The online promotion of an organization as a desirable place to work, through the corporate website or other venues, is one element of e-recruitment. E-recruitment software and systems are available as standalone applications, product suites and services. A recruitment management system is an integrated

product suite or portal that streamlines and automates the processes involved. The use of websites such as LinkedIn, Facebook and Twitter for some aspects of recruitment is sometimes referred to as social recruiting. Social recruiting is an approach to acquiring talent in which recruiters look for job candidates and publicize open positions on social media websites.

Review of Literature

Holm, Anna B. (2012) states that there has been little research on the impact of e-recruitment on the recruitment process as a whole. The present study fills part of this gap by investigating the effect of e-recruitment on the design of the recruitment process. Three explorative case studies were carried out in three large organizations in Denmark in 2008-2010.

Singh,Lakhwinder . (2008) phenomenal growth of the Indian economy in the recent past has intensified the war for talent, putting pressure on the e-recruitment processes. However, Internet is bringing radical changes in the recruitment arena, as companies are expanding their use of the Internet as a recruitment tool to attract competent people, and thus, have competitive advantage.

Llorens, Jared J. (2011) states that for the past two decades, governments at all levels have increasingly focused their human resources management efforts on developing effective e-recruitment and branding strategies in an environment of hyper technological change. For many public organizations, these efforts have centered on posting essential vacancy announcement information on their institutional employment web sites.

Allden, Natasha. (2013) states that ubiquity of the social web has forced online recruitment to change dramatically. This paper introduces the first e-recruitment network business model, the Private Talent Network©; to support the practice of online talent resourcing. Design/methodology/approach – Grounded theory was the research approach adopted, using mixed method data collection and triangulation of results.

Florea, Nicoleta Valentina. (2013) Says that technology can be used to enhance performance, quicken decision making, and provide cost saving. The Internet has changed everything. With Internet recruiting, a company can place notice of a vacancy on its website or list it with one of online job or career websites. The use of Internet and world-wide-web to match candidates to jobs through electronic databases that store information on jobs and job candidates is Internet recruiting.

Mareschal, Patrice M. (2011) Evaluate that usability of e-recruitment websites in the 50 states and the 50 largest American businesses. It is found that states were much less likely than businesses to accept online job applications. They says implications for e-democracy, offering

suggestions for research and practice, and identifying the two states with the least advanced recruitment practice.

Research Methodology

STATEMENT OF THE PROBLEM

The recruitment in Pharmaceutical industry is mostly dominated by employee referrals. The Managers are very much active in the fields hence are in contacts with doctors, chemists distributors and the like who refer the candidates for field force work. Since most of the modern organizations use internet for recruitment purpose a critical study was required to understand the role and efficiency of E-recruitment in Pharmaceutical Industry. Indeed the majority of these variables have been examined as distinct entities and not simultaneously as components of a human resource system. The lack of research and knowledge in this area may have limited the understandings of why and how human resource systems impact recruitment outcomes. Nevertheless, although it is well accepted that e-recruitment leads to increase in the chance to find the right candidate, there is a great need for additional empirical evidence to understand the impact of e-recruitment and selection is required.

OBJECTIVES OF STUDY

- To analyze various factors affecting productivity of employees based on the recruitment channels in the Pharmaceutical sector in Bangalore.
- To ascertain present trends of online recruitment in the Pharmaceutical sector in Bangalore.
- To study the importance of e-recruitment to identify quality work force in the Pharmaceutical sector in Bangalore.
- To analyze the benefits of e-recruitment and selection in targeting right candidates in the Pharmaceutical sector in Bangalore.
- To study the impact of e-recruitment on the productivity of employees in the Pharmaceutical sector in Bangalore.

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- To analyze impact of e-recruitment in providing wider choice of talent in the Pharmaceutical sector in Bangalore.

RESEARCH DESIGN

In any study of research a proper reason of analysis is essential for reaching the goal or an effective solution to the problem. This reasoning can be done in a research study with the help of research methodology.

Research methodology is a way to systematically solve the problem. It may be understood as a science of studying how research is done scientifically. The present study is on "A study on e-recruitment and selection approaches in Indian Pharmaceutical Industry". The research was done to find out the e-recruitment and selection approaches provided in the company is effective and useful to set the goals to achieve their objectives.

TYPE OF RESEARCH

The study is descriptive in nature.

POPULATION

Employees of pharmaceutical industry in Bangalore city.

SAMPLE SIZE

The sample for the study is limited to 105 respondents who are working with pharmaceutical industry in Bangalore city.

SAMPLING UNIT

For this study the respondents are employees of pharmaceutical industry.

TYPE OF SAMPLING

Simple random sampling method is used for the study.

TOOLS OF DATA COLLECTION

Primary data:

Primary data is collected using a structured questionnaire as well as personal interview method.

Secondary data:

The secondary data for this work is obtained from company magazines and brochures, website, newspapers, internet, text books, reports and other promotional materials.

Analysis and Discussion:

1) Most of the employees from pharmaceutical industry involved in E-recruitment process use face book as a major social networking channel for E-recruitment. Apart from this Social networking websites like LinkedIn Twitter, Tumbler are also used for E-recruitment.

2) Most of the employees from pharmaceutical industry feel online e-recruitment of overall return in investment are fair. But a few feel that it's good.

3) Most of the employees from pharmaceutical industry feel the latest trends in e-recruitment is social networking sites Apart from this job portal, corporate websites, media sites are also used in E-recruitment.

4) Most of the employees from pharmaceutical industry agree that e-recruitment is helpful for candidates searching jobs to understand about a company. Apart from this only some of the employees strongly agree that e –recruitments is helpful for job aspirants.

5) Most of the employees from pharmaceutical industry agree that e-recruitment helpful for job candidates to apply for jobs. Apart from this only some of the employees strongly agree to this aspect.

6) Most of the employees from pharmaceutical industry were neutral about e-recruitment being helpful to attract job aspirants with right skills. Apart from this only some of the employees agree to it.

7) Most of the employees from pharmaceutical industry were neutral about e-recruitment being helpful to recruit candidates from wider geographical areas. Apart from this only some of the employees agree to this.

8) Most of the employees from pharmaceutical industry feel that primary drivers behind the decision to pursue e-recruitment channel were fair. Apart from this only some of the employees feel that it's very good.

9) Most of the employees from pharmaceutical industry were neutral about e-recruitment helpful to recruit candidates at all levels of job profile. Apart from this only some of the employees agree to this aspect.

10) Most of the employees from pharmaceutical industry were neutral about e-recruitment helpful in creating a distinguishable talent pool. Apart from this some of the employees are agree to this that e – recruitment helps in a big way to create a talent pool.

11) Most of the employees from pharmaceutical industry feel that the factors will they consider in selecting a Job Portal is number of resume in it. Apart from this cost, active resumes, popularity of the portal, relevancy of profile, technology are used for selecting a job portal.

12) Most of the employees from pharmaceutical industry prefer newspaper as the best effective recruitment channel in identifying candidates with experience. Apart from this Internet, recruitment agency and executive search agency are effective recruitment channels.

13) Most of the employees from pharmaceutical industry feel that the Internet is more effective in identifying candidates with higher education. Apart from this newspaper, recruitment agency, executive search agencies are used for identifying candidates with higher education.

14) Most of the employees from pharmaceutical industry feel that the Internet is more effective in identifying candidates with language skills. Apart from this newspaper,

recruitment agency, executive search agencies are used for identifying candidates with language skills.

15) Most of the employees from pharmaceutical industry agree that e-recruitment is helpful to search job candidates with recognized industry certificates. Apart from this only some of the employees disagree.

16) Most of the employees from pharmaceutical industry feel that the Internet will help the recruitment channels in improving the productivity of employees.

Recommendations

1) In the pharmaceutical industry recruiters can also use other networking channels like Instagram, Whatsapp, Flicker and Blogging.

2) E-recruitment process in pharmaceutical industry should be SIX SIGMA compliant

3) Apart from the social networking websites job portal, corporate websites and media sites also should be used for finding the right person for the right job.

4) Companies should develop a specific mechanism to match the competency and the requirement for the job.

5) As IT and ITES industry, pharmaceutical sector should also look at recruitment as a dominant prospective channel of recruitment.

6) E-recruitment should be used to recruit people from a wider geographical coverage to maintain healthy work force diversity.

7) E-recruitment can be used as great cost cutting measures.

8) E-recruitment through job portal, social networking sites should be used as a relationship management tool.

9) E-recruitment in various forms can also be used to recruit employees across all level of management.

10) E-recruitment when outsource should be given a specific turnaround time (TAT) in order to effectively recruit the prospective employees.

11) E-recruitment should also use training and development programs for increase the productivity of employees in pharmaceutical industry.

12) E-recruitment helps to analyze the benefits of e-recruitment and selection in targeting right candidates for right job.

13) Apart from the Face book, blogs are also contributing to identify the right person for the right place.

Conclusion

Recruitment and selection are getting very much importance these days in the organizations. It is very critical thing to evaluate the human resources. It is a systematic procedure that involves many activities. The process includes the step like HR planning attracting applicant and screening them. It is very important activity as it provides right people in right place at right time. It is not an easy task as organization's future is depends on this activity. If suitable employees are selected which are beneficial to the organization it is at safe side but if decision goes wrong it can be dangerous to the organization. So it is an activity for which HR department gets great importance. Recruitment and selection procedure and its policies are changed as per the organization objectives. Its importance also gets changed as the organization change.

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The essence of recruitment can be summed up as 'the philosophy of attracting as many applicants as possible for given jobs'. The face value of this definition is what guided E-recruitment activities in the past. These days, however, the emphasis is on aligning the organization's objectives with that of the individual's. By making this a priority, an organization safeguards its interests and standing. After all, a satisfied workforce is a stable workforce which also ensures that an organization has credible and reliable performance. None of the accessibility issues encountered were insurmountable, and most could be easily altered to significantly improve accessibility. It is vital to ensure that career recruiting sites on the World Wide Web are made accessible so all individuals, regardless of their situation, have access to this wealth of jobs available on the Internet. The end result of the E-recruitment process is essentially a pool of applicants. Next to recruitment, the logical step in the HR process is the selection of qualified and competent people. As such, this process concentrates on differentiating between applicants in order to identify – and hire- those individuals whose abilities are consistent with the organization's requirements.

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