

A study on E-Recruitment Practices followed at Allsec Technologies in Chennai

Dr.J.Shanthi¹, Dr.C.Suganya², Dr.M.R.Prakash³

¹Associate Professor, Department of Commerce, Christ College of Science and Management, Karnataka.

²Assistant Professor. Nazareth College of Arts and Science, Chennai, Tamil Nadu

³Head of PG Department of Commerce, School of Commerce, Mohamed Sathak College of Arts and Science, Chennai, Tamil Nadu. Email: prof.prakash2020@gmail.com

Received: 14-05-2025; Revised: 31-05-2025; Accepted: 19-06-2025; Published: 08-07-2025

Abstract

Overall, there are two kinds of recruitment. Two of them are decentralized and centralized. When the power structure of an organization is centralized and there is only one central department that is involved with decision-making, centralized recruitment is occurring. It is audible within government bodies, e.g. State Bank of India. Administrative costs may be contained, the process may be standardized, biased decision-making may be minimized, and specialists may be engaged. Decentralization of recruitment also permits each department to recruit its staff. This type will apply well to the large or geographically distributed businesses. But what that should be is determined by the culture and philosophy of the organization. G.E. Optical employs decentralized recruitment process and Bausch and Lomb employs centralized recruitment process.

Keywords: Allsec Technologies, e-Recruitment,

1. Introduction

The main aim of the industry is to make the most out of all the Sources as sources manpower is considered important which they would work as per their skills and knowledge. Requirement is an act of bonding between the job seekers and the job-givers.

Allsec Technologies considers hiring as the most important form of personnel management as all the best plans, organization charts, and control systems would not help much when the wrong type of people is employed.

Statement of the problem

The human resource department of any organization is a means through which the top managers of an organization and the ordinary employees interact. The staffing department recruits the competent and qualified personnel. The comprehensive and in-depth survey conducted has enlarged and widened my research.(1)

2. Objectives of the study

Primary Objective:

To research on the effectiveness of Recruitment process and practices in reference to Allsec Technologies, Chennai.

Secondary objectives

- To examine regarding the recruitment sources.
- To read about the media of advertisement employed by the organization and to understand the effectiveness of the advertisement.
- To attempt to resolve the issues of recruitment process in Allsec Technologies through the perspective of the employees of the organization.
- To examine the opportunities available to eliminate the deficits present in the recruitment process and establish a clear direction.

Scope of the Study

The study presented an excellent means of accessing the organizational effectiveness of the recruiting process. The organization sought to understand why the candidates came to the interview, what the candidates were facing in the interview place, and what the candidates thought of the interview.

The research will also be aimed at obtaining information about the applicants in relation to their recruitments, and their expectations of the firm. It also recommends corrective actions that can be deployed to narrow the gap between the company expectations and the prospects.(2)

Need for the Study

In Allsec Technologies the report will assist the company to ensure that it has a good requirement process so that they can get a right person to do a right kind of job and they can observe the performance of new recruited persons to boost productivity rate. This project will prove useful to every HR professional in Understanding how HR policies, processes and procedures on Recruitment are charted in system, and how Global Trends in recruitment must be embraced by the organization with caution to keep the corporate world competitive.

3. Review of the literature

According to Lakshmi (2015), the term E-Recruitment (also referred to as online recruitment) denotes the act of recruiting personnel through the employment of technology and internet-based tools. E-recruitment has helped the process to become more effective and efficient. Through e-recruitment, organizations can just access good workers and a vast number of workers. It is also an expensive and time-consuming process. In simple words, e-recruitment assists companies to thrive in this dog-eat-dog market. The aim of this article is to explore the strengths and weaknesses of e-recruitment among businesses. (3)

According to Prabjot Kaur (2015), the most appropriate business decision that you can make is to hire qualified people. Recruiting the right people will assist your business operate correctly and effectively and will save you thousands of dollars the expedited and cost-efficient process of finding and hiring the most apt applicant to fill a job, either internally or externally. Job requirements, applicant search, screening, selection, recruitment, employment and the integration of the new recruit into the organization are all part of the hiring process. Online hiring has developed a lot since its beginning.

4. Methodology and procedure of work

Types of research

In order to arrive at some policy recommendations, innovative studies may be undertaken to interrelate a number of objectives. The research was conducted according to the scope of the research tools, and the feedback was linked to the recruitment and selection policies, plans, and procedures of ALLSEC TECHNOLOGIES. To avoid the superficial way employees usually reply, a personalised questionnaire was developed and all the data were collected face to face. Thus, the mini-survey was developed based on the information provided by the organization to research the e-recruitment.

Research Approach

A research design refers to an inquiry plan, structure, and strategy that is designed to provide answers to research questions and manage deviations. The study design is meant to help gather relevant evidence using the minimum amount of time, money, and energy.

Sources of the Data:

- **Primary data:**
Primary data is the first time that the data is collected. In this study primary data will be obtained using A Structured Questionnaire.
- **Secondary data:**

The data which already exists is the secondary data. The information will be gathered using company documents and websites.

Sampling Plan

- **Population:** Employees of ALLSEC TECHNOLOGIES
- **Sample size:** - A sample size of 230 employees
- **Sampling procedure:** Convenience sampling technique is followed to carry on the study.

5. Statistical tools applied

The analysis of the data is conducted and tabulation method employed after the data collection. Tabulation is a method that is used to classify and tabulate data in a table. The obtained tables were statistically analyzed using pie diagrams and percentages in order to make them easily readable.(4)

Data collection instrument

Questionnaire: - Questionnaire is ready and is distributed to employees to understand their views about the e-recruitment process adopted in the organization. The data collection questionnaire is a close-ended one in which the employees are provided with choices to be made in order to obtain their feedback.

Interview: - An interview with personnel was conducted to learn about the E-recruitment activities being applied in the organization.

Observation: During the visits to the organization, there were observations made.

Data Analysis and interpretation

Percentage Analysis

Table: 1 showing age of the Respondents

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
Below 25 Years	147	64%
25 – 35 Years	53	23%
35 – 45 Years	30	13%
45 – 50 Years	0	0%
50 Years & Above	0	0%
TOTAL	230	100%

Inference: The respondents who are younger than 25 years are 64% of the total, those between 25-35 years are 23% of the total, those between 35-45 years are 13% of the total.

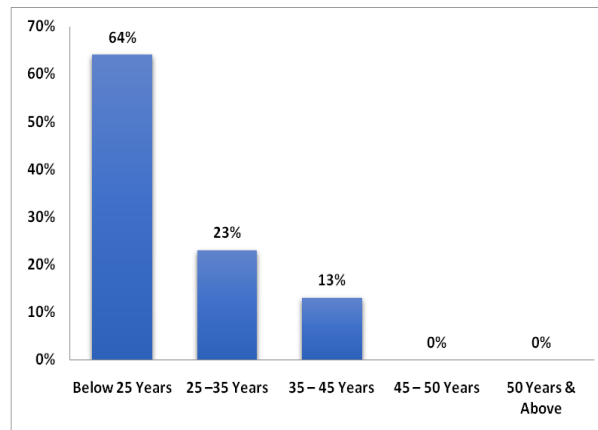


Figure 1: Chart showing age of the respondents

Table 2: Showing qualifications of the Respondents

OPTIONS	NO. OF RESPONDENTS	PERCENTAGE
SSLC	0	0%
HSC	0	0%
Diploma	20	9%
Undergraduate	180	78%
Post Graduate	30	13%
TOTAL	230	100%

Inference: The respondents are 9% diploma holders, 78% are graduates and the remaining 13% of respondents are post graduates.

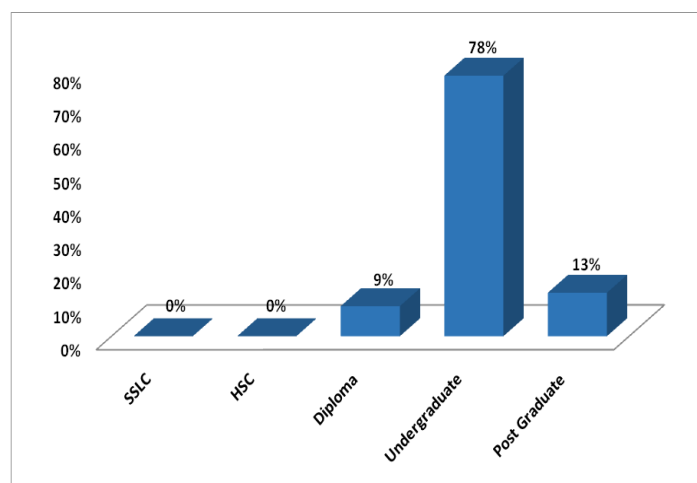


Figure 2: Chart showing qualifications of the respondents

6. Findings of the study

- A majority of the respondents (64) are under 25, 23 are between 25 and 35 and 13 are between 35 and 45.
- Out of the respondents 9% are diploma holders, 78% are graduates and the rest 13% are post graduates.

7. Recommendations

1. The e-recruitment and selection must be done by more experienced employees.
2. It is also advisable that the e-recruiting officials should be trained to improve their communication skills.
3. The management should be cautious when selecting the staff. They should hire employees that are fit in their jobs.
4. Campus selection should be used by the business because it attracts new candidates who bring creative and original ideas to make the company more efficient.
5. To attract more employees, the organization is expected to provide competitive rewards, good working conditions, job security to employers and good relationships.

8. Conclusion:

According to the study, due to the fact that e-recruitment is time and energy saving, the recruiters are very choosy when it comes to e-recruitment. They would like to do away with the old manual recruitment process that takes time to identify potential hires. There is always a void between employers and job seekers that is filled by e-Recruitment. E-recruitment gives the companies and job seekers more opportunities and choices.

China and India are the developing countries that are experiencing some problems because of several socioeconomic factors such as unemployment and population increase problems. Recruiters are getting exhausted due to thousands and thousands of applications in that competitive market, say in a manager position in a well known company.

Acknowledgement: Nil

Conflicts of interest

The authors have no conflicts of interest to declare

References

1. Anthony WP, Kacmar KM, Perrewe PL. Human Resource Management: A Strategic Approach (4th Edition). South-Western Thomson Learning; 2002.
2. APEC. The APEC Survey on Small and Medium Enterprises: Member Report of India. 1994.
3. Bratton J, Jeffery G. Human Resource Management: Theory and Practice (4th Edition). Palgrave Macmillan; 2007.
4. Cappelli P. Making the most of on-line recruiting. Harvard Business Review. 2001