

HR TRENDS IN RECRUITING

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ABSTRACT

World is changing with the adoption of latest technology and as so there is no exception to HR Procedures as well. One can see drastic changes in the world of HR. Technology had paved the way to innovations in the domain of HR and one important among those is the way HR people are recruiting as it goes without saying that HR personnel are adopting the latest and advanced technology for recruiting skilled manpower, for instance many companies are making use of Artificial Intelligence (AI), Data Analytics and information communication technology (ICT) for recruiting the skilled manpower. In this new space, HR is with the latest technological advancements, it is imperative in the 21st century to recruit talented and skilled staff and that is possible only with innovations and immovations (Innovations+imitations). Use of AI will help the HR professionals to find out the attitude and behavior of the recruits and foresee any other malpractices, corruption or misconduct of the new recruits. The present article is mainly concerned to find out the HR trends in recruiting and also to find out the latest and best HR practices in various companies including MNCs after the adoption of innovative technological based applications in various companies.



Keywords: Technology, Recruitment, Artificial Intelligence, HR, Trends, Data Analytics.

Introduction

The most valuable asset of any large scale organization is the high-caliber employees. Finding right people and putting them at right job is the most important challenge for any organization. Recruitment is the process of identifying the prospective employees, stimulating and encouraging them to apply for a particular job or jobs in an organization. It is a positive action as it involves inviting people to apply. The purpose is to have an inventory of eligible persons from amongst whom proper selection of the most suitable person can be made.

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Keeping in mind the function of attracting the best available talent is carried out by an organization. It involves functions like, recruitment, selection, placement and induction. Recruiting is the process of identifying and asking the prospects to apply for the available job. Selection is the process of examining the applicants with regard to their suitability for the given job or jobs and choosing the best from the suitable candidates and rejecting the others. Placement is the determination of the job for which a selected candidate is best suited and assigning that job to him and finally induction is introducing an employee to the job and to the organization. The primary function of induction is to sell the company to the new employee so that he may feel proud of his association with the company. This is called orientation or indoctrination.

Before inviting people it is imperative to decide what types of persons are to be invited and what their characteristics should be. This calls for fixing the job specifications which may also be called man specifications. Job specifications are based on job description which is dependent upon the nature and requirements of a job. Thus, Job specification will be different for each job. For certain jobs some special physical features may be required. For example, for assembly of an electronic item like computers and TV set or some other electronic equipment good vision is required, for a typing job you need finger dexterity, for a heavy job you need a strong, heavy and thick-set body.

Mental specifications include intelligence, memory, judgement, ability to plan. Different jobs require different degrees of such abilities and the more important ones should be specified. Emotional and social specifications include characteristics which will affect his working with others, like personal appearance, manners, emotional stability, aggressiveness or submissiveness, extroversion or introversion, leadership, cooperativeness, initiative and drive, skill in dealing with others, social adaptability, etc

There are something called behavioral specifications at the higher levels of management, these are not formally listed but have to be kept in mind during the process of recruitment. There are two categories of sources of supply of manpower- Internal and External. Internal sources include personnel already on the pay-roll of the organization as also those who were once on the pay-roll of the organization but who plan to return and on the other hand external sources lie outside the organization, like the new entrants to the labour force without experience. These include college students, the unemployed with a wider range of skills and abilities, the retired experienced persons and others not in the labour force, like married women.

The policy of preferring people from within is advantageous as it improves the morale of the employees and promotes loyalty among them towards the organization. Recruiting people within also possess some defects, it may lead to inbreeding, discouraging new blood from entering an organization. Actually HR personnel follow 3 types of recruitment, they are, Direct, Indirect and third-Party methods. Direct methods include sending recruiters to educational and professional institutions, employee contacts with public, manned exhibits and waiting lists. Indirect methods include cover advertising in newspapers, on the radio, in trade and professional journals, technical journals and brochures. Third party methods include various agencies like commercial and private employment agencies, state agencies, recruitment firms, etc.

The basic component of Information Technology is Humanware, Hardware and Software. Humanware is the integration of Hardware and software which helps to interact with the various stakeholders including the aspirants. Information Technology is the technology sweeping the whole world and is said to benefit each and every department in an organization and HR is not an exception. Technology is changing everything in an organization right from Hiring to Firing. And moreover it is imperative to adopt the latest technology to make the things happen effectively and efficiently. Artificial Intelligence, (AI), Robotics, Cloud Computing and Internet of Things (IoT) are playing a major role in HR.

In today's electronic world, the internet is changing the face of HR and Recruitment is not an exception. The first step in Recruitment process is gathering the applications of the aspirants. The main purpose of recruitment is to tap highly qualified and skilled personnel, by doing so organization will be benefited to attract good talent. The talent can be judged and evaluated by application of various recruitment strategies. Many organizations recruit the talent. Now, it has become a common practice to recruit from top institutes like Indian School of Business (Latest Rating - Top Business School of India), Indian Institute of Management like Bangalore, Hyderabad and Ahmedabad. Some big companies like ITC, HDFC, ICICI and SBI are recruiting from Indian Institute of Technology and some companies like Coke and Pepsi are recruiting the talent from foreign universities as well.

Digital Media, Radio and Television are also utilized to a greater extent. Some companies are of the view that going ahead with this type of advertising on various channels hampers and dent their image and they are also afraid of high costs associated with those type of activities. Actually it is private companies who would like to recruit through references but whereas public sector organizations damn care of all these things to a greater extent. One of the important aspect of recruiting process is screening, there are many strategies with the HR personnel to screen the job aspirants. The recruitments which are mostly done on campus go-ahead with some popular techniques like interviewing the candidates and thoroughly checking out their Bio-Data/ CVs/Resumes

HR Trends in Recruiting

- Artificial Intelligence (AI)
- Mobile Recruitment (MR)
- Data Analytics (DA)
- Automation (A)

Artificial Intelligence (AI)

Artificial Intelligence is the state of art technology. One of the important application of AI in HR world is to make the things easier and simpler. AI is mainly used to improve the work efficiency in the organizations. Mostly all companies adopt AI tech in recruiting talented and skilled staff. AI will drastically reduce time in recruiting and HR personnel can save lot of time for instance MNCs as well as Indian companies are making use of Chat bots to interact with the prospects and thus saving more productive hours, AI is also used to verify CVs of the new recruits, analyse their attitude and behavior while monitoring their performance and a host lot of things. Use of AI will help the HR professionals to find out the attitude and behavior of the recruits and foresee any other malpractices, corruption or misconduct of the new recruits.

Mobile Recruitment (MR)

Most of the companies recruited manpower during pandemic as well. Technology had played a major role in recruiting staff during pandemic. A mobile-friendly recruitment system also makes HR professionals' jobs easier. If you need to travel for work or have a long commute on public transit, you can still screen and communicate with candidates. Thus Information communication Technology (ICT) is playing a pivotal role in recruiting process.

Data Analytics (DA)

Data Analytics is here to stay. In this present contemporary world the things are moving at a faster pace and the entire system is data driven and data Analytics is here to stay and in the nearest future the most powerful companies will be powered with this wonderful strategy. One can use data driven HR strategies to recruit skilled personnel. Data analytics is the science of analyzing raw data in order to make conclusions about that information. Data Analytics is used to a greater extent in capturing the data of the applicants. Many automated technologies is used to gain access to the most important data which can be used by the HR personnel. DA helps in understanding the pros and cons of the conduct of many job aspirants to build up best system in an organization.

Some departments like marketing and HR gather data of aspirants and go-ahead with data analytics, but some times this valuable data is not utilized properly. Data Analytics help HR personnel to analyze the main problems faced by the aspirants and in turn helps them to choose the best talent required for the job. Since very long time HRM is playing a major role to take organization to commanding heights, there is a sea change in its functions right from operational to strategic areas and thus emerged strategic HRM. Data Analytics helps HR personnel in many ways, it helps them to take important decisions which are almost data driven and moreover it also helps HR people to successfully measure various policies. Data Analytics is almost used in each and every department in an organization. Data driven technologies helps the recruiters to find out the nuances of any problem and also to find out the performance of the individuals in an organization. With Data Analytics playing a major role in recruiting it becomes necessary to adopt the latest technology to deliver the best results in recruiting. In future technology will play a pivotal role in recruiting and helps the organization to climb greater heights.

Automation (A)

Automation and technology are the two sides of the same coin. After automation of HR practices, online recruiting is much sought after source of recruitment, made use of by all organizations. Job portals like Naukri, Monster and Shine enable recruiters to reach out to a large audience. This source

is widely used for entry level and mid-level positions. Modern Technology is being used to screen the job aspirants online. One of the striking feature assessing the candidates online is screening of the aspirants by analyzing their likes and dislikes and focusing on their background to know their character.

By making use of Information Communication Technology (ICT) the organizations are recruiting the prospects on online environment by making use of the latest methods/techniques like recording content and video conferencing and new technology in the form of Artificial Intelligence and robotics is used to a greater extent. Chat bots is also used to communicate some important messages to the job aspirants, software companies benefit immensely through wide reach, cost savings and speed enhancement. Technology has brought a drastic change in the field of HR. One of the striking problem that HR professionals facing is that they often do not have enough time or staff to complete the process. Automation can fill up this gap. Companies can reduce their workload by automating the following tasks

- Payroll
- Billable time management
- Recruitment and on boarding
- Records management
- Employee benefits management
- Employee evaluations
- Tax documentation

Other Side of the Technology in HR

Millions and millions of people throughout the world are making use of the latest technological advancements. In recent times because of Covid -19, HR professionals faced more and more problems because people from almost all companies are working from their safe confines and thus resulting in more grievous challenges to the HR personnel. In such circumstances monitoring of employees becomes a challenging task. Measuring their performance and measuring employee productivity will be very difficult and moreover in such situations new technologies are taking a lead and helping the HR professionals to monitor more effectively and efficiently.

Global giants like Motorola and Ford Motor are reaping the benefits of virtual learning. Workforce belonging to Samsung has their own training literature, Samsung believes to train their employees online. Online training has its own implications, the most important aspect being infrastructure to connect the entire organization across the seven seas. Airbus and Boeing aircraft carriers provide training for more than twenty thousand employees throughout the world by using highly sophisticated technology.

Conclusion

Technology is here to stay and HR professionals should adopt technology to make their work simpler and effective. Technology had paved the way to innovations in the field of HR and one important among those is the way HR Professionals are adopting the latest and advanced technology for recruiting skilled manpower, for instance many companies are making use of Artificial Intelligence (AI), Data Analytics and information communication technology (ICT) for recruiting the skilled manpower. Therefore Technology plays a dominant role in the field of HR especially recruiting.

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