

Impact of Websites for hiring Faculty members for the Management

Institutes

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Abstract

The Internet is the most robust, scalable, and powerful network of digital era. This will built the foundation for making true digital India. Internet has also helped to understand the requirement of different organizations. By using internet as it is cheap, robust and fast tool for making the organizations more accessible. Now most prominent use of internet is through websites so organizations must make their websites more and more user friendly so that they can attract more and more interested users. The website is the gateway between the users and organizations. Generally website is face of the organizations which can exhibit different activities of their organizations. Now organizations all over the world are almost doing hiring online so management institutes are not the exception. According to our objective of the paper which believes that best human resource can take the organization to new heights and make it more efficient. But including websites organizations must follow proper HR rules for hiring. More precisely there is the need of HRIS base hiring system for the organizations.

Keywords: Human Resource Management, Web, Human Resource Information System, Hiring

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INTRODUCTION

Acquiring and retaining high-quality talent is critical to an organisation's success. As the job market becomes increasingly competitive and the available skills grow more diverse, recruiters need to be more selective in their choices, since poor recruiting decisions can produce long-term negative effects, among them high training and development costs to minimise the incidence of poor performance and high turnover which, in turn, impact staff morale, the production of high quality goods and services and the retention of organisational memory. At worst, the organisation can fail to achieve its objectives thereby losing its competitive edge and its share of the market.

Human resources are the skilled individuals who make up the workforce of an organization, this term is basically coined by labor economics but now it is used in all kind of organization from manufacturing to outsourcing. Human resources are responsible individuals for implementing strategies and policies within the organization, abbreviated to the initials "HR". Human resources are a relatively modern management term, coined as late as the 1960s. The origins of the function arose in organizations that introduced 'welfare management' practices and also in those that adopted the principles of 'scientific management'. From these terms emerged a largely administrative management activity, coordinating a range of worker related processes and becoming known, in time, as the 'personnel function'.

Recruitment is described as “the set of activities and processes used to legally obtain a sufficient number of qualified people at the right place and time so that the people and the organisation can select each other in their own best short and long term interests”. In other words, the recruitment process provides the organisation with a pool of potentially qualified job candidates from which judicious selection can be made to fill vacancies.

Successful recruitment begins with proper employment planning and forecasting. In this phase of the staffing process, an organisation formulates plans to fill or eliminate future job openings based on an analysis of future needs, the talent available within and outside of the organisation, and the current and anticipated resources that can be expended to attract and retain such talent.

Also necessary is the availability of a functional human resource information system that supports recruitment. An effective, [ideally] computerised system would:

- Flag imminent vacancies throughout the organisation to ensure that the recruitment process is timely;
- Ensure that no candidates are lost but, instead, move through the process and are kept informed of their status;
- Ensure that good candidates whose applications are pending are kept in touch to maintain their interest in the organisation;
- Assist in analysing hiring, transfer and exit trends and provide other data that are helpful in planning, evaluating and auditing the recruitment process;
- Identify any adverse impacts of the recruitment process on vulnerable groups (for example minorities, especially where equal opportunity/affirmative action legislation exists)
- For internal recruiting, control the internal job posting process, generate the notices, and Then match internal applicant qualifications with job specifications; where jobs are not being posted, generate a list of qualified internal candidates.

Man from his beginning aimed for best that best led him towards an infinite path of inventions from a wheel to virtual reality, paperless office, robotics, e-business, credit cards, ATM, standalone to web based applications from small business towards enterprise level organizations and from the management of machines towards personnel management. It's the human power for whom the systems and organizations are made and run. Resources are important to run any organization which includes capital resource, physical resource, and human resource. "Human resources are the wealth creation of present and future ".Lester Theorow coins the importance of HR. Human Resource is to organization. Studies show that like a machine but not a machine; human is the hub resource of any organization. Human resources define the productivity capacity of the organization with the infinite limits. Thus, organization's lifespan, its shape, and its health are the factors to get influenced by human resource. In fact the developmental scale of the organization is measured by its human resource. Human, not being machine needs to be satisfied according to his mental needs. Taking from history prospective man has always been slave of his will. What if he does not want to do something nobody can make him get done that. How the HR should be managed? Certainly HRM human resource management is the answer to this question.

Tim Knox compares the management of human resource with the herd of cats that if one cat breaks the herd, others will follow him till the herd is broken. Management of employees requires the strategies that should bind all the employees together keeping in view their satisfaction and will and the best place to fit them. HRM is the solution it's a set of rules and strategies involving the practices of maintenance, motivation, training and development, staffing, external influences, labour relations, management practices, government legislation, and globalization that further includes hiring, dismissal, development, and programs for the betterment of employees, increments, and all ounces. HRM starts off by the staffing practice because organization is nothing without its HR "Imagine the NASA without its people". It's the HR that is unit of success and failure of an organization. Staffing practice provides the recruiting, hiring, selection of employee. Once the organization is setup its hiring needs are evolved one cannot handle all the firm activities himself he needs some helping hands.

If we are talking about organization and role of human resource then we cannot neglect educational sector that is also consider as an business organization and maximum Politian and business tycoons are opening management institutes just to earn more and more profit this result in the massive growth of Business Schools in India. But this scenario has brought in its wake some serious problems and the most important problem seen was the shortage of faculty and this is a universal problem for type of management institutions. But the shortage felt in India seems to be far more serious considering the huge growth of business schools in the last twenty thirty years. Unfortunately, the supply side did not catch up with the need, resulting in a huge gap. Based on an earlier Indian study it is estimated that there is shortage of almost 5000 business faculty. This shortage is mostly met by visiting or adjunct faculty, retirees from industry or managers who break their careers in between to enter into an academic career. Most of them are MBAs with considerable industrial experience. Therefore, they bring to the classroom the real flavor of business and industry. The only fault out is that in the faculty list the number with Ph.D. qualification will not be more than 40 percent. As a consequence, the research thrust is somewhat weak in most Indian B-Schools, except the leading ones.

The Government, the Universities and some of the leading Business Schools are all trying to deal with this issue. But we still have not succeeded in this battle against shortage. In spite of this limitation, we are quite happy to say that Indian Business education has done well in the last three-four decades, and Indian industry generally sees Business Schools as partners in their progress. One MBA or several of them in the organization is seen as an indication of the sophistication and the management capability of that organization. Barring the prestigious Administrative and Foreign Services of India, MBA ranks as the first in the pecking order of professions in India. No wonder a large number of Indian industries have at the top a number of MBAs from India or abroad. In addition, a large number of MNCs now visit Indian B-School campuses for recruitment. Many of us connected with Indian management education strongly believe that a time has come for Indian B-Schools to network more formally with our counterparts in other parts of the world. It is true that a large number of one-to-one partnerships are now on both with Western Business Schools and Eastern Business Schools.

Almost all the organization takes their start by hiring their employees, but it is no always possible that organization gets all its potentials HR form the same place. IT brought revolution by the discovery of web, by shifting most of manual work to computer systems making things easier, fast and error free. Following the concept of digital enterprise level organization every organization has its website. Management institutes differ in its nature of job from the other organization and it decides the strategies how to get the right faculty member at right place at right time. The IT and HRM together termed as e-HRM .Computer systems, IS together form HRIS(human resource information system).Human resource information system (HRIS) is defined as a computer based application for assembling and processing data related to the human resource Management (HRM) function made it easy for the applicant and for the organization to get the potential candidate.

Role of Website in Recruitment

“The Internet will help achieve ‘frictions free capitalism’ by putting buyer and seller in direct contact and providing more information to both about each other.”—Bill Gates.

Given the advantages, growing popularity, and increasing utilization of e-recruiting methods, a need exists to better understand the principles for developing a truly effective e-recruiting source. This is evidenced by findings that more than 20% of job seekers have rejected job opportunities simply based on poorly designed websites (Pastore, 2000) and that company-designed websites are so complicated that about three-quarters of all job seekers are unable to use them successfully (Brown, 2004).

Recruitment on the Net: How Do Organizational Web Site Characteristics Influence by Richard T. Cober¹, Douglas J. Brown², Lisa M. Keeping³ and Paul E. Levy⁴. Authors explained that the use of organizational web sites for recruitment has become increasingly common. Despite their widespread growth, however, little is known about how these web sites influence recruitment outcomes. In this paper authors have presented a model that explicates how job seekers interact with and respond to web site characteristics to predict various job seeker attitudes and behaviors. They suggest that job seekers are initially affected by the facade of a web site, comprised of the web site's aesthetic and playfulness features. Coupled with system features of the web site, these initial affective reactions then influence perceptions of the usability of the web site. Perceptions of usability and affective reactions work through two key mediating constructs, job seeker search behavior and web site attitude, to ultimately predict applicant attraction.

An educational institute is no exception, to fill the gap generated by the shortage of faculties it also has to think of very creative and innovative methods of attracting the right target group of people who have the desired skills and experience that believe in the profession and take it as a challenge. There are different avenue's for communicating with the job seekers such as print advertisements, job bulletin boards but all these are the one way communication channel where the job seeker does not get to communicate directly with the institute, and in the world empowered by technology and the increasing popularity of E-recruitment the most techno savvy platform for practicing e-recruitment is either through the social networking sites or the institutes owned, customized website which advertently performs the role of a interface between the internal and external audience of the institute it helps communicate all the current and recent happenings in the organization and what goals and vision it has for the future and at the same

time also functions as recruitment channel a platform which displays the current vacancies and requirements by the institution and also states the procedure to apply for same. Hence the institute's website plays a very vital role in advertising and marketing the requirements to the right target group, as mentioned before that website is the face of an organization in the virtual world. It helps to impart the right information and educates the applicant about the culture and over all practices of the institute also defines what exactly the attributes they are seeking in the applicant. As rightly said that Communication is always successful when it is in the form of a dialogue and keeping the same factor in mind the website of an institute should be an interactive one, it should allow the institute and the job applicant to interact with each other. It not only helps the institute to gather all the required information about the applicant but also helps the applicant to reach out to the institute with its queries that can be submitted with the details of the candidate. It also gives an opportunity to the organization to seek the views of the candidate on how to make this e recruitment process more effective and impactful by seeking suggestion for improvement. The process e- recruitment is not only effective as it saves a lot of time but also pans out to be cost effective for the organization as well as the applicant, where in the applicant saves the cost of posting his/her professional information via post to far off places and may be at the present financial situation of the applicant restrict him/ her in reaching out to the best of the possible opportunities and fearing the loss or inappropriate use of it. Hence with the website functioning as the recruitment portal it brings all these opportunities at the door step of the job seeker and empowers them to avail all the opportunities and apply without facing any constraints. Using the website recruitment portal is considered safe, as after visiting the website the so called "Interface of the Institute" an applicant gets the sense and understanding that what exactly is the organization all about, this view is restricted in the print or audio advertisements or in the job bulletin boards.

An institute is responsible for shaping the future of the youth, to show them the way to organized life, to empower them with the knowledge and therefore particularly when a job seeker visits the website of an institute they seek and look forward to a very well organized website the better the façade the more chances the job seeker will post the details on the portal and apply for the job. Website based recruitment plays very crucial role as it indirectly serves as the portal it not only

where the applicant but this filling in of the details helps the institute to create a database of the applicants the data is easy to store, can be easily shared among different institutes of a group they can be retracted at any point of time for contacting for the vacancies that come up in the near future.

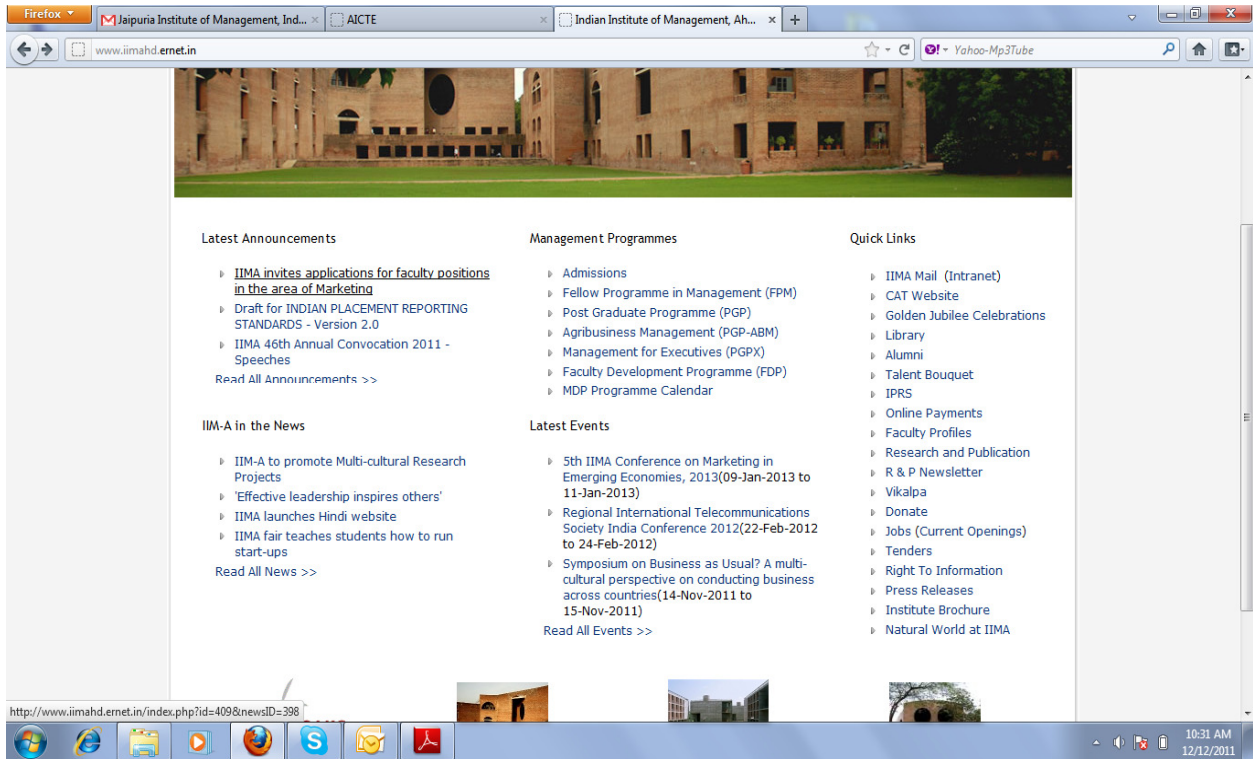


Figure 1: IIMA website screen shot showing faculty requirement



Figure1: SP Jain website screen shot showing Research faculty requirement

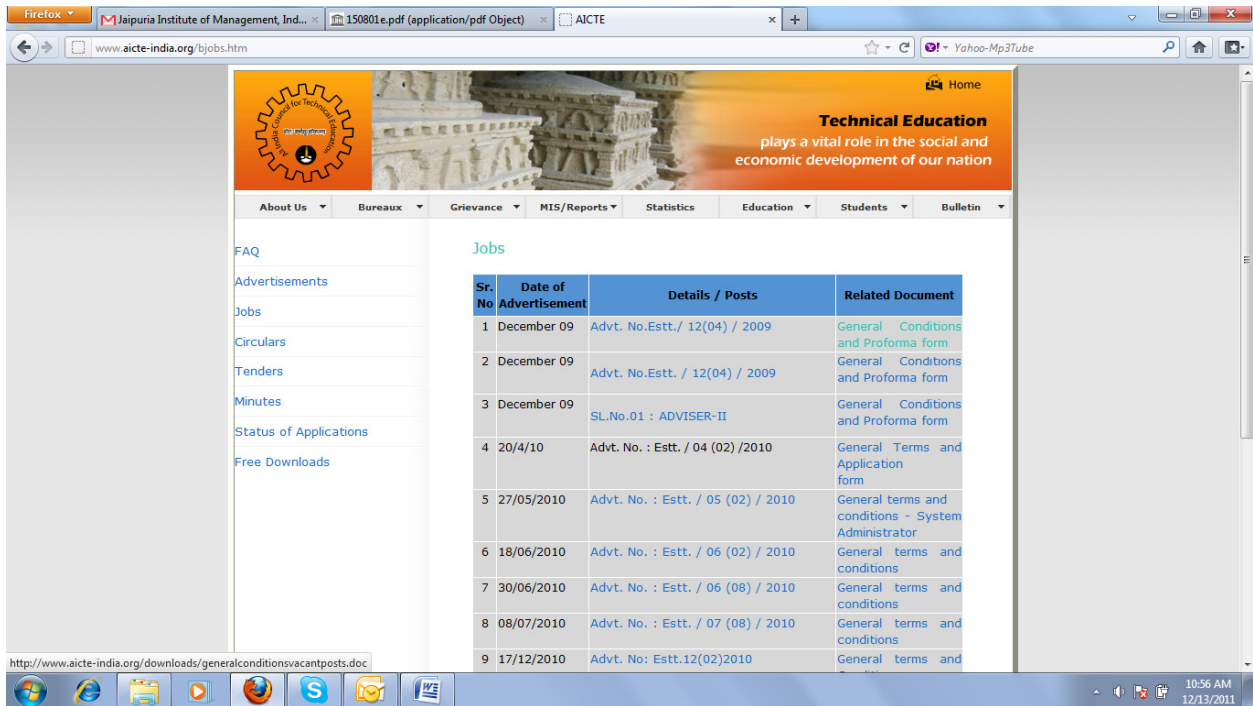


Figure1: AICTE official website screen shot showing jobs requirements

CONCLUSION

Internet recruitment methods represent a growing and high-potential opportunity for employers to broaden their recruiting reach and reduce recruiting costs (Cappelli, 2001). To assist recruiting managers in realizing this opportunity, we can understand consumer behavior and management research to provide basic ideas for developing an effective e-recruiting source. Overall, this synthesis has yielded the following principles for designing an effective recruiting source within an employer's website:

- Recruitment is, in reality, job marketing. Thus, the design focus should constantly be on creating a virtual recruiting environment that meets the needs of potential job consumers.
- Know the consumer. In particular, it is important to define the target market of desired job applicants and understand their motivation and job product knowledge characteristics.
- Job seekers pursue either central or peripheral routes to decision processing. The goal of the webpage design, therefore, is to address these needs by providing appropriate cues in the employer's virtual recruiting environment.
- Success lies in the ability to integrate interactivity, vividness, and information richness factors and to consider their possible interaction effects on job consumers.
- More is not necessarily better. To reach job seekers with different levels of experience or interest in seeking a job, e-recruiting webpage's must provide carefully targeted levels of information richness, interactivity, and aesthetic appeal

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Developing effective e-recruiting websites: Insights for managers from marketers.

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Websites

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