

E-Recruitment as Application Solution during Corona Pandemic

Hanady Al-Zagheer^{1*}, Samer Barakat²

¹Applied Science Private University, Jordan

²Applied Science Private University, Jordan

*zegaier@asu.edu.jo

ABSTRACT

The Corona pandemic poses some challenges for professionals looking for suitable jobs, as it has changed employment trends and brought about radical transformations in the field of job search. So, if you are currently searching for jobs, you must keep pace with the changes to enhance your chances of getting a suitable job opportunity.

This paper aims to study the impact of the Corona pandemic on increasing the use of electronic recruitment. The paper also presented a suggested model for electronic recruitment applicant that helps many job seekers, and guide in searching for a job electronically.

Keywords

Jobs, E-Recruitment, Corona virus, Pandemic, Unemployment.

Introduction

The emerging corona virus crisis has turned the lives of a large group of people upside down, whether they are employed or working part-time, well-off or poor, in tourism, restaurants or in the aviation sector, Millions of people around the world are either unemployed or will be unemployed in 2021.

People who have lost their jobs live in a state of despair and sometimes feel shame and even degradation, along with great fear of the future. The International Monetary Fund expects a recession of 4.9 percent this year, and "low-income families and unskilled workers will be the most affected."

Gone are the days when online recruitment was the preserve of the tech-savvy field and extraordinarily savvy and inquisitive people. Today, this method has been tried, tested and proven, and most importantly, the inability to dispense with it.

Professional recruiters and employers similarly rely on job portals as a major source of professional skills, both on a single basis and sometimes to complement traditional recruitment methods.

A paradigm shift has occurred in the way companies employ, thanks to the value, functionality, and ease of use of modern online job sites with the rapid increase in Internet access levels and the blending of geographical borders when it comes to professional mobility and the frantic pursuit of better skill in the booming regional economies. This medium is definitely here to stay.

Literature Review

This literature review provide background information related to the Corona virus and E-recruitment process.

The concept of E-Recruitment

The electronic recruitment system is a website to attract international talent to fill vacancies in different type of organizations , and the site enables visitors and job seekers to search for vacancies, apply for vacancies, suggest vacancies to friends or colleagues suitable for the job, follow up on the status of the application, communicate Directly with recruiting officials, following up on interview details, withdrawing from a job application, and other services related to job application procedures [5].

How E- Recruitment works

Smart e-recruitment system works by relying on strengthening systems that are concerned with the characteristics associated with artificial intelligence, it focuses on various departments and selects the best candidates, and this happens easily and easily without human intervention, which helps to achieve transparency and enhance reliability, and is a gateway for interaction in smart employment.

The system relies on many technologies that use artificial intelligence in the smart electronic recruitment system to select the most suitable employees, and is based on the record of recruitment and research conducted by it and builds trends through searches that select the most appropriate job elements [2].

E- Recruitment Benefits

A. Shortening the time in hiring

E-recruitment allows direct interaction and the continuation of the search and employment process 24 hours a day throughout the week. Employers can post a job in as little as 20 minutes on a job website such as Bayt.com, without limits on ad size and start receiving CVs immediately [1].

The advertisement remains effective, typically for 30 days, and continues to receive applicants' resumes as soon as job seekers find them. This is in comparison with traditional methods when the advertisement appears in the newspaper after a week and for one day only, or when the employee has to wait for the end of the month to reap the benefits of an advertisement published in a monthly newspaper or in a publication for a specific geographically defined area. Typically, electronic recruitment is 70% faster than traditional recruitment methods and increases the speed of the hiring cycle at every stage from posting to receiving CVs to filtering and to managing communications and workflow [15].

B. Lower recruitment costs

The cost of posting jobs and / or searching for the right people on job portals can be 90% less than the cost that results from using search companies and / or traditional advertising media. Job advertisement on Bayt.com, which costs \$ 250 on a job site such as www.bayt.com, is a much more economical and cost-effective method of 30% of the annual salaries that many traditional

hiring agencies charge or the costs of advertising in newspapers or publications for the same period. And spread [29].

C. wider spread of companies

In contrast to the traditional means of employment that are limited to the professional level, geographic dimension, profession and other criteria, electronic employment portals have a current and model database of skills that covers all job cadres and professions in all regions. Much money is spent to ensure diversity, regular updating and high value databases. Deployed business development teams also ensure the stability of the dependencies through which the job portals are prominent and replete with the right people for the right work and that they are visited by the right job seekers regularly [10].

D. Wide spread of job seekers

Job seekers benefit from the wide range they get through online job sites. They are able to enter jobs in companies, professions and geographical locations that they do not know in normal cases and can apply to them immediately with one click of the mouse. By placing their CVs online, companies and recruiters will be able to contact them instantly about job opportunities that have not been announced [33].

E. Opens the way to secrecy

Both parties in the recruitment process (recruiter and job seeker) can keep their confidentiality. Companies can search for CVs without announcing vacancies if they are sensitive in nature or they can advertise vacancies without revealing their identity. Also, job seekers can post their CVs on the Internet while preserving the confidentiality of their names and places of work [20].

F. Opens the way for initiative

The recruitment process is under the complete control of the head of business or the recruiting official in the electronic recruitment and he can communicate directly with the job seekers who are qualified to work for him. This process does not require an intermediary to search, filter, evaluate and select the persons whose qualifications are required. The fact that the recruiter or the boss is the only one controlling the recruitment process, this gives him an acumen distinct from the nature of the market and the competition for the position. Also, he can guarantee to get the most qualified and most suitable person for the long term [18].

G. Building a reference database

Recruiters can store the most attractive and distinctive resumes from existing searches to build a pre-screened bios priority database of high-skill for future use [31].

Covid 19 and Recruitment⁵

The Coronavirus pandemic posed some challenges for professionals looking for suitable jobs, as it changed employment trends and made radical transformations in the field of job search

The new Coronavirus pandemic had also significant impacts on national and global labor markets. Working hours decreased by 14% during the second quarter of 2020, which is equivalent to losing 400 million full-time jobs. People working in the informal economy, who represent 6.1 billion workers, and underrepresented groups such as youth, women, and people with special needs, are among those affected the most in the labor market [30].

In light of the change in work patterns associated with digital transformation, the classification of the employment status of workers has a major impact on their strength and their ability to reach appropriate social protection, and we are aware that the correct classification helps to support the development of regulations and policies to reduce social protection gaps, and reduce the exploitation of workers and fair support from employers. Effective monitoring is essential, and this includes collecting data and preparing reports on how social protection systems have been adapted to reflect changing patterns of work. We will work to ensure that workers' rights are respected and to develop our social protection systems to be strong enough and adaptive to provide adequate support for all [21].

Proposed E- Recruitment for Applicant

A. Prepare well to search for a job

The current conditions we are living in due to the spread of the Coronavirus may be your chance to get enough time that you could not find previously to improve and update your CV. Give great importance to a CV, which is a ticket to entering the job market, update and improve your CV, or even create a new resume if you wish. If you want to apply for more than one job, we recommend that you allocate a suitable CV for each job or write a personalized cover letter for each job [11].

B. Study the current job market well

Remember that the effect of the spread of the Coronavirus is not the same on all sectors, during its long-term negative impact on some sectors, its impact is short-term or temporary on others, and in some sectors the effect is very positive, and on the contrary, the virus has contributed to the development of companies' work in some sectors such as food supplies, medicines, medical supplies, delivery service providers, and others. Therefore, while many companies are laying off employees, others need new employees to be able to meet the high needs for their goods or services under these conditions.

C. Focus on searching for jobs online

We always advise job seekers to resort to all traditional and non-traditional job search methods, but in these circumstances, the focus should be directly on internet search. Dedicate your time to browsing employment websites such as Akhtaboot and follow the websites and social media

pages of the companies you want to apply to, as all companies are now obliged to go to employment online.

D. Find out about options for working from home

As we mentioned previously, the impact of the virus is not the same on all sectors, as there are many sectors that can complete their work from home, such as companies that provide technological solutions or consulting companies, for example. Therefore, we recommend that you focus during the search process on these companies as well, which may be continuing to employ and attract.

E. Train yourself for video interviews

Firms that currently want to hire will definitely use video interviews. So, if you haven't tried this type of interview before, start practicing it. Make sure the camera and audio are working on your computer. Make sure before any video interview that the lighting and background in the place you sit is appropriate and dress appropriately as if you are going to an actual job interview.

F. Improve your skills

Job sites, training centers, universities and institutes are all currently focused on providing online lectures, seminars, and training courses, and most of these initiatives are free. Therefore, the current period is your opportunity to develop your skills through the content that is widely available on the Internet.

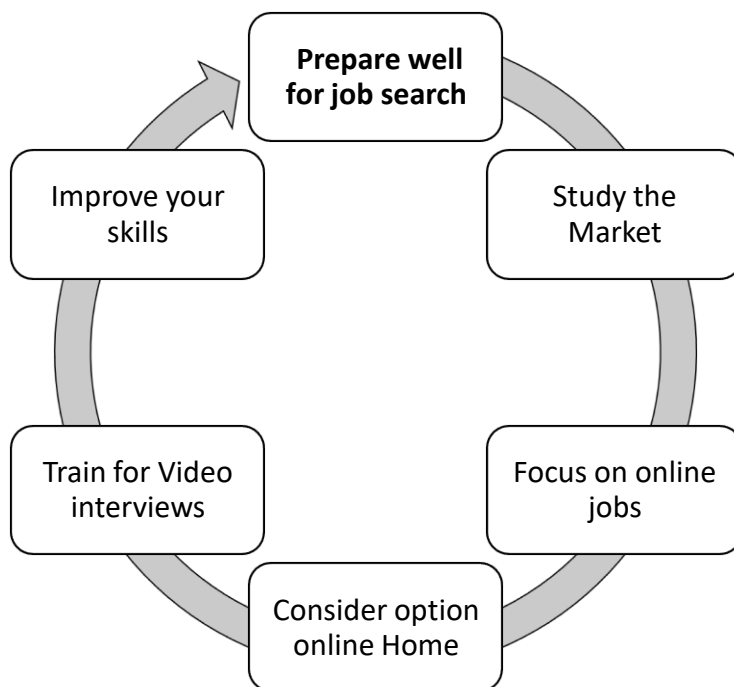


Figure 1.Proposed E-Procurement

Discussion and Conclusion

Many companies during the Corona pandemic abandoned their employees, and international companies were not immune to these layoffs, which raises many questions among technology experts about the change in supply and demand in an industry that is booming in some areas during the pandemic [9].

The aim of this paper is to demonstrate the concept of electronic Recruitment, the benefits - for both employers and job seekers but e-recruitment is not without some drawbacks. So, the advantages of online recruitment are: Lower costs for the organization. Also, posting jobs online is cheaper than ads in newspapers, no middlemen, there is a reduction in recruitment time (more than 65% of hiring time), also E-recruitment facilitates hiring the right kind of people with the required skills, in addition improve the efficiency of the recruitment process, gives (24) hours (7) days access to a range of online resumes both for applicant and organization, also online recruitment helps organizations eliminate unqualified candidates in an automated manner, finally recruitment websites also provide valuable data and information regarding compensation offered by competitors, etc., which help HR managers to make various HR decisions such as promotions, salary trends in the industry, etc.

Aside from the various benefits, we can conclude that e-recruitment has its own share of shortcomings and disadvantages, some of them are:

- A. Screening and verification of drawing skills and reliability of millions of résumés is problematic and time-consuming practice for organizations.
- B. There is low internet penetration, lack of internet access and lack of awareness in many locations like for Example India.
- C. Organizations cannot just rely on online recruitment methods.
- D. In India, employers and employees still prefer to interact face to face rather than send emails.

Acknowledgements

The researchers are grateful to the Applied Science Private University, Amman, Jordan, for the full financial support granted to this research project.

References

- [1] Al-Zagheer, H. (2017), "A proposed Model linking Human Resources Information Systems with Strategic Human Resources Planning to Achieve Competitive Strategy". Asian Journal of Information Technology, 16, (6):521-526. SCOPUS Indexed
- [2] Al-Zagheer, H. (2017), "The Talent Management Strategies". International Journal of advances in social science and Humanities, 5, (6):7-12.

- [3] AL-Zagheer, H. & Barakat, S. (2020). "Explore the Relationship between Human Resources Information Systems with Strategic Human Resources Planning to Attain Competitive Strategy". *Journal of Engineering and Applied Sciences*. 15(5): 1175-1179..
- [4] AY Areiqat, T Abdelhadi, HA Al-Tarawneh , *Interdisciplinary Journal of Contemporary Research in Business* 2 (2), 329-341.
- [5] Aswathappa, K, (2002), *Human resource management*.3th edition, New York U.S.A.: Tata McGraw-Hill Publishing Company.
- [6] Bae, J., Lawler, J.J. (2000), "Organizational and HRM strategies in Korea: impact on firm performance in an emerging economy", *Academy of Management Journal*, Vol. 43 pp.502-17.
- [7] Barber, L (2006), "E-recruitment Developments", *HR Network Paper MP63*. Institute for Employment Studies.
- [8] Baker, David (1999),"strategic human resource management: performance, alignment, management", *Librarian Career Development*, vol. 7, no.5, pp.51-63.
- [9] Barakat, S., Banyhamdan, K, "Web 2.0: Internet Technology Used in Human Resource Recruitment", *AASRJ Journal USA, American Academic and Scholarly Research Center*, Volume 4, Number 5 Sept 2012, - AASRJ Issue.
- [10] Barakat, S. "Human Factors and HCI Software Applications", *International Journal of Soft Computing*, May 02, 2016, 11 (5): 319-325.
- [11] Billsbekove, N., Sarfo, C., Dandis, A&Eid, M (2021). Linking bank advertising to customer attitudes: the role of cognitive and effective trust. *Management science letters*,11(4),1083-1092.
- [12] Bratton, J., & Gold, J. (2017). *Human resource management: theory and practice*. Palgrave.
- [13] Boxall, P., Purcell, J. (2000), "Strategic human resource management: where have we come from and where should we be going?" *International Journal of Management Reviews*, Vol. 2 No.2, pp.183-203.
- [14] Byars, L & Rue L, (2006), *Human resource management*. 8th edition, New York U.S.A. McGraw-Hill.
- [15] Byham, William (2003), "developing dimension/competency-based human resource systems", *development dimensions international*, pp.1-33.
- [16] Cascio, W. (2018). *Managing human resources*.
- [17] Chang, w., Huang, T, (2005),"Relationship between strategic human resource management and firm performance", *international journal of manpower*, Vol.26 No5, pp.434-449.
- [18] Dubois, D., Rothwell (2004), *competency-based human resource management*, Davies-black publishing, U.S.A
- [19] French, Wendell, (2003),"Human resource management", 5th edition, Houghton Mifflin company, USA.
- [20] Feldman, D. C., and Klaas, B. S (2002), "Internet Job Hunting: A Filed Study of Applicant Experiences with Online Recruiting", *Human Resource Management*, 41(2), 175-192.
- [21] Joudah, J.M. & Dandis, A. (2018).service Quality ,Customer Satisfaction and loyalty in internet service providers, *international journal of business and management*, 13(8), 108-120.

- [22] Hussain, Z, Wallace, J & Cornelius (2006)"The use and impact of human resource information systems on human resource management professionals", science direct information and management, vol44, pp.74-89.
- [23] Khan, N. R (2010), "Online job portals", Business Recorder, Retrieved Nov 29,
- [24] 2011from <http://www.getcited.org/pub/103491334>.
- [25] Kroustalis, C (2010), "Investigating the Portrayal of Organizational Culture in Internet Recruitment: Can Applicants Gain a Sense of Person-Organization Fit Through Recruitment Website?", Dissertation Master of Science, Graduate Faculty of North Carolina State University.
- [26] Lawler, E.E, Mohrman, S.A " HR as a strategic partner: what does it take to make it happen?"Human Resource Planning 26 (3), 2003, pp. 15–29.
- [27] Macmillan, D & Tampoe, M. (2005). Strategic Management Process, Content,
- [28] And Implementation. Great Britain: Oxford University Press.
- [29] Patterson, S. (2002), "Lack of money, staff and time: toughest part of managing HRIS", Human Resource Department Management Report, Vol. 2 No.12, pp.3-5.
- [30] Patton, Witt, Iovrich & Fredericksen (2002), human resource management, Houghton Mifflin Company, Boston, U.S.A.
- [31] Poorangi, M. M., Razavi, S., and Rahmani, N (2011), "An Evaluation of the Effectiveness of E-recruitment Practices for SMEs in Malaysia", 2011 International Conference on Innovation, Management and Service IPEDR.14, 74-78.
- [32] UNESCO. (2020a). School Closures Caused by Coronavirus (Covid-19)
- [33] Shkoukani, M., Lail, R.A., 2013. General and special-purpose methodologies for agent oriented software engineering. Journal of Theoretical and Applied Information Technology, Volume 48(1), pp. 138–144
- [34] Veger, M (2006), "How Does Internet Recruitment Have Effect on Recruitment Performance?", Fourth Twente Student Conference on IT, 30 January, Enschede.
- [35] Wikipedia contributors. (2020, April 20). Coronavirus disease 2019. In Wikipedia, The Free Encyclopedia. Retrieved from https://en.wikipedia.org/w/index.php?title=Coronavirus_disease_2019&oldid=1003662271
- [36] Zusman, R., and Landis, R (2002), "Applicant Preferences for Web-Based versus Traditional Job Postings", Computers in Human Behavior, 18(3), 285-296.

Websites:

www.researchgate.net
www.emeraldinsight.net
www.ioma.com
www.search.epnet.net
www.ipma-hr.org