



Students Awareness towards Career Creation with Job Portals

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Abstract:

This article attempts to evaluate the job seeker's awareness on online job search engines to get employed with respect to their qualifications. It gives the outline of job seekers' knowledge towards the E-recruitment process with the help Job Board Sites and also how they are utilizing the E-resources available in the market to lay down a remarkable career path. The data has been composed through a well thought-out questionnaire by taking a sample of 100 Job Seekers' (Final Year Pursuing Graduates & Post Graduates) who are studying in the surrounding degree colleges, engineering colleges, and MBA colleges in Khammam district, A.P. and the respondents are personally interviewed. The research reveals that job seekers are having lack of knowledge on online job portals in the way how to utilize the job portals, how to register in a website with all his/her qualifications, qualities etc., and this research shows the difference between post graduation and graduate students in terms of "knowledge on job portals". Finally, some important suggestions listed and advised to students how to utilize Job Portals and how to lay their Career Path by using Electronic Recruitment techniques like E-recruitment websites.

Keywords: Online Job Portal, E-recruitment, Students Awareness, Job Seekers

INTRODUCTION:

History of Job Portals:

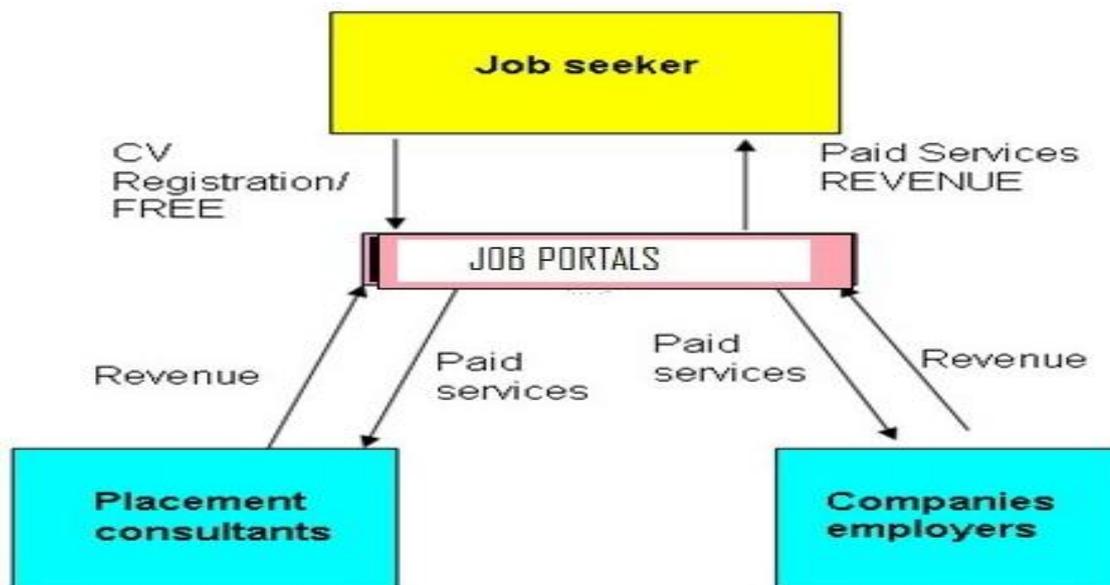
The idea of job search engines originated in 1979 when the first computer bulletin board system went public, enabling users to post, read and respond to messages. Sites posting information technology jobs emerged in 1990, led by DICE (Data Processing Independent Consultants Exchange) to supply talent to the dot.com boom. Within six years, job banks for advertising, marketing and sales came on the scene led by The Monster Board (TMB), NetStart Inc. (re-named CareerBuilder in 1998) and Online Career Center, which merged with TMB to form Monster.com. According to "Electronic Recruiting News,"



thousands of job boards existed by 2000, and within five years, the traditional look for work was revamped.

The traditional recruitment process of recruiting employees through the ways of advertising in print media has been replacing with the electronic recruitment process with the evolution of new intermediaries (Job Search Engines) between employer and applicant. The recruitment process has become very much easy for an employer to find a right person for a right job. The process of searching for a job has also become very much easy for an applicant to find an accurate job in a precise company that suits his qualification and where he can exhibit himself and set a highway for his career.

A job portal provides a platform for employers where they can share their vacancies in their company in different working areas based on the cadre of employment. At the same time these websites provide job seekers' a dais for storing their educational qualifications, qualities and required dream jobs where they want to start their career at a free of cost. These job portals collect data both from employers and job seekers' in all areas of employment and make them to view their needs based on their requirements.



Job Seekers:

Job portals have become "the most popular and widely used recruitment tool," according to Arokia Web Solutions. Almost all the job websites provides free accounts for job seekers' to apply with their resume in search of openings posted by various employers. These websites guide the aspirants to



build their resumes in a perfect way to attract employers. The job huntsmen can also apply for their dream job in dream companies through these e-recruitment sites. Also they provide necessary tips techniques for handling interview processes commonly conducting by companies for registered candidates.

Registration entails creating an account with a user ID and email address. Once registered, users can submit, store and edit resumes and profiles, apply online and track applications. They can also request email alerts on future openings or click links to company, industry and career-specific information.

College days are most cherished memories for all. Just after graduation, taking up the reigns of every ones' livelihood is exciting and calls for a great responsibility. The economy is recovering from effects of global meltdown which has given an impetus to fresher jobs. Companies are opening up doors for young talent by offering entry level post in functional areas like finance jobs, marketing jobs and even for specialized work profile such as environmental employments. Online job sites with free job posting attract responses from all major companies start up firms and enterprises. Currently, top companies are actively hiring for vacancies in multiple work profiles.

As a fresh graduate you would naturally prefer to win challenging career in suitable area of academic specialization. Here is good news for all career ambitious grads. Register with a job site and mark your preference under jobs by category which will make us to receive mails from job sites regarding vacancies in various companies of prescribed category as per the level of employment. For example, if the registered applicant is from human resource management and looking after for the jobs in the similar field, the person will receive similar jobs in companies who is in requirement of efficient personnel of same field based on the matching status of employment from both applicant as well as employer.

Graduates with majors in medical can receive mail alerts for vacancies in medical jobs and healthcare employments. If information technology is your career interest, you can quickly look up for latest IT software occupations. Often companies have openings for sales jobs and BPO vacancy urgent recruitment. On registering as a job seeker on career sites, you will be immediately sent fresher jobs alerts of urgent openings and walk-in interviews so that you don't miss out a rewarding opportunity from top employers across India. If you are planning to shift to another city, such portals allow you to screen out vacancies in your preferred city under the jobs by location section. There you can look up jobs in Delhi, Mumbai, Ahmadabad, Chennai and other Indian cities. Post your resume on leading job portal and take charge of your career. Get the opportunity to work for best employers in the country.



Employers:

Job portals endow with a federal locality for companies to post information about their vacancies. Similar to job applicants, here the employers also have to register with employment websites to post their vacancies to find potential and efficient personnel to strengthen their companies. The middle-of-the-road employment portals charge fee from employers to search and provide suitable employees for their company. Job portals proffer worldwide way in for job seekers to view advertisements, providing employers with a wider variety of applicants and a broader candidate pool. Employers can utilize job portal matching technology, allowing the system to find potential matches for employment openings. Sites can also feature partnerships with daily and weekly newspapers, providing print and online job advertising for employers. Individual job portals often maintain partnerships with other, industry-specific employment websites, offering advertising throughout a network of partners.

ADVANTAGES OF JOB PORTALS:

The prevalent pro of a Job Portal is that there is no fee for the job hunter. Websites like Monster.com thrive on the money that the companies pay to register with them. The candidate has to select the company he likes and apply to them. Of course if a person wants to avail of other services like the resume building service then he will have to compensate by paying money to avail full time access of those sites.

Even the well organized portals may not guarantee a compulsory job for a candidate once he registered with the site. But, the aspirant may use the job search engine to upgrade his profile with well-run details of education, experience, achievements, etc. In addition, the registered candidate can avoid or black list the vacancies in particular companies if the person doesn't want work in it. Nonetheless, close at hand there are so many portals and so many jobs between them that it becomes difficult to manually apply for these jobs from each and every job portal on the internet. There is software out there which makes it possible for job seekers to find hundreds of opportunities in and around their areas and reply to



these postings with a cover letter and the resume with just a few clicks. Software of this nature usually keeps the user informed with email alerts and reduces the time spent on job hunting.

DISADVANTAGES OF JOB PORTALS:

Searching for a job in the classified ad section of a newspaper is becoming less of a necessity, as employers increasingly list job openings for free on Internet sites such as naukri.com, monster.com etc., and to conduct the application process entirely online. These methods are convenient for employers, but there are a number of disadvantages for job seekers. For a potential candidate it may be viewed as unfriendly. Also there is a possibility of identity theft of an individual.

SCAMS:

Some online jobsites have started offering unemployed to start work from home and earn more and more income, simply by paying a little amount money as a registration fee. This type of offers will be given by scammers (Fake jobsites). There is a chance for misuse of candidates academic and personal details like phone number, e-mail id etc. by registering with the fake job sites. According to SpamLaws.com, data entry jobs are especially rife with this kind of scam, so exercise caution when applying for these kinds of positions.

COMPETITION:

When a good job portal working as a link between genuine companies and potential job seekers, it will be a huge task for a jobsite to categorize the resumes, applications from applicants, and as well listing of categorized jobs in each and every company become more critical which downsizes stronghold of job portal.

LOWER PAY:

Due to demand of jobs and high number of registered applicants with less potential may obviously make the facility of paying low pay for a particular job. Now-a-days, it has become very hard to find potential employees for a company. So, in this case the companies are not ready to offer huge pay and looking after



for fresh job aspirants who will join with low salaries. So, the job seekers are facing the problem of getting less pay for an effective job.

IMPERSONAL:

This E-recruitment process is impersonal, because here the employers are not directly involving in the recruitment process done through job portals, so the employers are unable to enquire about candidate background personally and depending on the job portals.

OBJECTIVES OF THE STUDY:

In the presence of vast research and studies on Job Seekers' awareness on Job Portal, it is expected to give the Job Seekers' utilization level of one of the E-Recruitment trend i.e., Online Job Portals. This research also tries to evaluate the "the lack of Job Seekers' knowledge on Job Portals". The objectives of this study are:

1. To explore Job Seekers' awareness on Online Job sites.
2. To study the Job Seekers' utilization levels of E-recruitment Portals and latest trends in them.
3. To analyze Job Prospects perception to lay their *Dream Career* path using Recruitment Sites.
4. To narrate the differences between Job Seekers' awareness according to their degree level (PG/UG).

LITERATURE REVIEW:

The Electronic job portals and their recruitment process is a part of E-Recruitment. In India great number of job websites is functional and also increasing day-by-day in the present job market. There is a huge growth and development in the technological recruitment process by the use of these job portals. The e-recruitment sites have become a major weapon for companies and firms to fulfil their recruitments through online. A Job Portal is considered as a recruitment agent and acts as a link between companies and job seekers. The knowledge on job search sites are well established in cities and it should still expand in the remote areas of India, where we can find many graduates/job seekers facing problems in searching relevant jobs. So, this study tried to explore the job seekers' or fresh graduates' who are immature of the job portals which is a part of E-recruitment.

Ms. D Shahila & Ms. R. Vijayalakshmi (2013) opined in their article "E-recruitment challenges" that Hr recruitment process is all about changes that bring into org either it could be behavioural or cultural or to do this hr manager should develop the capacity in doing so by understanding that staffing is



a procedure that is an end-end one. Pavitra Dhamija (2012) opined in her article “e-“Recruitment: A Roadmap towards e- human resource management” that E-recruitment can provide some remarkable benefits regards efficiency and cost, like an employer can recruit an efficient person with all required skills suitable for a job at low cost. Also the author recommends that a continuous upgrading and understanding of technological issues in e-recruitment are vastly suggested. Anna B. Holm (2009) concluded in her article “The Effect of E-recruitment On the Recruitment Process: Evidence from Case Studies of Three Danish MNCs” that E-recruitment is an ongoing task and is independent of individual hires despite the fact that it is interrelated with the objectives and outcomes of each individual recruitment cycle. The major purpose of this study is to explore the truth that e-recruiting affects the overall recruitment process and changes the nature and order of tasks implied in the habitual staffing process of career seekers. Upender Singh (2013) stated his opinion in his article “Popularity of Online Job Portals surrounded by Indian Non-IT Students” that the chances for online employment or recruitment quite higher and the related job seekers or employees should grab the advantages of these Online Job Portals in India to reduce the cost which is one among the vital factor for developing our nation INDIA. Dr. A J du Plessis, Prof. Howard Frederick (2012), these authors in their article “Effectiveness of e-recruiting: experimental facts from the Rosebank business cluster in Auckland, New Zealand” says that, In future all companies should see E-recruitment as a business tool; a tool with which they can control the job bazaar which is a cut-throat improvement for those companies in the present tough labour market. Hassan Imam & Syeda Nimra Batool (2013), states that E-recruitment is essential for almost every business because this process provides a platform to grab potential candidates in market at a low cost.

DATA ANALYSIS & INTERPRETATION:

S.NO	QUESTION	PG					UG				
		MALE		FEMALE		ANOVA	MALE		FEMALE		ANOVA
		MEAN	S.D	MEAN	S.D		MEAN	S.D	MEAN	S.D	
1	AWARENESS	8.67	9.81	6.00	7.00	0.15	13.00	12.49	5.67	8.14	0.73
2	SOURCE	6.50	6.56	4.50	1.29	0.36	9.75	8.73	4.25	4.72	1.23
3	PORTALS	6.50	4.04	4.50	3.70	0.53	9.75	6.24	4.25	2.75	2.60



4	REGISTER	8.67	9.87	6.00	8.72	0.12	13.00	4.58	5.67	2.89	5.50
5	PROCESS	8.67	9.87	6.00	4.58	0.18	13.00	1.73	5.67	2.08	22.00
6	EASY	8.67	10.02	6.00	3.61	0.19	13.00	4.58	5.67	4.16	4.21
7	CAREER SET UP	8.67	6.11	6.00	5.29	0.33	13.00	6.56	5.67	6.35	1.94
8	DREAM JOB	8.67	4.51	6.00	6.24	0.36	13.00	7.00	5.67	3.06	2.77
9	PROBLEM	8.67	4.73	6.00	5.29	0.42	13.00	1.73	5.67	2.31	19.36
10	TYPE	8.67	6.66	6.00	7.21	0.22	13.00	8.00	5.67	4.16	1.98
11	FREQUENCY	8.67	5.51	6.00	5.29	0.37	13.00	6.56	5.67	2.89	3.14
12	INTERVIEW	13.00	1.41	9.00	8.49	0.43	19.50	21.92	8.50	9.19	1.49

H₀ (Null Hypothesis): There is no significant awareness and understanding of job portals between the students in graduation and post graduation level

H₁ (Alternative Hypothesis): There is significant awareness and understanding of job portals between the students in graduation and post graduation level

INTERPRETATION:

The analysis presents that Students at post graduation are more aware (F: 0.15) about the job portals when compared with the students at under graduation (F: 0.73). The post graduation students (F: 0.36) states that they know more about various sources about job portals whereas the graduates (F: 1.23) have less knowledge on sources of job portals. The analysis represents that post graduation students are more aware (F: 0.53) about the mentioned search engines for jobs like “sarkarnaukri.com, jobdhundo.com, monster.com, shine.com” when compared to graduation students (F: 2.60). Most of the students at post graduation level (F: 0.12) got registered in a job portal when compared with students at graduation level (F: 5.50). Maximum students in PG level (F: 0.18) have an idea about the recruitment process in online job portals whereas majority students in UG level (F: 22.00) have deficit knowledge on recruitment process in job portals. The post graduation students (F: 0.19) felt that recruitment process by a job portal



is easier when compared with graduation students (F: 4.21). Maximum number of PG students (F: 0.33) believes that “job portals offer a correct way to set up student’s career when compared with UG students (F: 1.94). Maximum number of Students at post graduation level (F: 0.36) believes that job portals make available a truthful line of attack to reach his/her dream job when compared with the students at graduation level (F: 2.77). Hefty digit of students in post graduation level (F: 0.36) agrees that they face problems on job sites regarding a “search for related job postings” when compared with graduation level students (F: 19.36). PG students (F: 0.22) at large number will post their resumes in National and International level employment sites when compared with graduate level students (F: 1.98). The analysis represents that maximum number of PG students (F: 0.37) will frequently visit the e-recruitment sites when compared with UG students (F: 3.14). From the analysis it states that students at post graduation level (F: 0.43) attended more number of interviews when compared with students at graduation level (F: 1.49).

CONCLUSION:

The purpose of this article is to explore the job seekers’ awareness on E-recruitment sites and their process of recruitment. It reveals the level of job seekers utilization of these sites for setting up of their career. In the present research we observed various perceptions of post graduates and under graduates (job seekers) and their knowledge and level of awareness on job portals. The topic of e-recruitment which acts like a linkage between jobsites and applicants is considered as a stem of a tree, it covers so many other aspects which can be called as its branches, one among them is Online Job Portals. By means of this research we observed that there is dissimilarity between the post graduate and graduate job seekers perception towards job portals and their usefulness. The graduates/post graduates are not fully utilizing these job portals for searching suitable jobs to their career because they are in lack of scientific awareness in the direction of e-recruitment methods. When we make a comparison between post graduates and under graduates, the comparison states that post graduated job seekers are having more awareness on e-recruitment and online job portals i.e., monster.com, shine.com, naukri.com etc., whereas the under graduate job seekers should cover to gain more knowledge on technological ladders which are developing in day-to-day life on E-recruitment techniques/methods like Online Job Portals etc. In the wake of above discussion, a continuous improvement is required for job portals to create societal awareness on E-



recruitment – online job portal system among job seekers like graduates who are studying final year of their study. Finally, this discussion will end with duo factors where this Online Job Portals should concentrate. First thing is, from job seeker's perspective these job portals must create a huge awareness programs even in rural areas also about their working processes, the way they recruit employees, the way they put into practice the recruitment procedures. Secondly, from employers' perspective, these job portals should get ready to grab job openings in the companies and recruit suitable employees with all necessary skills and qualifications, for this the employers must make much awareness programs to job seekers (completed graduation/studying final year students also) how to reach their Dream Job in their Dream Company.

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