
A STUDY ON E-RECRUITMENT IN BANKING SECTOR

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EXECUTIVE SUMMARY

This study report titled “E-Recruitment in Banking Sector” is a research report done to check the impact fullness of E-recruitment. To understand whether E-recruitment is faster, convenient and allows to get access to a larger pool of candidate or not. This project was carried out at DCB Bank, Pune.

Banks can save a lot of money on hiring expenses by using e-recruitment. Banks can cut costs by doing things like printing and mailing resumes, publicising job positions, and holding in-person interviews. Banks can fill open positions more rapidly by using e-recruitment. This is so that banks can advertise job positions online and quickly receive applications from qualified applicants. Banks can use e-recruitment to make better employment selections. This is due to the fact that banks may check resumes and evaluate candidates' skills and qualifications using internet tools.

Banks can access a larger pool of qualified individuals by using e-recruitment. This is so that banks can advertise job openings to job seekers worldwide on both their own websites and on internet job boards. Banks can enhance their employer branding with the help of e-recruitment. This is so that banks may demonstrate their corporate culture and values to prospective employees through their internet recruitment presence.

Banks must be cognizant of the security threats posed by electronic hiring. For instance, banks must take action to safeguard job applicants' personal information and stop fraud. To facilitate e-recruitment, banks must have the proper technology in place. This involves access to internet recruiting tools and having a website that is optimised for job seekers. Banks must have personnel with the training and expertise necessary to use e-recruitment efficiently. This entails having personnel who are

knowledgeable about internet recruiting technologies and who can evaluate candidates' talents and qualities. For banks wanting to attract, screen, and choose qualified people, e-recruitment is a useful tool. However, banks must be aware of the difficulties brought on by e-recruitment and take action to reduce the dangers. Banks can use e-recruitment in this way to enhance their hiring procedure and get a competitive edge in the talent wars.

OBJECTIVE OF THE STUDY

The major objectives of this study report are to

- To understand whether E-recruitment process is faster and more convenient source to hire.
- To find out whether sourcing mix has any relation with the qualification.
- To understand whether E- recruitment process is a more effective way to hire.
- To understand whether E-recruitment gives access to better and large pool of candidates.

A mixed-methods approach will be used to conduct the study, which will include a literature review, interviews with banking industry HR specialists, and surveys of banks in the banking sector. The investigation should be finished in two months.

The study is anticipated to provide important insights into the state of e-recruitment in the banking industry today and the best methods for doing so. Additionally, the study is anticipated to offer advice to banks on how to enhance their e-recruitment procedures and acquire a competitive edge in the talent wars.

RESEARCH METHODOLOGY

Research Objective

- To understand whether E-recruitment process is faster and more convenient source to hire.
- To find out whether sourcing mix has any relation with the qualification.
- To understand whether E- recruitment process is a more effective way to hire.
- To understand whether E-recruitment gives access to better and large pool of candidates.

Research Design

Here we have used quantitative research method to complete our study and we have followed descriptive research design. The goal of a descriptive study design is to methodically gather data to describe a phenomena, circumstance, or population. More particular, it assists in providing answers to the research problem's what, when, where, and how inquiries as opposed to its why.

This research can be carried out utilizing a variety of approaches. Despite occasionally using qualitative data for descriptive purposes, it primarily uses quantitative data.

Theoretical Framework

This research is carried out to understand whether E-recruitment process followed by DCB Bank is faster and more convenient for sourcing and whether it is helping them to find out the right set of candidates or not and whether or not these steps of recruitment process is beneficial for the employees or not. The main purpose of the study is to find out the factors that matters in recruitment and selection process and how we can choose a better source to hire for DCB Bank Pune. This research also includes the satisfaction level of associates with the process they undergo before getting hired for the various roles. In this survey we will try to cover every step of recruitment process and find out the loop hole and where DCB Bank can improve so that it can become a factor for their success.

Conceptual Framework

In this research we tried to find out whether employees of DCB Bank are having positive attitude towards the E-recruitment process or not. And to understand whether E- recruitment is more convenient, faster and allows us to get access to better and large pool of potential candidates or not.

Sample and Sampling Criteria

I have taken responses from the Associates working at DCB Bank Regional Office, FC road -Pune. Sampling technique which I have used is a simple random sampling, where in out of 100 employees I have taken data from 60 employees, and completed this survey report.

Data Collection

I have collected primary data by sending google form to the WhatsApp group of DCB Bank and asked the Employees to fill out the form.

Sampling Tools Used

The sampling tool which I have used is Linear regression and Tabulation. I tabulated the responses I received to get a better insight of the responses and derived the conclusion out of it.

DATA ANALYSIS

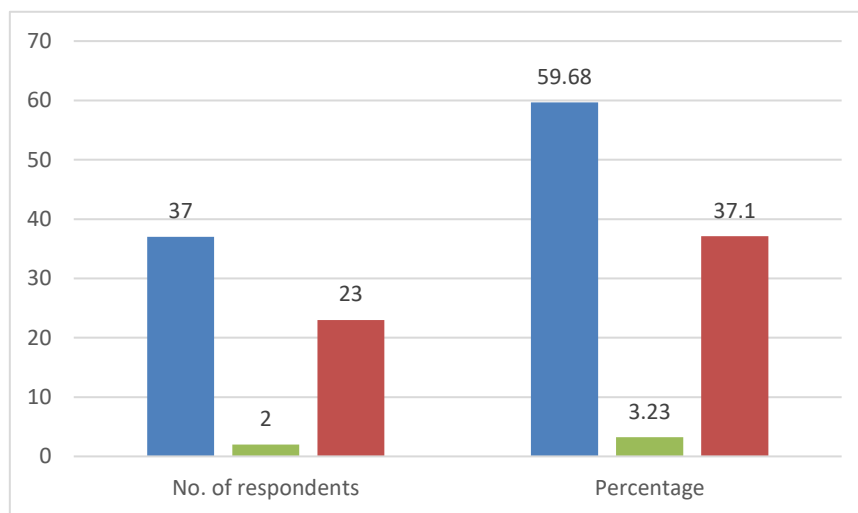
I received 62 responses in total from the google form that I have circulated to gather the data and the consolidated report of the data is as follows:



Personal Details

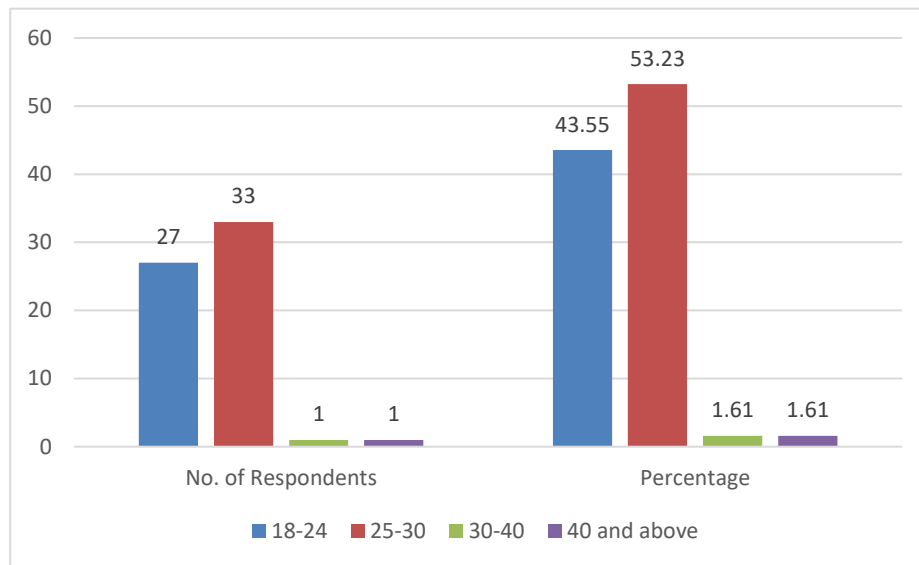
Gender Analysis

Gender Analysis		
Gender	No. of Respondents	Percentage
Male	37	59.68
Female	23	37.1
Prefer not to say	2	3.23
Total	62	



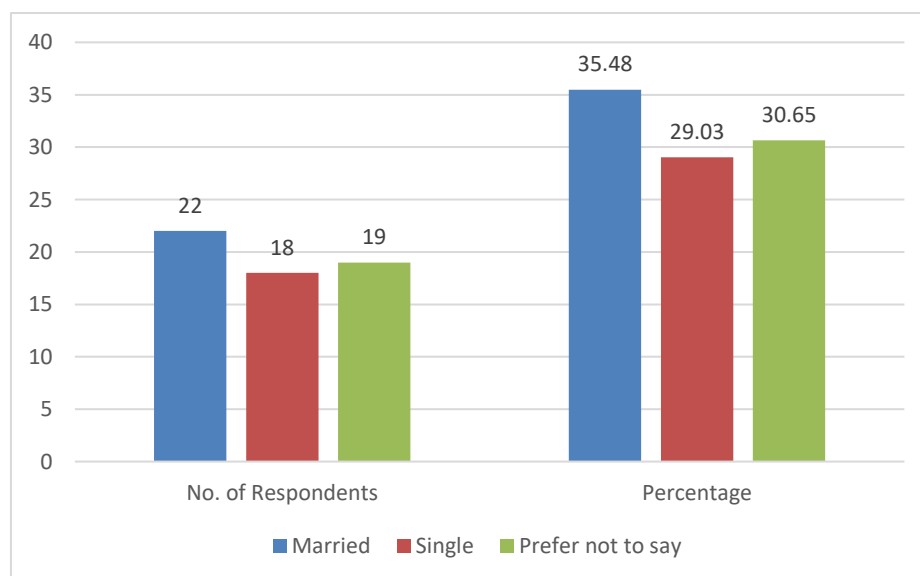
- **Age Group Analysis**

Age Group Analysis		
Age Group	No. of Respondents	Percentage
18-24	27	43.55
25-30	33	53.23
30-40	1	1.61
40 and above	1	1.61
Total	62	



● **Marital Status Analysis**

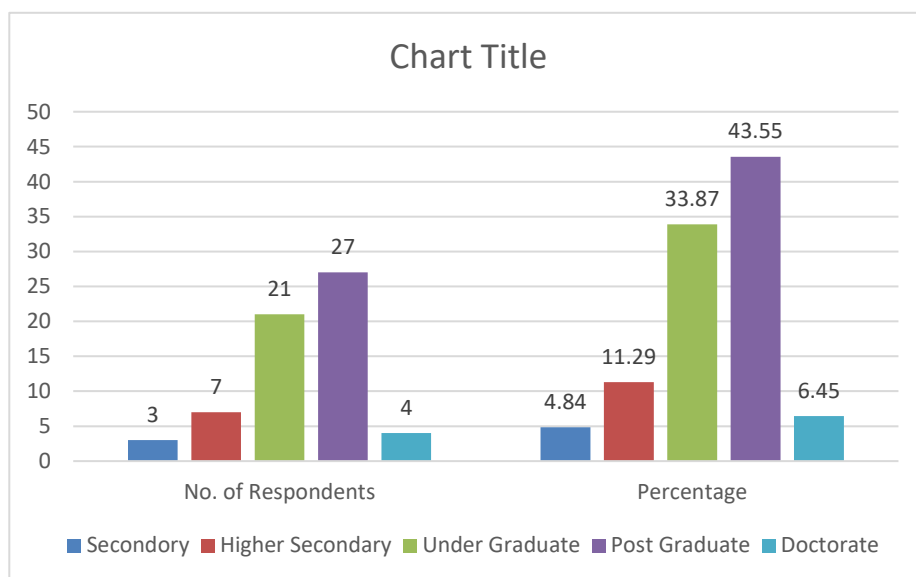
Marital Status Analysis		
Status	No. of Respondents	Percentage
Married	22	35.48
Single	18	29.03
Prefer not to say	19	30.65
Total	62	





- **Qualification Analysis**

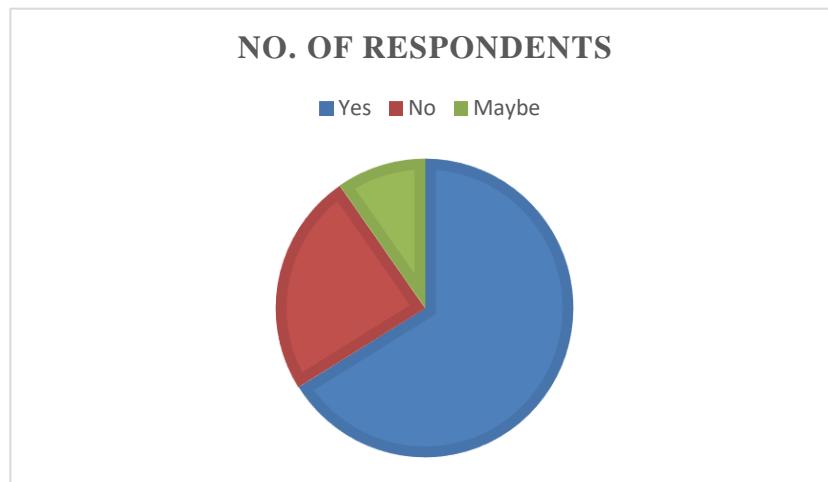
Qualification Status Analysis		
Status	No. of Respondents	Percentage
Secondary	3	4.84
Higher Secondary	7	11.29
Under Graduate	21	33.87
Post Graduate	27	43.55
Doctorate	4	6.45
Total	62	



Majority of the respondents have completed their post-graduation (43.5%) on various specialization followed by Undergraduates with 33.9% of the responses.

- **Awareness of Job Portals**

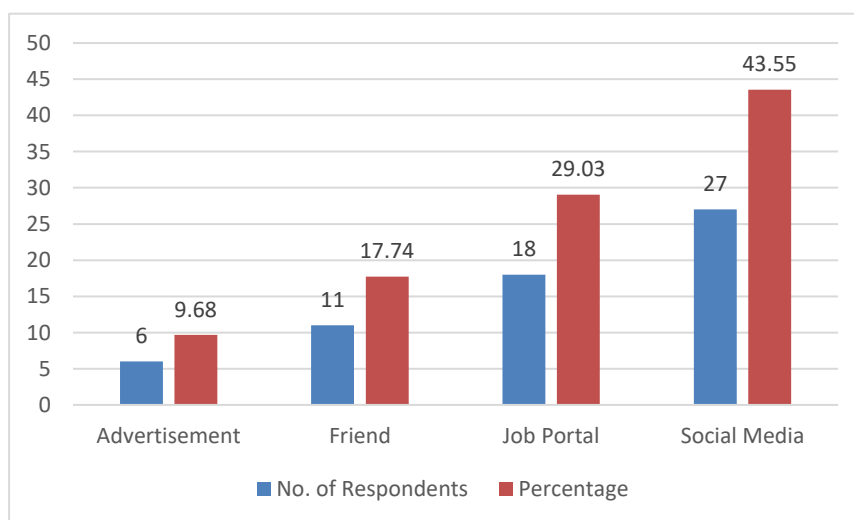
Marital Status Analysis		
Status	No. of Respondents	Percentage
Yes	41	66.13
No	15	24.19
Maybe	6	9.68
Total	62	



Among the total respondents 66.1% of the respondents are aware of the Job portals available to source and hire a candidate, 24.2% of the respondents are unaware of the job portals and 9.7% of the respondents are not sure about their awareness on Job portals hiring.

- **Locating the Job**

Locating the Job		
Status	No. of Respondents	Percentage
Advertisement	6	9.68
Friend	11	17.74
Job Portal	18	29.03
Social Media	27	43.55
Total	62	

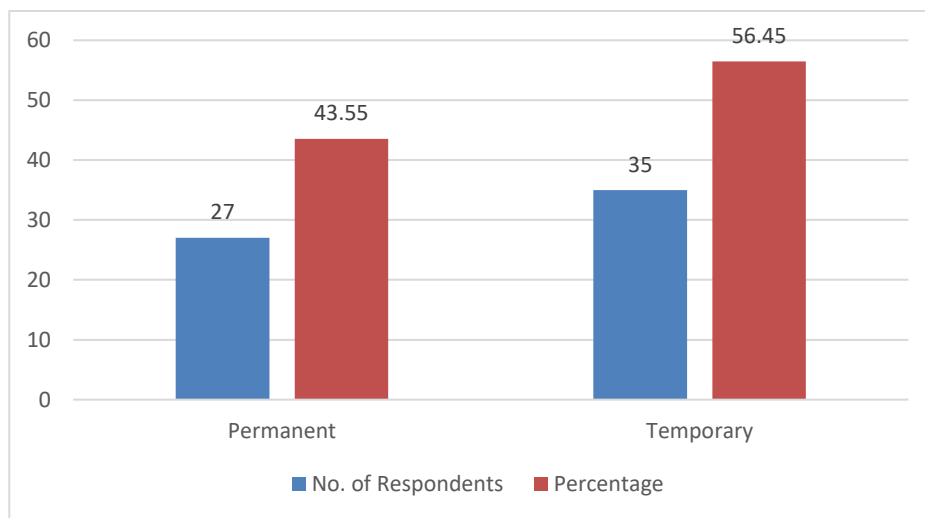




Among the total respondents 27 respondents located the job vacancy on social media, 18 located the job vacancy on Job portals, and 6 heard about the job vacancy from the Advertisement.

- **Nature Of Job**

Nature the Job		
Status	No. of Respondents	Percentage
Permanent	27	43.55
Temporary	35	56.45
Total	62	

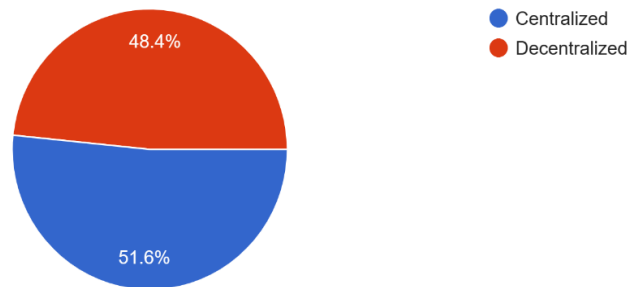


Out of total respondents 43.5% are permanent employees and 56.5% are temporary employees or they are new joiners who haven't received the offer letter yet.

- **Recruitment Procedure Analysis**

Recruitment Procedure Analysis		
Status	No. of Respondents	Percentage
Centralized	32	51.61
Decentralized	30	48.39
Total	62	

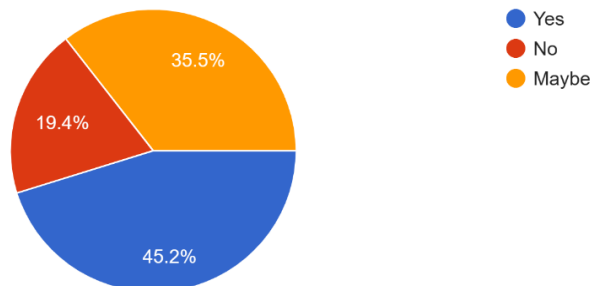
Which of the following recruitment procedure is followed by our company
62 responses



Out of total respondents 51.6% respondents think that the company follows Centralized recruitment process and rest think that the company follows decentralized process of recruitment.

- **Recruitment outsourcing Analysis**

Are you aware of the concept of Recruitment process outsourcing
62 responses

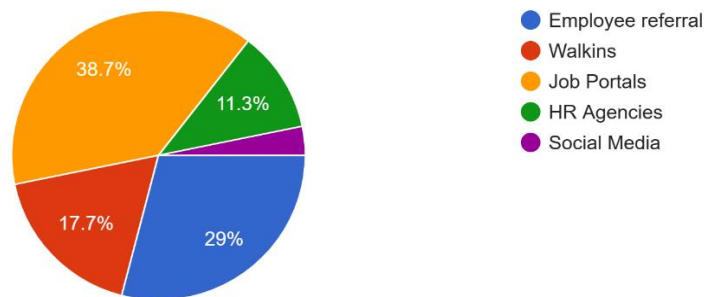


Among the total respondents 45.2% of the respondents are aware of the Job outsourcing available to source and hire a candidate, 19.4% of the respondents are unaware of the job outsourcing and 35.5% of the respondents are not sure about their awareness on Job outsourcing.

● **Sources of hire Analysis**

What are sources company adopt to source candidates

62 responses

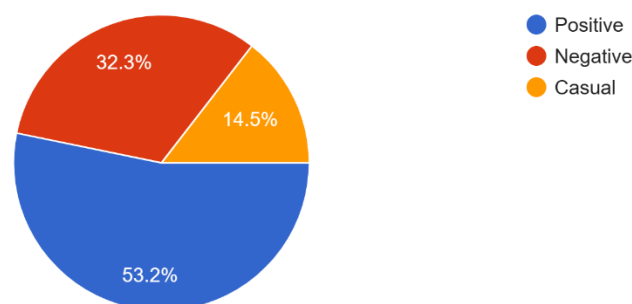


Most of the respondents are hired through Job portals that is 38.7% followed by employee referral (29%) and the least is social media.

● **Management Approach**

How was the approach of management during the recruitment process

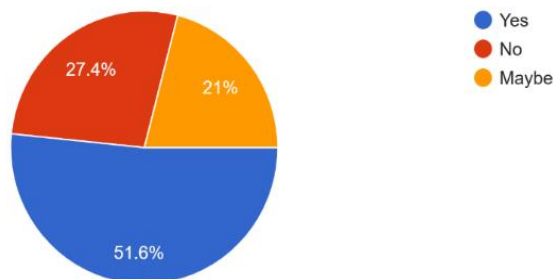
62 responses



53.2% of the total respondents thinks that management has a positive attitude while hiring and 32.3% of respondent thinks that management has a bit negative approach and rest think that management has a casual approach while hiring.

- **Job Information**

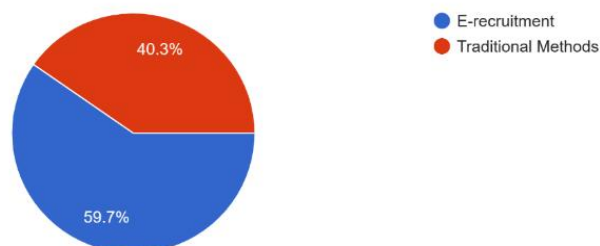
Was their Sufficient Information of the job provided in Job advertisement
62 responses



51.6.% of the total respondents thinks that there is sufficient information about the job in advertisement and 27.4% of respondent thinks that there is not sufficient information of job in advertisement.

- **Convenient Job Method**

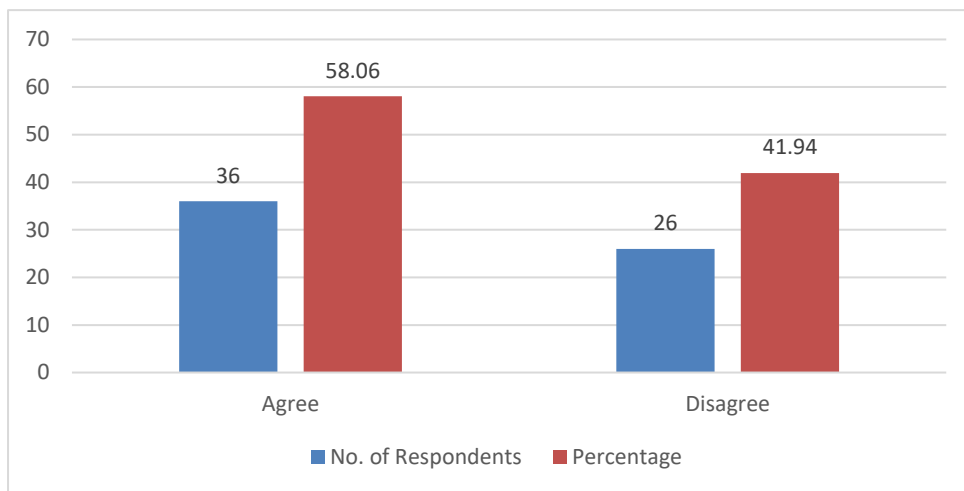
which method of recruitment is more convenient
62 responses



59.7% of the total respondents thinks e-recruitment is more convenient and 40.3% of total respondent thinks Traditional Method is more convenient.

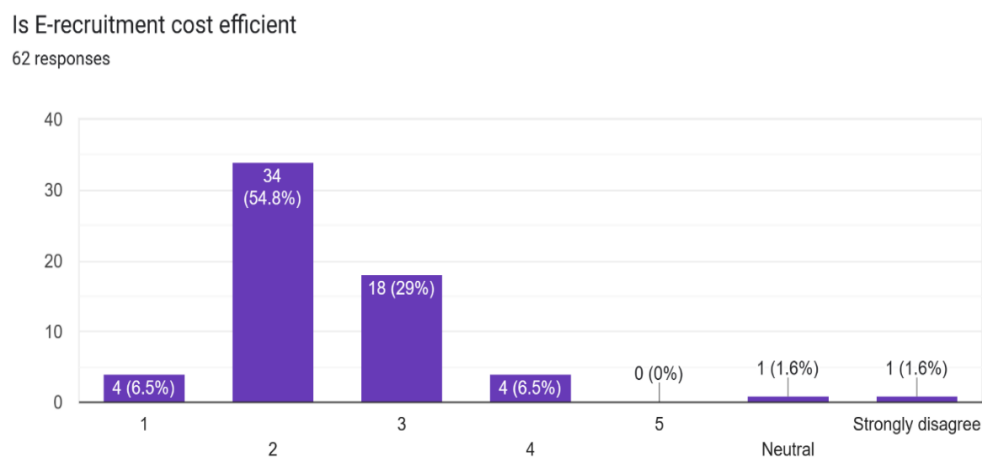
- **E-Recruitment as A Source to Hire**

E-Recruitment		
Status	No. of Respondents	Percentage
Agree	36	58.06
Disagree	26	41.94
Total	62	



58.1% of the total respondents think e-recruitment is a better source of hire and 41.9% of total respondents think e-recruitment is not a better source of hire.

● **Cost-Effectiveness Of E-Recruitment**

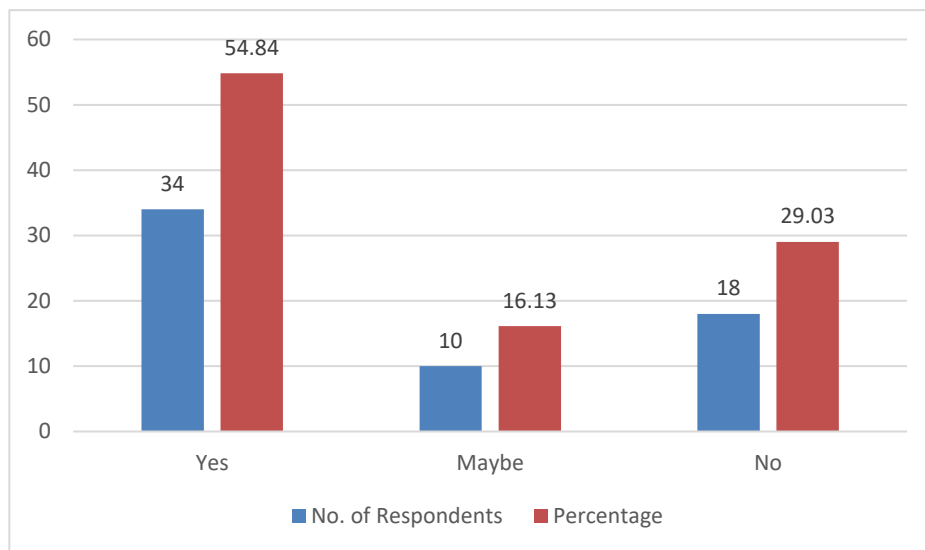


34 respondents agree that E-recruitment process is a cost-effective method and 1 disagrees that it is not a cost-effective method.



- E-Recruitment vs Pool of Candidates**

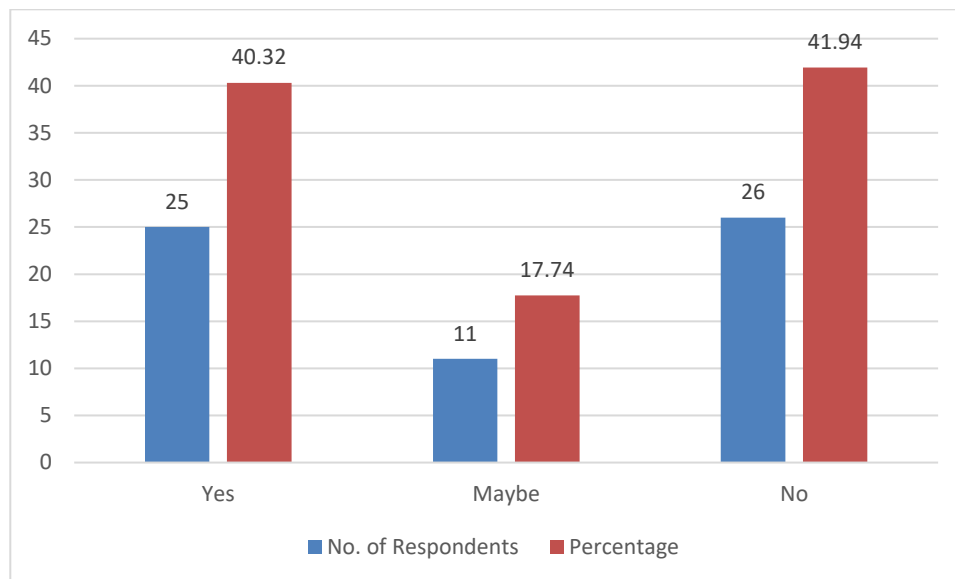
E-Recruitment		
Status	No. of Respondents	Percentage
Yes	34	54.84
Maybe	10	16.13
No	18	29.03
Total	62	



54.8% respondents think that e-recruitment gives a large pool of candidates and 29% of respondents think e-recruitment is not able to give a large pool of candidates.

- E-Recruitment A Faster Source to Hire**

E-Recruitment		
Status	No. of Respondents	Percentage
Yes	25	40.32
Maybe	11	17.74
No	26	41.94
Total	62	



40.3% of total respondents this e-recruitment is faster source to hire and 40.3% of total respondents thinks that e-recruitment is not faster source to hire.

SPSS DATA INTERPRETATION

DESCRIPTIVE STATISTICS

	Mean	Std. Deviation	N
What are sources company adopting to source candidates	2.19	1.304	62
Qualification	2.06	1.143	62

MODEL SUMMARY^B

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	df1	df2	Sig. F Change	
1	.173 ^a	.030	.014	1.295	.030	1.862	1	60	.178	1.456

a. Predictors: (Constant), Qualification

b. Dependent Variable: What are sources company adopt to source candidates



ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	3.120	1	3.120	1.862	.178 ^b
Residual	100.557	60	1.676		
Total	103.677	61			

a. Dependent Variable: What are sources company adopt to source candidates

b. Predictors: (Constant), Qualification

COEFFICIENTS^A

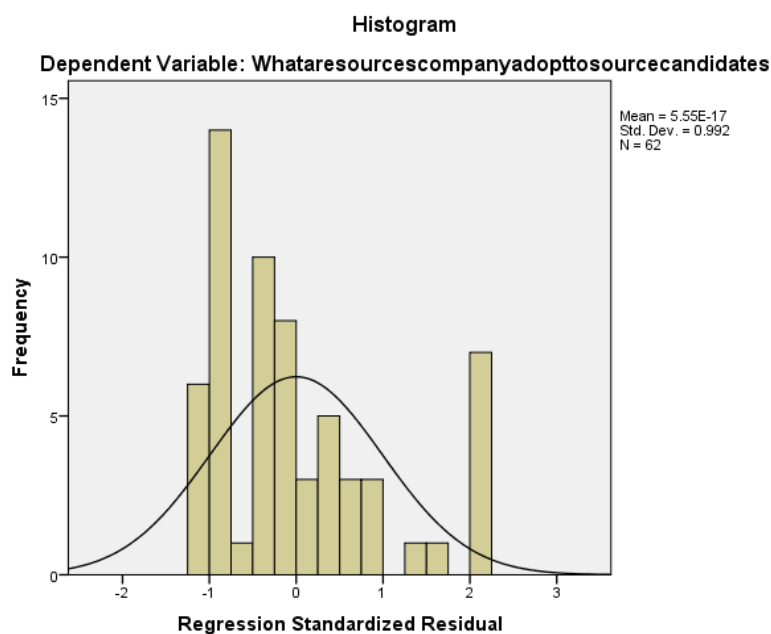
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.602	.341		7.620	.000
	Qualification	-.198	.145	-.173	-1.364	.178

a. Dependent Variable: What are sources company adopt to source candidates

COEFFICIENT CORRELATIONS

Model		Qualification
1	Correlations	Qualification
	Covariances	Qualification
		1.000
		.021

a. Dependent Variable: What are sources company adopt to source candidates



FINDINGS AND OBSERVATIONS

The major findings of this study report are as follows:

- 40.3% of total respondents this e-recruitment is faster source to hire and 40.3% of total respondents thinks that e-recruitment is not faster source to hire
- 54.8% respondents thinks that e-recruitment gives large pool of candidates and 29% respondents thinks e-recruitment not able to give large pool of candidates.
- 34 respondents agrees that E-recruitment process is a cost-effective method and 1 disagrees that it is not a cost-effective method.
- Among the total respondents 45.2% of the respondents are aware of the Job outsourcing available to source and hire a candidate, 19.4% of the respondents are unaware of the job outsourcing and 35.5% of the respondents are not sure about their awareness on Job outsourcing.
- 58.1% of the total respondents thinks e-recruitment is better source of hire and 41.9% of total respondents thinks e-recruitment is not better source of hire.

So as per the responses we can clearly state that

- E-recruitment is a more convenient way to hire
- E-recruitment is a faster way to hire a candidate
- E-recruitment gives access to a large pool of candidates

CONCLUSION

This study report titled “E-Recruitment in Banking Sector” is a research report done to check the impact fullness of E-recruitment. To understand whether E-recruitment is faster, convenient and allows to get access to a larger pool of candidate or not. This project was carried out at DCB Bank, Pune.

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Banks can access a larger pool of qualified individuals by using e-recruitment. This is so that banks can advertise job openings to job seekers worldwide on both their own websites and on internet job boards. Banks can enhance their employer branding with the help of e-recruitment. This is so that banks may demonstrate their corporate culture and values to prospective employees through their internet recruitment presence.

So as per the responses we can clearly state that

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- E-recruitment is a faster way to hire a candidate
- E-recruitment gives access to a large pool of candidates

SUGGESTION/ FUTURE SCOPE

In India, DCB Bank is a reputable member of the private sector. It dominates the country's western region and is currently extending its activities to other areas of India. The bank has a solid reputation for providing excellent customer service and offering cutting-edge goods and services.

- Extend the possibilities of its online banking. The banking sector is going through a digital transition, and DCB Bank must stay up with the most recent developments. By providing additional online and mobile banking services, the bank can increase its digital banking capabilities. It can collaborate with fintech firms to create brand-new digital goods and services.
- Add new industry sectors. Currently, DCB Bank is concentrating on the retail banking market. However, the bank can grow its clientele by forging new business partnerships in industries like wealth management, corporate banking, and investment banking. This will enable the bank to increase sales and profit.
- Increase the organization's global influence. There is hardly much foreign exposure for DCB Bank. By building out its international network, the bank can open branches in other nations. In order to provide cross-border financial services, it can also collaborate with foreign banks. This will support the bank's efforts to expand its clientele and market reach.
- Put client service first. Customer satisfaction is a strength of DCB Bank. However, by offering more individualised and proactive assistance, the bank may further enhance its client service. Offering online chat and video banking services is another way the bank may use technology to enhance client service.
- Spend money on technology. To stay ahead of the competition, DCB Bank must make technology investments. The bank is able to make investments in cutting-edge technology like blockchain, AI, and big data analytics. This will enable the bank to increase productivity, cut expenses, and provide clients with new goods and services.

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Gary Dessler and Biju Varkkey, Human Resource Management, Edition: 14th, 2017

WEBLINKS

- <https://www.ibef.org/industry/banking-presentation>
- <https://www.pibm.in/>

APPENDIX

Questionnaire

Name*

Your answer

Gender*

Male

Female

Prefer not to say

Other:

Age*

18-24

25-30

30-40

40 above

Marital Status*

Married

Single

Prefer not to say

Qualification*

Secondary

Higher secondary

Under Graduate

Post Graduate

Doctorate

Other:



Are you aware of job portals*

- Yes
- No
- Maybe

Where did you first locate this job*

- Job Portals
- Social Media
- Friend
- Advertisement
- Other:

Nature of your Job*

- Temporary
- Permanent

Which of the following recruitment procedure is followed by our company*

- Centralized
- Decentralized

Are you aware of the concept of Recruitment process outsourcing*

- Yes
- No
- Maybe

What are sources company adopting to source candidates*

- Employee referral
- Walkins
- Job Portals
- HR Agencies
- Social Media
- Other:

How was the approach of management during the recruitment process*

- Positive
- Negative
- Casual

Was their Sufficient Information of the job provided in Job advertisement*

- Yes
- No
- Maybe

which method of recruitment is more convenient*

- E-recruitment
- Traditional Methods



Is E- Recruitment a better source to hire*

Agree

Disagree

Is E-recruitment cost efficient*

strongly agree

1

2

3

4

5

strongly disagree

Does E-Recruitment give access to large pool of candidates*

Yes

No

Maybe

Is E-recruitment a faster source to hire*

Yes

No

Maybe