CHAPTER 2

INNOVATIVE RECRUITMENT TECHNIQUES

2.1 NEED FOR INNOVATIVE RECRUITMENT TECHNIQUES

Recruitment process is an ongoing process because the need of manpower always gets ready at any point of time in various activities of organization. Organization contains so many different departments to work but objective of all these departments to work is same that is to make more profit for organization over all. So, it is important that all fields should work properly and somehow in big organizations some requirements always gets open and with expansion of these departments they need more persons to work and to fill these new position recruitment works starts and this recruitment work is done by hr department and they start it with full planning and try to get best candidate for their organization for successive growth. The main challenge in recruitment process is to use minimum time to close one open position. This is same for all organizations and all are working with this main objective to place potential candidate on vacant position with perfect match qualification and even match with experience also and in minimum time. But all organization used to face some problems in recruitment process which are as under:

- Multitude of options for any particular position
- Accessibility problems like national or international reach for suitable candidates
- Long process of recruitment leading to more time consumption
- Time wastage in screening or short-listing
- Older methods of interviewing
- Long time taking process of offer to shortlisted candidate

To recover from all these problems latest innovative recruitment techniques have come into light and are getting used by employers as well as employee. Most of the companies want to reduce the full time cycle process of recruitment that is why various innovations are getting done. Now when any requirement opens in any organization and gets approved by organization, immediately this job gets post on different sites for external recruitment and in company’s website for internal recruitment.


2.2 INNOVATIVE VS TRADITIONAL RECRUITMENT METHODS

From the beginning recruitment is the important function of any organization and since long back recruitment is getting used by all organizations to fill their future manpower needs. When an organization feels the extra manpower need than they start their search for them with perfect match of qualification and experienced person. They want to close the position with the best match and with a potential candidate who can serve them with main objective of benefit. There are various sources of recruitment which are getting used by companies to reach no of applicants and then choose best potential candidates among them. Earlier the basic traditional recruitment methods for sourcing were –

- Advertisement in newspaper
- Hoardings on roads
- Direct mails

These all above methods were most relevant methods of recruitment at that time but the problems with these methods were high money cost and accessibility to reach potential candidates and long recruitment processes. So, traditionally when any recruitment occurs in any organization so either they have to give advertisement in local newspapers or they could have put their hoardings on roads with big banners or with direct mails from post with printed application in envelops. The basic problem with newspapers ads was that it was not wide coverage area was very less. For one local region only with newspaper it is possible to reach candidates. And second with hoardings or banners were also printed with less printing or paper quality and which was not that much effective to reach no of candidates. And then third direct mail is much delayed option in which some time the application enquiry reaches to candidates after the filling of open vacancy because of many reasons like without proper address, or various state or city level problems.

But as time starts changing, this sector recruitment also start affected with this and one revolutionary change came. Now which techniques are getting used by employers as well as by job seekers are completely changed with traditionally. Most important feature of innovative recruitment techniques is less costly and less time consumption.
As I told earlier these were two basic problems in traditional recruitment technique which are completely modified this time which are innovative recruitment techniques now these many innovative recruitment technique is getting used by most of the employers or job seekers –

- Online job portals
- Corporate career websites
- Data analytics provided by various websites and online job portals
- Online resume builders
- Automatic resume screeners or Applicant tracking systems
- Hiring process satisfaction survey
- E-newsletters sent by companies to past employees and interview candidates
- Interviews over video conference tools like Skype
- Internal job portals of companies to tap internal candidates and referrals
- Recruitment via online social networking
- Mobile recruitment
- Online examination for candidate evaluation
- Personality profiling questionnaire for candidate evaluation
- Puzzles for candidate evaluation
- Video gaming test for candidate evaluation
- Online advertisement
- Video resumes
- Talent communities

These above written innovative techniques are super fast in their service for job seekers as well as for employers’ point of views. They all are cost effective and taking very less time and automated processes according to the convenience of job seekers and employers too. Now these techniques are creating a wide pool of job seekers with high qualification and relevant experience in some minutes only. Almost all innovative recruitment techniques are handled with the help of internet and such electronic devices like computers, tablets, smart phones, laptops or Iphone. And even
these devices are not that much costly these days to buy and use these wide services by job seekers or employers too. The speed and rates are also cheap for internet to browse unlimited information from web based sites with the help of any electronic device. So, in my research I am going to study most of the innovative recruitment techniques which are getting used by most of the employers or job seekers. I will try to give brief introduction of all innovative recruitment techniques and with the help of questionnaire method of survey I will try to make out the effectiveness or ease or comfortable level of job seekers with these techniques.

2.3 BRIEF DESCRIPTION OF VARIOUS INNOVATIVE RECRUITMENT TECHNIQUES

The innovative recruitment techniques have significant impact on recruitment process in general and job-seekers in particular with a few techniques having highest impact which include online job-portals, corporate career websites, data analytics, applicant tracking systems, company’s internal job posting websites, social recruitment, mobile recruitment, interviews over video conference, online examination and personality profiling questionnaire.

2.3.1 YouTube videos – This method is useful for getting more and more applicants for any particular position. This method is helpful for screening large number of applicants. It is also helpful for employer to explain job responsibilities and work environment of the company to all applicants with the help of one small video. Using a video with the production of employee based videos to show the excitement within the firm with good work environment and which is a cheap medium to provide authentic recruiting and employer branding messages in worldwide. This is one aspect of you tube which is beneficial for employers or on the part of organizations.

Like that there is another aspect which is for job seeker’s side which states that some companies can ask candidates to upload a video of them on YouTube after the telephone interview but before the face-to-face interview so that they can be able to get important information about candidate which includes:

- To check confidence level of candidate
- To check candidate’s ability to sell himself or herself in market.
- How the candidate will be coming across to potential clients.
YouTube is giving one big advantage to measure the effectiveness of the activity what organization is doing outside in the market environment. It was a big challenge for the companies to judge the effectiveness in market. Because YouTube provides one option of give ratings to every video. With ratings it is possible to judge the effectiveness according to market responses. With video ratings and user comments give an idea of Understanding how market responds to the content, which is presented by video can, help small business to brand building. Then video publishers who are specialist in data analysis, analysis the whole data coming up with market with ratings and comments and provide relevant content related to grow their business and increase sales. One more benefits which employers get with YouTube to do further improvement for their future progress by doing more statistical data from video ratings and user comments.

Now YouTube is aiming for more accessibility. Earlier it was compulsory to have an account while putting one video of any person on YouTube like other social websites but now a days the process has changed fully now there is no need to prepare any account with any video to access YouTube. It is available for everybody. So job seeker as well as employer has no need to produce any videos to have an active social experience on YouTube with their own accounts also. Some of the major things which can be done by any jobseeker and employer without producing any video and can get full different information by doing some of these activities like-

- By putting comments on other videos or channels
- By doing more share with the option of share on YouTube
- Can create playlists of their favorite YouTube videos
- By giving rates to video like from 1 star to 5 stars and so on

There are two ways that YouTube is being used for recruitment. First is by companies to attract more job seekers and the second is by jobseekers to attract more companies.

Companies using YouTube for attracting job seekers:

Nowadays companies are putting their work culture and internal environment in on video with focus on employees who are working inside. With this way companies want to attract new generation to come inside their organization by
giving their potentials in work. By putting this video on YouTube companies want to generate a wide pool of applicants for their organization who carry specific capabilities and potential to do special task performance in organization. This technique is even getting used by small employers also because it is not very expensive to prepare a small video and to put it on youtube to attract a wide pool of applicants.

There are some basic points which companies are keeping in mind while preparing YouTube video by employers to get optimum benefits with this method. These points are as under -

**Video should be properly clear and concise.** Companies can make video as long or as short as they want, according to their requirement but it must be not a big movie. There should be no extra matter in this which is not useful or relevant because it directly impacts the attention ratio of viewers. That is why company should produce a small video with all relevant information about open position and to describe job properly. So it is important that a video should be of 3 to 4 minutes not exceeding then this. And which should contain all relevant information about job to attract more no of applicants.

**Current employees should be involved in video preparation to get more attention.** In the beginning of any open vacancy’s information, applicants want to know what is special in this team to be a part. So companies should ask employees to participate and talk about their experiences working with them. An inside look at companies can give brief idea to applicants to figure out that how good culture company is giving to their existing employees who are working with them.

**Video should be short.** As described above, shorter video is considered better. When job seekers are looking for jobs on just clicking on YouTube, they aren’t looking to read a novel of a job description or watch a movie about their whole business. They want to get the information as fast as possible so they can decide if they want to apply to get inside the company in future or it is not relevant with them. So, it is suggested that if company find video exceeds four minutes, they should concentrate on ways to cut it down and produce it with important information.
As above prescribed points clear some of the points companies should take in care while preparing you tube video for recruitment procedure. Like that you tube video is useful for job seekers also. If job seekers involve this tool also in their job search along with other tools they can also be able to get better job options in this competitive world because it is well cleared now a days that most of the employers and most big companies are using this as effective recruitment tool.

Jobseekers using YouTube to attract more companies:

Job seekers are creating and uploading video resumes on YouTube. The most effective video resume is one that is tailored to a specific job and organization just like a hard copy of resume. It should specify why you as a job seeker are the best person for this job and what value you would bring to that organization with the skills and abilities with you possess by creating their video resume, and if they can be able to reach number of future employers for their job hunt. In video resume they can keep some of the basic points in their mind while uploading it on YouTube which are as under:

- Video resume should be captured in good audio quality.
- It should contain descent lighting quality.
- Applicant should be professionally dressed up.
- It should be concise.
- Only important and relevant content should be used.
- There should be no special effects in video resumes.
- Only in case of niche skills different designing skills should be presented.

There is one more option for Job seekers convenience that they can promote their video resume to get more and more job options via sending their video resume on line or with their websites or if they make any online portfolio, they can promote their video resumes or even with LinkedIn accounts or with business cards.

2.3.2. Company’s own contests – this method is useful for checking mental ability of employees through some contests or puzzles. Similar to puzzles and challenges, contests are bringing out the best in possible applicants. The promises with the competitions and the chance to get prizes or other benefits will attract ambitious and
hardworking individuals to participate in big number. In addition to drawing in possible applicants through the pool of contestants, this type of event brings positive energy and publicity for company and attracts a wide pool of applicants. Companies can create their own personalized contests according to their requirement like if company needs any developer they can put some coding contests and attract number of applicants for open contests and then with results it is possible for them to judge the capabilities and or desired skills of applicants and can choose them for next round of interviews. So in conclusion we can say that for technical position it is good to opt this kind of contests for even small companies also. And can attract number of applicants by offering them different contests time to time by proper updated information of open vacancies for recruitment.

Even now companies are using these contests for employee engagements also, because this is good technique for employee retention and to maintain their interest for work with the same organization for long time. because with the announcement of certificates and prizes for the win of contests employees can take more interest in future to stay with same company with the sake of other benefits apart from salary.

Now some companies are making innovative challenges kind of contests for current employees, by this company will be able to get new ideas from employee side while working on their proper segment, and ultimately these innovative ideas can lead to overall growth for companies business or future growth.

As told above that this technique is working very good for technical requirements of companies and even for manager level of positions also, because by contests it is possible to judge candidates capabilities indirectly and company can decide his/her productivity for growth of business over all by recruiting that particular person.

Those who will opt to participate in these contests can be judged. By offering companies own online technical contest allows them to assess and attract individuals who are not actively looking for a job. Some time some passive candidates who are not currently looking for job are also taking interest in these contests because for their own interest. And because of their interested field these passive candidates access company’s website and read companies open vacancies for future recruitment and can attract with other benefits offered by company in terms of prizes or so for different contests available to access. Ultimately with this activity company will be able to get
information about these kinds of candidates for future requirements and can contact directly in future on preferential basis, but who are not taking participation are not reachable with this method and the big problem with this technique is that companies have to spend lot of money to create these kind of contests or they have to hire some experts only for making of valuable contests.

So this technique is useful for employers as well as for job seekers also, by putting their more interest in contests jobseekers can show their capabilities to future employers and it may be helpful in getting their dream job respectively.

2.3.3. Contests sponsored by companies

This is also one innovative technique of recruitment. In this recruiting via externally sponsored contests like cooking competitions and poker competitions can allow companies to assess the work of top professionals. With this technique companies can participate in those kinds of programs or contests which are sponsored by others to get more and more applicants. They can reach to a new segment for getting more and more applicants. But this technique is more usable when companies are in plan to take employees in bulk, for 2 or 3 candidates it does not work well. It can lead to extra expenses.

2.3.4. Video games

This is the latest technique which is getting used by employers for recruitment. Video games are very addictive in that they can attract all generations of people. Video gaming for staffing helps recruiters and employers to attract more candidates for their positions in companies, and away from the competition. Here through this technique employer wants to spend some time with applicants by giving them different stages of video games to check their capabilities. This technique is helpful in interviewing of any particular person according to his capabilities. By using video games companies are attracting and exciting candidates, and even they can impress individuals who love to play video games. Increasingly, companies are using video games to recruit employees. The use of gaming activity in recruitment and design in non-gaming situations identifies potential employees by posing candidates various challenges that require the skills necessary for a given job. It is also said that video games encourage users to stay engaged and interact with each other, it helps in building relationships.
Video gaming tools are getting used for talent acquisition and developed to get an easy approach for sourcing and selection of the right candidates. The new recruiting gaming tools are for both job applicants and recruiters as well.

This strategy is also helpful in increases brand awareness for an organization. By engagement with fun games it can associate company’s brand with positive values and working culture, and it can introduce company with those applicants also who hadn’t previously considered a job in that particular industry. This principle of video games is getting use for actually improvement of creativity, learning, and participation and motivation kind of factors for an organization. In fact, 53 percent of Internet experts predict that there will be significant advances in the usage and adoption of games in the workplace because it is giving different and new approach in recruitment to judge applicants with some different skills.

The growing interest in games is even working to increase engagement level among working employees and this process is coming up with more visibility and openness and rewards or more recognition into the work place. The power of games is getting use in judgment of employees in various aspects like it increases more competitive fires among employees to play games then by making them more engaged, then by making them feel a greater sense of accomplishment and by making more interested to go the extra mile in either making more sales calls, completing more training programs, or answering more customer center calls for better results and due to competition among employees. And with this employees feel so engaged to reach new levels in games. The next step for games will be thoroughly into the recruiting process, attracting candidates through social games on platforms that include Facebook but also LinkedIn and even other job boards and to attract them to do interaction with companies for future needs.

For better use of this technique companies are making new games according to their open vacancy or say according to industry type’s. It varies from industry to industry. And according to required skills games level used to get decide. And at the end whoever candidate has crossed estimated level will be taken out for further recruitment process. That is why it good way to check candidates skills capabilities with the fun enjoyment mode. The data collected during game play is analyzed to find
applicants characteristics with the best fit for the role which a company is looking to fill at that time.

In some companies games are even using for training and motivation also. The ultimate goal is to better motivate and train employees to improve their performance by gaming method. Gaming is a systematic activity for everyday work which introduces an element of competition and creates a connection between work activities and rewards under the same roof for all employees.

Like it is beneficial for companies as employer to find the right candidate for their job opening, it is useful for job seekers part also. Because if jobseeker is having some extra interest in games and having all those skills which are required for clear different levels in games, he/she cannot explain anybody. And for some companies they need this kind of skills for developer kind of positions for their organization. Then it is correct match for those employers with this kind of employees. That is why nowadays job seekers are also considering this technique is in their job hunt. So, with the surfing of internet they can find out the companies which are using video game as sourcing of candidates for their open job vacancy, and then by access those websites they can reach to the required level of video games according to employer. Like this it is easy for job seekers to explain their capabilities and as well is easy for employers to judge the capabilities of candidates according to their pre decided criteria. even this technique is working very good for disabled candidates also because with so many physical disabilities, it is not possible to go outside for search of employment, but if they have accessibility with these kind of employers who are taking games as their selection criteria to fill their job vacancies with the help of internet, then disabled candidates can also play this kind of games and can get shortlisted for those companies with their hidden talent.

2.3.5. TV and Radios advertisements
With the advertisement in TV and Radios companies can be able to get more and more applicant and they can capture those candidates also who are not using internet. So, it increases the no of applicants for screening for any particular position. Using both cable and Internet TV shows to explain what it’s like to work at the firm can get a powerful message across. Targeting the specific radio stations for prospect audience listens, can also be effective, especially for diversity factor, which is considered as
main factor these days. With this the problem occurs, when it considers as expensive
technique because companies have to give advertisement in all TV channels and all
radios otherwise it will not be very useful. These sources are mostly used in smaller
communities for general labour or for beginning level.

The purpose of a radio or television is a commercial medium to spark an interest in
the listener or viewer and direct them or to link them to another recruitment source
such as the company website, telephone or fax number, or encourage them to drop
their resume personally. Also, radio and television ads may be useful to advertise job
fairs and new company locations or for new openings in a particular organization. For
target a specific geographic area with a multimedia punch, cable TV campaigns might
be useful for any organization.

Cable TV ads and campaigns can be an important part of organization’s overall
advertising plan, working in conjunction with other media to target or desired
audience from a number of angles at once for a specific period of time. When any
company looks to saturate a large geographic area with the advertising message in a
short period of time, radio campaigns are an ideal solution for this to fill their
position. Almost everyone listens to the radio while driving or relaxing for some time
in full day. Radio campaigns can reach thousands of people very quickly and
powerfully because it’s is easily accessible for everyone. Radio advertising works
well in advertisement with upcoming events such as new product launches, open
houses, or recruitment events. Radio campaigns are also a great way to reach and
motivate a passive job seekers who are not actively searching for job. There are so
many radio companies available who are giving their best services in market. These
services range between choosing the appropriate radio station or network, compiling a
schedule that fits for company’s budget, writing a script for radio advertisement and
making it possible to take best use of invested money.

A disadvantage to these sources is that it can be quite costly even for a 15 to 30
second commercial advertisement. It is difficult to short important information
related to open vacancy in such a short ads.

2.3.6. Movies theater advertisement

Placing ads between movies at movie theaters in order to attract more candidates can
be effective if members of the target audience are frequent movie followers to reach more and younger or fresher candidates. This is also one way to post ads in Movies Theater but for this also companies have to give advertisements in all theatres chains or else all movies theater which are available in targeted area to reach more and more applicants.

2.3.7. Billboard advertisements
To cover various segments of applicants it is good way to post job ads on billboards so that anybody can read it and apply according to their suitability. This technique is also helpful in collection of more number of resumes. Using big billboards on highways to recruit and build employer brand can make message visible to everybody. Billboards have always been a great way to get any company’s message out to a huge audience in distinct different geographic areas according to their requirement. And now, with the invention of digital technology, digital billboards also on the ways which they can be used dramatically. In these latest digital billboards actually enable companies to change their message in almost real time by simply uploading a new digital file online. That means it can change company’s message over time, use of billboards to advertise upcoming events, or for future open vacancies available in organization. And even it adjusts the ads on one billboard in response to changing weather or traffic conditions according to available facilities.

In fact now, many billboards are still set up in the traditional style and require specialty large format printers to create their displays. Many companies are there who provide services for attractive and best use of billboards languages so that a small billboard message can attract lots of candidates in short time. The available service companies suggest what kind of message works well in this unique medium and what pitfalls to avoid making it even better. It is being said that with billboards less is usually more means to say is how short and effective bill board is, will be more effective to give optimum results. And these companies are using different skills to deliver organization’s message in an attractive and memorable way that generates the results which is desired.

There are so many things available to keep in mind while preparation of bill boards to get good results with the advertisement –
Now after the study of effects of Bill Boards in Recruitment advertisement, it is important for every company to keep some of the important factors in mind while preparing bill boards, so that they will be able to get more applicants ultimately and can be able to take highest productivity of the expenses which is done on Bill Board Technique. These factors are as under:

- Simplicity: Sometimes there are billboards that simply contain too much messaging means too large to read. Some are there which contains Do this and look here, no. is here or contact on this number, kind of content which may be complex to read for any job seeker. So, it should be so simple and clear to take ultimate or immediate action for apply.

- To the point: Good creative idea can immediately tell the difference between an effective or pointless outdoor advertisement and its usefulness. Art, layouts, colors and Font size are the factors which should keep in mind while writing a bill board to make it more effective or to take optimum use of money which is spent on billboard.

- Right location: It is an important factor in bill board advertising that the selection of right location of putting billboards. The bill board vendors with their services can provide them a road map for bill board options.

- Cost vs benefit analysis

**2.3.8. Employee referral**

It is a way of internal recruitment where employees are asked for their friends or families to fill the open position. From earlier it is considered as a good way to get good candidates for any particular position and it is cheapest way also in recruitment. For this method companies offers new and different benefits to existing employees if the referred candidate is get selected for any position. Employee referral is an internal recruitment method of organizations to identify potential candidates from their existing employees' social networks which is friends or family members any one. An employee referral scheme encourages a company’s existing employees to select and recruit the suitable candidates from their own social networks for their organization. For referring an employee if that gets selected, employer used to pay referral bonus as a reward. Employee referral is widely known and cost effective method of recruitment process for recruiting more candidates is even effective way. And because of its
effective usage in recruitment process most of the employers like big or even small organizations are increase the frequency of recruitment through this channel with more productivity and with a strong brand name also.

As per experienced people in recruitment, employee referral schemes are more effective and less costly for every organization to follow. To get clearer there are many points where Employee referral reduces the overall recruitment expenditure, which are as under:

Company can use employee referral for screening and selecting only the best candidates because they are referred by existing employees. With this, it is possible to save cost of consultants for recruitment process for screening and selection.

In operation of employee referral scheme, company has to pay cash bonus to employee who has referred selected person according to decided rules but overall even this amount is lower than the payment of third party consultants and headhunters or for online recruitment methods.

There is less time required in this to spend on interviewing a person because employee referral improves the candidate quality and increase the conversion rates between interviews to job offer.

Employee referral can also be used by means of accessing employee’s network through social media or personal networks to find best fit person to fill the open position so it decreases the recruitment expenditure overall in full process.

Another benefit of employee referral program is that it works as motivational tool for existing employees. All employees feel happier with this scheme because of extra benefits and even on the part of employer also it is good as the spent money or recruiting stays in family only instead of paying outside. Existing employees even appreciate the opportunity to make more money apart from their fixed salaries while helping the company at the same time by appointing a familiar employee.

Companies can promote the program constantly in internal environment. They can even talk it with employees directly. Posters or tee shirts or coffee mugs to promote the employee referral program are good options which are useful for companies.
Some contests or prize can be use for employee referral program to make it more exciting for employees. Anything that generates excitement and more referrals should be considered for promotion of employee referral program.

An effective employee referral program is an important part of any employee recruiting process. There are many recruiting sources that can be used for employee recruiting and it is not necessary to limit activities to any single source at same time. Few studies have shown that employees referred by existing employees perform better and last longer on average than others. There are so many benefits are there from a well designed and implemented employee referral program in addition to getting better employees.

We can therefore say that an employee referral program should be part of an overall employee recruiting strategy. Not only company will get benefit from better employees and lower recruiting costs but existing employees will appreciate the opportunity to earn extra money apart from their salaries.

Earlier where everything was getting done manually with company’s HR person, it was the traditional way of doing things but nowadays where thing is getting done with the help of software, so to get more productivity with employee referral programs companies are using different software tools to make it more manageable and effective. There are so many software tools available that are providing their services to enhance more efficient employees for their organization. As competition for talent continues is increased, so it is the need for better employee referral strategies to work with social recruitment technology. With the help of software it is possible to make it more manage full track of referrals because generally new software tools are integrated software tools which helps hr persons to make connection with applicant tracking system built to accommodate requirements of hiring’s and able to choose best candidate for organization. And these software tools have given one new advantages of automation process which says that as software maintains full data about all referrals then now there is automation system which gives information of referral candidate to existing employee (referee) with the same software. This is important to make good relations with existing employees and gives full transparency between company and employee relation management with existing employees of company.
2.3.9. Newspaper advertisements:

Nowadays where so many new methods are available for job posting or job search, still newspapers are in use for recruitment process. The newspapers have specially devoted sections for the job advertisements. That page can be viewed by job seekers to get full information about recent job vacancies available in the market. The most challenging task for any company is to get more and more job applications through such an advertisement. The genuine problem with people is to forget and not react about job ads. The newspaper advertisement should therefore be attractive enough to make job seekers to send the job resume. A good advertisement of recruitment should involve some of main points. It should be clear, concise, direct, comprehensive and at the same time attractive. It should cover all details about the job description and the type of candidate being sought. It should cover the number of openings and even job location. Some long details can be kept on a webpage whose link can be provided in the advertisement.

There are some advantages of newspaper advertising. It works well when the job responsibilities and competencies are well defined. It allows reaching people in the local, provincial and national level. Job seekers can retain and access the job advertisements in newspapers again and again so it is very much convenient. It can be a good brand building exercise for the company if done with a reputed newspaper and on premium sections.

On the other hand there are some disadvantages too. Newspapers have a shorter life compared to many other media sources. Most people, including job seekers, don’t read it more than once. So they can miss a job ad from a major company in their field of interest if they don’t see it the day it gets advertised. Employers who advertise in newspapers want to get better responses for their money with more responses. That is why they want to go with classified ads. However, the print size for many of these classified ads is extremely tiny which is not visible properly. Job seeker may miss certain job opportunities if they don't pay full concentration. Newspaper ads many times lead to multiple irrelevant applications that are not particularly good fit for the position. So, it takes extra time and money to take care of even these irrelevant applications.

2.3.10. Location hangout resourcing:
By physically placement of recruiters and recruiting signs close to competitor company’s or where potential hires generally do “hang out” can very easily and quickly get the attention of many prospects by another company to attract more potential people.

2.3.11. Recruitment at non recruiting events like charity shows, sports events, wine festivals:

Companies are putting their requirements on these kinds of events also to catch different segment of people to get newer applicant for their organization. This is again a way of getting more and more new resumes for screening. Recruiting at events that are regularly attended by the company’s targets including charity events, sporting events, and wine festivals can allow organization to reach employed individuals who are not expecting to be recruited at these types of events which may be considered as passive job seekers at that point of time. Recruiting at events held by clubs and professional associations by joining these many prospects is also be effective.

2.3.12. Email:

Email is a technique through which consulting companies and companies with own website can send number of mails within hours to all relevant candidates. The best part of this technique is that consulting firms and companies can give sufficient information about the job to the candidates with proper explanations of job description and required qualification. That is why this technique is most relevant to candidates as well for employers too and this is a cheap technique also. This technique is use full for collection of resumes. Email is a great way to reach unlimited audience with a message prepared specifically for them which is completely personalized. Emails are highly non selective and unlimited and the response is easily measurable on this. Nowadays when the use of internet has increased in vast manner, now most of the people are fully dependent on internet for so many things. In which recruitment is also getting fully affected with internet. With the use of internet emails are most important activity which is getting done by most of the employers to reach number of candidates to fill their open vacancy. Like that it is that much getting use by candidates also to reach their next future jobs. Because of the convenience with internet, it is very much easy to share very big data with no of people at the same time.
which is fully dependent on the speed of internet. E-mails have broken all those barriers of time limit and national or international distances and all. Now with one click on internet, anyone can share unlimited data with unlimited number of people with the exchange of authorized email address. These days this is the method for sharing information electronically.

It is an effective recruiting tool for employees. Email is particularly effective in finding candidates for open positions otherwise it is hard-to-fill positions. These days Emails are getting used by most of companies to recruit from their own sourcing (HR) department as well as by third party consultants also. If company is using their own sourcing department to fill any open vacancy, then they used to prepare a message with full job description, with detailed information about required qualification and experience level which is need to fill the open position. Then after getting ready this message, they used to give some details about company background and then interview date, timings and proper venue details for the convenience of applicant to reach there the corporate office. Because with mails it is easy to send one proper mail which contains all important information about job to thousand of relevant candidates. Because there is no limit while writing email there is no word limit kind of criteria that is why it is possible to explain job related information with number of applicants with one message only. Like that most of the consultant companies use this e-mail service to reach all relevant potential candidates for the open positions to fill in less time. With search on major job boards, these consultant companies used to prepare attractive mail for the job seekers and send them to all search relevant candidates. Then after reading the whole information about job if candidates feel like to for that job they used to get two options to reach them back.

First is either they send response mail, to the same email address by saying some important information asked by them and can attach latest resume soft copy by send option of email.

Secondly job seeker can directly apply for that job if that option is there with the mail. Because nowadays all big job portals like naukri, monster, indeed, shine, timesjob.com are giving this option also to apply directly from the mail also. This is again to give more convenience for the candidates for their job search.
Some of the key points are here, whom a recruiter should always keep in mind while writing an email, because nowadays emails are generating so much junk mails along with them so now people are not seeing every mail seriously, they used to ignore the mails so some of the key points always should be keep in mind while preparing emails so that it should be able to catch the eye of candidates or active as well as passive job seekers also and by initial one word only candidate should feel like to open or read the whole mail or should take interest to give response of that mail.

There should be a clear and with proper subject line. It is important that mail should be a clear, concise and with proper subject line, it means, that by one line only candidate should get understand or will be able to get idea what exactly the person wants to say or what is all about?

First paragraph should be basically facts oriented. It means that first paragraph should contain only title, location and company name because these three points are most important points, who generally attracts jobseekers attentions immediately and after reading these three things job seekers decide to apply or not. And this is an initial stage of selection of rejection of position.

These two are the basic points for every employer or recruiter to keep in mind while preparing any recruitment email. Apart from these some basic points are also there, which one should also keep in mind:

- Every recipient should be considered individual only like if it is a personalized email for a particular person only.
- Try to send only relevant mail for recipients even for brand image.
- The mail size should not that much small, which may be unable to give sufficient information about job or relevant data.
- People working in the same firm should not send same mail to one recipient again and again.
- It can be assumed that a passive candidate is also open for new job.
- Name of recipient should proper with no wrong impact.

2.3.13. Consumer boxes
To reach the normal public consumer boxes act as the good idea for advertisement of
any job requirement. With this, companies can reach to maximum number of people to inform them about any job opening in particular company. This technique is again helpful for collection of more and more resume from the normal public that means with housewives, freelancers, retired persons, or probably to reach those person also who are not in mood to change their jobs. This technique is helpful for brand messaging also so companies are giving recruitment advertisements on pizza boxes, coffee sleeves, and gas pumps to use it as effective recruiting tool.

2.3.14. Question sites and forums
It means that advertisement of jobs on various question sites and forums. And this technique says that recruit individuals who continually give high quality answers on online questions sites like Quora and Focus and on other functional forums. This technique is highly useful for screening the candidates because the high quality of answers on online questions sites gives high rating of capabilities of the particular person.

2.3.15. Mobile platform for messaging
This technique means that advertisement through messages from mobile phones. Now this technique is getting most in use by every employer as well as by every job seeker, because of all new technical changes in environment. And now use of mobile phones is not too much expensive also that is why it is possible for even lower or middle class people to use mobiles very well. Rates of calling or rate of internet usage are much reasonable and infect good featured mobiles are coming in normal price. This is most convenient mean of communication among people. Billions of people actively use SMS text messaging today. And this is just double almost then the people are using emails. Now tomorrow's workforce increasingly expects communications through their mobile phones most of the time. As such, mobile recruiting presents a tremendous opportunity for employers to engage and stay connected with the future candidates for their company to fill open vacancy. Earlier even use of mobile was happening only for calls or say to talk but now from last 4 years approximately mobile devices are completely changed. So, many featured mobiles are coming in market to access internet and almost full surfing on their mobiles in reasonable rates. Mobile recruiting is the act of recruiting or engaging candidates on a mobile device. There is maximum presence of mobile phones in recruiting these days. Whether it is
a question to attend conferences, network with colleagues, read industry blogs or talk with technology providers, all are possible with one mobile device only. Use of Mobile recruiting helps reach the busiest Candidate to the employers within some seconds only. SMS messaging provides companies an additional way to quickly reach applicants, wherever they might be in college, at home, at work, or elsewhere with the option of immediate reply. Through the use of several pre-programmed SMS text message templates, companies can remind applicants of pending deadlines for required forms or documents, as well as the date and time of their upcoming medical and fitness examinations and interviews as the part of full recruitment. SMS also provides employers the capability to create and send more personalized messages whenever it is needed.

SMS text messaging is helpful in various important tasks of organizations like promotion of timely responses to document deadlines, reduce the number of missed appointments, and increase applicant satisfaction with the hiring process by creating a higher sense of engagement and awareness of processing requirements or so on. Because SMS facility is very fast so it expects to get fast applicant flow and retention in the process, which ultimately allows employee to reduce overall applicant processing time and costs.

Mobile recruiting can be the use of mobile devices for the job seeker/candidate or the employer/recruiter, and it supplements any social and internet recruiting strategy for an organization. While making company’s recruitment strategy, they are considering many apps, technologies, and tools that already available and developed for the company’s benefit particularly. Mobile recruiting involves any action or conversation regarding the job search using a mobile phone device by job seeker. Mobile devices include many applications that aid in candidate sourcing or push immediate notifications when a candidate applies or schedules an interview. Now recruiters and company employers can engage job seekers anywhere and at any time. A quick text message for a recruiter to alert a job seeker offers a real-time opportunity to engage with them regarding open vacancy. And the main point is that Job seekers don’t have to wait to be in front of a computer to apply, or receive email about a job. Job seekers want to be able to easily search and apply for the position without being tied to a computer or laptop even. Creation and execution of mobile recruiting advertisement
doesn’t have to be expensive for any company for recruitment. It can be as simple, complicated, inexpensive, or expensive as company wants it to be according to their requirement. There are some basic points given which helps employers to take all benefits of mobile recruiting for any company –

- With the use of mobile device it is possible for employers to schedule candidate Interviews via text messages – It is an easy approach for employers to schedule candidates interview timings and other important details via text message to a big candidate’s pool. They can offer to send interview location and directions via their cell phone linking to a simple Google Map to make it more convenient for job seekers. With the help of this candidates also can easily create an easy route using their Maps application.

- With the help of mobile device Employers can Make Applying & Research Easy for job seekers - Now companies are easily accessible on every mobile device. As candidates in current economic market where job seekers have many choices, it is important for employers to give full information about their company with culture and work environment on web sites which must be easily accessible for job seekers at any time. So it is good to create Mobile based career sites to make it easier for candidates to quickly view the whole information.

- It makes possible to leverage video by employers - It is a popular online activity to view a video on mobile. As more people are maintain smart phones and as smart phones get too bigger and better, more and more video viewing will be getting possible on phones and even in seconds only. This is good medium for employers to engage candidates with company oriented videos.

Because now mobile phones are in habits of job seekers, that is why companies are also using this as a solid tool which is inexpensive and highly effective to attract more and more number of applicants for future job openings. Now, job seekers also expect to be engaged with videos, job notifications and quick follow-up procedures according to latest technologies. That is why mobile job seekers are keeping different expectations and look while job search which are as under -

- Now Job seekers want immediate updates about new open positions via their mobile devices.
• Job seekers want immediate feedback to their job application at the same time only.

• Job seekers want Recruiting videos and updates by companies to watch on their mobile devices

• Job seekers want to get continuous engagement with interactive content from employers.

These drastic changes have done recruitment very wide. Because nowadays everybody is carrying mobile phones so companies are trying to put one message related job opening information and send it targeted audience by taking their number from internet. It is more personalized invitation to current job seekers from employers by giving them proper information through message. And it is not too much expensive also for companies to send so many messages to job seekers. Even some time companies are asking employees to reply them back with message if they are interested in current job opening. So, it is very much convenient for employers as well as for employees because they can carry this information regarding job opening everywhere in their pocket only. Even now time is again changed to smart phones. Because now it is possible to jobseekers to check email on their smart phones only that is why immediately after reading any mail related to job opening they used to visit company’s web site from the same device that is smart phone to collect important information about job or work culture and companies environment also. And after all this can reach to the decision for applying to job or future with that company. So now it is advisable for companies to make their websites that much compatible to reach maximum no of candidates through smart phones and use text, voice, and videos to communicate their message to prospects this technique is again useful for resume collection.

2.3.16. Talent communities
This technique is helpful in maintaining relations with talented/capable people for future requirements because if companies will be having good knowledge or healthy relations with some particular capable candidates for any particular position they can contact them any time to fill their position. Big companies can develop online talent communities where they can build relationships with a group of prospects based on learning and professional issues over the time. For solid recruitment possibilities it is good to have professional relationships.

2.3.17. Assigned referral

It is preferable for employers to contact with those employees who have strong social network with the help of software to identify more referrals to the targeted employee. The employee (or employees) is then given the assignment to use their connections to contact and to build a recruiting relationship with the target candidates. Apart then the use of normal employee referral assigned referral is a term in which companies can assign particular time to employees to use their connections and contacts with social media relationships. This technique is useful to collect more and different resumes for screening.

2.3.18. Blogs

Good employee blogs can help companies to reach those people who are not actively looking for job. Basically, it opens the door to reach passive candidates also for a company to fill any particular job vacancy. Good employee blogs are able to send an authentic message to individuals who are not actively seeking job. If some people are fully satisfied with their existing job then it is really tough for competitor companies to get these kind of employees, then with the help of good employee blogs companies can message only those relevant candidates for particular job and can reach them about their opening who are most relevant candidates for them. It is a very good technique to reach targeted candidates. because now employees are paying more concentration on future growth and success with good money, so in this case good interesting blogs can give this offer to employers to reach best suitable candidate who is working in same field in other competitor companies and like that with attraction to good written blogs candidates also can reach to their dream job even at the time when they are not in mood to change their existing job.

2.3.19. Creating story books
With this technique companies can create some story books highlighting the stories of their key employees about the company’s culture and work environment in a form of authentic messaging. Like this companies can capture the segment of candidates who are more into book reading. Although this is an innovative recruitment technique and big companies are using it but it is not helpful to create a big pool of candidates for a particular position.

2.3.20. Community organizations and churches

This is the new technique which is going to use by companies in their recruitment process. Postings and communications with various community groups and agencies and with different organizations that work with non-traditional candidates such as recent immigrants and persons with disabilities offers better approach to reach untapped candidate pools. This technique is best suitable for entry level positions. If company is looking for entry level and hourly workers, than community organizations and churches are good options to reach these kinds of profiles. These organizations may be first contacted by individuals who have recently joined the community. To reach more no of candidates companies can put their hoardings in community organizations and churches so that they can reach to freshers or part time workers for them. This technique is getting used for resume collection and it is not that much effective to challenge the most important thing of recruitment that is lesser time. Because with this companies have to pay lot of time in waiting to get respond with these people and ultimately it leads to drawback for recruitment time cycle. These different viewpoints are big helpful for the company to ‘think outside the box’ and gain priceless insight, unique ideas, and creative possibilities of getting new candidates for their open vacancy. It gives better approach to reach disable person by assuming that they can perform just as well as an able-bodied individual in certain positions. So companies should consider what is critical or absolutely required for the position and keep their doors open to all candidates who can effectively perform the job to fill the open vacancy. Incorporating these candidates from these community groups, agencies and organizations can not only increase the pool of qualified candidates and bring creativity and with unique opportunities with even workforce diversity within the company.

2.3.21. Tap into social network
Recruitment with social media called social recruiting. In this recruitment term, use of social networking sites are increasing with jobseekers as well as for employers too. After the revolutionary changes on internet now social media is eating all other option for jobseekers as well as for employers also. There are so many social networking sites like Facebook, twitter, linkedin, google+ are available on worldwide web. Nowadays almost everybody (most of the population without any age barrier) is having his or her account on Facebook. In all these above prescribed name Facebook is most common social Networking site which is getting used by most of population of all countries. And it is not common with in young generation but also very much popular or common with old aged people as well as with female population also. Because by its name social networking it can be judge that it provide connectivity with societies number of people without any distance criteria or age criteria weather the person you many know is in another country only can be connected with one account on Facebook or other social networking sites.

These social networking sites are big change in environment of Indian scenario. Because nowadays use of internet is also very cheap.that is why most of the public is using internet facility as an important basic need. These social networking sites are very much user friendly that why it is going a very reasonable approach to everybody get connected with Facebook or different accounts also. In Facebook and other social network accounts people are sharing their personnel or professional information with other by making different groups or getting/sharing so much different information or knowledge with a big number of people with one on their own account. Ultimately, we can say that after the connectivity with social networking sites it got very easy to share or to know sufficient information about other as well.

Earlier these social network sites were giving social benefits only but when it became so wide and got wide spread everywhere, then it started coming in all other sectors also. Like that with social media networking sites Recruitment also got affected naturally, with this whole procedure of recruitment got change drastically. And Recruitment also got very wide and big with social media.

Now social media is the best tool for jobseekers to search a new job and like that with employers also to get more and more efficient candidates pool with the use of social media. In some surveys it is shown that 85% of job seekers are using social
networking sites to find more jobs options because it is very much economic. The use of social networking sites are very user friendly also. then, now with more technological changes it has broken all the limits of laptops or computers connectivity, but nowadays it is possible to use these social networking sites on mobiles or on smart phones or I phones also. Now, job seekers are giving most of the professional as well as personal information on face book or other networking websites because with a big network on social media somehow employers will also be able to reach with them for future growth or success. Basically, social networking sites give so many benefits to jobseekers to use more social media for job search which are as under -

- **Networking space** – with the start on social networking websites, jobseekers are assuming that most of their colleagues and business partners are available on face book and on linked in and other social websites. And with this job seekers are also assuming that the recruiters and new prospective employers (hiring managers, human resource people) are also available on Facebook and other social websites. Networking with social networking website gives job seekers a unique opportunity to network his or herself to reach all the persons whoever is hiring at the moment. Face book is not professional network, but this is more friendship oriented. And by getting connected with twitter or linked in, job seekers can connect with professional network also.

- These social networking web sites make easy approach for job seekers in a way that if any job seeker got to know that any hiring manger is recruiting than he/she can approach that hiring manager by referred with some friend or direct contact is also possible for his/her.

- **Option of status update with social media** –There is one option on all social networking website that is of status update. By status update option on social networking web sites, job seekers can update their job hunt on current status by telling current position and what is he/she looking for. And as per human nature, people want to help each other, by updating their status, their friends, family groups or other groups related to the work or qualification or even with the same experience, can provide job seeker information about new related vacancy and can get more options in job hunt.
• **Face book market place as one option** – In face book there is one option or say a simple tool which is useful for job hunt for jobseekers. If any job seeker look through the market place for job listings than job seeker(he/she) will be able to either contact with that person in behind the job post or will able to get more information about job posting, ultimately which is a great help in job hunt for active job seekers.

• **Options of Joining and to get active in various groups** - These social networking sites have so many groups related to different fields, industry or interests. So, jobseekers can add these different groups by joining in or starting discussions, posting links and other resources to the wall, moderating or managing sections of the group and so on. So, once if job seeker has had a few conversations with people, send a friend invitation and them to accept job seeker as they each other even only online. Ultimately it leads to a wide network for job seeker. or probably then job seeker can get notice by other in same industry and interest or experience and this can lead to job seeker being considered for upcoming job opportunities even before they are posted on social networking websites ever. Like this the whole process increases the wide pool of job options for job seekers in this competitive world and in less time job seeker may finish his/her job search by joining in good expected organization also.

• **By posting ads** - By a simple ad campaign on social networking websites, job seeker can get more job options from future employers by showing them his/her interest in particular field with relevant qualification and work experience in the same field. After reading these posted ads, future employer may contact job seekers directly to fill open job vacancy for their organization as best relevant employee according to interest and work experience. This technique is good for job seekers in niche skills also, like if jobseekers have some different niche skills which are not genuine, can post ads with appropriate description of niche skills and can get most relevant job in limited time period with good future growth.

By studying all above benefits, we can say that to spend time on social networking websites is not only waste of time only or money at all but, jobseekers can use this
time for productive job hunt also. These all social networking websites are giving better connectivity and big networking for job seekers to get more and more job options or vacancies by keeping in mind more cost effective than other techniques also because these social networking websites have beaten all barriers of distance on national or international basis too. Now according to distance also jobseekers have no limitation for getting most appropriate job worldwide. In many recent surveys, it is considered as best tool for job hunt for job seekers because it is creating a wide pool for employers also to post latest jobs on social networking websites. Because use of social networking websites is user friendly and very easy in accessibility and with an important feature it is much reasonable at cost point of view also. Earlier when social networking websites came into light or say get started in usage, there was a limit with the accessibility because these all social websites were accessible only on laptops or personal computers. Buts from last 3 or 4 years because of fast technological changes the accessibility is got very easy because of mobile services. now these all social websites and many more are accessible with smart phones or I phones also. And now use of social networking web sites has got double or triple times increase then earlier in all countries. now, job seeker are using their smart phones or I phones to access social networking websites any where any time with a small device, which is very easy to carry for any body and that is mobile phones.

Social media tools and social networking sites are extremely fast communication methods, which are getting used both privately and personally at work. Communication through social media involves the use of an online platform like website and social networking sites that allow people to communicate for a social purpose, along with variety of services. most of these social networking is web-based and offer opportunities for people to interact over the internet through laptops, smart phones, I phones or personal computers via e-mail and ‘instant messaging’ which is a text based communication.

We can say that social networking sites are a web-based services that allow individuals various facilities like:

- To construct a public or semi-public profile within a bounded system like personal computer, or laptop or I phone or smart phone or tablet according to availability.
The use of social media as a recruitment tool gives so many opportunities and challenges for employers also. Social media potentially offers good speed, with efficiency and the ability to target and attract specific, particular candidates in the recruitment process for any organization. It can provide a useful additional source of information on potential job candidates, especially since some data at the personal as well as the professional level may not be generated for the purpose of recruitment, and therefore may provide candidates supplementary information about particular applicant. That is why nowadays social media is getting used by employers for screening also. After sourcing of resumes employers can take sufficient or relevant information about applicant via various social networking sites also.

Even Social media is helping employers to answer some ethical questions related to privacy and the extent to which it is appropriate or the decision of relevance for employers to seek information about employee’s private life. because generally on social networking websites people used to share so many personal photos which may be a reason for employers not to select a particular person for their organization because of the person’s sincerity or lifestyle.

Now trend is getting fully changed as with the emergence of the internet and social media more specifically, new approaches have entered in the sphere of employment and recruitment fully.

Although most of the companies are using this as latest technique of recruitment in their organizations but still some organizations are taking it as expensive tool also. So, generally companies are deciding use of social media according to company’s specific characteristics. Company size is an important factor to determine. Small and medium-sized companies, which only hire on an occasional basis, means to say that they have very rare openings for hire might find it too expensive and resource-intensive to set
up specific social media processes for recruiting. Industry or activity might be next
important factor to determine like technology, finance or engineering.

The recent growth of social network websites as a recruitment method reflects its
potential in the area. But there are some issues which are giving problems while using
social networking websites in recruitment which are as under -

- The percentage of accuracy about information available on social networking
  websites.
- Employers accessibility across the wide pool of potential applicants
- Several issues related to privacy
- Calculation of relative costs and benefits.

Many companies are increasingly using social media at different stages of the
recruitment process, for example as a means to attract potential employees to their
corporate recruitment website, employers have to try to show a positive company
image among the wider public. This is actually with a fact that the number of
jobseekers using social networking sites to locate potential employers and vacancies
is increasing continuously. One survey shows that 90 per cent of job seekers believe
that companies look at their social media accounts before offering an interview.
Moreover it is also clear that the trend of use of social media recruitment is generally
upwards.

Social media is a broad category which includes such practices like podcasting,
blogging, text messaging, internet videos, and HR e-mail marketing, which are some
of widespread applications that are getting used in recruitment thoroughly. In addition
to these tools, employers are using increasingly such as Face book, Wikipedia and
Yahoo for their recruitment process. These incorporate social tools are getting used to
attract the attention of potential candidates typically ranging from websites to blogs,
wikis, podcasts and video platforms.

There are some of social networking websites or tools which are wide spreader and
are more in use which are as under -
Blog – Blogs are the discussion or informational site published on the internet that consists of post in form of entries generally displayed in reverse chronological order, that means that the most recent post appears in first and then others. Earlier till 2009 blogs were usually published by single individual or some time by a small group, and generally they cover a single subject or short topic. But now ‘multi-author blogs’ have developed. In which posts written by large numbers of authors and professionally edited on several topics together. Even regular commentary and description of events are also available on Blogs.

Face book – a social networking service where users create personal profiles, add other users as friends and exchange messages, including automatic notifications when they update their own profile or with their friends even. With this users have option to join common-interest user groups, organized by common characteristics for multiple areas of knowledge. Users can instant message each other with this website by accepting friend request with others.

Face book is one of the best-known social media tool, and is extensively used by people to connect socially. Almost all organizations include this tool in their recruitment strategy. Companies prepare Face book page on which it publishes information that is relevant to the organization, for example posting a photo of the new team if it opens a new store. The company uses Face book in this way to attract applicants, usually for jobs in its stores, rather than for senior vacancies. For vacancies posted on the site, a link will then take people through to the company’s separate careers website, through which individuals can submit an application.

Google – It is an American multinational corporation which is specialized in Internet-related services. Search engine is most famous service of Google. And it is also having a large chain of products including Google+, which is the second largest social networking site in the world.

LinkedIn – It is a business-related social networking site that is mainly used for professional networking. Users by logging on linked in generally maintain a list of contact details of people with whom they have some level of relationship, which is called connections. This list of connections with various contact details that can then be used to build up a contact network, which follow different companies and find jobs, people and business opportunities.
LinkedIn is used by organizations to recruit senior and technical staff. Most companies use LinkedIn to search for senior and technical employees through searching in the style of traditional forms of headhunting. In this recruitment team can place vacancy postings on their own LinkedIn accounts. The organization believes that the value of LinkedIn is its wide range of targeted contacts. The recruitment team at different organizations has adept LinkedIn as a best recruitment tool.

**Podcast** – it is a type of digital media which consists of different series of audio, video, PDF, or electronic files which is subscribed to and downloaded or online available with a computer or mobile device with the help of internet.

**Twitter** – it is a popular micro blogging service which enables all users to send and read publicly visible messages which are called tweets which can be done by its any member who have personal account on twitter. Tweets are basically text-based posts which are up to 140 characters displayed on the user’s profile page. Users may subscribe or read to other users’ tweets also.

**YouTube** – it is a video-sharing website which is fully goggling based. Which enables users to upload, share, and view different videos? A wide variety of user-generated video content is available on you tube. It makes possible to display many videos, including film and TV clips as well as video blogging also. All media corporations also offer their material on you tube. Most videos can be post by end users or all users are able to exchange or share also. YouTube allows everybody, to put video messages on the internet, which can then be viewed or share by a very wide audience. Some organizations have found it as a useful part of a recruitment strategy, particularly for much targeted recruitment, for high level key roles or senior and technical staff. You tube is in use from last two years by many companies, earlier it was getting used for only senior experienced positions. But now most of big companies are using it as effective tool of recruitment now companies are preparing a small video of 3 to 4 minutes with key individuals of organization with key points of work environment and new job vacancy available in organization. It gives a realistic picture of open vacancy of an organization. Those ready videos can upload onto YouTube and can be used for the vacancy advertisement. This approach is termed to be very successful, because company is receiving significant positive feedback.
Wikipedia – it is a collaborative web-based encyclopedia project which contains all information about most of the available topics surrounded as a whole. It is having 18 million articles which are written collaboratively by volunteers around the world, and almost all articles are freely editable by any visitor to increase knowledge on time.

Yahoo – it is an American multinational internet corporation which is widely known for its social networking services and it is having so much user-generated content. It is very old and big social networking website. It is having various services like online discussion board which is yahoo groups and community open for quality analysis which is yahoo answers and another service of photo sharing which is flicker.

While concentrating broadly on cost savings, it increases the pool of applicants reached, and is being able to target recruitment at specific groups of potential candidates. Social media sites may be more useful to identify potential applicants with certain characteristics or qualifications and it gives a right path to reach non-traditional applicants also which are those who are not in the usual target groups, or who have different backgrounds and experience. So, ultimately if employer puts a strong, different and creative profile on social media, then it can give a positive branding for potential candidates.

Facebook, LinkedIn and Twitter are interactive tool of social media in recruitment. With these tool it gives good idea for job seekers to take decision about the culture of organization so with this job seekers can decide against applying or saving time or money for themselves and for organization also. Social media also can be helpful to improve the recruitment experience for candidates who are not successful or for those also give updated ideas for candidates who are lacking behind. For job seekers point of view social media can help them to improve in communication externally also. Because with twitter kind of services where everybody is open to talk on any topic in professional manner and there is no restriction of public or private sector also. So by spending time on healthy talk with professional people job seekers can improve their communication externally.

Social media is helpful in brand building for organizations or employers point of view. On face book there is one option of like the page. For this option organizations are making good, creative pages with open vacancy with the option to share or like. So,
people on face book might be not interested in open position but they can share on their page also to make it reachable for so many other people and it directly increases the publicity of organization and create good brand building.

Social networking websites provides diversity of the applicants among the wide pool. It is obvious that there will be generational, gender and racial differences in the acceptance and use of social networking websites for job seeking and recruiting with everyone.

Nowadays so many social networking sites are popular and all kind of age group people is spending lots of time of these networking sites. Such sites are Facebook, Twitter and LinkedIn. Therefore, it is a very good way to advertise on these social networking sites by posting of any job. And with the help of this companies can directly get into touch with applicants. In fact this technique is very cheap because it hardly charges with facebook, twitter or linked in then traditional way of advertising. If companies don’t want to spend anything, then they can try posting the job opening on their Face book status or on even by posting on Twitter with some basic information about job. Chances are very high that someone in their network, or someone they know, will be interested in open vacancy. And professional website LinkedIn has so many hiring tools. Now even they are launching a high-powered, job specific referral engine to help tap into the best of everyone’s networks which ever options are available related to new job vacancy. It is best suitable technique for all kind of business but mostly it is working efficiently for small business units also. Because of less capital they can consider social media into their recruitment process effectively to attract and source talent. Just they need to understand is the whole system of social media platform for recruiting. Like this social media is helping in sourcing and selection of recruitment process. Although the platform of social media is too wide which spans between various platforms such as Instagram, Pinterest, Tumblr, YouTube, Google+ and more. But as a small business, if they start using social networking then for them the use of twitter, LinkedIn or Facebook is sufficient to get possible data.

The main websites for social networking which are important to keep in mind while doing recruitment are LinkedIn, Facebook and Twitter.
LinkedIn is a professional website which makes possible to create big professional work group via logged in with their personal account. LinkedIn is having various recruitment services which are available for productive work of employers as well as for employees too. Some basic points are given under by which generally companies are using LinkedIn for their recruitment process. These are as under:

- By making impressive headline which summarizes the company with sufficient skills and keywords, a company can create a strong profile which is good way to attract more number of candidates for future job.
- By telling a story on culture, work environment and achievements of company, the company can catch the eye of prospective talent.
- By joining relevant groups they can expand their networks for new candidates for their future job openings.
- By encouraging their followers to share, like and comment on posts done by company, they can make it more far-reaching and build the brand image.

Twitter is also a web based service on which employers and employees as job seekers can post their requirements. It is possible on twitter to talk on various topics or possible to do various discussions on healthy topic with professionals.

Companies can share some interesting content on twitter account on regular basis. It increases the knowledge level because it gives opportunity to share information with so many other professionals.

Companies can build network and get active through twitter page. By responding to many questions on twitter with various candidates through company page, creates good way to build relations ship with future applicants.

Companies can use the option of re-tweets. There is one of re-tweet is available on twitter by giving again and again tweets for followers in returns to clarify their questions again and again with new problem solving also. More re-tweets increase more brand names for the company. It is very fast services in twitter so companies can re-tweet again and again. Even employees won’t see their first tweet.
Facebook is most popular social networking website, which is most user friendly than others and most of population is member of Facebook these days. In recruitment also it is getting affected fully. Now most of the employers are also using face book as an effective recruitment tool to get more and more candidates.

Companies can make an interesting page to attract job seekers by putting important focus on relevant content to engage them.

Companies can Share photos. Facebook gives option to share photos so companies can share their photos to showcase their culture, values and employee work environment to attract more no of employees for their open job vacancy.

Companies can share content and ideas on their network. To build more relationships with big networks and to engage more candidates, company can share good content and ideas with their fans by making company’s face book page more attractive.

It gives chance to Get more creative. There is a good option on Facebook to get more creative by posting good articles and quotations related to job to attract more candidates to apply for recent job openings.

Here it should be noted that companies should post only relevant and useful content on company’s Facebook page. With company’s Facebook page they can even give answers for questions asked by candidates on time to time basis. It gives more professional impression on job seekers with quick response of questions and with relevant data to build big networks and connections.

2.3.22. Check out startup specific recruiting websites

It means that with a new recruiting website company can approach only for those candidates who are more interested in work with a startup concerns to aid them growth and development. This is a segment which is not only that person who is looking for a job but also who are more interested in work with startup companies. So, again this is also one way of getting different resumes for screening. But it is not too much helpful in reducing the time cycle of recruitment and it is expensive tool also because for any new website anybody has to appoint someone only for web designing and with some other expenses too.
2.3.23. Go viral

In this recruitment technique with a single billboard only companies can attract hundreds of candidates for any position. It depends upon the language; the sentence which is written on the board can attract unlimited talent for any job opening. So with single billboard, any sentence without any restriction companies are writing to attract more and more no of candidates even close to the competitor’s company also. It is also one way of advertising. By simply putting one single billboard outside its own company only also can attract lots and lots of employees. This is again a way of resume collection, and it is a cheap way too.

2.3.24. Company corporate website

Corporate website is a virtual medium that presents information about the company, generally including human resources information along with infrastructure or head office departments or history of the company related information and it allows individuals to apply for jobs in their career option. The corporate homepage is the initial first page of the Web site, used by an organization to present itself to viewers on the Internet to provide sufficient information to users. The growth in the use of the Web site and homepage as recruiting devices has completely changed. The Web site provides a place to post an unlimited number of openings with detailed job descriptions and helps to describe the benefits of joining the company with all beneficial points. Individuals looking for jobs with a particular organization can discover job opportunities on the Web site. As there is cut throat competition is there for talent, this career Web services provides companies with an edge in attracting corporate talent and provide so many options to select best talent. A recent study reports that most of the applicant almost 90 percent of job applicants check out a company’s Web site before getting into the job. The Website helps bring qualified individuals together with corporations in need of talent and for their bright future growth. It says that time to time companies should revamp their own websites to attract more and more potential candidates for any requirement. Because this is a very good way to show companies work culture or environment to applicants. Excitedly applicants want to know about the company environment by doing google search about the company. If any company’s website reflects the fun, unique culture of company, it’ll make people want to work there more interestingly. These web services
even include messages or blog posts from employees. Companies can add pictures and videos to illustrate life or work culture on the job. If company got people interested to know more about their company then they should make it easy for them to apply by posting open positions and should provide proper job descriptions with sufficient information. It is a cheap way to attract so many applicants in a short time period. It can help in reduction of time cycle of recruitment. Because now a days when most of the public are using internet and using good smart phones this is good and efficient way to reach them.

Many companies are providing excellent user experience through internet recruiting on their own Web site. In fact, some other firms also utilize employment Web sites by simply typing in key job criteria, skills, and experience and indicating their geographic location, companies are using web service is a good recruitment tool. They next click Search for applicants and in seconds companies are getting a ranked list of resumes from candidates that match the firm’s requirements to fill on time.

2.3.25. Go where the talent is

It says that there is no need to waste time to wait for talent to come to company. Companies can appoint some of this kind of person who has to search or check out all those possible areas where they can find the talent which is required for future growth. And if these appointed persons are keeping sufficient information about the candidates or more and more applicants than in such case whenever any requirement comes for the company they can immediately contact these specific applicants along with others. Now Instead of waiting for talent to find the company, recruiters of the company should go and find them. And they should not under estimate the untapped talent of graduating seniors. Colleges must have career centers, job fairs and sometimes their own job listings websites also. Students are eager to learn, looking for employment and full of new and fresh perspectives. Again this is good way of searching more and more potential resumes for recruitment. And if company uses this sufficient information it can help in reduction of time cycle for recruitment for any company. But this is going to be a little expensive so it has limited uses for any company too.

2.3.26. Employer branding
An employer brand is the perception of key stakeholders, and specifically current and potential employees which organization can tell outside. Perception includes so many things like the point of view to see the company, then to value themselves in fast growing market with the name of company with them and then like or dislikes working with organization and so on. A positive employer brand presents the organization as a good employer and good option of place to work with and which ultimately help in recruitment, retention or direct affect the market perception about the company. Sometimes employer branding is understood as a good logo or having good stationary or with great websites with big advertisements but actually it is a relationship between company’s stakeholders with overall business. Brand image actually create a personality image and position of company in outside market. According to position in market only company’s existing and futurehirings can be communicated in market, because according to organization’s brand and reputation, companies are able to attract new employees for company. A Strong positive employer brand helps to attract new talent frequently and even to retain existing staff to pay more concentration on work culture, philosophy and vision for effective future growth of an organization. In other words Employer branding is about positive and effective communications of organization’s values, culture and personality to create the desired perceptions about company in market. Employer branding affects at every point, like the communication with the existing employee, starting with the recruitment and on-boarding process. It is a continuous process to every point of employment like in training and development, all support networks, the development of future growth and incentives with benefits etc.

A positive and clearly defined employer brand provides significant benefits to organization. It directly improves the application rates and put company in favorable position of having a wide pool of talent to choose from for company’s open vacancy. When there is a tight competition for best talent it helps organization to keep in top of mind of the applicants to do struggle for entry into that particular company rather than going any other company. It is a way of recruiting which puts the heart of the organization at its core and where recruiters get no of good resume and they have to decide that who will be suitable for their organizations because of positive vibes that are going out from the organization. Generally with positive brand image of the company possible candidates get an immediate impression of operations of the
organization, and who they are as a company and it increases the interest of the candidate to get into the company. With Recruiters of positive brand image companies are generally hope that they will attract appropriate candidates in this way.

A jobseeker’s first impression of the organization’s image, will generally determine their initial interest for make judgments and that changes over time by getting different reviews from individuals or by seeing advertisements or even with press releases of interview feedback from jobseekers. Every interaction with company generally follows a consistent brand and every point of communication will be in line with organization’s positioning in outside market. Every step of the recruitment process will shape the impression in mind of every potential employee. Therefore it is clearly means that the recruitment experience correctly reflects company’s brand image and is having ability to attract and engages the right people.

Companies work on branding all the time. At the time of writing a job description the company tries to ensure that they attain great visibility for the company in market. Career website is regularly and properly updated so that applicants who are generally conscious about the position they want to apply get sufficient information about the company before applying for the job. That is why it is important for every company to pay considerable time on updating of their career website because if applicants does not get proper information at the point of apply they will not do any further research on company and will leave that option like that. Brand is also built by building strong relationships with applicants while recruitment process. So getting back to the applicants on time with punctual data related to the interview levels improves branding too. By using thanks messages or mails also companies can create good brand image with applicants while also giving good impression of courtesy and respect with applicants. Interview is also a good chance for building good brand image. The interviews actually give chance to company to get more personal with the applicant. So, all talk or discussion which is done in interview process gives good brand image of company. On the other hand turning up late in interview or not getting prepared well or maintaining less information about candidate are the points which create negative brand image for the company.

This employer branding is long process which affects the impression of the company created with lots of good work over a span of years. Actually each and every activity
of company leads to brand image so companies can’t stop this process after some time when some candidates have accepted offer. There are some points which create more brand image even after joining of candidates. If one new employee is getting nervous on first day then it is important for company to take one interview session with candidate on first day to make him comfortable in company’s culture and environment which ultimately create positive brand image of company for so many years by candidate. Companies should make feel every employee important as they the ambassador of company.

2.3.27. Candidate experience

This technique says that while interviewing of so many candidates companies can’t take all of them inside company. Companies used to select most relevant candidates for a particular job with required qualification and relevant experience. But when they collect thousands of resumes they screen or shortlist it and call only those candidates who are relevant according to job opening with their qualification and work experience but in interview step very limited candidates get selected to offer. So, this techniques says that while interviewing step company should have very good and warm experience with all shortlisted candidates so that in future when again requirements comes company can again call those candidates who were earlier shortlisted because ultimately it helps in reducing the time cycle of recruitment which is the most important issue of recruitment process. There is one another way of candidates experience activity. In which instead of writing job vacancies with conditions and requirements of job, recruiter take advise with candidates that what they want actually, what kind of work and responsibilities they need kind of questions. In this way the company gives applicants the opportunity to explain their own creativity and motivation related to any job opening. In this way generally company people receive only focused applications that are willing to give their best for them by joining their company.

This means that the managers must treat applicants as consumers. It says that if candidates spread good words about the organization to others, then they need to experience the application process positively in future for further job openings.

2.3.28. Recruitment hotline
This technique is quite new which says that companies should create toll free recruitment hotline to create good relationships with all applicants. With the help of this recruitment hotline, candidates can get sufficient information about job openings. This particular hotline holder should have all sufficient information about job or job description and required qualification too. So when ever according to convenience of candidates they can call to this toll free number and get all inclusive information about job. This is quite impressive technique to get more and more applicants for particular job and it is not very expensive technique too. It helps in reducing the time cycle of recruitment process for a company to get relevant resumes for particular job opening. So companies should set up an answering machine and a dedicated phone line that contains complete messages about new employment opportunities at any time. Also encourage potential candidates to inquire about job openings inside business on weekends or when even they are off work. With this, they are most likely to consider the job opportunity.

2.3.29. Ask other businesses

Companies can ask the heads of other enterprises that are closing down or downsizing their staff about their laid-off employees as innovative recruitment techniques. Companies can get in touch with the human resources departments of these kinds of establishments to connect this company with these workers. Also, companies can establish a partnership with an outplacement firm, which assists employees who have lost their jobs to find new opportunities. Such firms generally collect information about available job seekers who might have required skills for job opening. This is again a new technique to get more resumes for future job openings. By building of new relationships with other businesses also helps to fill job openings whenever it opens. Because with this companies have sufficient information about other businesses employees too so when any job openings occurs companies can approach those candidates. This technique is not expensive and very much helpful in reducing the time cycle of recruitment process.

2.3.30. Career/job fairs

A job fair is also referred as a career fair or career expo which includes so many job options together at one place. It is a fair or exposition for employers, recruiters, to
meet with prospective job seekers less than one roof. Career fairs gives opportunity to recruit talented people for certain positions in company organization may be for one position or so many position also. Companies used to conduct on-the-spot interviews to finish the whole process at one place which is both convenient and cost effective. There is involvement of social networking sites also in Career fairs which may be physical or virtual. In that case, companies are combining social network and live streaming together increase more participations from different locations. Generally these career Expos and fairs include company or organization tables or booths where resumes can be collected and business cards can be exchanged and try to make direct contact between employer and job seekers. This job fairs are very common for college students, because it gives more opportunities for entry level job recruiting. Now there are so many sponsor companies are also there who are offering various job fairs. It provides one common place to meet students and employers with performance of first interviews.

In this technique companies can attract more and more freshers or young candidates. They can call to special career fairs to provide sufficient information about the future jobs and requirements with needed skills and qualifications criteria too. This is not expensive technique and can reduce the time cycle of recruitment process in bulk recruitment because with one job fair companies can get thousands of applicants for any requirement then by screen them immediately and interviewing at the same day they can finish interview at the same venue. The purpose of a job fair is to obtain applications from interested and highly qualified candidates and to introduce the company as a most desirable employer. Job fairs can best utilized when there must be a large number of vacancies to fill and the target job fair audience possesses related skills for the positions needing to be filled. Even This source might be come with a great opportunity to make big network with other recruiters, able to access to job seekers, and provide big advertisement for company. Along with this, there is the possibility of filling a large number of positions in a small amount of time with single amount paid which is stated earlier also.

Now as time has changed from manual to online so online job fairs are also getting conducted by companies to attract more and more applicants because of more convenience with online facilities and easily accessibility with internet services. Some
colleges also provide platform to many companies and students to attend job fairs online. Online job fairs follow the same process online. After applying online positions, many more people are also trying their luck with in-person job fairs also to get employed soon with less time. Job fairs provide common places to meet many company representatives from corporations of all industries and sizes during a short period of time with no of applicants with much qualification and experience. Every job fair generally follows some basic processes and key element to get more job seekers attention. Job fair networking can be generally described as the process of interacting, obtaining contact details, and getting to know more information about corporate recruiters according to various fields and requirements.

The main drawback of this source is that it can be quite costly to attend when considering the cost of booth space, handout materials and the time of staff to be at the booth till the successful end of job fair.

2.3.3.1 Integrity test for applicants:

This is one innovative recruitment technique which says that an integrity test is a specific type of personality test which is designed to assess the honesty, trustworthiness and to check dependency to rely upon of an applicant. Testing is actually practice of administration of written, oral or other tests for the purpose to determine the suitability or desirability of a job applicant for particular position for a decision of selection or rejection. This process gives a path of set a correlation between test score and job performance to judge the capability of applicant related to job opening in economical cost. To know about any person’s knowledge, skills, abilities and other specific characteristics through questions or some series of problems is called test. To determine the most qualify candidate among so many applicants’ tests and other selection procedures is a very effective means. But, companies cannot take test as the only reason to judge the selection or rejection of an employee. If these test procedure followed properly in an organization, then it may give valuable growth for an organization. For employer’s point of view pre employment screening are good way to check integrity or honesty of an individual. For background checks of an individual according to the desire of organization employers used to take integrity test. It is best way to judge theft and counterproductive behavior of an individual through integrity test. These tests give heavy weight age on the final decisions of an applicant to select
or reject. Lower score in integrity test can increase the possibility of such counterproductive behaviors as theft, violence, sabotage, disciplinary problems, and absenteeism kind of problems in organization. To check standard personality, particularly conscientiousness level and emotional stability or agreeableness kind of factors in an individual these integrity tests have introduced in organization.

There are many reasons why companies are using these tests in recruitment process which are as under:

- It is tough to get more information about an applicant’s personality or behavior through interview or a resume, but it is possible with these tests.
- Since these tests give option to treat everyone equally by company therefore there is no bias.
- They act as a good way to judge large number of applicants quickly.
- These tests are objective and decrease the chances of mistakes to a large extent.
- With such tests, employer can get an idea of special skills of candidates.

There are three types of test are available for employers so, according to their requirement they can choose. These are as under:

- Physical ability tests – these tests are getting used to measure the physical ability to perform a particular task which is importantly required in an employee.
- Cognitive tests – to check reasoning ability, to check memory status, to judge speed and accuracy or reading capacity or some deep knowledge if required for any particular job these kinds of tests can get done on applicants.
- Personality tests – these tests are useful to check the status of a person in some certain traits like safety, or dependability or cooperativeness with other employees and so on.

However companies need to have some basic considerations while using such tests in recruitment process for most effective use, which are as under:
• Companies should use only valid or reliable tools in testing for effective results.

• Companies should use standardized testing procedures with no discrimination towards color, sex, and religion or age kind of factors.

• Companies should be having proper updated information regarding job perspective and they must be doing proper changes according to job requirements for effective results.

• Company should provide proper knowledge of tests and selection procedures to the administrated person with all sufficient needed information.

A test or selection process in recruitment is an effective management tool, so if these procedures are implemented with sound understanding it gives higher effectiveness and appropriateness for a specific job.

Although all these tests are getting used to reduce business costs by identifying individuals who are less interested in absenteeism and less engaged in different counter-productive behaviors. Yet along with this there are some of disadvantages of testing are also there which is as under:

• Integrity testing can take an individual far away from the reality for the response of positive outcome.

• Sometimes integrity tests contain irrelevant questions which are not really related to job when test is not well developed.

• Some assessments do not give valid idea about an individual.

In summary, it is clear that well-developed integrity tests are more effective. Such tests fulfill the objective and are fair in helping employers for screening job applicants with the main focus on a person’s honesty, dependability and trust-worthiness. Employment testing can be a valuable part of company’s recruitment process for success of an organization. Companies are using different employee tests to gain important valuable data. According to company’s need, budget and on availability of valid test they are using tests in their recruitment process. But Testing cannot be the
only decision making tool for any applicant by company. Company should follow full recruitment process to reach at the best decisions.

2.3.32. Specialist agencies:

It states that finding a job within dedicated field of expertise is becoming more competitive and time-consuming effort for job seekers. If any job seeker carries some niche skills with special capabilities, it is quite tough to approach these kinds of specific organizations. For this reason, it is the best way to use a specialist recruitment agency to maximize the success of finding a suitable position that works with qualifications according to the interest of job seeker. There are hundreds of ‘general’ recruitment agencies options are available in almost every sector of the marketplace, but by using an agency that understands the special field of a job seeker then can make a difference in finding the best vacancies available. This is the best option of finding that opportunity that job seekers are seeking particularly with niche skill sets. It is having very easy process of registration with these specialist agencies that can save time any efforts of jobseeker in job search and available only most suitable job for their career choice. It is valuable decision for job seeker to work with a correct recruitment agency which gives professionally and personally growth for future growth. It gives the facility to get best suited jobs according to job seeker’s skills, according to qualification and even according to experience for successive growth.

There are some niche sites also in recruitment. These Niche sites are the websites that works for a specific profession which are not genuine skills. Many recruiters and many job seekers are particular about niche sites according to their field. Some niche sites are as under -

Techies.com - it carries only technology-based job openings. By registration and membership visitors can view all job postings.

Coolworks.com – it carries adventure jobs like park ranger, and the self-explanatory Sixfigurejobs.com - it carries all the jobs in broad casting.

Jobtrak.com – It carries college students resume services and job listings. Basically it carries many colleges, university career centers or alumni associations and MBA programs from all over the world.

Chronicle.com - It carries the resumes of Higher Education. Like for lecturers and professors so kind of jobs are available on this site. For a professor desiring change of
jobs this site is completely free to view available jobs by viewers. This site even gives options for contract workers also. That is one alternate in recruitment. To facilitate contract kind of workers and freelancers who are increasing continuously this is developed.

Guru.com – It carries all profiles of independent professional for employers to view and to search a database of jobs also. It is good option for freelancers to do various chats with other contractors and to get information about health insurance and all. FreeAgent.com – It carries the jobs like technical writing, customer support, or real estate. It provides network facility to job seekers to show their skills and capabilities to employers by an online portfolio.

Ants.com – It is trying to link between the business professions with freelancers who are looking for job in remote areas. In this business professional are posting their projects and bit worldwide.

It is a good technique of recruitment and it is very much helpful in reducing the time cycle of recruitment process because of some particular segment’s categorization. It is not much expensive also because with the help of these specialist agencies company can get potential candidate or a right person for a right job in a very short period of time.

2.3.33. Rise to the challenge

This technique says that for a particular skill set requirement companies can set puzzles or challenges for applicants to check their capabilities. For niche skills it is a good way to recruit on a particular position. This technique increases the higher chances of getting relevant candidates for a position. When a company opens a position which requires a specific skill set, then they can quickly get tired of sifting through resumes of unqualified applicants. To recover with this problem companies can institute challenges or puzzles that required the niche skills which is basic need of organization. With the results of such challenges, company me able to get some idea about the qualifications of applicants for further considerations. The puzzles administered by companies generally provided a big pool of qualified applicants. Each challenge required candidates to prove a relevant skill set with respect to open position to fill fast with less time. But before apply this tactic company should considerably analysis about the top skills which they require. Then, for effective use
from tests they can create puzzles or challenges according to requirements of a particular position. For effective use companies should place the advertisements of these challenges on billboards or online postings or on websites to reach maximum ideal hires. This technique is little expensive than others because companies have to place some extra workforce in their company or they have to get done from outside for making of such different puzzles for niche skill set and for the making of puzzles they have to pay a big amount to service given by specific companies. But still some companies are using this tactic for niche skill required positions which are really beneficial for companies overall growth and also paying so much of money also. And where for niche skill set companies have to pay lots of time to search about particular match person, so these techniques may be helpful in with reduction of time cycle of requirement process also.

2.3.34. Chase down the unrecruitables

In this technique companies should contact only those candidates who are not looking for a new job or say who are extremely happy with their current job. For higher level position it is very good way to fill position to have contact with these happy candidates. While sourcing the candidates, companies can consider all those limited candidates who are happy with their current jobs and not looking for change who are passive candidates, then after getting full information companies can contact only these limited candidates by offering them some gifts or other benefits, by this at least some candidates will definitely attract with extra gifts or benefits according to human nature and will be ready to get involve with further recruitment process. This technique is more expensive than others and some time it takes long time to get information about these limited candidates and then again some more time wastage in selection of gifts and other benefits to attract them. So, it is not that much useful also but for higher level position where by selecting a right candidate increases the business productivity, companies are following this technique.

2.3.35. Keep the candidates warm

Keeping the Candidate Warm means that some productive things a recruiter should always try to follow during the recruitment process and even beyond. Once a candidate is contacted for company’s recruiting process means from the initial stage
only, it is important to maintain constant contact with candidate. Companies as recruiter should always assume that candidate who is being interviewed and will never go to any other company. And it is explained that internet now provides such wide access to positions and companies by worldwide advertisement and good candidates also have a world of opportunity with them every time everywhere to access and to apply even.

This technique says that after the procedure of screening who ever candidates are going to contact for recruitment process, all candidates should keep warm while going out after interview. Because in screening so many candidates used to get selected for interview and then after interview very limited candidates get select for offer. So, those many candidates who are not selected in, company should create very warm relationships with these candidates so that in future if any position comes again in the organization, and because recruitment is a process which generally keep going on for any organization so to fill that position company can call those candidate again for interview and candidates will also be ready to come again for interview in same organization if they have good understanding relationship with management of organization. This technique is not expensive but more useful than other technique and with the use of those candidates; companies can reduce their time cycle of whole recruitment process. So, nowadays where time is changing very fast if companies have no. of options then applicants or jobseekers have also no. of options to reject any particular company so it matters very well that how company maintains relationships with existing employees or all screened candidates or externals also. To maintain relationships Companies can opt for email option also. With regular E-mails to candidates companies can keep them updated on recruitment process. It hardly takes some time to send off a quick e-mail. A candidate who has had a great experience during the interviewing process with any company will probably tell this to three friends, but the candidate who has had a negative or bad experience will tell ten friends at least.

2.3.36. Require homework

A well defined resume and great interview can not necessarily tell a company about the potential of new hire about full time working in the organization. So, to know more about the potentials about candidates, they can ask them to do a little homework.
In few minutes with job seeker, recruiter wants to predict about the right skills or personality, motivation kind of factors for the decision of right candidate even with the judgment of hard working capability. Because of this reason homework assignment to job seekers does well in decision making. From this unpaid assignment company will be able to know more the available candidates and it can help to decision about the passionate candidates, and who has really been thinking about their company and the understanding of the job they’ll need to perform.

Sometime this technique is even useful in interviewing process also, in the case when the pool of talent is just down to the two candidates, and company has to select one among two, then interview team can come up with homework assignments. Because it can give an important prediction of how a candidate will adapt to the organization’s environment and even to check his or her thought processes, analytical skills, and problem-solving, up close and personal.

This technique implies that to know the sincerity or capabilities or passion of candidates who all company is considering the right candidates even for startup or fresher’s position, human resources managers can give them little homework. This technique is not expensive for any company and going to give good results with the use of this technique. This technique is little bit helpful in reducing the time cycle of recruitment process but increase the higher chances of getting good or relevant candidates.

This technique covers some of the basic ideas to recruiter to take final decision in recruitment process which are like this –

This technique helps recruiters to judge the candidates actually with their capabilities without any biases. It tells how actually they are in thinking, writing and work with pen and paper. So with this there is less important of biasness in decision making by recruiter.

It tells recruiter a lot about candidate’s behavior related to work completion on time or about the excuses for late. And it is suggested to be open ended assignment to get more information. It can also explain the punctuality of work completion on time of an applicant.
If company is looking for any higher level of position with specific skills, and company is having some candidates of relevant skills so in that case company can ask a consistent work to all candidates to provide a plan about the completion of work. Then after getting responses from everybody they can take decision about the selection of most relevant candidate for open position.

But before applying this technique in company, they should be sure that homework must not lengthy because if it is lengthy then candidates have to pay more time on this and now nobody is having that much of time to spend on an unpaid activity and which will ultimately lead to unreasonable aspect of company also. So, it should be concise and clear to the employees that this is also a part of hiring and will give high weight age on hiring decision. With homework company wants to know about the candidates that how candidates are going to handle different situations while working.

2.3.37. Automate the follow up process

To improve company’s hiring efficiency they are continuously improving their own recruiting tools with full automation and most consistency for saving all resources and improvement in the quality of work force which they hire for future growth. To get automation in recruiting tools states that there should be proper updating on active applications depending on candidates hiring position like “scheduling interview” or “interview complete” and so on. Actually this gives positive effects on candidates prospective also because everybody wants fast information about the status for further decisions. And some companies are trying to make most of the communication through e mail with hiring candidates from last so many years but this is also not that much effective because it is not possible to send various email on every step time to time. Some where it lacks behind. But it is easy with automation process because this can automatically sent mail related to position in hiring process. After interview process, how hr persons will put reviews in their hiring process, it will automatically generate mail for selection or by saying better off try somewhere else kind of messages.

Now where this automation process is getting used by most of the companies it is giving impacts on job seekers also, now they have not need to spend time on manually typing out each individual response but now they can used to see who actually took
the time to see their cover letter and resume for their organizations for open
vacancies. Most large companies are using automated processes, and the job seekers
are also familiar with these.

Nowadays this technique is too much important for all companies like if they are
taking time to decide whether or not to automate the process, then they could be
missing qualified candidates by losing them in their inbox or simply by waiting. Even
candidates are also giving more preferences to those companies who are following
timely manner, and are fast in reply of emails and rejecting those companies directly
who are slow in reply or not giving proper response.

This is a new technique in recruitment process to reduce the time cycle as well as to
get more compatible and convenient for candidates and making recruitment process
more effective and comfortable to reach more and more candidates. It is little bit
expensive technique because for automation of follow up process company has to buy
some software from outside companies and have to pay big amount, but because it
makes the whole process easy and convenient for management as well as for
applicants, it is going to be consider as effective technique of recruitment because it
reduces the time cycle overall and increases the higher rate of getting relevant
candidates for open position.

2.3.38. Applicant tracking system

An applicant tracking system is also named as a candidate management system. It is
a software application, which is designed to help an organization’s hiring more
efficiently and effectively. With the use of ATS, companies are posting their
vacancies on corporate website or on job boards which screen resumes automatically
and generate interview request to all potential candidates by forwarding email. It
includes some other features like individual applicant tracking, requisition tracking,
automated resume ranking, customized input forms, pre-screening questions and
response tracking, and multilingual capabilities, which gives more efficiency in hiring
process overall. Those days are gone when hiring managers and recruiters shuffle
hundreds of resumes to find the best job candidates to fill their open positions. Today,
this whole process is getting with computer; this Applicant Tracking System (ATS) is
now frequently used to get the best candidate among a wide pool, which is having
qualification related to employer. When a candidate submits a resume online today, it goes directly into the employer’s ATS. It is very new concept that is getting used by most of the employers these days that is why it is important to understand the full procedure of ATS. How ATS full procedure actually works which is as under -

Step 1: An applicant tracking system is a software which stores and organizes all resumes coming from job seekers and then allows recruiters to screen, sort, track, and even rank all the resumes. The system contains one database fields related to the applicant’s name, contact information, work experience, job titles, education, employer names, and periods of employment.

Step 2: For every new job opening in firm, the employers directly search these data fields and enter the key words or phrases associated with the position into ATS. So, the resume which does not contain these specified keywords get rejected and placed in rejection pile and for remaining resumes it will automatically generate email for future process.

Step 3: if any resume contains text boxes or tables, then it may trouble for ATS to read because in this Optical Character Recognition (OCR) technology gets use and while conversion if resume contains boxes or tables then ATS does not read those resume and move further.

Step 4: ATS rank resume differently. It pays more concentration on best match of resume with job requirements with the frequency of keywords and phrases related to job opening.

Step 5: At the time of interview, candidates resume comes in front of hiring manager and recruiters because screen was getting done by with computer only.

This is an innovative recruitment technique which came into lime light with the higher uses of internet. where internet and mobile networks are increasing or generating big pool of applicants for any open position for companies then it can be a very big trouble for companies also to maintain these countless applications and then screen them in a limited period of time to call some selected candidates for interview and then offer only selected candidates in interview so that open position can close in lesser time and selected candidates can start work for the organization as soon as
possible. So, now software companies have found some recruitment software that reluctance the whole process of recruitment and this software are able to reduce the time cycle of recruitment over all.

Now when the use of applicant tracking system has increased widely with recruiter or employers then job seekers are also in need to pay some more concentration on their resumes or cover letters to pass through with different applicant tracking systems of the companies. Because after getting pass through with ATS only job seekers will be able to get in interviews with companies. So, it is important for them to keep some of the key points in their minds while preparing their resumes. Which are as under -

It is important for job seekers to read job description carefully and advised to use proper keywords and experience with basic job titles in resume so that it will clear in scanning with ATS.

It is important that cover letter and resume should be personalized with efficient key words to get through with ATS’s screening process.

It is important to fill all fields completely with correct and proper information without any error by job seekers because ATS look at clearer information and gives them high rate according to clarity.

- An easy format increases the chances to get resume for further process. That is why it is also said that there should be no tables or graphs in resume because how easy the resume will be decides if it can be able to scan for further processes or not.
- Job seeker should try to keep more and more appropriate key words according to their qualification with experience of relevant field.

These above presented some of the basic points are there if job seeker follows these points or keep in mind while preparing for cover letter and resume, they can get more chances to pass through the applicant tracking system and can get into their dream job with good position and good money also.

2.3.39. E recruitment

E-recruitment is the recruitment method in which employers use internet in some form, to work on recruitment process to fill the open vacancy. It has found a number of important advantages compared to more traditional forms of recruiting. First advantage is that it allows companies to reduce the hiring time cycle with sufficient
information flow and fast progress of recruitment processes. Second advantage is that, it helps to reduce recruiting costs and employee turnover because of processes which are generally job-specific and it offers computerized screening interviews and statistical predictions with the help of internet. It gives employers the opportunity to hire staff both locally and globally, significantly recruitment is extending the reach of more potential candidates than the traditional staff recruitment. And the third advantage is that e-recruiting offers companies and prospective employees a number of important features and specific abilities which are as under -

- It consists of the ability to improve interview requests and other background checks with many sources.
- It provides full cost information which is going to occur for all activities involved with the hiring process in vary the beginning only.
- It provides the facility of customized e-mail notification of recruiters for both active and passive job seekers.
- It helps recruiters to improve their communications activities.
- It gives dynamic creation of an employer’s job page with so many options.
- It provides the facility of multiple language support with candidate accessibility for global partners.

There are so many approaches in e-recruitment to reach maximum relevant candidates, with the help of Internet companies can take decision by paying proper concentration on all available approaches. Organizations can use of job sites which can be either generalist in nature like monster.com, naukri.com,indeed.com or they can focus on specific industries according the their requirement which provides their services in specific fields these websites are dice.com or computerjobs.com. Another option by e-recruitment which gives facility to make use of private recruiting exchanges with different tools like career engine or workplace diversity etc. in E recruitment Companies can also choose to post job openings on their own website, which is also one medium to source more resume and to attract more no of candidates and it is very cost-effective for small and medium sized companies even to afford.
Even organization can also choose one option to set up their own corporate recruitment web pages which may or may not include the option of incorporating existing social media websites or they might be different then social media too.

E-recruitment is also called sometimes as online recruitment. Basically, the hr activities like sourcing, attracting, assessing and interviewing and hiring of new candidates with the help of web based resources. The purpose of e-recruitment is to make easy the hr processes more efficient and effective, and less expensive as well. Online recruitment is able to reach a larger pool of potential candidates and also facilitate the selection process. With online growth of organization have made the whole recruitment process easy and fast then earlier for its effective use. Nowadays, e-recruitment is the buzzword and even most latest and significant trend of recruitment. It is also termed as “Online recruitment”, which says that recruitment process through the help of web based tools. Online recruitment includes job websites or company’s own career website or may be its own intranet facility also. All big and small organizations are using web based source of recruitment in their recruitment processes. This means companies are doing advertisements on job vacancies through worldwide web and then job seekers are sending their resumes and CV through emails with the help of internet. Even job seekers are also placing their CV’s on internet which can any time visible for employers on internet according to their requirements. Actually, flow of E-Recruitment is very fast. With the help of internet Individuals are open to take the decision of job change even in midnight and can change their resume according to their requirement and can post to hundreds of companies at the same time with the help of internet. It is same as employer’s side also, like that companies are also open to post their jobs any time even or week day or weekend does not matter anywhere. This all is possible with the help of internet only. E recruitment gives employers the opportunity to hire staff both locally and globally which is a significantly expansion of the reach of traditional staff recruitment. Generally to create a wide pool of applicants to choose relevant candidate among them, companies are using e recruitment effectively. Companies can use various job sites like monster.com, naukri.com or indeed.com kind of so many web sites are available in market to get specific people according to their requirement. In E recruitment Companies can also choose to post job openings on their own website, which is very cost-effective for small and medium sized companies. Companies are using database
technologies, and online job advertising boards and search engines, to fill vacant position in a fraction of the time. Some recruiting companies have set up even their own systems like Tale, and even Unicef, while also some new companies were created to provide these services like Jobtrain, Ivy Exec, and HireServe to hr system to get more potential applicants for their organization.

Now when E recruitment method is getting used by most of companies in their recruitment process and even it is in full trend. There are several advantages of e recruitment which are as under –

- E-recruitment gives opportunity to share talent across various companies through a common database.

- With E-recruitment where everything can be done with the help of internet so it is quite easy for companies to reduce their advertisement cost by online advertisement.

- In E recruitment it takes very less time to answer all enquiry or questions of applicants with having various keywords in big resumes so with the help of e recruitment companies can screen applicants in very less time and inform applicants about their status of application via emails.

- E-recruitment provides wider geographic area for employers to reach more and more number of people at one point of time only.
- E-recruitment gives easier accessibility to employers by reducing all paper work because with the help of e recruitment, it is possible to save most of the data on hard drive which give full office space empty.

So, we can say that E recruitment has done revolutionary changes in the field of recruitment and it is beneficial for employers as well as employees. Because of so many benefits most of the organization is using it in their recruitment process to select best candidate for their open position and like that job seekers are using it in their job search to get their dream job in less time.

2.3.40. Resume bank portals
This technique says that companies can post their job opening with job description and qualification required on job portals with consultancies and as well their own companies websites. It is a complete online recruitment system. In which by access on consultancies job portals and companies website passive job seekers can apply to open positions and companies can get ample of resume for the open position. Because now a days where e recruitment and mobile recruitment these portals are very giving very good services in a normal cost. These online job sites have fully changed the way to get talent from various different sources. There are some basic points are there to keep in mind for efficient use of online job portals. These are as under -

Selection of portal should be done very carefully. There are some factors like number of client companies, popularity or frequency of updating can be consider for selection of a right job portal..

All job sites which are available should be explored which helps to go with specific career web sites which improves online hiring solutions.

Profile should be properly created and updated on job portals by job seekers. Job seekers should attach their resumes on job portals very carefully so that job portals can send it to hiring employers and job seekers can get various job options. Even job seeker should update profile on time to time basis.

It gives opportunity to upload even video resumes on job portals via internet. It is a great advantage for job seekers because with they can showcase their capabilities effectively to many employers at the same time.

Job portals give option to attend all job fairs for more options for job seekers or as well to employers also these job fairs can reduce hiring pain and time for job seekers and for employers too.

There are various job portals are available in India for job seekers as well as for employers. These are as under –

Naukri.com: Naukri web site is quite old web site in India. It started in 1997.Naukari is most popular web site with good brand image among job seekers and employers as well. This Naukri groups has different fields which are vertical, namely, real estate or
jobs and matrimony. It provides various services to jobseekers and employers like resume building, online mail alert, mobile messaging and same with employers also.

**Monster.com:** It is also like naukri.com and most popular job site in indianite is working with the objective that to give newer and newer options to job seekers on time and to close many vacancies of employers in less time.

**Timesjobs.com:** It is also one job site which provides services to jobseekers and employers related to job openings. It is not that much old, few years back only it started giving opportunities to job seekers according to their qualification and area of interest.

Various other job websites like careerindia.com, bixee.com, clickjobs.com, careereage.com, freasheworld.com, placementindia.com and gigajob.com kind of job portals are there for the convenience of job seekers as well as for employers or recruiters too. These sites are giving their services with latest techniques and updated software systems.

**2.3.41. Resume scanners**

A Resume Scanner is a software tool which is developed to search for key words and phrases within job seeker’s resumes to catch and to start further process. This resume scanner is used by hr section to screen some qualified resume according to the open vacancy among so many resumes. It tries to match some key words and phrases with advertisement of job with applicants resume. It is initial step in recruitment process by scanning resumes according to job’s requirements. It can be said that through it gives an idea about the keywords of applicant and its match with desired job profile. It is a big beneficial point for organizations by job portals. It does help employees to do screening and filtering of resumes through job requirements and needs.

Nowadays when time is changing in fast mode or electric mode no company want to spend time to screen or scan through hr department by appointing a no of people into human resource only for scanning and screening. When it is being said that with the use of internet companies used to get ample of resumes by job portals or different advertising procedures it is not possible for companies also to do screening and scanning through manually for such a large number of resumes in limited time. That
is why different software tools have come into light to reduce the over burden of hr department and as well as to do screening and scanning in a very short time. So with the use of these screening or scanning software companies are not getting high extra cost as well as they are able to reduce the time cycle of recruitment process. With various studies it is found that employers are paying only 8 seconds on one candidate’s resume. So it is important that one job seeker’s resume should be in good shape so that it will be able to catch employer’s eyes. The employers want to know the answer of two questions, which are -

- Is the particular applicant is able to do the job?
- Will this particular applicant be able to fit in company culture?

Here are some basic points which a job seeker should keep in mind to beat resume scanner:

- Job seeker should use appropriate format of resume. It is advisable for job seeker to use proper or correct format of resume only with proper description of work history and other personal detail. There are two types of resume formats available. These are chronological resume and Combination resume. Chronological resume is the one in which highlighting of work history is possible. On the other hand Combination resume involves work history with skills also. Job seeker can take proper information about both of the formats and then decide which format is useful for him/her.

- Jobseeker should Use only proper Keywords. It is important for job seeker to use proper keywords in resume according to qualification and experience in particular field related to job openings.and than hiring manager’s keywords for job vacancy and try to match with jobseeker’s keywords.

- Job seeker should try to put right information only. It is advisable for job seeker to put right information about every related factor such as professional as well as personal information on resume.

- Job seekers should make key bold letters and typing in all caps lock to catch reader’s eye in seconds only.

- Job seeker should put proper space and good bullet points to explain different points and to show the key elements quickly to reader.
So, it can be said that by keeping some important points in resume or by doing some changes in resume jobseekers can increase their chances to get more job options and will be able to get more employer’s attention for recent job vacancies with attractive resume or cover letter.

2.3.42. Re-recruiting

Re-recruitment is a process, conducted with employees who are already part of their existing team and they need to shift from one team to other. It says on employee’s relationship part in an organization that old employees or new employees both want their organization’s attention. Basically, all employees want to feel valued with proper attention. This is one way in re-recruitment. There are another way of re-recruitment is also there which say that company can get into re-recruiting for their recruitment process of open positions. Which means that the employees who left their company earlier because of any reason like location problem, role satisfaction problem, salary hike problem, future growth problem and so on? But now when any new requirement comes into company, those employees might be again interested to work with company if company can afford them with location change or role change or say salary hike kind of benefits. So it is again a good way into recruitment to choose again old candidates for new requirements. This technique is useful because ultimately by paying little bit expenses on salary or location change again those employees can give to more business growth for the company and can increase the productivity of work also. This technique is also reducing the total time cycle of recruitment process so it is helpful to use this technique in recruitment process by organizations. Infect it create good brand image for organizations also. Because if company is known for their good work environment, with good future growth, and other benefits then employees must be ready to join these kind of organizations again and again. In some other context it is also said that Re-recruitment is a way of re-energizing their employees by letting them know that they're appreciated this time more than ever, it is also part of talent management.

It works as motivation tool in employees. All employees feel that they all are recognized every time and according to their recognized value they can get more appreciation in the same organization by offered any position with new challenges and new benefits with successive growth.
There are several reasons why organizations are taking re-recruitment as a good recruitment tool for their organization which are as under -

With re-recruitment activity in an organization, they can engage top talented people and even all employees with pace change of work. With this employees don’t feel bored with same kind of work because it keeps changing opportunities for employees while working in same organization.

In re-recruitment, organization can assign various responsibilities to managers and HR team both. With this both of the departments can work well with more excitement. It is most important for any organization to maintain excitement among employees towards for their work on which whole organization’s environment depends.

Re-recruitment generally doesn’t carry any scheduled events so when employees get a small information about their re-recruitment activity they can get more happy or more excited about their new recruitment with new challenging position in same organization. Because this recognition is unexpected for employees so they feel happier and it even creates retention rate also. For every periodical re-recruitment announcement employees wants to stay more with the same organization for long time.

With re-recruitment option in organization employees want to be first to get new challenge in competition with co workers and it creates a motivation tool for them to get first offer of re-recruitment in same organization.

The concept of re-recruiting is really quite simple and easy to follow for an organization. And it is an ongoing process. Companies cannot settle down with once they are done with re-recruiting. As it told earlier that it is good medium to increase retention rate also, that is why companies should do re-recruiting every periodically with update their offers. Because of this proactive action employees wants to stay with the same organization to get new challenges in every six months.

2.3.43. Hand pick candidate
This technique says that the best candidate for the company must be employed somewhere in the competitive concern only. So, the question “how to reach to this best candidate” is the toughest deal for any organization. So to attract those relevant candidates to its own organization, company can offer some valuable or compatible
gift by reaching with them personally for the company requirement and the other benefits so if those employees will be fully satisfied with their jobs and probably not in mood to change job at one time, but after reaching them personally companies can show personal interest in candidate with his qualification and work experience with high future growth of their company. With all this activity of offer some gifts and other benefits in all this, some of these employees will definitely take interest in new offer (according to human nature) and then companies can appoint them for their organization also according to their requirement. To understand perfectly this concept we can take an example of one company which is Computer game company Red 5 Studios. This company researched social media profiles and sent 100 passive candidates iPods with a welcome message directly from the CEO. The offer landed back to the company 90 responses and three left their jobs and join their company. Although this technique is expensive but there are higher chances of getting perfect person/candidate for particular position and ultimately which increases the productivity of business and this technique can take more time to attract these limited candidates for any particular role too.

2.3.44. Scouting
In this technique company appoint one representative to reach all potential candidates to explain about open vacancies and exchange the information and ideas to clear the doubts of candidates on the behalf of company. The ultimate goal of this activity is to increase the ratio of applications of relevant candidates for organization’s specific job vacancy in less time. This is again helpful in collection of resumes.

2.3.45. Internships
This is also a technique of recruitment only which is getting used by employers to get more no of relevant candidates for their organization. This is a special form of recruiting that involves placing a student in a temporary job. In this kind of process there is no obligation on the part of the company to permanently hire the student and no obligation on the part of the student to accept a permanent position with the firm. In this, internship Hiring can done with college students and to work as student interns is typically treat as training activity rather than as a recruiting activity. That is why, organizations that sponsor internship programs have found that sometimes such programs are giving good or excellent means of recruiting outstanding employees. So,
If any company is looking for new ways to get fresh ideas and new perspectives then, doing internship programs are good activity for them to find new talent in different way which removes biasness also. Company can create good internship program to get maximum productivity and maximize the recruitment opportunity for an organization by getting more relevant and efficient candidates.

Basically, an internship program includes various activities like promotion for academics, career and personnel development for anyone. It generally lasts for 3 to 6 months or even for a year which varies organization to organization according to their policies. It may be part time for full time program depending on policies of organization. It may be paid or unpaid depending on different policies of organizations. Sometimes it is part of educational program or evaluation for career development is also possible. It involves observations, evaluations and assessments.

This technique implies that nowadays companies wants to take most young and fresher’s for their organizations, to attract more and more fresher’s or young employees companies used to opt various internships programs. for this companies generally go to the colleges to contact with all young future applicants and provide them or offer them different internship or training programs which must be helpful in their running studies as well as for their future related to their jobs too. Internship is a program to involve a student into a temporary job. In which there will be no direct responsibilities with the appointed student and he/she will be guided by any senior trainer. Training or internships are generally conducted for small periods. And companies have to invest some amount to sponsor these internships but through this investments companies wants to appoint these students into their organization on permanent position also for future vacancies. Because in training time with various exams or activities management companies can be able to judge the working capabilities of all appointed candidates. With the use of these internships or training programs companies can get more potential candidates for their organization. This technique is useful in screening of applicant’s profiles. This technique is expensive than other techniques but it increase the rate of getting more relevant or potential or capable candidates for their organization in bulk. And this technique is more effective when recruitment is required in bulk. For limited number of candidates
it does not work well or ultimately it conclude as a very high costing expense for organization and at last it helps in reduction of time cycle of recruitment process also.

There are so many benefits of internship programs are there, that is why most of the companies are using this technique as an effective recruitment tool. An internship program is a major recruiting tool this day. Many kind of internship programs are getting followed by companies to get more potential employees for their future growth. Various kinds of internship programs like fall internships, summer internships, semester internships, and quarterly internships, are getting use by companies. Internship programs are termed as a test drive for the talents hunt for an organization for their future requirements. Because it gives an opportunity to employers to evaluate a candidate’s potential. In internship programs they can judge candidates skills and capabilities with tests and assessments and according to that they can arrange training programs also to get more productive employees for their organization. In internship programs all candidates get evaluated through various tests and assessments and they used to get training sessions to improve their capabilities related to their work. With the help of good internship programs companies used to increase the interest and excitement among employees which lead to retention rate for organization. In internship programs generally company appoints new candidates and new candidates bring new, fresh and specialized strength and new skill set for the professional growth of an organization. Generally company’s offer less salaries to interns than other staff employees, so internship programs make possible to get full productivity for overall organization with even less paid employees.

In internship programs there are various websites are available who provide internship programs completely free of charge by simply putting their profile on internet. Internship programs are basically designed for college students and these programs give good experience, to develop their skills and it gives strength to their resume with their interest and abilities. It is possible to get advantages with internship programs for even small business even because it is not that much expensive and not tough to monitor these programs also.

Now it is an important recruiting tool and organizations are using this as main recruiting mode to get more efficient employees and even organizations are paying
lots of money and time to maintain quality of internship programs. There are some major benefits of using an internship programs as recruiting tool, which are as under –

With these internship programs companies used to get more efficient and multi skilled and talented people for their organization for future growth.

So many candidates get collected in one internship programs woo it gives new, fresh prospective to workplace of organization.

Internship programs gives positive experience and valuable growth with good brand image for an organization.

New internship programs make it possible to engage all employees completely with interesting new and fresh challenges.

Generally internship programs are monitored by senior executives by organization and lower or middle level employees feel great to work with them.

2.3.46. Professional associations

Nowadays so many professional associations are working and capturing a wide range of different sectors like finance, marketing, information technology and human resource and others. Basically these are the groups of professional persons who provide services to make a good contact between professionals with professional job openings. This means to say that they provide proper or sufficient information to professional persons to get into professional job openings. they used to maintain regular newsletters, annual meetings and trade publications to advertise various job openings .in newsletters or trade publications they used to advertise recent updated job openings with clear job description and venue details with last date of apply and all relevant or important information and in annual meetings also they call so many professional to learn about recent job openings and in the same annual meetings these organization calls various employers also to interview all available potential candidates.

This technique is a good way of advertising for recruitment, with the contact with professional associations companies used to get more relevant potential candidates for their organizations but this technique is expensive than others, generally all big companies opt this way of advertising and this technique reduce the time cycle of
whole recruitment process because there are higher chances to get good professional candidates by monthly newsletter or publications for the available job opening. This technique is useful in sourcing of potential candidates profiles.

2.3.47. iPhone applications

Mobiles or smart phones are very common devices these days. Generally nowadays mobiles are become necessity for all the public which includes all age criteria’s like students of school, college and then the whole young generation and then it is important part of old generation’s life also. And these smart phones are giving so many different applications which are reducing the use of other devices like computer or laptops, tablets etc. nowadays everything is possible to inquire with the use of smart phone any where any time. From last 15 years mobiles have come into light but earlier with mobiles companies or consultancies used to make calls to job seekers but now these new smart phone applications are continuously making the whole process of recruitment very convenient and reasonable. Because with the use of these applications now can maintain candidates profiles, clients information and other important information like email, tasks, calendar, candidates, contacts and companies. Explosion of cell phone use and increased use of smart-phones has created a massive audience of potential job-seekers to address. Agencies or corporate recruiter which we can say is third party consultancies are already using mobile to call their candidates and clients. To understand the whole procedure of I phone application it is better to undergo with one example which is as follows –

Carerix (iPhone) Application –it is an application which is getting used by most of the organizations for their recruitment management. It is a central recruitment database which Manage companies all emails, appointments, customers, candidates and other information also. With ongoing mobile recruitment, And with the Carerix App connects allows live with the central recruitment and staffing database to view any time. This software allows any updates can be immediately available to company and their employees according to work position. It is keeping everybody up-to-date, wherever they are with the recruitment process. This application works very effectively with mobile version also. Mobile user can browse it with the companyname.carerix.com/ cxmobile on smart phone and it will get start to work. This application will work for all systems like Android, iOS, Windows Phone, BlackBerry OS and on all smartphones like HTC, Samsung, LG, Sony Ericsson,
Motorola and Blackberry etc. This application is basically more beneficial for recruiters or 3rd party consultants with some main functions like -

- It is possible to look up clients’ vacancies, contacts and candidates' contacts.
- It is possible to check organization’s own agenda
- It is possible with this application to make change in appointments
- It is possible to read, forward, reply and send email in response with recruiting.

So, now it is easy for recruiters or consultants to finish their work with the use of iphone software tools and they are able to do their work more efficiently and effectively. Like that these I phone applications are giving so many advantages to job seekers also because nowadays use of mobile phone for job search has increased drastically. In some surveys it is found out that 95% of job seekers are using mobile phones for their job hunt. There are so many iphone applications are there who make easy for job seekers to search their job with more convenience and more efficiently with mobile phones only. With these applications job seekers can do their job search by location preference and with keywords using GPS function, job listing of emails, and keep their contacts tracked and even they can create their resume also on their smart phones. There are some applications which are charging money from users for job search at the time of download only but there are many applications that are completely free of cost for their services. Some of them are –

- Beknown
- Beyond.com
- Careerbuilder.com
- Career search
- Indeed.com
- LinkedIn
- Monster
- Facebook
- Tweet my jobs

These are some example of applications which are available for job seekers in free of cost. Job seekers can any time visit and download these applications and can start
their job search according to their qualification and experience. It is even cost effective for job seekers.

There are many advantages of Iphone applications for job seekers to use smart phones with Iphone applications in their job search which are as under –

- There is very easy approach of installation of applications for job seekers for their smart phones to do proper job search.
- With these Iphone applications job seekers can even use job site on their smart phones if they have their account on any job site. They can easily view their new job options, can edit their resume and apply at the same time with smart phones only.
- Job seekers can check new job vacancies with the help of job search engines with their smart phone any time anywhere.
- Job seekers can send emails to job listing which is done by them according to job vacancies and they can even do bookmark the job postings to visit later on.
- Job seekers can get alerts and notifications from various job sites on every new job posting which is related to job seeker.
- If job seeker has saved his/her resume on smart phone then with these iphone applications, job seeker can submit email with attached resume to relevant job to apply with good cover letter also.
- Job seeker can set a signature on their smart phone by which smart phone can automatically send one message to every employers or recruiter to get them back on reply for specific job vacancy.
- Job seeker can increase his/her network with iphone application on smart phones. On their phone only they can access social networking website by updating their profile, view and by saving their jobs any time anywhere.
- Job seeker can send thank you note automatically by tap one option on smart phone for every recruiter or employer for suggesting recent job vacancy.

This technique is useful in sourcing (resume collection) and screening step of recruitment process. Because the work starts by this application is with the collection
of resumes in large number and then quickly finishes the screening work with sufficient keywords and requirements. Other than that various other applications similar to this are available to make the whole process of recruitment, more easy and comfortable and fast services with lesser time.

2.3.48. 3rd party profile agency

It is known as a recruitment agency or consultancy also. This recruitment technique is being used in recruiting from many organizations and even by job seekers since a long time. A recruitment agency help in job search for job seekers, or provide many recent job openings to job seeker with the interest of money as charges. It is useful for temporary as well as for permanent employment according to the preference of job seeker. Many Corporate companies are using these consulting agencies; expect candidates with specific skills and experience related to job opening for their organization from consultants. If a job seeker is using consultancy to get better job options, consultancies make contact between job seekers and the company. When a job offer is accepted by the successful candidate, the agency is paid an amount by the employer as per their agreement which is pre decided according to the recruitment policy of organizations. So, we can say that a consulting agency is an independent third party services provider and it follows the main task to tie up a link between job opportunities with job seekers. This agency is a commercial organization that makes a profit from its own services of recruiting. These agencies charge money from client companies for any successful placement, not with job seeker. It is decided by law that these agencies companies cannot charge anything from job seekers to find any job. now with technological advancement some consultant companies offer services such as CV checking, or personality profiling or resumes building kind of services which job seeker can assess by signing up with consultant companies and by paying them decided amount. These services are generally varied from company to company. Some important services of consulting agencies are -

- Providing jobs database for job seeker to search online and submit their resumes to relevant and interesting jobs according to their qualification and experience.
- Providing client based database service which can give job details to job seeker only at the relevant job opening by any client, which is proper match with job seekers full details.

An effective consultant can give many resumes in limited time for any job opening in organization to fill. Because it takes long time to get responses from candidates by other advertisement for recruitment.

By using agencies for their recruitment procedure company can feel free for sourcing because this all work will be done by agency to fill their vacancies on time.

It is better to use agencies for recruiting for those corporate organizations if they are carrying less information about market sector or human resource management team and all.

For any corporate company which is not having good brand image or for a smaller organizations it is good to use recruitment agencies for their recruitment process because these company works for job seeker and corporate companies also then it is good way to set link between both of them according to job vacancy with the candidates’ skills and relevant experience.

It is convenient option for corporate companies to fill their temporary and contract based staff with the help of consulting agencies because these agencies have direct contact with these kinds of job seekers also.

It makes it overly convenient for both job seekers as well as for corporate companies because it is possible with consulting agencies to put most of the details online only.

2.3.49. Video interviewing

Video interviews are taking more commonplace in recruitment process. As recruiting is getting wide, spreading globally so in that case video interviewing is the only way to complete the interview process for both candidate and employer. Video interview gets over with the use of video technologies in interview round to make a connection between employer and job seeker. A video interviewing is a live and two way electronic process in which two or more person are engage face to face with the help
with webcam and exchanging audio also. It is a fast process and it saves transportation cost and it is possible to get interview process much faster with video interviews than in person interview. With the high growth of online recruitment video interviewing is becoming next important step for almost all companies even for all levels from entry level, middle level or high level positions as it is more comfortable. For this kind of interview it is important for both recruiter and candidate should be having a personal computer or laptop with web cam and with microphones with internet service. Some time it is very tough for job seeker to attend face to face interview then in that case video interview it is easy to attend interview alone with camera and microphones. This is the new standard of recruiting.

There are two types of video interviews are available for employers to finish interview process which are -

- **Synchronous interviews** - these kinds of interviews are used to conduct live with internet. It is real time data communication system. It gives an idea to employer about the communication skills of candidate. With this kind of interview companies used to avoid travel cost.

- **Asynchronous interviews** – in this interview job seeker has to submit a pre recorded video to employer as per their requirement. It is good way to save time in initial phases of recruiting. For this activity employer used to give a set of question and job seeker is suppose to answer these questions in a video and submit it to employer in a particular time limit. With this employer can easily screen candidates and proceed further to next stage of hiring.

This technique is getting more popular in all organizations because it is giving many benefits for job seekers which are as under -

It gives a great advantage to jobseeker having video interviewing because there is no scary environment with hiring manager he or she has to face breath. Because of nervousness while interview some time job seeker can get frustrate with tough questions so it is favourable situation for them to face to clear the interview process and can get a chance to get into the company.
• It is a great benefit for job seekers to attend face to face interview in even peak hours in working days so it gives opportunity to job seekers to attend video interview from the same place at any time and can get chance to get into next job easily.

• It gives added facility for passive job workers to attend video interviews in fully busy schedule with time wastage and it increase the chance to get good job option.

Although it gives more benefits at the point of job seekers to have video interview but there are some basic point for job seekers to keep in mind while video interview session which are as under -

• Job seeker must have all material ready before going for video interview like resume and other required documents.
• If job seeker is taking interview in company office only then it is good to settle down early from scheduled time.
• If job seeker has no proper knowledge about the equipments of video interview then it is advisable to take proper assistance.
• Like in person round of interview job seeker should dress professionally.
• Table should be clean and neat before any distraction with interviewer.
• Microphones and web cameras and all required instruments should be proper for good picture and audio quality.

Here now a day so many different video interviewing software tools are available in market like this Vidcruiter software which provides convenience for job seeker as well as for employers to make it more efficient and effective. VidCruiter was built for the help of organizations, to increase their efficiency in hiring and increase the quality of their selected applicants. These companies have already developed a multi-step hiring platform solution, who all carries video capabilities and can easily be tailored to any hiring process. like that so many software tools are available for video interviewing companies can choose any software according to their requirements and can get optimum benefits from video interviewing to get perfect candidates for their organization.

2.3.50. Booklets and brochures
There is a variety of available shapes and sizes, brochures and booklets can be a great way to spread information about the organization. This is very good way to do advertising for the requirement of organization. Whether company’s can look for a catalogue, a tri-fold, a booklet, or any type of custom-designed piece according to their desire. So many companies are offering their services by creating new design of brochures that fits the bill of other companies to ease recruitment. These service companies used to prepare designed brochures and booklets to recruit employees, market products and services, and communicate with employees about special programs, among others. For taking service with this big companies, corporate organizations used give proper job description, and company’s history and overall summary of their organization’s success till now and future goals also. And these service companies print their requirements in short and summarized form with more attractive presentation of requirement to reach job seeker’s heart immediately to apply because for every job seeker it is in most priority to know about the company’s full details before even applying for the open position. So ultimately this mode of recruitment creates a good brand image for company also. In this process printing quality matters more, so these services have their expertise to know which paper type, size and folding styles will be best to prepare organization’s brochure or booklet to convey their message in an appropriate style to reach target candidates.

2.3.51. Google hangs out resourcing

- It is a newly added Part of Google+. This Google hangouts works with all variety of staffing solutions with important activities like sourcing interns on campus, interviewing top candidates, and enhancing employer brand with information sessions for candidates to introduce the work and company culture which is covering full recruitment process. This new technique is highly effective way to reach busy clients and elusive candidates easily and cost effectively or can say to passive job seekers also who can be most relevant candidate for future growth. Jobseekers and intern seekers are using it to create job search, and to connect with employees and recruiters to explore companies and career options to get their dream job in less time. It is important to know about the companies procedures with the use of Google hangout service. It says that firstly company uses Hangouts to Highlight Job Openings. It says that
companies can then highlight their current job openings on hangout and along with this they can call hiring managers to come and discuss the work and company culture to potential candidates. With having regular monthly hang out and coordination with many people can attract passive and active job seekers and to students also who are looking for internships. Secondly companies are doing Hangout On-Campus to reduce travel expense. If companies are looking for new and fresh talent with college interns then Google hang out is best option for them. They can contact with many colleges on Google hang out without spending time or money on travel and accommodation expenses.

Thirdly, even companies are using Hangouts for Interview process also to save time and money in selection process companies can use Google hangout for screening and initial interviews by giving invitation to students to discuss their skills and abilities directly with hiring manager. And hiring manager can also give information about company’s culture and environment. There is one option of video interviews also there for companies.

Further companies are even open to view live videos on companies YouTube channels. With these Google hangouts companies are preparing one video on doing discussion about the opening about the work needed and about the company culture with hiring manager and co-workers and putting this video on you tube or company’s you tube channel. It is good way to build brand image and to create a big pool of candidates for vacant positions. To get more productive results from Google hangouts, companies are keeping some the basic points in mind during recruitment process which are as under -

- Companies are significantly using a branded Google Hangout for their company or recruitment agency instead of any local one.
- Companies are creating a Google web-page and adding their Google Hangout link to their corporate career portal also to get more publicity.
- Companies are integrating their Google Hangout links within other branded or popular social networks to make it more effective and efficient.
- Companies are reviewing properly Google + profiles of potential candidates of passive or active candidates both.
Companies are using a high speed connection in a professional environment with quality headphones and microphone options for more audio quality.

Companies are inviting all Google+ members to join their Google Hangout with the information of future date for an event.

As we studied above, many companies are using this google hangout service for recruitment purpose because it is a new technique which is allowing employers to meet with number of relevant employees through internet in various activities like this now a days it is very much popular in job seeker’s also. With the smart phones or I phone facility many job seekers are using this google hang out service in their job search. job seekers are now using video conferencing option to connect with employers and recruiters and to explore companies and more career options. Social media is handling traditional recruiting tasks and other activities in well manner and converting them into more useful, more effective, and more wide-reaching tools for busy recruiters and all types of job seekers at the same time . Now LinkedIn is not the only social media platform in use for recruiting and job search by employers or job seekers both.

In this google hangout employers announce jobs and source candidates and job seekers research and interact with companies if they are interested in working for in a variety of ways through social media besides LinkedIn, including Facebook, Twitter, and Google Plus and others also. Within Google+ circle, the video conferencing feature in Google Hangouts is not just a fun way to video chat with friends or relatives for time pass. It’s now turning into an important tool for recruiting and job search with other business applications like marketing and customer service as well. Recruiters and job seekers both find value in Google hangouts with their facilities.

Because of some particular reasons job seekers are using Google hangouts in their job search which are as under -

- Job seekers are putting their video resumes on live and recording to showcase their skills, experience and interest with Google hangouts.
- Job seekers are even inviting any employee of the company in which job seeker is interested to work in future with the help of Google hangouts.
• Job seekers are getting very wide connections with employers, hiring managers and recruiters with the invitation on Google hangout to view their video resume and recorded interviews.

Job seekers can promote their recruiting Hangouts on their social media profiles in LinkedIn, Facebook, and Twitter and post recordings on their blog or website also for better use of this technique. Hangouts are bringing together hiring managers, professors and college advisors, and top students and candidates to discuss the work and the businesses who are hiring.

Google Hangouts is having the potential to cut through a lot of recruiting and job search time and expense and connect people to jobs in better ways than ever before for job seekers. by using Google hangout technique as a creative new social media tool, job seekers can enhance their sourcing and recruiting or job search strategies.

2.3.52. Direct mails

It is the recruitment technique which include letters, brochures, postcards, flyers and catalogs to attract more no of candidates for their organization. It is also one way to recruit new and fresh employee to fill organization’s vacancies. In this technique, employers used to print their requirement on these available sources of direct mail service. It is very much personalized and targeted and highly selective according to the requirements of organizations. Because this is highly selective, it helps when a company wants to target a small area near the organization only so they can forward these mails to only selective region people to invite them for recruitment process for the open position. As it is selective, the response is also measureable on this part. If there any need of change required in recruitment process like if company wants candidates with certain income and education level than for this they can target related to that criteria only. Sometimes by sending test mails to different groups, organizations can measure results over the time and can do modification if needed. This direct mail service is also beneficial to test the type of message that produces the best results for ultimate objective.
2.3.53. Online advertising

It is an innovative recruitment technique which says that advertising can be possible using web based services like when everything is online than it is also to do advertising job vacancies online and job seekers can view these vacancies online to apply for their future growth. There is highest rise in internet users worldwide and it is doing used by all age kind and types of people. Now internet is the major medium of communication and even it is the major medium of entertainment which is now more informative like live news on televisions, various newspapers and different magazines etc. this online advertising is replacing marketing overall. There are some major benefits of using online advertising for recruitment which are as under -

- Online advertising has no limitation criteria of area coverage like it covers globally wide area to reach more audiences to get more potential applicants for future requirements.
- It is helpful to reach only specific targeted audience also if area is decided than companies can do advertisement only to that area and get relevant results.
- The main advantage of online advertising is that it is not much expensive to afford. The charges are very less in comparison of marketing with traditional mediums. The expenses of using internet are not expensive to reach various geographical locations.
- Online advertising is having very fast speed to cover even wider audience in moments after it starts only. Because it easy for job seekers also to give response with internet only. That is why it works very well.
- With online advertising it is possible to give sufficient information about job in low cost only so it is much more information medium than others.
- With the use of online advertising organizations are able to create positive brand image on job seekers by presenting attractive data on internet with wider coverage area.
- It is easy to update content on time whenever it is required.

Because of the corporate organizations are using online advertisements for their job opening with so many benefits, in result to this most of the job seekers are also using online services for their job search as most important recruitment tool. And it is even cost effective for job seekers as well as for employers also to use. This online
advertisements available large responses in lesser time but it helps in screening also to short list relevant profiles only for next process of recruitment. It is also proven that for organizations it is necessary to use other advertisement modes also as well with the use of online advertising because it is not hundred percent sure that they will be able to close all vacancies of organization with the help of only online job boards. So they should treat it as complement technique only. Like that job seekers should also consider all other modes of job search beside the only online job search.

2.3.54. Campus placement in new style

From the very beginning campus placement is considered as effective recruitment technique to get more fresh and new talent for their organization to fill open vacancies. But earlier campus placements were considered as mad rush for colleges and companies. And it was very complicated feature of campus placement with lots of money and time management. At this point of time companies want to select their diamond candidates from a group of students with same qualification. And that point of time also students want to get into their dream company. With some literature review it has come out that in India campus placement activity is most preferred activity to get into the dream job by students after their qualification. There are so many big companies who are taking most of their IT candidates from their first preference with campus placement only. All companies are following the same traditional process of recruitment in campus placements. Most of the companies are taking aptitude test and then group discussion exercise and personal interview round to check caliber of students. Although it is very old and effective method of recruitment till now but along with it is having some problems like it is UN necessarily a long process which is not necessary some time. Than it does not help to identify the culture job fit with company of candidates which is not wrathful by selecting one candidate.

Actually a typical campus recruitment process involves presentations, written tests, group discussions, and technical rounds over all. This whole process used to take an entire day of recruitment efforts. Apart from the direct cost associated with campus recruitment, there is an indirect cost is also there, like time of human resource (a major contributor), additional personnel cost, travel, accommodation, logistics of conducting test, group discussion etc. We can understand this concept with one
example also like if we take an example of an engineering college. A typical engineering college with student strength of approximately 2500 with all streams is visited by 50 companies to conduct campus placements for one year. If we go by average campus placement figure for top engineering colleges, around 90% students are placed for current year. So, on an average, it is concluded that a company places only 45 students from a campus. So, ultimately the figure which must be carried out is how much money any company is spending to get 45 students per year with campus placement over all expenditure. For this we can assume that an IT company has to hold campus placements to fill multiple vacant positions in its various global centers.

To cover up with all these problems and the best use of campus placement recruitment technique by organizations, according to continuous changes in techniques some software has come in market to run this whole campus placement procedure with the help of a software. And this software is helpful for companies as well as for students for cover up with distance barrier. Like now with the use of online software companies are increasing options for them to create a wide pool of applicant and same thing is with candidates also to create more job options for their future growth. These recruitment software tools are giving one major benefit of online assessment through World Wide Web only.

It has come out of different studies that each campus takes a lot of time, resources and money during campus placement process. To get rid out of these problems, campus recruiters have shifted their focus to include online screening process which is much initial step in recruitment process and it ensures that only the best candidates should go to the later stages of the recruitment process which are often more expensive to save money of organization. To cover up the traditional and redundant methods of college placements, it is the first step towards better hiring in lesser time period with the help of World Wide Web.

It is also beneficial for those companies which want to recruit their candidates form remote area colleges and to reach these remote colleges is very tough than this online assessments are giving them easy approach to get contact with remote area students. So instead of following long hours of traditional recruitment process, it is better way to do whole procedure with online assessment software.
It is already explained that online assessment solutions provide improved return on investment facility also. Online assessment tools are continuously helpful to hire best candidates, reduce expenses on hiring procedure and increase staffing efficiency by predicting job talent and employee attitude earlier. In simple words, to reduce the time cycle in recruitment and improved hiring quality and to provide good and stable workforce form one place only in an organization it is quite beneficial to use online assessment tools. It gives so many benefits to an organization than traditional recruitment methods which are as under -

• It is possible to get full control on various activities like test creation, distribution, invigilation, evaluation and report generation to the recruiters with the help of online assessment system.
• With the help of online assessment system Companies can reach to a large number of colleges in limited time period.
• It is possible to conduct thousand of tests at one time to get more facilitate data from testing part with the help of online assessment systems. There is no limit on no of tests actually in this.
• It provides facility to get many layered answers with single defined assessment in online assessments. It means that at the time of designing it is possible to put all kind of questions like subjective or essay type questions in one assessment only.
• With the availability of a computer and with internet connectivity only it is possible to complete online assessment. It does need many systems and this way it is quite convenient on the part of company as well as colleges.
• 6.Online assessment system is having the option of Auto saving answer facility which make more convenience in case of loss of internet, network or power for students not to distract with any kind of disturbance while online assessment.
• To reduce cheating and malpractices kind of threats some online assessment software are giving different features like webcam facility at the time of online assessment.
• There is big advantages of using online assessment software is less time facility. It takes less time to start full assessment like that it helps in
screening also. It make quite easy to take decision by doing fast evaluation of test and provide results according to that.

- It is one good way of engagement of college students by giving them various contests, game and other challenges in format of test only. It is possible because online assessments are quite flexible.

In conclusion it can be said that good online assessment software gives recruiters an option to move beyond traditional and redundant methods of recruitment till now getting used by companies. It giving great help to objectively screen, select and hire the best candidate among so many candidates on any college and it is helping to even identify right talent and hire better performers for company’s overall success.