

## **Conceptual Analysis of E-recruitment: The Role of Web-Site Usability and Organizational Attraction of Personnel in Nigeria.**

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### **Abstract**

E-recruitment is interchangeably used as the practice of recruitment by means of cyber space. E-recruitment has been described as online recruitment, internet recruiting or cyber space recruiting using electronic web-based practice to advertise job vacancies online. As a result of rapid increased of technology advancement, the level of utilizing internet and electronic mails in conducting business activities in organizations had evident globally. The aims of this study are to examine the importance of e-recruitment in facilitating organizational process of selecting quality and competence employees. The impact of globalization on today's tight and competitive labour market, available vacancies must be fill with qualified candidates as a major roles played by human resource managers. In the same vein, organizations realised that proper management of men, money, method, machinery etc, resulted to higher degree of productivity when suitable qualified people are recruited. In view of the above discussion therefore, this study is carried out to investigate the problems and provide the possible solution to organization on how to attract large pools number of applicants in recruitment process.

**Keywords:** E-Recruitment, Web-side usability, Online Recruitment, Quality and competency, Organizational Attraction in Nigeria.

### **1.0 Introduction**

E-recruitment is interchangeably used as the practice of recruitment by means of cyber space J (Adumeru, 2012). Online recruiting is a component in human resource that today serve as the most recent means of organizational searching for potential staff (Pfiefelmann et al., 2010). E-recruitment has been described as online recruitment, internet recruiting or cyber space recruiting. Using electronic web-based practice to advertise job vacancies online (Galanaki, 2002). As a result of rapid increased of technology advancement, the level of utilizing internet and electronic mails in conducting business activities in organizations had evident globally.

The importance of e-recruitment in facilitating organizational process of selecting potential staff cannot be over emphasise, beside it success of choosing quality and competence employee, the practice is organizations cost effective (Odumeru, 2012; Pfiefelmann, et al, 2010). Internet web-based application provides organizations instants and speedy access of assessing large pools of job seekers within a stipulated time frame. Another reason that made online process of application options significance as a recruiting medium, above other options such as professional recruitment agencies, such as Newspaper advertisement and other traditional recruitment method, are in house web-based recruitment which lower cost to employee (Cappelli, 2011; Cober, Brown, Blumental, Doverspite, Levy, 2000; Selden & Orenstein, 2011).

Organizations such as Nigerian Military, Nigerian Police force (NPF) Custom Service Commission, Nigerian Drugs Law Enforcement Agency (NDLEA), Independent National Electoral Commission (INEC), Nigerian National Petroleum Corporation (NNPC), CBN and commercial Banks, companies and host of others, to mentioned but few, were using e-recruitment as strategy in recruiting their teeming workforce. However, recent research had shown that tremendous numbers of applicant are searching for jobs with the use of internet web-based. The main objective of this study is to explain the importance of E- recruitment of web-side usability on organizational attraction to employees.

## **2.0 Literature Review**

### **2.1 Recruitment**

There are a lot of divergent views used in describing the word recruitment, for example, Peretomode, (2001) explained the word as integral part of human resource which involves identification of attracting prospective applicant with needed talents and skills to pet into the vacant post exist in the organization. Recruitment is described as a series of activities carried out legally by organization to obtain sufficient number of qualified workers at the right time to put in the right place (Nickles et al, 1999).

Recruitment is the activity of human resource management, where as it main function is to critically identify an attractive potential applicant into existing vacant post of organization. While it is often clear that poor recruitment decision have a devastating effect to organizational performance and limit the desire goal to be achieved in the long run. Hence, the prerequisite to high quality of good and services begins from recruitment strategy (Randall, 2004). The concept is also perceived from the same point of views that emphasise must be given to identification of qualified candidate, as against the organization cost and time savings (Peretomode, 2001; Nickles 1999; & Randall, 2004). On the other hand recruitment is seeing as the practice and activities conducted by organization through human resource management with the primary aims of selecting prospective employees to fill the existing vacant posts (Breugh & Starke, 2000), in the work of (Parry & Wilson 2009). According to a study carried out by Khan, Khan & Khan, (2011) the important of human resource were highlighted that is considered as the backbone of every organization. Most of the organizations intend to invest huge amount of capitals in human

resource department because it is the major area that will ultimately improve the performance of organization toward achieving goals and objectives. The improvement of performance increases effectiveness and efficiency in organization and assist the organization for the achievement of its goals in the long run. Certain factors were identified which help in improving work of staff are flexible schedules and training among others (Khan et. al., 2011).

Michael (2006) describes human resource management as strategic and intelligible method of management in an organization. It is a place where the most valuable human resources individuals who collectively cooperate together and contribute to the achievement of organizational objectives. The main purpose of human resource department is assuring the organization attainment of maximum level of productivity to the achievement of success using organizational manpower. Basically human resource management mostly concern with the achievement of the following goals and objectives

Jusola (2010) asserted that the main purpose of recruitment by organizations is to fill in existing vacancies with competence personnel and proper staffing maintenance in order to tally with the organizational needs. Globalization paradigm shifted the human resource management nature of organizational employment. There are involvement of several steps and stakeholders in organizational hiring process, which paved way to external participants such as recruiting firms or consultants as well as agencies (Compto et al, 2009; Jusala, 2010). Recruitment process began with the blue print statement of the organizational objectives (Jusala, 2010).

## **2.2 E-Recruitment**

Electronic recruitment system was championed in 1980s as a form of independent job sites known as Bulletin Board System. E-recruitment is interchangeably use as the practice of recruitment by means cyber space (Adumeru, 2012). Online recruiting is a component in human resource that today serves as the most recent organizational means of search for potential staff (Pew internet survey, 2002; PfiEFFELMANN, S. H. WAGNER and T. LIBKUMAN, 2010).

According to Smith (1999) the concept e-recruitment had positive impact to employers. Despite the fact that certain amount of huge money could be spend in designing a simple web-based, which consider expensive by small companies, but it is cost effective than the uses of newspapers. Another study conducted in U.K. on decision to recruit online. The author discovered internet agencies provide company with substantial amount of better applicants more than that of traditional method of recruitment (Galanaki, 2006).

The current competitive war of talents among recruiters is becoming increasingly more in the contemporary global arena. The organizational successes mostly depend or achieve through the attainment of employees which are highly valuable catalyst in organizations. A study ascertained that Web-based is the most popular means of recruiting staff to various post across both private and public sectors (Chapman & Webster, 2003). Another important factor that affect potential applicants is delays in accessing application process, this extensively discourage large

number of applicants and causes job seekers to loss interest concerning a particular job especially the applicants with little computer knowledge. Speed and navigation of computer devices usually influence the perception of jobs seekers positively (Matthias & Justus, 2010).

### **2.3 Web-Site Usability**

Digitalization has changed the method of traditional ways of recruitment; it has been supplemented with uses of web-based procedure. The initial stage of staffing process to the employment of competence and qualified applicants is very important to the organizational success, where by the potential applicants may have relevant knowledge on the particular job (Ployhart, 2006). Current trend of technological advancement played vital role on the process of recruitment which increases the number of organizations engages into uses of web-based in recruitment of personnel's.

The rise of recruitment using web-based by the organizations has been evident in the recent decade, a research survey shown that about 90% of the organizations are currently conducting the recruitment through their official web pages (Cappelli, 2001). Both public and private organizations nowadays use their websites in advertising vacant jobs and employment of their staff, through proper utilization of their human resource management activity (Elliot & Tevavichulada, 1999).

In recent years the usability and accessibility of web-based are not only applicable to organisations along but it is also applicable to the general interactive systems. A well and sound criteria and guidelines have to be created and follows systematically for the purpose of obtaining more usable and accessible web-based to organizations (Barbara & Fabio, 2003).

In another study conducted by Sangmook (2012) ascertained that Public Service Motivation (PSM) serve as a driven force to encourage personnel's to the job satisfaction that will satisfy the general public interest. Person-Organization Fit theory postulated that in many instances the characteristics of an organization inspire prospective applicants to search for job in the organization. It also determine the level of correlation between the applicant characteristics of individual's attitudes as well as behaviours to that of organization, which have the direct influence to a certain degree of marching or fit between organizations and individuals (Sangmook, 2012). Many organizations developed a specific strategy of attracting attention of target individuals in recruiting new applicants. Although it was proved that attracting attention of people can be very difficult, due to the fact that many at times it used to be hard to know how to reach some of the most appropriate target applicants (Breugh, 2009).

### **3.0 Conclusion**

This paper contributes to a deeper understanding of the role of website usability in attracting potentials applicants into organizations in Nigeria. It also indicated the numbers of advantages drive by organizations in searching competence and qualified personnel using Website in the

recruitment process. The study clearly spelt out certain factors the organizations would adhere in order to attract a large pools of prospective job seekers who's in the long run would result to the higher productivity in the organization. However, it is as a result of higher scarcity of talent in globalized labour market it become important issue to many organizations to search for more talented individuals into their work place. This make it imperative for organizations to engages in practices a sound strategy of stimulating as well as retaining the talented staffs that can contribute to the higher and profitable operation in the organization. It is very obvious employees always tends to get the best responses of their job performance from the organization.

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