A descriptive study on Applicant Tracking System: Automation software for Recruitment and Selection

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Abstract

Effective recruiting is a basic function of every organization, since selecting the wrong individual may cost huge expenditure and is time consuming. Henceforth, using traditional process of recruitment do not serve the purpose, so today organizations additionally use digitalization and advanced tools in their recruiting procedure to make it more productive and financially savvy. The main focus of the current research paper " A descriptive study on Applicant tracking system: an automation software for Recruitment" is to give an insight about how the innovative tool "Applicant tracking system" is used for recruitment process under digitalisation scheme, the manner in which it is implemented in the recruitment procedure and to suggest future developments to be included in the application tracking system.

Keywords: Digitalization, Recruitment, Applicant Tracking System.

Introduction

Human Beings are the most valuable assets of any organisation and considered as vital for the success and failure of the organization. If these resources are properly acquired and managed, the concerned business will achieve the best and gain more competitive advantages in the Industry. This study mainly focuses on to explain how digitalisation has bolstered the recruitment process of an organisation by the implementation of "Applicant tracking system" and how it is useful in the recruitment process and selection of a right individual of an organisation. To work with individuals viably, a comprehension of both human conduct, disposition and different practices accessible to enable us to assemble a talented and spurred workforce must be obtained.

Digital recruitment occurs when hiring managers and human resources professionals use technology as a tool to attract and hire the best talent for an open job listing. The practice of using technology and Web-based resources for recruiting processes intended to find, attract, asses, interview and hire new staff. The aim of digital recruitment is to make the processes more efficient, effective and less expensive. E-recruitment will reach a stupendous pool of potential employees and facilitate the choice process. In order to understand the relationship between digitalization and recruiting we need to understand what kind of digital tools can be used in recruiting. The most common example are the different job sites that can be found online. Other tools are different social media sites, such as LinkedIn, Facebook and Twitter that can be utilized in recruiting processes as well. Furthermore, video interviews via Skype or video applications made by specified programs are all part of the revolution of digital recruiting tools.In simple words, Increase in utilizing the digital or computer technology by the company in an organization is referred as Digitalization. This saves both time and money of the concern.

Review of Literature.

- According to Aswathappa (2007) the definition of recruitment is: "the process of searching for and obtaining applicants for jobs, from among whom the right people can be selected." It means that when there is an open position inside a company, naturally the company has to find an employee for that.

- H. Ramaseshan with his colleague L. Gandhi (2011) reveals his views about the current trends in SMR (Social Media Recruitment) in India. Increasingly, companies are taken to the social media arena to get the right and viable candidates for positions at various levels. This new system of finding, screening and recruiting employees has unbelievable power to advance goals at a value price to match their company's requirements. Undoubtedly, Social Media Recruitment is becoming a major source of recruitment and a buzzword in the corporate world. This article explores the current trends in SMR in India. It also highlights the perspectives and strategies of SMR, as well as dwells on the common mistakes in SMR. The most successful use of social media lies not only in researching the candidates alone, but also in social media integration. He concludes that corporate applications of social media will enable their company to realize the greatest benefits in terms of recruitment, research and impact.

- NR Aravamudhan (2011)21 through this article reveals the fact that diversity in recruitment is becoming a magnet that attracts and retains top-notch talents. Organizations and recruiters are looking at ways and means of wooing candidates from multiple sources using varied approaches. The author says that making a success of diversity recruitment initiative is within the realm of possibility. Organizations can give its managers diversity referral targets and attractive incentives to those who meet the target.

- Geoffrey Moss in his book "Inspire Action – The Trainees Resource Book" emphasises 'the aim of the training should be to improve action rather simply stating that the achievers', are those who inspire people and get things done.

- P. Subba Rao (2004) in "Human Resource Management"25 defines that human resource management means recruitment of people, developing their resource, utilising, maintaining and compensating their services in tune with the job and organisational requirements with a view to contribute to the goals of the organisations, individual and society.

- Arundhati Ghosh, Jr. Faculty ICFAI National College, Kolkata26 through her article "E – Recruitment: The Recent trend of Recruitment practices" opines that acquiring and retaining people today is the biggest challenge. She also commented on recruitment made based on apprenticeship during 19th centuries. Apprentices were not the employees of an organization, but after completion of their apprenticeship they were absorbed in the company. Lack of efficient apprenticeship gave birth to the trend of recruitment process. This process can be broadly categorized as centralised and De-centralised recruitment process. This process of Decentralisation in recruitment paves way to e-recruitment. E-Recruitment is a process of recruiting people through various websites and technological advancements available today. Some E – Recruitment methods are Job boards, Employer web sites, professional web sites etc., The author also concluded that, though E- Recruitment is cost efficient, time saving, provides clarity and widens the search of employees, it may result in some disadvantages like vast pool of applicant and may result in non – serious applicants. So, traditional methods should not be replaced by the technology.

Statement of the Problem

Each Organization, regardless of its size, finds it's hard to pursuit, recruit, and select skilled individuals in the present scenario. As the number of talented candidates available is few, the competition is sharpening. This shortage leads to absolutely essential for organizations to conduct effective recruitment and give proper training to the qualified talents, which is becoming an increasingly complex and challenging task in the world. Recruiting has always been expensive and time consuming. Even though study after study demonstrates the high cost of employee turnover in time, money, and lost productivity recruiting has continued to often be rushed and superficial. This study is conducted to understand the importance of using technology and latest tools in the recruitment process, in order to save the qualified candidates.

Research Objectives

- To know the use of digitisation and/or automation on the recruitment and selection function.
- To understand the new tool specifically applicant tracking system in new recruitment system under digitalisation scheme.
- To know the advantages and disadvantages of applicant tracking system in recruiting at present and in the future.

Methodology

This paper is basically a descriptive based study. The Data used for the study is based on secondary data and collected from various research articles and related online websites.

Recruiting process

- Hiring people is essential to most organizations.
- While the method of hiring is as traditional as business itself and universal, it will be useful to divide the recruitment process down into basics.
- Looking at the recruitment process as a series of steps can make it easier to understand how to improve hiring process.

Steps in Recruitment Process

1. Hiring Need Identification

Before you will be able to bring your hiring desires out into the open, you want to decipher wherever the vacancy lies inside your organization.It can be useful to interview employees or department managers to know how many candidates they feel are required and what specific tasks a new recruit should take on.

2. Job Description

There is a need to list the qualification, traits and characteristics expected of an ideal candidate. These expectations must be realistic yet challenging and craft as thorough a description of the position as possible.

3. Talent Attraction

Attracting talent is one of the toughest element of the hiring method.Social media and job portals are currently great sources for talent in most industries, which covers the visibility part of talent attraction. There is a need to make sure that pay, benefits, and expectations are on par with area standards, helping to appeal to candidates. ATS software can help streamline the application process.

4. Selection

When a flood of applications is received, consequent step of the procurement is to see through those applications and choose the top candidates. ATS software can help in filtering resumes, using keywords to bring the most qualified candidates to the forefront so that hiring managers don't have to waste time and it can help to raise hiring standards.

5. Interview

In several organizations, interviews are first conducted on telephone, followed by in person interviews. Now some companies conduct interviews through messaging or by telephone and then move to video interviews.

6. Reference Checking

Checking references is commonly a matter of trust, as you use the contact information that the candidate provides and ask questions of the person that responds. Some ATS package vendors also are setting out to develop choices that may facilitate with valid
 reference checking.

7. Background Checks and Screening

Before creating employment options, many companies require background checks and screening. Performing these checks gives protection to an organization if any worker will do anything immoral or illegitimate when employed.

Using ATS package to store documentation regarding background checks and screening will make it easy to maintain employee's data in one place just in case the necessity arises for review of these materials.

8. On boarding

When a candidate accepts a job, it's essential to begin the on boarding process. On boarding includes collecting the necessary forms that are required for legal employment, providing information about the company and operations, readying an employee's work space and tools, and creating a plan for orientation and training. Digital on boarding through ATS software can be easier and more comfortable.

9. Analyzing and Improving

Analytics and reporting will facilitate hiring managers to review every part of the hiring method, evaluating the effectiveness of current tactics. By utilizing these tools, companies can continuously improve hiring processes and adapt to trends as an inherent part of the hiring strategy. New staff can inevitably need to be employed as current staff move and new positions are created. Being able to focus at the hiring method as a series of easy steps-moving through each effortlessly and ceaselessly rising can facilitate an organization to take care of high standard for employment.

ATS will help a company to smoothen and fasten the process of recruitment and save time and money too.

Applicant tracking system (ATS)

An ATS is a software application that enables the electronic handling of recruitment needs. An ATS can be accessed on-line on business entities or tiny business level, as per the requirements of the business and there is additionally free and open source ATS software available. An ATS is same like customer relationship management (CRM) systems, but are designed for recruitment tracking purposes. It's a software package that brings your whole recruitment process together. You can provide candidates from it, manage them through the selection process, schedule interviews, manage emails, collect interview feedback, build offers and nurture a talent pool - all from one recruitment system.

How do applicant tracking systems work?

Working of an ATS and what each feature does.

1. Job posting

ATS is used to post open positions on website and job boards. ATS integrate with the job boards you use, publish listings from the software and collect applications. As candidates submit resumes, ATS organizes the data to help you narrow down your search.

2. Spreadsheet importing

ATS can move all your spreadsheets with contacts, candidate statuses, and recruiting stats into the applicant tracking solution and can easily import the spreadsheets at your convenience.
3. Resume importing

An applicant tracking system imports resumes received from different sources so that you can view them within the software. It helps to scan and upload physical resumes, as well as import resumes you receive in your inbox or from a job board.

4. Resume parsing
Every candidate sets up their resume employing a distinctive format. Because resumes are often structured in a different manner, it can be hard to weigh applicants against each other. Resume parsing extracts data from resumes and enters it into a typical type. Once a resume is parsed, the system organizes the applicants and matches them to a job description. The software shows you the right candidates, saving you hours of work.

5. Email marketing
Online marketing may be a versatile tool for attracting new candidates and growing your network. With this system, you will be able to modify your email campaigns.
The software system enables you to produce customized emails, choose email lists, and schedule messages in advance. Use ATS system to share open jobs and follow up with candidates.

6. Candidate tracking

An ATS tracks once a candidate receives information on interview, is offered a job, and is placed. You can additionally determine whether or not a candidate accepted or rejected a proposal. And, the organization can keep records of candidates which is not considered now.

7. Collaboration

If you are employed amongst a hiring team, you need to be able to share recruiting information with your co-workers. ATS is a typically cloud based software, therefore one can easily access them from any device with a web association. This allows hiring team to use the software on several devices. Every member of the hiring team can stay on the same page by viewing up-to-date information about candidates.

Some popular Applicant Tracking Systems

- o Zoho Recruit.
- o iApplicants.
- o BambooHR.
- o PCRecruiter.
- o HiringThing.
- o Breezy HR. etc.,

Uses of Applicant Tracking Software

ATS system will facilitate corporations to avoid wasting time and cash on accomplishment. The application process becomes paperless with an applicant tracking system, so it's simple to store, recall, or retrieve applications from the system with just a few clicks. This helps to confirm that no crucial info is lost and every necessary information is instantly obtainable for reporting.

Advantages:

1. Streamline the CV sorting process

Today corporations typically receive thousands of CVs and applications for vacancies they advertise, as the job market is competitive and the use of internet advertising spreads the word far and fast. One of the advantages of ATS is that they will contour the CV filtering process HR department don't got to pay weeks inquiring each single one.

2. Save time and money

By automating processes, they scale back the number of work unit of time employees ought to do, which saves a lots of time and reduce administrative expenses. ATS can even save on advertising cost by mechanically publishing job vacancy ads to sites and finding potential candidates already 'on file' to contact.

3. Improved Applicant Experience

ATS software package will facilitate to enhance the candidate expertise. Careers pages are often fitted with links to applications, making it simple for candidates to use. Candidates can also find out about companies history, values, and the next steps in the hiring process, which creates excitement about working for the company and make the hiring process seem smooth and painless.

4. More Coordinated Hiring Efforts

Hiring managers, recruiters, and different hiring team members might not invariably get on the same page. ATS package will be updated with notes and hiring standing of candidates, used for electronic messaging between peers, and equipped with a schedule for interviews to make everybody operate together.

5. Recruitment software can help improve profit margins.

Finding the eligible candidate to fill a job position shouldn't place confidence in approximation. By gathering information on what qualifications and other factors lead to short or long-term retainment, companies can optimize their hiring process to make better informed decisions with each job opening.

Disadvantages of Applicant Tracking Systems

1. Because of its automated nature, companies miss out on potentially great candidates

ATS pose the risk of eliminating candidates who are still valuable but perhaps do not have the exact credentials advertised with the position. This can include people who are switching careers or recent college graduates who may have still have a great deal to offer. Also, these systems can reject highly qualified candidates for reasons outside of their qualifications such as differently formatted resumes or other technical mishaps.

2. Applicant tracking systems are often based on specific keywords

It means that applicants can be dismissed simply because they don't have the proper wording on their resume/application or they did not include the preferred industry keyword in their experience description.

3. Inaccurate and Unreliable

Automated systems are occasionally unreliable and might reject resumes for inappropriate reasons, such as if the scanner is unable to read them properly. Some resumes received are much difficult to browse and frequently such systems are unable to properly browse them.

4. Eliminating perfectly good candidates

Some ATS systems limit the data candidates will give, due to character restricted application fields. This may lead you to eliminate a superbly appropriate candidate for the position.

5. The process can be open to manipulation

This hiring process can be taken advantage of by candidates who know and understand the filtering technology of the tracking systems. This means that rather than being the most qualified candidate, he or she may simply know how to fill a resume with the right keywords.

Conclusion

ATSs can make the frequently dreary routine with regards to hiring more sensible, reasonable and effective. While potential hiring may incidentally feel uneasy about the computerized procedure, ATS can make it less demanding for those candidates who have figured out how to deal with the robotized framework. Obviously, similarly as with numerous innovatively based frameworks, evacuating a portion of the human judgment and leaving complex choices to be made mechanically can result in blunder. The

choice on regardless of whether to receive an ATS rests with the particular needs, wants, and requests of the organization.

There is a positive impact of digitalization on recruitment and selection process as there is a huge competition for job and ATS helps in smooth recruiting process. .Not all organization's and candidates are following this system. Hence there is a need to create awareness among the prospective employees as well as employers which could act as a boon for both since it reduces the cost and connects employee and employer as per their exact requirement.

It helps in saving time and leads to an error free selection process. ATS act as a great boon for organization for the candidate search. The current recruitment system will overcome the drawbacks of previous recruitment system. The inclusion of Artificial Intelligence can lead to further improvement of ATS.

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