Chapter 2
Recruitment Trends in the Contemporary Era

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ABSTRACT
Recruitment is the process of identifying and hiring the right talent for a job in an organization, within a timeframe and by incurring the least expenses. The life cycle of the recruitment process starts from identification of an open position which needs to be filled to the candidate joining the organisation formally. On hearing the word recruitment, what flashes in an individual’s mind is the process the HR group would follow to choose a candidate, get him interviewed, cross levels, offer, joining formalities completion, and to integrate the new joinee with the organization’s philosophy. But, over a period, this process has evolved and it has transformed its existence from a simple process to a much more organized and digitally equipped one. The importance of a recruitment service though has remained the same, that is, the candidate should have the right skills, right knowledge, aptitude, and most importantly, attitude. But what has been the focus of improvement of the Human resources is the time duration and the cost effectiveness.

INTRODUCTION
The current economic and political scenarios have majorly influenced the Recruitment Industry and hence the HR processes in organizations. The outcomes of the business relationship with other countries, GST(Goods & Service Tax) and more flexible FDI(Foreign Direct Investment) policies have made organisational managements put on their thinking caps to streamline the Human Resource processes. LinkedIn in its India Recruiting Trends for 2017, survey mentioned that 63% talent leaders expect an increase in hiring budgets, higher than the global average of 37%. Although, 2016 was a gamechanger for the recruitment industry, 2017-18 would also experience a high-voltage change for organizations, to create a competitive workforce.

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Human resources groups in organisations are witnessing the air of transformation all around. These changes (Girard, Fallery, 2009) are predominantly brought in by technology, years of experience, values, skill, talent and knowledge, organizational structure and to top them all, the evolution of an industry which is very distinct from the past organizations.

Many technology companies have come up with beautiful and well equipped campuses for their employees, which have in house facilities for their talent to grow. But the focus of HR departments has been to implement and innovate processes which are cost-effective to match the work-incentive-performance needs of their employees. It is identified by the HR visionaries, that whatever be the size of an organization, domain, geography; the major focus of an employee (Breaugh and Mann, 1984) has always been the take home salary.

The HR landscape is now changing and the transition can be attributed to the eight factors of

1. Increase in Temp Staffing
2. Analysis of HR Data
3. Referral Schemes
4. Video Interview Interactions
5. Artificial Intelligence
6. Digitally equipped-App Based era
7. Mobile recruitment- the Game changing recruitment trend
8. Employer Branding

The following section discusses each of these eight factors in detail.

Increase in Temp Staffing

The concept per se is not new. The manufacturing and service sector industries have been following this pattern since ages now. However, in the last decade, there has been a significant increase in the contract/ temporary hiring in the IT & ITES sector. Many temp staffing organizations have seen a rapid growth. Organizations like TeamLease, Randstad (earlier known as Mafoi), Adecco, Kelly, Manpower, Collaberra, IKYA, etc. have established themselves well in India. Most them are growing at the rate of 18-21% despite economic slowdown. TeamLease within a decade has emerged as of India’s largest temp staffing company with 1400+ clients and outsourced employee count is over 70000 associates.

Earlier it was thought that the temporary positions were usually a path where the person gets absorbed in the organization (Houseman, Susan, and Carolyn Heinrich, 2016). The organizations had the opportunity to see how a temporary worker performed on the job and if the performance was good, the permanent position was offered. Such employees were labelled as Temp-to-hire resource which did give confidence on either side to perform well. But by the industry analysis 7% of all temporary help assignments ended in a hire by the organization. The hire rate when looked industry specific came as 8.8% for professional and technical workers, office job employees was around 8% and Industrial workers 6.6%. An individual also works on a couple of assignments before he decided to formally take up a position.

But now this trend has been changing. Companies hire temporary employee for a stipulated time. This makes the employee and the organization commitment free after the mentioned time is completed. Organizations hire temp staffing depending on a project it takes up-the size, the tenure and the skills.