



LEAD

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Trends in Recruitment

The HR Management is a quickly evolving business function with many modern trends. The HR Trends are usually focused on improving the overall business performance and to keep the best talents in the organization.

The HR Trends are driven by the technology improvement, new trends in outsourcing and by the war for the talents.

- 1) Online recruitment
- 2) Referencing
- 3) Head Hunting
- 4) Job Fairs
- 5) Advertising
- 6) Outsourcing
- 7) Networking
- 8) Re-recruiting
- 9) Shadow hunting
- 10) Poaching

A brief of each recruiting method

1) *Online recruitment*

Online recruitment is the use of technology or the web based tools to assist the recruitment process. The tool can be either a job website or the organization's corporate web site or its own intranet. Companies and recruitment agents have moved much of their recruitment process online so as to improve the speed by which candidates can be matched with live vacancies.

2) *Employee Referral*

Employee referral is an internal recruitment method employed by organizations to identify potential candidates from their existing employees' social networks. An employee referral scheme encourages a company's existing employees to select and recruit the suitable candidates from their social networks. As a reward, the employer typically pays the referring employee a referral bonus.

3) *Head Hunting*

Headhunting refers to the approach of finding and attracting the best experienced person with the required skill set. Headhunting involves convincing the person to join your organization. It is professional approach to recruit, search, track, and selecting talented people already working in various companies. Headhunting is also called as executive search.

4) *Job Fairs*

Job fairs are open fora at which employers can exhibit the best their companies have to offer so that job seekers can make informed choice. At the job fair, employers have a large pool of candidates on which to draw, while job seekers have the opportunity to shop around for dozens – sometimes hundreds – of employers, all in one place.

5) *Advertising*

Advertising is a form of communication used to encourage or persuade an audience (viewers, readers or listeners) to continue or take some new action. Most commonly, the desired result is to drive consumer behavior with respect to a commercial offering, although political and ideological advertising is also common. The purpose of advertising may also be to reassure employees or shareholders that a company is viable or successful.

6) *Outsourcing*

Outsourcing refers to the process in which an organization uses the expert services of a third party (generally professional consultants) to take care of its HR functions while HR management can focus on the strategic dimension of their function.

7) *Networking*

This is a very good job finding technique and is usually carried out by most HR professionals. Relevant and sustained relationships over a period of time can help the HR professionals in networking with their colleagues to acquire resources from different field

8) *Re-recruiting*

This source of internal recruitment is adopted to reemploy the ex-employee. Re-employment of ex-employees is one of the internal sources of recruitment in which employees can be invited and appointed to fill vacancies in the concern. There are situations when ex-employees provide unsolicited applications also. Internal recruitment may lead to increase in employee's productivity as their motivation level increases. It also saves time, money and efforts.

9) *Shadow hunting*

Shadow hunting involves mandating head hunters to identify and maintain a database outside their organizations to ensure ready availability of talent as and when the need arises.

10) *Poaching*

Poaching is a method of recruitment in which competing firms attract employees from rival firms. In simple terms poaching may be described as buying talent rather than developing. Hefty pay packages, other terms and conditions may attract employees to join new organizations. Poaching is a big challenge for human resource managers. Poaching weakens the Organizations competitive strength because of employees' migration.