



## **A STUDY ON FACTORS AFFECTING THE EFFECTIVENESS OF JOB PORTALS FROM JOB SEEKERS PERSPECTIVE**

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### **Abstract:**

Incremental development in technology has influenced recruitment practice of human resources, where Electronic mode is used as a platform for job posting and attracting potential candidates to apply for the job. E recruitment has been one of the booming sources for recruitment of candidates for organizations at various levels. E recruitment is basically a technology driven method, which operates on data base updated by the candidates and matching the same with requirement of organization. Online recruitment as a source of hiring employee may be effective from an organization perspective, but at the same time it is also important to understand perspective of job seekers towards the same on aspects on time, accessibility, number of job opening being updated to candidates etc. Job portals constitutes of multiple factors for being a preferred mode for job search, Study has focused on aspects of quality of information provided by job portals, cost effectiveness, transparency, security and confidentiality, attractiveness and effectiveness being independent components and future preference of job portal being a dependent component. Research attempted on understanding opinion of candidates about online recruitment, which of the factors considered for the study majorly influenced candidate's for job search through online job portals in comparison to other sources of job avenues. The data was analyzed using the statistical software IBM SPSS 20, excel and MS word. ANOVAs, correlation and fisher's exact test, ranking method were used for testing hypothesis and to understand comparatively, which factor had major influence for opting job portal for job search.

**Key Words:** E Recruitment, Job Portals, Confidentiality, Attractiveness and Effectiveness, Transparency, SPSS 20.

### **Introduction:**

A job portals popularly known as a career portal is a hub of information, which helps the job seekers to explore career opportunity with various registered companies and apply for the same. T also serves as an aid for employers to search an ideal candidate from a pool of registered applicants. Time and information being quite crucial in this competitive era, it is important for candidates seeking for job opportunity to invest their time and money on a genuine avenue that could provide them with job opportunity. Job portals has transpired to be an optimum search engine, which not only facilitates employers and candidates to post their requirement, but also assists them in decision making by providing an ideal match to their expectation. Overall it serves as a platform which accommodates to post, collate and search for the information required by job seekers and employers.

### **Literature Review:**

1. E-recruitment and its impact upon on job seekers: a contemporary approach

Rozy Rani

Author emphasizes about understanding recruitment being used through platform of internet and understanding it from job seekers perspective. Research states that technological development has covered almost every domain of company and the way it operation and recruitment process of organization is no exception to the same. Human resources management is an important activity followed by the job and of which recruitment segment focuses on hiring right person for the right job. Implementation of internet as a source for ideal candidate search has been coined a name called as E recruitment. E recruitment has helped various organization to take candidate search at macro level, but the major challenge is to what extent job seekers prefer job portals as an ideal source for seeking jobs. Online recruitment process has proved to advantageous for the organization in terms of saving, time and cost and also helping the company by providing an extensive horizon for search of candidates. Study major objective was to understand hoe E recruitment hiring procedure can be made attractive for job seekers, in what avenues it can help the organization to cut down on operations cost in recruitment and what can be the significance of E recruitment as an platform for recruitment in near future. Based on the outcome of the study author states that respondents agree E recruitment to be an ideal platform for seeking job, as more and updated information about various job openings is available in online job portals, it also helps in saving time as well as cost compare to other sources of searching jobs. Overall

author states that job seekers find E recruitment to be a better platform for job search compared to traditional methods of online recruitment.

2. **E-Recruitment Technology: The Effective Source of Recruitment**  
Sakinah Mat Zin, Nik Fazlin Hiriyati Nik Jaafar, Rosfatihah Che Mat, W. NurfaizulIfwah W. Alias, Eg. Husna Munirah Eg. Hassan Ashari  
Author states that with emerging technology process of human resources are being management with latest technical innovation one of them being E HRM and the study focuses on sub area of it which is popularly known as E recruitment. Human resources if one of the prime factors who determines performance of the organization and E recruitment is proving to be an ideal platform for hiring such potential candidates for the job. Paper majorly focuses on understanding E recruitment as an new era for process of hiring employees and to what extent it can be made attractive to pool in potential candidates to apply for job through this platform. Based on the outcome of the study author states that E recruitment can help organization in searching for candidates at larger scale but at the same time does not guarantee about the quality of candidates those may be hired through this platform. With wide spread of social networking in the present day organization cannot just depend on E recruitment and source for getting potential candidate may happen through any avenue of recruitment . Similarly research tries to highlight that E portals definitely is an added advantage for the job seeker in aspect of time and money if they are able to find an ideal job in compare to that of other sources available in the industry.
3. **E- Recruitment: transforming trends of recruitment in human resource management**  
Dr. Rajneesh Ahlawat, Sangeeta  
Employees play a crucial role in organization. Recruiting candidates with appropriate skill, educational qualification, experience has always been a challenge as these factors will have an impact on overall organization performance. With tremendous advancement in technology every function of the organization has undergone a drastic change and recruitment is no exception to the same. E recruitment has broadened the horizon of search for potential employee after the emergence of internet as plat form for hiring the employees. E recruitment is proving beneficial for the organization in terms of voluminous search, minimal operation cost for candidate search, ability to reach extensive number of job seeker in short span of time etc. With customization and specification being part of job portals job seekers as well as employers are able to customize their search based on their requirement, which has reduced the span between job advertisement being posted and candidates being hired for the job. Study aims to understand various sources of E Recruitment adopted by the organizations and advantages and disadvantages of adopting E recruitment for candidate search required for the company. Outcome of the study states that E recruitment is beneficial for the companies, as it is an economical avenue in terms of mass access, time taken and cost involved for hiring candidates. Research states that organization should focus on utilizing E recruitment for related purpose such as to track and manage candidates applications, which would reduce the overall time consumed the process of hiring candidates and organization need not spend capital on advertising job for irrelevant candidates in market.
4. **Employer Attractiveness Through Social Media: A Phenomenological Study**  
Chetna Priyadarshini, YLN Kumar, Rajneesh Ranjan Jha  
Study mainly focuses on understanding subjective experience and perception of job seekers about E recruitment as an platform for job search and to what extent organization are benefitted by adopting E recruitment and how they can build employer attractiveness in job market. Research concentrates on parameters such as ease of information, navigational usability, and user friendliness cost effectiveness, reliability, security , value creation as few parameters in understanding overall preference and benefits of E recruitment from employers and candidates perspective. Major objective of the research was to understand job seekers opinion from an qualitative aspect in terms of having a retrospect of candidates job search experience with job portals. As part of research it was observed that although job portals have been one of the preferred mode by job seekers, there are various concerns related to looking for job in portals in terms of information disclosure, privacy of candidates credentials, access of not preferred employers into candidates details, spam mails etc. In conclusion of the study author states that HR managers whether using company portal or job agency website for candidate search should maintain transparency in overall process involved for E Recruitment, maintain policy ensuring security of information relating to candidates credentials which have been posted and would be accessed by the employer for interview process.
5. **The Impact of E-recruitment on Candidates' Attitudes: A Study on Graduate Job Seekers of Bangladesh**  
Md. SajjadHosain, Kazi Tareq Ullah, Md. Mohsan Khudri

Author states that Human Resource function is life blood of an organization and effective functioning of the organization depends on quality of professional employees being hired by the organization. With incremental changes in technology Human resource function is nowhere in dark from being exposed to the same. Best example of it is E recruitment process which is completely technology driven and operates with internet as base for the same. People from Bangladesh are yet to be exposed to the trend of seeking jobs through E recruitment which includes E mails, job portals, recruitment websites etc. Study seeks to understand preference from E recruitment in Bangladesh from male and female perspective, impact of job advertisement and attractiveness of job portal having an impact on job seekers preference and other related aspects. Based on the research, author states that make candidates prefer looking for job through online portals compare to that of females, which may possibly be due to lack of awareness among females about procedure to apply for jobs online. Author states that companies may increase preference of job seekers for E recruitment by posting information in detail pertaining to organization, salary package etc. Job portals should provide provision for easy navigation and should make the process of applying through the portal more instructive which will provide information in every step of filling application form which will put the job seeker at ease during the process.

6. The effectiveness of online recruitment advertisement and recruitment website in applicants attraction  
Maryam Toresh Saif Almari

The research paper attempts to understand the effectiveness of E recruitment in attracting potential applicants to apply for job and how online recruitment may be beneficial in comparison to other sources of recruitment adapted by various organizations. Author has mainly emphasized on parameters such as richness of website, employer familiarity, employer reliability, job information provided on the website and its impact on applicant's attraction towards mode for job search. Based on analysis of the study richness of website, and familiarity with the employer had major influence on the applicants attractions towards mode of job search compared to other factors like employer reliability and job information which influenced candidates at negligible extent. Based on the outcome of the study author states that, online recruitment is one of reasonable means to recruit candidates but organization has to be in state to effectively utilize the same. Organization can effectively mobilize online recruitment site by making it look attractive, updation of information on regular basis, ensuring data displayed on the site is genuine and authentic.

7. E recruitment a conceptual study  
Prabjot Kaur

Study focuses on the concept of E recruitment and perspective of it as an ideal means for candidate recruitment. Human resource plays a pivotal role in success of an organization. Selecting right personnel for company involves crucial decision for which an appropriate mode of recruitment has to be adapted. Sources of recruitment involve both traditional and modern method. With emerging technological development, it is quite easy for people to access internet for various needs which includes job search as well. Research emphasizes on understanding advantages and disadvantages of online recruitment, recent trends that have emerged in the domain over a period of time and how these methods can be effectively implemented to mobilize E recruitment as a platform for candidate recruitment. Outcome of the study states that organization should not attempt to replace traditional method of recruitment as both the approaches carry their own relevance. Author is of the opinion that companies should use traditional methods of recruitment to compensate with lacunas faced by adapting online recruitment.

#### **Research Methodology and Instruments:**

##### **Statement of Problem:**

Incremental development in technology has influenced recruitment practice of human resources where Electronic mode is used as a platform for job posting and attracting potential candidates to apply for the job. But effectiveness of the same can be analyzed only based on extent to which candidates find it as an ideal source for job seeking in terms of accessibility, suitability, relevance, cost etc. Therefore study attempts to understand convenience of the E recruitment from job seekers perspective as a source for job search. It also helps to identify the advantages of online recruitment in opposition to traditional recruitment.

##### **Objective of the Study:**

- ✓ Analyze factors that majorly influence candidate choice of job portal for job search
- ✓ To understand the effectiveness of job portal as a tool for Recruitment
- ✓ To suggest measures based on factors preferred by the respondents that can be adopted to enhance job portal as a platform for ideal recruitment

##### **Scope of the Study:**

Study is confined to candidates seeking job opportunity through job portals. Study was narrowed down to six parameters such as quality of information, cost effectiveness, transparency, security and confidentiality,

attractiveness and effectiveness, and to what extent candidates will prefer job portal for future job search. Outcomes of the study may be applicable to human resource consulting firms, which majorly function on the process of E recruitment, which may help them to streamline their present recruitment strategy and focus on improvising factors which have major influence on candidates, who prefer job search through online portals.

**Research Methodology:**

**Research Design:** Descriptive Research

**Data Collection:**

**Primary Sources:**

- ✓ Structured Questionnaire (Close ended questionnaire) would be circulated to employees for taking employee response on their perception about organization culture.
- ✓ Personal interviews

**Secondary Sources:**

- ✓ Library books
- ✓ Journals
- ✓ Internet

**Sampling:**

- ✓ Sampling Type: Probability Sampling
- ✓ Sampling technique: Simple Random sampling
- ✓ Sample size: 100

**Tools for Data Collection:**

- ✓ Structured Questionnaire

**Limitations of the Study:**

- ✓ Study is confined only to candidates who have been seeking job through E Recruitment which do not present a holistic approach on other sources
- ✓ Time period for conducting the study is limited, which confines the scope for a detailed research.

**Analysis and Interpretation:**

The table below gives a detailed analysis on the descriptive statistics such as Mean, Standard Deviation for the responses of the entire 27 questions.

Table 1

<b>Descriptive Statistics</b>					
	N	Minimum	Maximum	Mean	Std. Deviation
E recruitment sites provide complete information about jobs	100	3.00	5.00	*4.0700	.57305
Information provided in E recruitment site is sufficient for decision making	100	1.00	3.00	**2.0700	.53664
Information provided on E recruitment site is accurate and frequently updated	100	1.00	4.00	3.0600	.66393
E recruitment sites adequately meets my expectation	100	1.00	4.00	3.3100	.90671
E recruitment job search is cost effective as I don't have to incur transportation cost for job search	100	2.00	5.00	*3.8100	.83720
I don't have to incur additional expenditure on other sources of job search as E recruitment site serves my purpose	100	1.00	5.00	**2.4200	.87824
Registering in E Recruitment website for job search involves minimum expenditure	100	2.00	5.00	*3.6400	.84710
Opting for E recruitment as platform for job search is quite economical	100	1.00	5.00	*3.7300	.86287
E recruitment ensure transparency in terms of company information	100	2.00	5.00	*4.0800	.89533
E Recruitment provides vivid information relating to job profile and other aspects related to job search	100	2.00	5.00	3.2000	.55048
E recruitment site provides genuine rating about company listed job portal	100	1.00	4.00	**2.0300	.57656
E recruitment sites maintains transparency about job availability and respective domain based on candidates search	100	1.00	4.00	2.9300	.92392

My professional credentials on job portal are visible only to employers am interested in as per specification mentioned during registration process	100	1.00	3.00	**2.0200	.51208
Access to candidates profile is denied to irrelevant people who access E recruitment portal	100	1.00	3.00	**1.9700	.43705
I have never received irrelevant mails after registering in E recruitment portals	100	1.00	4.00	**1.2200	.62893
I feel E recruitment is a secured platform for job search	100	1.00	4.00	**2.3100	.76138
E recruitment site increased my awareness of merits and demerits of available job	100	1.00	5.00	3.3400	1.19949
E recruitment website provided me with relevant information to facilitate my decision making	100	1.00	4.00	2.9500	.74366
Searching for information on E recruitment site consumes minimal time	100	2.00	5.00	3.2700	.77662
First time users can easily search for relevant information on their own without any assistance	100	1.00	5.00	2.8300	1.09226
I would suggest my friends and peers to opt for E recruitment sites for job search	100	2.00	5.00	2.8000	1.17207
I predict that I would use E recruitment sites in another few months	100	3.00	5.00	*3.6000	.68165
I definitely intend to use E recruitment approach to find job in future	100	1.00	5.00	3.0100	1.31422
E recruitment site is an ideal platform for job search	100	2.00	5.00	2.7200	.98555
Valid N (list wise)	100				

\* Strong inclination towards agreement

\*\* Strong inclination towards disagreement

- ✓ Candidates agree about E recruitment site providing complete information about job, job portals maintaining transparency in information, and job search through Job portal being economical in nature compare to other sources of job search.
- ✓ Candidates disagree about information provided in the job portal being sufficient for decision making, genuine rating, privacy and security and not receiving irrelevant mail through looking for job opening through online portal.

#### Hypothesis:

To Estimate relationship between Information provided in E recruitment site is sufficient for decision making and E recruitment site is an ideal platform for job search

**H<sub>0</sub>**: there is no association between Information provided in E recruitment site is sufficient for decision making and E recruitment site being an ideal platform for job search

**H<sub>A</sub>**: there is association between Information provided in E recruitment site is sufficient for decision making and E recruitment site being an ideal platform for job search

Table 2

<b>Correlations</b>			
		Information provided in E recruitment site is sufficient for decision making	E recruitment site is an ideal platform for job search
Information provided in E recruitment site is sufficient for decision making	Pearson Correlation	1	.343**
	Sig. (2-tailed)		.000
	N	100	100
E recruitment site is an ideal platform for job search	Pearson Correlation	.343**	1
	Sig. (2-tailed)	.000	
	N	100	100

\*\*. Correlation is significant at the 0.01 level (2-tailed).

From the above table it can be inferred that there is there is positive correlation between information provided on E recruitment website being sufficient for decision making and candidate preferring job portal for future job search. Organization should focus on updating information mentioned on the job portal as it has major influence on whether candidate will prefer job portal or not. Updation of information on portal is inclusive of updating company information, rating for organization and job etc.

To estimate relationship between E recruitment site being an ideal platform for job search and professional credentials on job portal being visible only to employers am interested in as per specification mentioned during registration process

**Hypothesis:**

**H<sub>0</sub>:** there is no association between E recruitment site being an ideal platform for job search and professional credentials on job portal being visible only to employers am interested in as per specification mentioned during registration process

**H<sub>A</sub>:** there is association between E recruitment site being an ideal platform for job search and professional credentials on job portal being visible only to employers am interested in as per specification mentioned during registration process

Table 3

<b>Correlations</b>			
		E recruitment site is an ideal platform for job search	My professional credentials on job portal are visible only to employers am interested in as per specification mentioned during registration process
E recruitment site is an ideal platform for job search	Pearson Correlation	1	.412**
	Sig. (2-tailed)		.000
	N	100	100
My professional credentials on job portal are visible only to employers am interested in as per specification mentioned during registration process	Pearson Correlation	.412**	1
	Sig. (2-tailed)	.000	
	N	100	100

\*\*. Correlation is significant at the 0.01 level (2-tailed).

From the above table it can be inferred that there is there is positive correlation E recruitment site being an ideal platform for job search and professional credentials on job portal being visible only to employer's candidate is interested in as per specification mentioned during registration process. Security issues pertaining to usage of internet services is common problems faced by users as well as service providers. Organization having job portals for candidate recruitment should implement system where candidates profile can be view by the employers whose details are matching to candidates job search to certain extent.

To estimate relationship between E recruitment site being an ideal platform for job search and candidate feeling E recruitment site as a secured platform for job search

**Hypothesis:**

**H<sub>0</sub>:** there is no association between E recruitment site being an ideal platform for job search and candidate feeling E recruitment site as a secured platform for job search

**H<sub>A</sub>:** there is association between E recruitment site being an ideal platform for job search and candidate feeling E recruitment site as a secured platform for job search

Table 4

<b>Correlations</b>			
		E recruitment site is an ideal platform for job search	I feel E recruitment is a secured platform for job search
E recruitment site is an ideal platform for job search	Pearson Correlation	1	.548**
	Sig. (2-tailed)		.000
	N	100	100
I feel E recruitment is a secured platform for job search	Pearson Correlation	.548**	1
	Sig. (2-tailed)	.000	
	N	100	100

\*\*. Correlation is significant at the 0.01 level (2-tailed).

From the above table it can be inferred that there is positive correlation between E recruitment site being an ideal platform for job search and candidate feeling E recruitment site as a secured platform for job search. Therefore organization using job portals for employee recruitment should ensure security to candidates

seeking for job portals for employment opportunity through non disclosure of candidates credentials to unidentified users, minimize receptivity of spam mail etc.

**Annova Test:**

**To estimate relationship between age and candidates opinion about job portals providing complete information**

Ho: there is no association between age and information provided on job portals being complete pertaining to job profile and organization.

H<sub>A</sub>: there is association between gender and information provided on job portals being complete pertaining to job profile and organization.

**To estimate relationship between age and candidates opinion about information provided on job portals being sufficient for decision making.**

Ho: there is no association between age and candidates opinion about information provided on job portals being sufficient for decision making.

H<sub>A</sub>: there is association between age and candidates opinion about information provided on job portals being sufficient for decision making.

**To estimate relationship between age and candidates opinion about job search through online job portals being economical**

Ho: there is no association between age and candidates opinion about job search through online job portals being economical

H<sub>A</sub>: there is association between age and candidates opinion about job search through online job portals being economical

**To estimate the relationship between age and candidates opinion about not receiving irrelevant mail after registering with job portals**

Ho: there is no association between age and candidates opinion about not receiving irrelevant mail after registering with job portals

H<sub>A</sub>: there is association between age and candidates opinion about not receiving irrelevant mail after registering with job portals

**To estimate relationship between age and candidates opinion about online job portal consuming minimal time for job search**

Ho: there is no association between age and candidate’s opinion about job portals consuming minimal for process of job search

H<sub>A</sub>: there is no association between age and candidate’s opinion about job portals consuming minimal for process of job search

Table 5

ANOVA						
		Sum of Squares	Df	Mean Square	F	Sig.
E recruitment sites provide complete information about jobs	Between Groups	3.383	4	.846	2.758	** .032
	Within Groups	29.127	95	.307		
	Total	32.510	99			
Information provided in E recruitment site is sufficient for decision making	Between Groups	4.577	4	1.144	4.542	** .002
	Within Groups	23.933	95	.252		
	Total	28.510	99			
Information provided on E recruitment site is accurate and frequently updated	Between Groups	.881	4	.220	.489	.744
	Within Groups	42.759	95	.450		
	Total	43.640	99			
E recruitment sites adequately meets my expectation	Between Groups	6.848	4	1.712	2.182	.077
	Within Groups	74.542	95	.785		
	Total	81.390	99			
E recruitment job search is cost effective as I don’t have to incur transportation cost for job search	Between Groups	8.337	4	2.084	3.243	** .015
	Within Groups	61.053	95	.643		
	Total	69.390	99			
I don’t have to incur additional expenditure on other sources of job search as E recruitment site serves my purpose	Between Groups	1.371	4	.343	.434	.784
	Within Groups	74.989	95	.789		
	Total	76.360	99			
Registering in E Recruitment website for job search involves minimum expenditure	Between Groups	4.908	4	1.227	1.763	.143
	Within Groups	66.132	95	.696		
	Total	71.040	99			

Opting for E recruitment as platform for job search is quite economical	Between Groups	2.205	4	.551	.732	.572
	Within Groups	71.505	95	.753		
	Total	73.710	99			
E recruitment ensure transparency in terms of company information	Between Groups	5.787	4	1.447	1.868	.122
	Within Groups	73.573	95	.774		
	Total	79.360	99			
E Recruitment provides vivid information relating to job profile and other aspects related to job search	Between Groups	1.726	4	.431	1.450	.224
	Within Groups	28.274	95	.298		
	Total	30.000	99			
E recruitment site provides genuine rating about company listed job portal	Between Groups	1.285	4	.321	.965	.430
	Within Groups	31.625	95	.333		
	Total	32.910	99			
E recruitment sites maintains transparency about job availability and respective domain based on candidates search	Between Groups	2.324	4	.581	.672	.613
	Within Groups	82.186	95	.865		
	Total	84.510	99			
My professional credentials on job portal are visible only to employers am interested in as per specification mentioned during registration process	Between Groups	2.013	4	.503	1.996	.101
	Within Groups	23.947	95	.252		
	Total	25.960	99			
Access to candidates profile is denied to irrelevant people who access E recruitment portal	Between Groups	1.350	4	.337	1.825	.130
	Within Groups	17.560	95	.185		
	Total	18.910	99			
I have never received irrelevant mails after registering in E recruitment portals	Between Groups	10.443	4	2.611	8.636	** .000
	Within Groups	28.717	95	.302		
	Total	39.160	99			
I feel E recruitment is a secured platform for job search	Between Groups	3.467	4	.867	1.527	.201
	Within Groups	53.923	95	.568		
	Total	57.390	99			
E recruitment site increased my awareness of merits and demerits of available job	Between Groups	5.788	4	1.447	1.006	.408
	Within Groups	136.652	95	1.438		
	Total	142.440	99			
E recruitment website provided me with relevant information to facilitate my decision making	Between Groups	19.317	4	4.829	12.948	** .000
	Within Groups	35.433	95	.373		
	Total	54.750	99			
Searching for information on E recruitment site consumes minimal time	Between Groups	13.376	4	3.344	6.856	** .000
	Within Groups	46.334	95	.488		
	Total	59.710	99			
First time users can easily search for relevant information on their own without any assistance	Between Groups	2.812	4	.703	.579	.678
	Within Groups	115.298	95	1.214		
	Total	118.110	99			
I would suggest my friends and peers to opt for E recruitment sites for job search	Between Groups	5.815	4	1.454	1.061	.380
	Within Groups	130.185	95	1.370		
	Total	136.000	99			
I predict that I would use E recruitment sites in another few months	Between Groups	3.786	4	.946	2.130	.083
	Within Groups	42.214	95	.444		
	Total	46.000	99			
I definitely intend to use E recruitment approach to find job in future	Between Groups	14.762	4	3.690	2.244	.070
	Within Groups	156.228	95	1.645		
	Total	170.990	99			
E recruitment site is an ideal platform for job search	Between Groups	11.989	4	2.997	3.383	** .012
	Within Groups	84.171	95	.886		
	Total	96.160	99			

At a significance level of 0.05 it can be observed that gender had major influence on candidates perception towards certain factors such as Job portals providing complete information (  $p = .032 < 0.05$  ) information on job portal sufficient for decision making (  $p = .002 < 0.05$  ) , job search through job portal being cost effective (  $p = .015 < 0.05$  ) , not receiving irrelevant mail by registering with online job portal (  $p = .000 <$

0.05 ), job search through online portal consuming minimal time (  $p = .000 < 0.05$  ) and online job portal being an ideal platform for job search (  $p = .012 < 0.05$  )

**Suggestions:**

- ✓ Organization providing job portal services should provide new job updates at least for tenure of twenty days. This will increase job seekers frequency to log in and would be satisfied with new updates on job.
- ✓ Job portals can build confidence about companies and their job openings that are posted on the portals by displaying feedback of the candidates who are employed that organization through job portals. Websites can also rate the companies based on employee's feedback about their experience with the company.
- ✓ Although job seekers preference towards usage of internet is in booming stage, users especially job seekers always have their concern in terms of confidentiality about professional and academic credentials mentioned in the portals.. Job seekers should be clearly communicated about security procedure followed by the websites to secure information uploaded by candidates.
- ✓ Receiving spam mail is one common complaint raised by job seekers after registering with online job portals. E Recruitment websites have to improvise their technology in terms of having efficient firewall and security system which will not provide any scope for an alien source to send emails through platform of job portals.
- ✓ Job seekers always hesitate to disclose detailed information about their credentials due to security issues. For which E recruitment websites should have effective communication system which has to guide applicant in every step about why certain information is being asked by the candidate and its purpose.
- ✓ E recruitment websites should take initiatives to educate prospecting job seekers about, usage of job portals through seminar or training program. This will be beneficial for the websites to gain publicity and at the same time will put candidates at ease in terms of usability of job portals.
- ✓ Job portals should focus on being user friendly by minimizing entry of irrelevant information, which may not serve neither candidate nor organization requirement. Applying for a job more or less should be a click away for the candidates.
- ✓ Job portals should provide suggestion to candidates on updation of resume, providing tips to crack interview, sharing success stories of people who were able to find job through portals. This strategy would enhance attractiveness of the portal and candidates will find process of seeking job through job portals to be relevant and informative.

**Conclusion:**

The concept of job portals has no doubt emerged as a preferred mode for seeking jobs from candidate's perspective and for recruitment from employer's perspective, but its effectiveness and ability to meet job seekers expectation is what will make it as an ideal platform for recruitment. Study considered five factors such as quality of information , cost effectiveness, transparency, security and confidentiality, effectiveness and based on their satisfaction towards these factors, to what extent they would prefer job portals in future for finding job opportunity. From the analysis it was observed that job seekers gave maximum priority to transparency of information followed by confidentiality, security, quality of information and attractiveness of the job portals. Job portals should emphasize working on these aspects of their web portals to attract job seekers for considering job portals as their preferred platform for job search.

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