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Introduction

Thesis Statement

Organizational growth and traditional human resources management methods are combined in a modern HR approach. When developing and implementing personnel strategies, careful consideration is given to the organization's values, structure, and culture. E-recruitment, often referred to as internet recruitment, alludes to the use of internet technologies for the different processes of attracting, analyzing, choosing, recruiting, and onboarding job prospects. E-recruitment allows the platform to select the right candidate from countless CVs but is not suitable every time.

E-recruitment is the efficiency of hiring people based on a proper e-recruitment process such as websites that allow the easiest usage functionality for employers and job seekers. The E-recruitment process for organizations is 70% higher than the old or traditional method (Otoo, Assuming, & Agyei, 2018). It is the process where the companies do not go for the costly process or system to advertise job vacancies. To record the employees based on previous work. In this regard, the report will include the major driving force behind the e-recruitment strategy that should be implemented in the business.

Moreover, the report will answer whether the e-recruitment is based on the new HR system's new policies and whether the requirement is suitable for all kinds of job vacancies or not. Similarly, the report will include the major advantages and disadvantages of implementing a new human resources system. Likewise, the report will include the other effective method that should be utilized for the effective and valuable selection of the candidates that become the real asset to the organization (Boşcai, 2017).

There will be an evaluation of the system required to assess the best candidate for the best job description. Meanwhile, there will be a question of whether the company is good.

Finally, as a manager, there will be a recommendation for Meriva Supermarkets to understand whether the company should move toward the analysis of the social media profiles of the candidate or not (Hafeez et al., 2018).

Meriva is a supermarket in Scotland, UK. "To give better capabilities to become the finest retail HR function and make Meriva's a terrific place to work," summarises Meriva's HR strategy. There were new HR processes in 2008, which meant that many operations related to recruiting and selecting employees were centralized in the HR Shared Service Center. This has been implemented in Scotland but has not yet been pushed out across the United Kingdom.

This study examines the main drivers of developing an e-recruitment strategy, critical analysis of e-recruitment, and the advantages and disadvantages of a new HR strategy. This study also focuses on other suggested methods, research project design, and recommendations for a manager.

Main drivers to develop e-recruitment strategy

Today's modern technological environment has gained much attention, and Meriva Supermarkets select employees through their web pages or online advertisement (Mishra et al., 2019). It provides the pools of candidates where they can search for the right candidate for the right position. It is also beneficial to move towards the excess of those who have been the real asset for Meriva Supermarkets. However, on the other side, some applicants possess skills and are just a waste of time for the Meriva Supermarkets management.

The major driving force for the recruitment strategy in the case study for the Mercado store is that managers are tired of going for interviews and product candidates. Hence, the result is zero, and there is a waste of time preparing for interviews, eventually impacting the Meriva Supermarket's cost (Otoo, Assuming, & Agyei, 2018).

Here, Meriva Supermarkets is facing a loss of money, which is being spent to select more employees for the business. Yet, unfortunately, some applicants are not productive and skilled enough to the management is generally wasting time preparing the interviews for those candidates who are not skilled.

Similarly, the managers have also wasted their time moving toward the candidates who are not interested in doing the job through the virtual network. On the other hand, the applying candidates have much interest in doing the job with more efficiency and commitment. It also reflects that these candidates are easygoing for the web pages or advertisement availability.

However, some candidates or applicants have applied for the job but are not serious enough to move towards the continuation (Dhamija, 2012). Thus, for the driving forces, it is preferred that managers use the productive time for other tasks and responsibilities for the business to make it more successful and productive.

Critical Analysis E-recruitment – Not suitable for all kinds of job vacancies in a retail store

"It is not the E-recruitment but the Right Selection that Fulfills the Vision of the Organization"-

E-recruitment allows Meriva Supermarkets to move toward the selection of any candidate for different kinds of job vacancies listed (Boşcai, 2017). However, e-recruitment is not just suitable for every kind of job vacancy. E-recruitment is very effective in moving towards the countless major applications of the candidates for applicants who are interested in doing the job. To overcome the turnover ratio or rate of the employees, it is the responsibility of short steps to select the employees who are not just skilled ones. However, those who are more committed to the work and need to work will stick them towards their working life. It is based on the manager's leadership skill and judgment to understand whether or not they are moving towards the steps that are beneficial for Meriva Supermarkets (Kucherov et al., 2021).

This requirement can be done for any job vacancy to select candidates for the workers. Therefore, managers can fill the vacancies of the relevant job post for the human resource system while keeping in mind their skills and efficiency are according to the requirement of the job.

E-recruitment allows the management to encourage the applicants and candidates through the online advertisement to apply through the online platform (Hafeez et al., 2018). Therefore, there is no need to go for the physical presence or the submission of any form or application to move toward interviews (Mishra et al., 2019). Rather, the management can go for the interview requirements through the online virtual candidate for the right position according to the needs and requirements of the job vacancy on the job description.

Advantages of New HR system

There are various advantages to implementing a new human resources system in the business, which will benefit Meriva Supermarkets in selecting candidates for different vacancies (Hosain et al., 2020). The store manager will not have to deal with the huge paperwork, such as accepting the CV and the resume from the applicants or candidates. For management, there is a long process to select candidates for the interview through the resume for the curriculum vitae. Therefore, keeping track of the candidate's e-recruitment will allow them to access the candidate through the application channel, such as email.

The old recruitment strategy was ineffective because most of the applicants who applied did not have any interest to do the job or knew very little about the vacancy they were applying for. So, the screening process will be effective for implementing a new human resource system (Freire et al., 2021).

The new strategy of human resources from the management will have the different candidates known as the prospect pool of the applicant. Whenever Meriva Supermarkets

require an employee, they will easily be contacted the candidate to fill the vacancy soon and start working.

The system will be less resource-consuming and time-consuming at the same time. There is an improvement in the applicant's experience to have the judgment of different applicants based on their skills and efficiencies (Barber, 2006). A centralized human resource management system will produce requirement reports to understand the recruitment drive for the store and neither of the vacancy to be filled.

Disadvantages of New HR system

Meriva Supermarkets has been working with the existing human resources system to go for the selection of employees through the application of applicants. While working on e-recruitment, Meriva Supermarkets is moving toward a new human resources system than the new policies and procedures. It will be costly for Meriva Supermarkets to move toward the new process (Okolie & Irabor, 2017).

The new human resource estimate will have a limited number of accounts and passwords. It shows that a limited number of staff members are specifically managers, who can access the new system to go for the selection of the analysis of applicants based on their skills and efficiencies. There is a great disadvantage to implementing new human resource management because there will be a limited number of managers who can access the system with a particular account and password (Dhamija, 2012).

The scenario is also showing that there are issues related to conducting interviews of the candidates posting vacancies or jobs as well as making the appointment for the interviews or giving them the interview call for the further process to go for the e-recruitment for selection of the candidates based on the necessity and demands of the job position.

Ongoing coaching and continuous training for the individual directly involved in the requirement process will greatly disadvantage the business management (Hada & Gairola, 2015). Overall, it is costly. Simultaneously, on the other side, it will also have a limited number of candidates to analyze. This is because the scenario shows there will be a limited number of accounts available for the management. And the higher management of leadership will then decide which manager will be using the particular account to go for the selection of candidates.

And, of course, when there is an account, it will be impossible to analyze every candidate or applicant. Rather, there will be a call for the interview based on the history of the candidates instead of taking the interviews of every candidate to select a suitable candidate for the job vacancy

Other suggested method

Social Media

The best process other than online e-recruitment and website detaining is using platforms such as Facebook, Freelancer, LinkedIn, and other job portals. It will allow Meriva Supermarkets to use the less costly resources of the Internet and move towards posting. Thus, there are candidates all around the globe, and working from home is increasingly becoming the fashion trend among people (Kuchеров et al., 2021).

Keeping in consideration, the Mercado store must go for the candidates' application for the on-site working for the offside working as well. What is the requirement for a job vacancy? So, there will be numerous examples of companies posting on different platforms. LinkedIn is the most famous platform where the store can go for the advertisement of job vacancies (Woźniak, 2014). And, it can put to the test for the candidates to stress regarding the questions of the situations they are assigned to judge whether they are best suited for the job vacancy. In

this scene, their test scores will determine their chance to be selected by the management based on their performances.



Here, it is important to reflect on employee retention (Singh, 2017). Today, it is most important for Meriva Supermarkets to retain employees. So, there is no reason why the employees are leaving Meriva Supermarkets because of the bad behavior or treatment of the Meriva Supermarkets. Yet, there are certain reasons why the employees are not serious or committed to working in the (Lee et al., 2017).

Keeping in consideration, the selection process of the management should be based on the employees who are in dire need to work for Meriva Supermarkets. Additionally, employees are committed to providing their skills and commitment to the business or organization. These are the employees who become the real asset of Meriva Supermarkets (Nankervis et al., 2019). For this reason, it is beneficial to move towards online platforms such as LinkedIn and other social platforms that are available even the candidates for applicants are eagerly searching for the job vacancy so that they can apply and move or restart their careers.

Research project design – Mercado store

According to Freire et al. (2021), the evaluation of the system's effectiveness can be done through the perspective advantages of the Mercado store possesses the number of skilled and good applicants that land on the job. The impressive performance in the recruitment process to move towards the deserving applicants. There is an assessment to understand the best pool, which is being with the Meriva Supermarkets of the business for any most skilled and

committed employee (Hosain et al., 2020). Hence, they can work for the organization's success to achieve the major targets of the business.

In this manner, the Research Design is understandable for the recruitment process. It is important to have candidates on the job board who are skilled and committed to Meriva Supermarkets. Be it a candidate who is skilled but is not, and there is no use in selecting the employee because the employee is leaving the Meriva Supermarkets for some reason. Therefore, it is too easy to recruit applicants based on the desired levels of the business to select the employees and get the work done (Tweedie et al., 2019).

In this evaluation, analysis can be done over the efficiency and store sale by the workers. It is to understand appropriate employees to select and move towards the smooth part for the business as possible.

Consequently, the Research Design for the story is based on analyzing the job vacancies in the job description (Freire et al., 2021). According to this, there should be a selection of candidates. It is not about having the best candidate but the suitable candidate for the position. Also, a candidate who is ready to go for the commitment and has strong communication skills so that there is the satisfaction of the customers for any business. According to Banfield et al. (2018), the business will positively impact Goodwill and its overall financial performance when satisfied customers are satisfied.

Mercado – A better place to work

The vision of the Meriva Supermarkets business is to go for the right path where there is a selection of the best possible applicants. To achieve the stated goals and visions of Meriva Supermarkets, there should be skilled employees who are skilled and efficient enough (Barber, 2006). Moreover, Meriva Supermarkets is also working towards the employees who are committed to working and giving their best to deliver better results. Therefore, to apply for the

vacancies is not anymore. I had rather; the online platform allows the Meriva Supermarkets to move towards employees a hundred miles away from the organization.

But, workers can easily work from home to give their better services even if the manager does not have to waste their time conducting and screening interviews. Rather, they can work on their vision automation. The managers' focus will never be diverted when working in the Meriva Supermarkets and conducting interviews (Banfield et al., 2018). Hence, working in Meriva Supermarkets is good because the new candidates are raised to throw the better and legal questions, which are objectively asked to analyze each person based on the criteria set by the management.

There is a prospective pool for the Meriva Supermarkets water management to go for the selection of applicants who are put on hold. Thus, there can be a vacancy for Meriva Supermarkets, and Meriva Supermarkets can give them a chance to re-apply and select them over again. It shows that working with a marketing company is a reliable and better place to work because the company's management cares for the employees (Nankervis et al., 2019).

Recommendations as a Manager – Reasons

Critical Analysis of the Personality of the Candidate

Instead of having judgmental thoughts about a candidate based on the academic background, Meriva Supermarkets should consider the person's personality. It is commitment and teamwork that possess great value along with skills. Thus, if any candidate possesses experience and skills, they should be hired based on such analysis.

Analysis of candidate personality through social media profiles

Today, everyone is present on social media. They have different accounts on different channels and lists of their applications (Okolie & Irabor, 2017). Having the information of different candidates for applicants applying for the job is essential for Meriva Supermarkets. It

would be better to assess the applicant based on the social media profiles to analyze the personality and understand. It allows Meriva Supermarkets to move towards analyzing the personality a candidate passes to do a certain task.

Based on the judgment and replies from the candidates on their social media posts, it will be a good decision. Hence, the management can understand a person's views regarding the religious-political and social perspective and understand how the employee fits the set criteria of the job. Furthermore, the employee can share their views regarding the different subjects or the situations or news on the management to understand the behavior of employees (Banfield et al., 2018). The employees have done these posts.

Candidate can Understand the Mindset and Vision of the Employer

It will give a major advantage to the workers so that they can have their personalities in the minds of the management when working with Meriva Supermarkets. Therefore, analyzing the candidate based on social media profiles is a good decision. It is also important to highlight that not every candidate application has the social media accounts that those applicants actively use (Woźniak, 2014).

But, applicants may have different accounts on the social media they use and have their replies and interest to understand the feasibility of the Meriva Supermarkets. Meriva Supermarkets' major aim is to achieve the company's target, which is the Goodwill of the Meriva Supermarkets in the market and a better financial position among the investors or shareholders.

Conclusion

In conclusion, there has been an analysis of the case study given on the Mercado Store on which there was the analysis of the driving force, which is a waste of time to go for the e-recruitment. It is where most of the candidates are unskilled. Moreover, there are advantages

when there is less paperwork in the new human resources. Yet, the disadvantage is that it is costly to go for candidates, which managers can use to select the candidates (Lee et al., 2017).

The other effective method is an online platform through social media to advertise the job vacancy and select any candidate from around the globe. Meanwhile, the other effective system for selecting the candidate is based on assessing the skills through the applications. Meriva Supermarkets is a better workplace because it has a major objective for selecting employees committed to the company (Tweedie et al., 2019). For the recommendation, it is important to analyze social media profiles to assess the candidate's real personality and then select the candidate accordingly.



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