Internet as a Source for Job seeking

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Abstract - **Over the past decade, Internet penetration rates have been on a sharp rise. The Internet has significantly changed the job application process and improved the channels of communication between employers and job-seekers. Internet and other telecommunication technologies have diversified the geography of employment demand by subdividing work into components, transmitting the tasks electronically, and coordinating geographically as dispersed production processes. During the Internet explosion in the mid-1990s, economists predicted that the Internet had great potential for improving the channels of communication between employers and job-seekers. Job boards and corporate career web pages are at the center of the online job search process. This work focuses on the aspect of the relationship between the Internet and employment markets in the job search process. It attempts to find answers for people looking for jobs online, does internet affect such outcomes and differences job performances hired through the internet.**

Index Terms—**Internet, Job searches, Job Boards, Internet Searches, Internet HR**

I. INTRODUCTION

Unemployment is a situation wherein the person willing to work fails to find a job for a living. Indian manufacturing industries, information technology and the handloom sectors together created 135,000 jobs during 2015, but were lower than jobs that added in 2014. Slow industrial growth, struggling agriculture sector, drought and effect of a global slowdown have increased unemployment rates in India. Further, labour intensive industries mechanized their operations, shrinking job opportunities resulting in loss of above 40,000 in the first quarter of FY 2015-2016. These sectors had added above one million jobs in 2010. Though 2014-15 saw an increase in jobs, there was a decline in jobs created [1]. The job seekers had to search for jobs and internet was used to find suitable openings. The Internet has affected many aspects of daily lives. It has changed communication methods, business styles, shopping habits and even personal affairs. Internet plays a pivotal role in every facet of life and the internet users have grown very steeply irrespective of the geographical area, over the past decade. Internet is a very useful tool in the job search process. It offers access to information on job openings in many locations. It allows employers and job-seekers to update online information easily. Most internet based job boards and career websites offer user-friendly experiences. Job-seekers can specify their requirements including pay levels and job locations. These websites offer significant advantages with regard to the actual job-application process as Job-seekers can upload or create online resumes a cover letter for submission to unlimited vacancies. Internet based recruitments lower costs for both job-seekers and employers. The average job posting on the Internet costs around 5% of other medium like newspapers [2]. Figure 1 depicts user types who search for jobs on the internet.
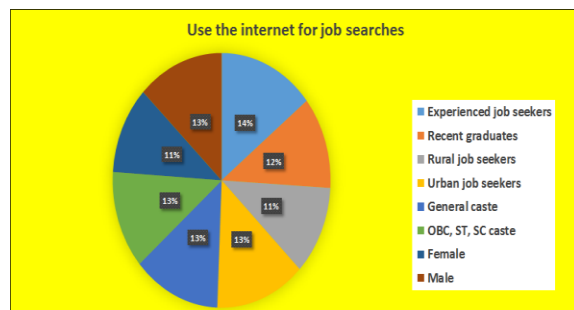
Fig. 1 - User types who search for jobs on the internet

The main advantage of e-recruitment is the ability to reduce the duration of the recruitment process due to quicker applicant response and faster resume processing [3]. This study builds a demographic and socio-economic profile of Internet job-seekers and assesses how this profile has evolved. Figure 2 depicts job seeker on the internet from 2010-2014.
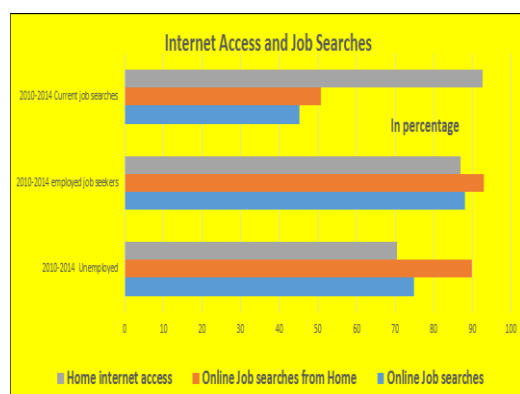

Fig.2 - job seeker on the internet

II. ISSUES IS INTERNET BASED JOB SEARCHES

There are many negative aspects while searching for jobs online. Employers are averse to selection of wrong applicants. In adequate and inefficient resumes uploaded by job seekers also affect job board's credibility of employers [4]. Internet job boards become the base for job-seekers who lack the leadership and professional characteristics needed to obtain personal referrals and connections. The main disadvantage of the Internet recruiting is poor segmentation. Due to a larger number of resumes, well-qualified candidates may be overlooked. Lack of human interaction, overwhelming resume numbers and privacy issues are negative sides of online recruitment. [3]. Another criticism is that recruiters spend unwanted hours in finding potential candidates instead of developing relationships with candidates and persuading them to take jobs, thus resulting in losing potential good candidates media [5]. Most frequently mentioned difficulties associated with Internet job searches are slow feedback, limited number of fitting jobs and lack of relevant information on the company's website [6]. Concerns about the security of personal information, difficulty in customizing, formatting, and uploading resumes to companies' specifications is also a problem [7]. Figure 3 depicts Issues in Online Job searches.
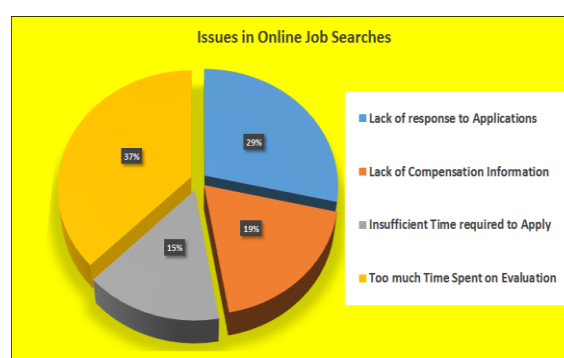

Fig. 3 - Issues in Online Job searches

III. RELATED STUDIES

Most studies in the literature have focused the role of information in the employment for both employee and employers, the influence of a general purpose Information and communications Technology (ICT) system for accessing and propagating this information. These studies generally confirm the availability and accessibility to information enhances the growth of employment opportunities and increases the chances for employee to find the right opportunity. Above 75% of online job-seekers in the US are Internet users and employed [8]. This literature survey highlights previous studies on the subject while looking at multiple factors. Crispin and Mahler suggested that Internet had novelty in hiring processes, but HR managers could not innovate online hiring strategies [9] as they had to understand the technical capabilities of Internet recruiting services. Currently Online advertising had become HR manager's sharpest recruiting tool [10]. Recruiters need to know the local labour markets for tailoring their approaches and integrate them with traditional practices [11]. Internet reduces the cost of the recruiting processes and paperwork, but often with unsure efficiency [12]. The use of Internet search engines, online application forms, email auto-responders and mailing lists by HR departments was studied in [13]. Cober

et al. emphasize the lowered cost of recruitment suggesting Internet profiles improve an organization's image [14]. Payoffs of Internet recruiting cost only about one-twentieth compared to traditional media [5]. Fortunately, 500 companies reduced 3 days from their hiring cycle by advertising on the Internet. Even a rural candidate can pursue a job anywhere in the world [15]. Digital divide, defined as the gap between people and access to digital and information technology and developments in personnel selection were also studied [16]. Many studies compared print and online media. One study found print postings were preferred to those Internet posted jobs contrary to the belief that applicants preferred web-based job postings to traditional print materials. [17.]. Harris focused on perceptions of Internet recruiting amongst employers. The study indicated online recruiting as moderately effective. Though it was inferior to personal contacts or professional recruiters [6], it was far more effective than newspaper advertisements. Internet tools available to recruiters were studied, where results suggested differences between traditional and alternative sources [18]. Overall, findings from the abundant literature indicate a wide variety of issues related to the use of Internet in human resource management. The Users are more likely to have a college degree, and have higher incomes. They also come from occupations with lower unemployment rates [19]. Beard, Ford, and Saba analysed Internet use as a supplement to estimate the effect of Internet on job search efforts and found a positive impact. Study distinguished between the unemployed and the discouraged, where both desired employment but the latter has ceased active job search due to negative beliefs about employment. Their findings indicated that broadband internet used at public locations deters defection from the employment due to discouragement by over 40% [20]. Above 50 million Americans used internet to search for jobs, a 60% increase compared to a similar and previous report [21]. A research conducted by the Bureau of Labour Statistics US, regarding the "Methods of Internet job searching", revealed that "Reading on-line ads or job listings' found above 90% of internet job seekers used Internet job search method in 2003. Above 70% of jobseekers used internet to search for information on employees, above 50% submitted resumes on the internet and above 40% used internet to post their application and resume for jobs [22]. Figure 4 depicts Job Search Methods of Internet Job Seekers [22].
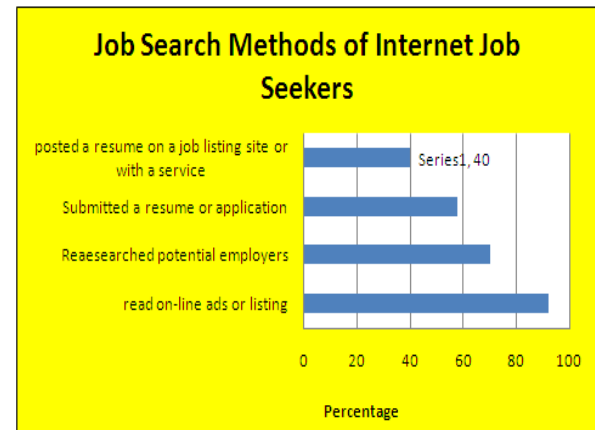

Fig. 4– Job Search Methods on Internet Job Seekers

IV. YOUTH UNEMPLOYMENT IN INDIA

According to ILO, the definition of youth is 15-24 years-old and unemployment amongst youth has been growing for the past three decades. Rigid labour rules on youth and people without experience find it harder to demonstrate that they are worthy of employment. Moreover, it is difficult for companies to terminate existing employees and hire new candidates. The economic growth also hampers new recruitment as organizations bear the huge fixed cost of older permanent employees. This is a global problem and exists in developed and developing countries. Figure 5 depicts the unemployed youth in India.
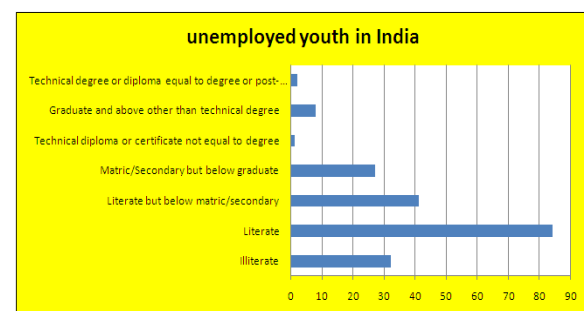

Fig 5 - Unemployed youth in India
[*Source: The Hindu newspaper*]

A. Reasons for rising unemployment in India

The educated youth face high unemployment rates, since quality formal employment is rare in India. Access to regular jobs is highly unequal amongst social groups and regions.

This section explains key unemployment reasons.

1) *Growing Workforce:* A whopping 60% of India's population will be of working age by 2035, a proportion that has been growing steadily from 48% in 1990. The rise in the working-age population in India is occurring at a time when china is ageing. The UN population division projects china's working-age population to comprise 59.8% of its population in 2035, down from the 66%. Unemployment levels rise with the level of education in India. Unemployment rates for graduates, post graduates and those with technical qualifications are far higher in India than other countries due to three reasons. The educated belong to more affluent backgrounds and wait for suitable positions. Secondly, a sizable chunk of the educated workforce are well trained for corresponding jobs. Finally job opportunities are not expanding enough to absorb the rising proportion of educated workforce. Figure 6 depicts Unemployment rate in India by education and percentage.
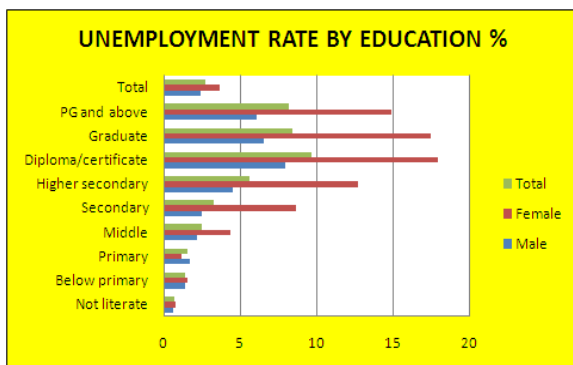

Fig. 6 - Unemployment rate by education in percentage

2) *Formal sector jobs fail to keep pace with rising educational attainments:* The proportion of formal workers with regular contacts and social security benefits in India have grown over the past few years, but the pace of growth has been very slow. The share of formal workers in workforce was 6.6% in 2004-05 and rose by only 7.5% in 2011-12.[23]. The organized sector rose from 12 to 17% in the same period. Figure 7 depicts Proportions of formal Workers.
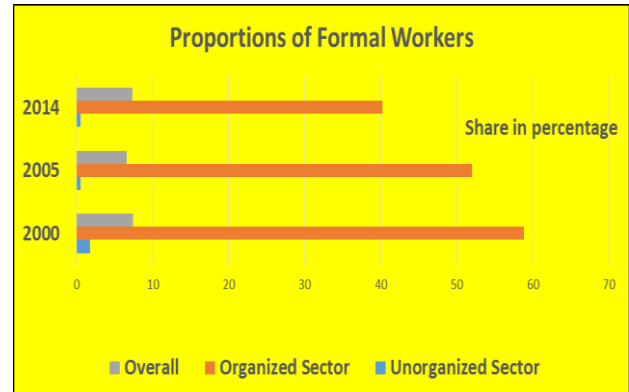

Fig. 7 - Proportions of formal Workers

3) *Sharp Regional Disparities in Access to Quality jobs:* To measure the quantity of employment across India nature of jobs and earnings of workers were taken into account by the institute of labour development. Their index of labour and employment report 2014 showed that south-western and northern parts of India have brighter prospects. The employment situation index compiled by using NSSO data 2004-5 and 2011-12 showed Himachal Pradesh offered highest quality of employment. Casual workers were only 14% and female participation was high above the average worker participation of 64%. Bihar was at the bottom with 42% casual workers and low wages of Rs. 129/- per day.

4) *Graduate Engineers:* The mushrooming of engineering colleges in the last few years has been another cause for the raised unemployment population in India. Their growth percentage may have come down or be low, but still the number of engineering colleges in India stand at 3498 [24]. This huge number of engineering pass outs is more than the total number of engineers produced by USA and China combined together, face an unsure future in their employment or careers. Most engineers who get a job take up jobs below their technical qualifications, due to the differences in supply and demand. Key industries are also hiring lesser numbers. The IT industry growth has also slowed down from 30% to 10.2%, thus decreasing the demand for qualified professional. Further, it is pertinent to point out that only a small percentage of engineers possess skills that will get a job. Most of them are not 'employable' and/ or 'trainable', feel the employers. The private engineering colleges' engineers add to the woes by adding only to numbers without quality education.

V. Analysis of Internet based Job seeking

This section analyses internet based job seeking from multiple angles.

A. Internet Advantages

The proliferation of internet access has made it a well-accepted tool for millions of job seekers, searching for both formal and informal jobs. The popularity of portals has grown significantly in the last decade. India has one of the largest and fastest growing populations of internet users in the world. Above 180 million Indians use the internet [25], and approximately more than 35 million Indians go online every day, using the Internet to make purchases, access financial services and education and interact with friends and family. According to the Federation of Indian Chambers of Commerce and Industry employers frequently complained about the difficulty of filling vacant positions despite pervasive unemployment among semi-skilled labourers, and the glut of recent technical and vocational graduates [26]..

B. Internet can shorten Search Time

Though there is not any viable research to answer this question accurately, internet job search is more common among workers with observed characteristics that are usually associated with faster reemployment [27]. Similar research about the duration of unemployment is the fact that they fail to consider other significant factors such as economic situation, unemployment rate, local economic conditions and the regional economic influences. Unemployment has been a problem since 1948. Upward trends, especially in early to mid-1980s, indicates that other factors played a more important role in unemployment duration. Many companies are moving away from filling specialized positions from the internet. On web development candidates need to have skills or experience in XHTML, HTML5, Java, CSS, Social media App development, Photoshop, PHP, analytics, SEO, and content creation. An unemployed can quickly become an expert in design, writing, marketing, and programming. Initially organizations focused mainly on the technical aspects of building a website and outsourced promotions. Currently everything is integrated and marketing plays a major role. Websites need to be technically, but SEO and content marketing have become a part of SEO. Recent job postings require candidates to perform a range of duties including web design, SEO etc. Technically organizations decide content that can be in-house and content that be outsourced. Hence, projects can be on rate contracts for people to bid on them and extend. SEOs and Google have

specific ranking factors creating a good experience for a user. SEOs thus control the order of display on a query and have a great role to play in internet job searches [28].

C. Quality Versus Quantity in internet job searches

Quality Versus Quantity of Information in the internet has created a new notion of data pollution. The process of identifying qualified employee and/or identifying requirements of jobs is now overwhelmed by the complexity related to matching employee with employer, due to excessive information [29]. A crucial element of such matching process is the availability of accurate information which is important to both employee and employer [30]. Jobseekers spend long period of times to search through thousands of postings, job boards, and listings, so must the employers spend equal time, if not more, to plow through thousands of applications to screen for qualified employees. Finding a balance to handle this process more efficiently, and less costly, is important not only for recruiter but to jobseekers too [31]. There is a positive correlation between accessing information and the number of jobs a jobseeker may search for to find a suitable position. This can result in increase in productivity, assuming that the individual has been able to find his/her desired position, better wages, due to higher firm's profitability, and higher rate of return to the society, due to higher job opportunity [32]. Figure 8 depicts Top Sources for Quality Hires on the Internet.

Fig. 8 - Sources for Quality Hires

D. Role of Job portals

Job Portals can reduce inequality in accessing jobs. The internet users and different groups of job seekers job portals

are considered for the outcomes. [33]. Job portals have also expanded equality of access to employment. Recent graduates consistently ranked their social connections higher than more experienced job seekers. The most effective tactics by job-seekers, according to a research by Society for Human Research Management (SHRM) is internet followed by personal contact [34].

VI. RESULTS OF INTERNET BASED JOB SEEKING

Job boards are also emerging as important for labour markets, in addition to marketing and advertisements.

A. Job Search Methods

In this age of the Internet much of job searches is simplified by interacting with employers online. There are many ways in which this can be achieved. Job Listings on the internet can help expand job searches by putting thousands of recruitment. Websites monster.com, linkedin.com provide job listings around the world. Websites like naukri.com or Shine.com can give access to job postings in a candidate's hometown. The next aspect is Social Media, as Social Media can allow get into close and personal contact with potential employers. LinkedIn helps employers connect to potential employees via friends and co-workers in the network. Twitter allows companies and recruiters to offer information about upcoming job openings. Facebook has corporate pages that include career information. Social media isn't just about receiving information, but can be used to contact potential employers while searching for jobs. Websites like careerinfonet.org or jobstar.org or LinkedIn can help narrow job searches to specific requirements. Internet can also help track down online jobs online and research on their details. Job seekers have reasonable expectations on their remunerations. Several websites provide information about salaries. Figure 9 depicts Effectiveness of Job Search Methods.
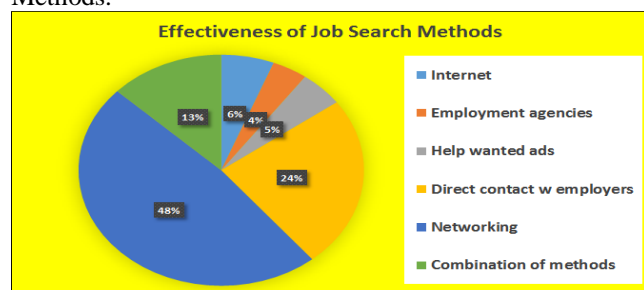

Fig. 9 - Effectiveness of Job Search Methods

B. Indian Employment Growth

The importance of employment-oriented growth is imminent in India as it has surplus labour force [35] [36]. Table I provides Gross Domestic Product (GDP) growth, employment growth, productivity growth, and elasticity of employment with respect to GDP from 1970s.

TABLE I
GDP GROWTH, EMPLOYMENT, PRODUCTIVITY AND EMPLOYMENT ELASTICITY IN INDIA [SOURCE: DERIVED FROM [37]

Period	GDP growth (%)	Employment growth (%)	Productivity growth(%)	Elasticity of employment with respect to GDP
1972-1973 to 1983	4.66	2.44	2.22	0.52
1983 to 1993-1994	4.98	2.02	2.96	0.41
1993-1994 to 2004-2005	6.27	1.84	4.43	0.29
1999-2000 to 2009-2010	7.52	1.50	6.02	0.20
2004-2005 to 2009-2010	9.08	0.22	8.86	0.02

C. Impact of online job portals on job search outcomes

India has one of the largest and fastest growing populations of internet users in the world. Approximately 40 million Indians go online every day, using the Internet to make purchases, access financial services and education, and interact with friends and family. The proliferation of internet access has made it a well-accepted tool for millions of job seekers, searching for both formal and informal jobs. The popularity of portals has grown significantly in the last 10 years responding to the evidently growing need to better link the two groups. Job portals are a simple, but effective tool. They create space for employers and employees and provide easier access to a wide array of jobs in different sectors and

skill levels. They also reduce job-matching costs and fees associated with middlemen and head-hunters. Job portals have also expanded equality of access to employment. Prior to their existence, social connections and informal networks were the dominant means of searching for employment. Job-hunting through social networks tend to favor well connected individuals, further entrenching existing inequalities. Equality of access to online portals can mitigate this implicit discrimination in access to both formal and informal jobs. Job portals may reduce inequality in accessing jobs. Table II lists online jobseeker categories and the percentage of them using the internet.

TABLE II
JOBSEEKERS PERCENTAGE USING THE INTERNET

Job Seeker Type	Use the internet for job searches	Registered with more than 1 job portal	Social ranking (scored out of 16)
Experienced job seekers	78%	29%	4.73
Recent graduates	64%	18%	6.73
Rural job seekers	62%	12%	7.04
Urban job seekers	73%	34%	6.44
General caste	71%	41%	7.92
OBC, ST, SC caste	68%	24%	8.42
Female	61%	21%	7.29
Male	70%	25%	6.80

Table II implies 78% of seasoned job seekers used the internet to search for employment opportunities, versus only 64% of recent graduates. Graduates who are jobless may reflect differences in perceived value of social networks across difference groups. At the baseline, when asked to rank the usefulness of their social network in finding jobs, recent graduates consistently ranked their social connections higher than more experienced job seekers ranked their own. Thus the results suggest that while the internet and job portals are helping job seekers find employment, the extent to which certain groups utilize these tools differs. More intensive internet job searching also lowers an individual's reliance on social networks, which could help certain groups overcome inequalities that might otherwise be associated with traditional job search avenues. Job seekers registered with job portals are 1300 rupees higher (a 10% increase over the mean), relative to those who do not rely on the Internet. Also currently workers, who are registered with portals, have higher actual wages than employed workers who aren't registered with portals. Conversely, workers who derive greater assistance from their social networks have slightly lower chances of being employed and lower associated reservations wages.

D. Literacy Rates and its Impact on Employment

Literacy rate in India is another issue. Illiteracy in India is characterized by wide gaps between the urban and rural populations. The rural population depends mainly on agriculture and the rate of illiteracy is high, while the urban population is more of the 'employee class' and also more educated. Even amongst the male and female population, there is a wide disparity in literacy. The male literacy rate is 75.96% and female literacy rate is 54.28%. Indian social system promotes male, keeping females away from education, especially in the deep interiors of the country, is kept away from schools. [8]. Figure 10 depicts the literacy rates in India [9], but compared to other Asian countries India has literacy rate below 80%. Most unemployed in India are well qualified.
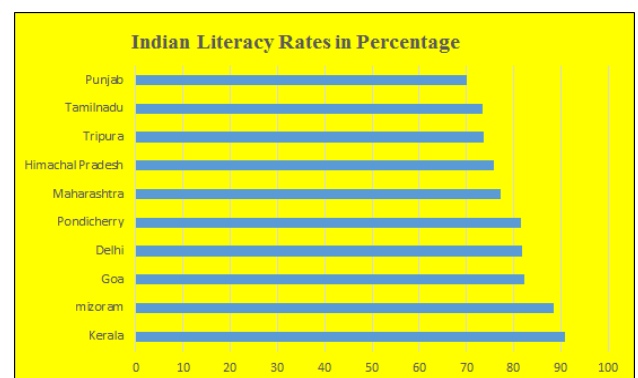

Fig. 10– Indian Literacy Rates [10]

Developed countries have very low illiteracy rates, whereas developing countries have higher rates of illiteracy. World Bank studies have established the direct and functional relationship between literacy and productivity on the one hand and literacy and the overall quality of human life on the other.

E. Quality of education

The official Indian unemployment rate is quite low (2.7%), but masks profound challenges the country faces in providing regular jobs to a steadily growing workforce. Approximately 9/10 workers are informally employed and lack social protection. Most workers lack adequate education or skills, where around 30% of them have completed secondary education and less than a tenth have had any vocational training. This mushrooming growth of engineering institutions had led to the belief that engineering graduation is a wise career option. The jobs they secure have very low entry-level salaries and may be stagnated in the same level for ten years. TCS hired 35,000 professionals in 2014-15 as compared to 25,000 in 2013-14. However, given the low levels of productivity and incomes, an over-emphasis on employment generation without any regard to productivity and incomes of workers is also not desirable. Hence, any new generated employment has to be at increasing levels of productivity so that it does not assume a poverty perpetuating nature [37]. Finding the right talent is also a problem. Though there is a good need for engineers, designers and people who speak good English, there aren't enough available. The quality of education is deplorable and outside the top 10% of colleges the quality is abysmal. A recent report from Aspiring Minds states that 47% graduates are not employable in any sector of the knowledge economy. Regardless of the availability of information, however, there is a certain degree of risk for employer. The firm may chose a less qualified employee and/or reject the best qualified individual. In the case of former scenario, the loss to the firm can be substantial, considering the loss of productivity as a result of hiring the less qualified employee and the cost of screening, hiring, and training [39]. But in theory, internet is a viable source of information for both employer and employee. However, if the information fails to create the best match between the job searcher and recruiter, then the information has not served its purpose. One way to strengthen this weakness, is to use internet to enhance our social capital by other groups outside our primary group who can create a bridge between us and a wide network of other resources [29]

VII. CONCLUSIONS

Employment is an important goal at a global level. The Indian government objective states faster, sustainable and more inclusive growth in line with employment. The fresh perspective regarding employment and growth in India relates to shifting focus from quantity to quality, and skill development. The focus is also on the labor-intensive manufacturing sector so that workers can be shifted from agriculture to higher productivity sectors. Social protection for workers and improving productivity of workers are emphasized. Skill development for workers is given the highest priority for achieving faster and inclusive growth. Recent graduates and rural job seekers rely relatively more on social networks. Further, job portals can be a useful tool for increasing the rates of job acquisition among marginalized groups. Public vocational training schools can improve their placement rates by assisting their graduates in searching for jobs through the internet and by registering on job portals. Future work will determine if job portals benefit more than others, if they overcome inequalities and lower utilization. The work has detailed, discussed and analyzed job seeking using the internet. The observation is that internet job search is higher among persons who are in the job force, compared to those who are either retired or out of job force. There is a massive increase in online job searching over this decade as is evident from previous discussions and graphs. The share of unemployed persons who said they used the internet to look for jobs more have tripled. Much of this increase is related to the growth of internet access and also unemployed persons who have internet access at home has also increased, making online job searches more attractive. Another contributing factor is the fact that the vast majority of job advertisements have migrated to the internet. Job seekers move sites where the jobs are advertised, while firms have moved to where the job seekers are, in a self-reinforcing cycle. In short, over the past decade, job seekers have dramatically expanded their use of the internet as a means of finding new jobs, to the point where internet job search is almost universal. Thus, this work concludes that using the internet to seek a job is an excellent opportunity for all, but a hybrid attempt of calling up the companies which listed the job vacancy and following up are good habits to secure a job for the jobless.

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