SUMMER INTERNSHIP PROJECT

"ANALYSIS OF TRENDS IN VIRTUAL TRADE AND VIRTUAL DESIGNATION PROCESSES WITH SPECIAL REFRENCE TO WEBMASTER4SEO"

Submitted to:

DMSR

G.S. College of commerce & economics, Nagpur .

(An Autonomous institution)

Affiliated To:

Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur

Submitted By:

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Khalique ul nawaz

Faculty guide

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Department of Management Science and Research,

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NAAC Accredited "A" Grade Institution

Academic year 2021-22

CERTIFICATE

This is to certify that the investigation describes in this report titled "**ANALYSIS OF TRENDS IN VIRTUAL TRADE AND VIRTUAL DESIGNATION PROCESSES WITH SPECIAL REFRENCE TO WEBMASTER4SEO**" has been carried out by Ms. **SHARANDEEP KAUR** during the summer internship project The study was done in the organization of **WEBMASTER4SEO** . In partial fulfillment for the degree of Master of business administration of **G.S COLLEGE OF COMMERCE AND ECONOMICS** (Autonomous institute) affiliated to **R.T.M.N.U**., Nagpur .This work is the own work of the candidate , complete in all respects and is to sufficiently high standard to warrant its submission to the degree . The resources and assistance used are duly work for acknowledge.

Dr. Pragati Pandey   **Dr. Soanli Gadekar**

(Faculty Guide)   **(MBA Co-ordinator)**

WEBMASTERS4SEO

📍 India

EXPERIENCE LETTER

Sub: Internship Experience Letter

To whom so ever it may concern

This is to certify that **Ms Sarandeep Kaur**, a student of *MBA III Sem of Department Of Management Sciences and Research, G.S. College Of Commerce and Economics, Nagpur,* had completed his/her summer internship in Talent Acquisition Department of **Webmasters4SEO** Nagpur, for 60 days starting from 16th November 2021 as **HR Intern**.

He/She completed their internship on *16th January 2022,* where he/she was found to be punctual, sincere and dedicated towards his/her internship and responsibilities.

Good Luck for your journey ahead
Thanks & Best Regards,

Khalique Ul Nawaz
Khalique Ul Nawaz
CEO Webmasters4SEO

HIRED

Declaration

I, SHARANDEEP KAUR , hereby declare that the Internship work title **"ANALYSIS OF TRENDS IN VIRTUAL TRADE AND VIRTUAL DESIGNATION PROCESSES WITH SPECIAL REFRENCE TO WEBMASTER4SEO"** completed & submitted in partial fulfillment of the award of the degree of "post-graduate Diploma in Management" by DMSR, G.S COLLEGE OF COMMERCE AND MANAGEMENT, and the work was carried out with the help and under the guidance of **"DR. PRAGATI RICHA PANDAY "** and staff of the **"WEBMASTER".**

ACKNOWLEDGEMENT

First I would like to thank **KHALIQUE UL NAWAZ ,** CEO, of webmaster, nagpur for giving me the opportunity to do an summer internship project internship within the organization.

I also would like all the people that worked along with me webmaster4seo , nagpur with their patience and openness they created an enjoyable working environment.

I am thankful to **Mr. khalique ul nawaz** and **Ms. Pooja gaglani** for guiding me through this project and continuously encouraging me. It would not have been possible to complete this project without his support.

I am also thankful to all the faculty member of department of management science and research **G.S. College of commerce and economics, Nagpur** and Particularly my Mentor **"Dr. pragrati richa pandey"** for helping me during project.

I am thankful to the principle of G.S. College of commerce and Economics Nagpur **"Dr N.Y. Khandait"** and to the Dean of the DMSR **"Mr. Anand kale".**

Finally , I am grateful to my family and friends for their unending support.

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INTRODUCTION

Hr Interns apply knowledge acquired during studies while providing support to human resources staff in an organization . Specific responsibilities seen on a Hr Intern resume sample are learning about company operation ,supervising staff ,asking question ,doing paperwork ,screening applications, checking candidate backgrounds, conducting orientation , assisting interviews, and maintaining candidate databases.

The ideal candidate should showcase in his or her resume human resources expertise , a willingness to learn, effective communication, teamwork , research skill, and computer competences .Employers choose enrolled students receiving training in human resources , psychology , and office management .

Hr Intern are entry – level workers looking to acquire hand – on experience in the human resources field. They complete simple duties, such as answering emails handling correspondence, screening applications, performing data entry , updating databases, setting up desk supply kit for employees , preparing orientation papaerwork , posting job opening , and helping to organize interviews.

A human resources intern is a small but significant position within every enterprise's HR department. Every company's human resources department has several HR team members, such as HR analysts or HR coordinators, working together to make sure all people-related issues are being taken care of. Once an HR department is established enough, it begins hiring interns for the human resources team.

These HR internships, which are often remote, provide crucial professional experience and the department gets help for dealing with simple and redundant tasks. However, certain human resources internships aim to test new potential HR employees.

"virtual trade and virtual designation"

The success of any organization depends on its employees . when an employees. When an employee is well suited for their job, the entire company can enjoy the benefits of their unbeatable success. Recruitment and selection help organizations choose the right candidates

for the right positions. Therefore, understanding the difference between recruitment and selection is essential to reduce any losses for an organization.

Companies that have a more thorough recruiting process tends to have a lower turnover rate. Almost always , a company that takes the time can find a candidates that fits both the position and the company work environment . having the proper recruitment strategy is vital.

Recruitment and selection is part of a multi-layered process. **Recruitment** involves actively seeking out and advertising to potential candidates and obtaining their interest in the position. **Selection** refers to the process of determining the best candidate from the pool of applicants.

VIRTUAL TRADE

Virtual trade means searching finding and recruiting the best talent for an open job vacancy within the organization in specific time and cost."

 A virtual trade show is an online version of an event at which goods and services for a specific industry are exhibited and demonstrated.The format can be as simple as a basic online directory or as complex as a virtual 3D world.

A 3D virtual trade show functions like a traditional offline tradeshow, translating exhibit halls, educational seminars, job fair and training events into a virtual world environment. This type of trade show is gaining popularity because it allows the attendee to forgo the expense of travel while enjoying some of the amenities of a traditional show.

At a virtual trade show, there are usually realistic-looking halls or lobbies with booths for showcasing products and services. The attendee can view demos, pick up literature and chat with sales representatives in real time. Keynote speeches and seminars are delivered either in real time or on-demand by videocast , podcast and webcast technology.

A 3D virtual trade show requires specially designed software to allow exhibitors to build their virtual environment. The show can be built in a web page or in a downloadable software application like Second Life .

Critics of this delivery medium note that a virtual trade show attendee can simply log off and leave, as opposed to spending a day or evening on the floor circulating around booths and socializing with other attendees and sponsors. Proponents point out that the medium is cost-effective. It can extend the sponsor's geographical reach and provide the sponsors with extensive data based on visitor behavior.

Virtual recruiting is a hiring process that takes place remotely, without face-to-face interactions between recruiters and candidates. It is usually facilitated by technology solutions like:

Video interviewing software

The use and popularity of video interviewing is increasing steadily as more employees choose to work from home. However, video interviewing software has a use beyond expanding your pool of candidates.

In many cases, it's useful to ask candidates to pre-record an interview before progressing finalists to in-person interviews. On-demand video interviews save everyone time – candidates, recruiters, and hiring managers – and create a low-pressure environment for introverted candidates to shine.

Virtual event software

Traditionally, many employers relied on in-person career fairs on high school and college campuses. Today, employers can expand their reach to more job seekers by hosting virtual hiring events. Not only can recruiters be in more places at once, the information job seekers share with you is stored and centralized, making it easier to follow-up later.

Virtual events can also include career fairs, seminars, info sessions, webinars, and professional development sessions.

Recruiting chatbots and communication apps.

The fastest way to reach today's job seekers is through text messaging and apps like Facebook Messenger and Whatsapp. That's where their attention is. But you can't be in all places at once. Recruiting chatbots communicate for you on these solutions and your website.

They can answer candidate FAQs, point job seekers in the right direction, suggest jobs, encourage applications, and schedule interviews.

For many, the future of work will be defined by dispersed teams, remote employees, flexible schedules, and a hybrid of in-office and at-home work. These recruiting solutions help hiring teams host interviews and evaluate candidates regardless of their work arrangements.

The pros of virtual trade

The biggest advantage of virtual recruiting is the ability to continue recruiting efforts even in challenging situations, such as:

- When it is not safe to meet face-to-face
- When candidates and recruiters are separated by long distances

Offering virtual hiring options ensures there are always alternatives when face-to-face meetings are not possible.

In some cases, candidates may prefer a virtual interview instead of an in-person interview. Offering virtual meetings as an option can not only improve the candidate experience, but it can help recruiters save time.

Virtual recruiting enables recruiters to screen more candidates in a shorter timeframe, especially when they are empowered with other online tools like assessments, templates, and automated applications.

Finally, virtual recruiting can help to remediate bias in the recruiting process. Candidates who previously would have been looked over due to their location become potential hires when you can meet them virtually. When paired with other digital recruiting solutions, such as AI recruiting software, organizations can eliminate bias even more

These HR internships, which are often remote, provide crucial professional experience and the department gets help for dealing with simple and redundant tasks. However, certain human resources internships aim to test new potential HR employees.

Important software offerings for virtual trade

Virtual recruiting is an all-encompassing strategy that requires the use of many different types of software applications. Generally, you'll need to integrate your strategy with standard

HR solutions like an ATS, HCM, employee onboarding tools, payroll management solutions, and more.

The tools you'll need to launch a virtual recruiting initiative include:

- Video conferencing tools
- Virtual event tools
- Chat tools
- AI-powered candidate sourcing solutions
- Automated workflows
- Branded career pages and landing pages

7 virtual interview guide examples from these top employers:

1. Microsoft
2. Amazon
3. Arcadia
4. Capital One
5. Salesforce
6. KeyBank
7. Audible

VIRTUAL TRADE:

Recruitment in HRM is a systematic process for Hiring Talent. It start from identifying, attracting, screening, short listing interviewing, selecting and finally hiring the most potential candidate for filling up the vacant job vacancies in an organization. Recruitment actually means a way to search the future employees of the org

While the recruitment process is unique to each organization, there are 15 essential steps of the hiring process. We've listed them here:

- Identify the hiring need
- Devise a recruitment plan
- Write a job description
- Advertise the position
- Recruit the position
- Review applications
- Phone interview / initial screening
- Interview
- Applicant Assessment
- Background Check\
- Decision
- Reference Check
- Hiring
- Job offer
- Onboarding

VIRTUAL DESIGNATION

"VIRTUAL DESIGNATION is the process of putting right men on the right job".

It is a procedure of matching organizational requirements with the skill and qualification of people. Selection can also be explained as the process of interviewing the candidates and evaluating their qualities ,which are required for a specific job and then choosing the suitable candidate for the position .The selection of a right applicant for a vacant position will be an asset to the organization ,which will be helping the organization in reaching its objectives.

The Virtual designation process aims at conducting interviews and evaluating candidates for a specific job, defined at recruitment, selecting. Finally, an individual for the vacancy, based on predefined criteria. Selection can range from a very simple process to a very complicated one, which depends solely on the company you hire and the position the candidate is looking for.
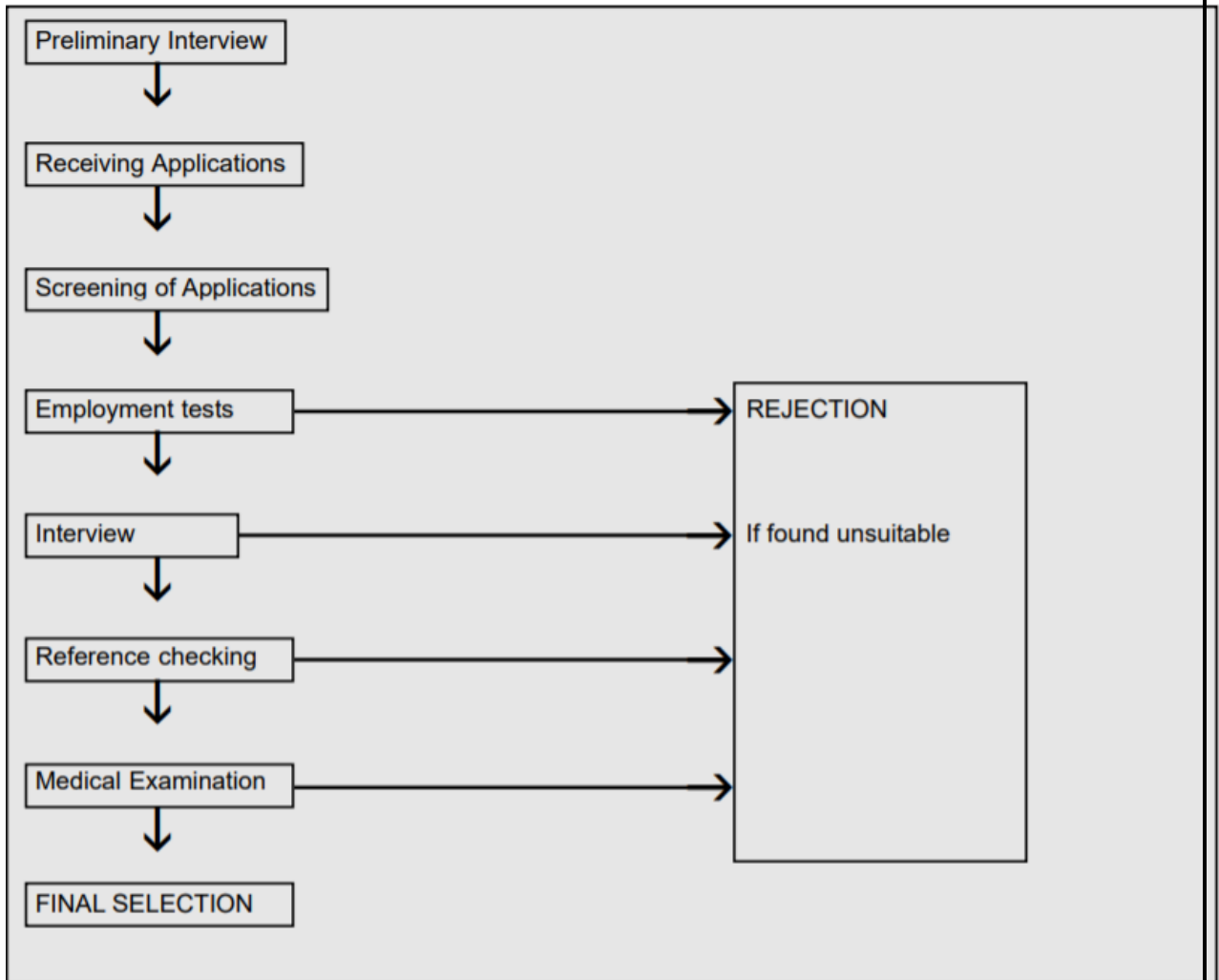
It is important to remember that in any and all selection process, it is necessary to obey certain labor laws, preserving both company and candidate, in order to avoid discriminatory acts during the selection of the employee.

Selection is the process in which various strategies are employed to help recruiters decide which applicant is best suited for the job .some activities include:

- Screening
- Eliminating unsuitable candidates
- Conducting an examination (aptitude test, intelligence test, performance test, personality test, etc.)
- Interviews
- Checking references
- Medical test.

Virtual designation Process

Every organisation creates a selection process because they have their own requirements. Although, the main steps remain the same. So, let's understand in brief how the selection process works.

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┌─────────────────────────┐
│ Preliminary Interview   │
└─────────────────────────┘
            ↓
┌─────────────────────────┐
│ Receiving Applications  │
└─────────────────────────┘
            ↓
┌─────────────────────────┐
│ Screening of Applications│
└─────────────────────────┘
            ↓
┌─────────────────────────┐
│ Employment tests        │ ─────────────────→  REJECTION
└─────────────────────────┘
            ↓
┌─────────────────────────┐
│ Interview               │ ─────────────────→  If found unsuitable
└─────────────────────────┘
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┌─────────────────────────┐
│ Reference checking      │ ─────────────────→
└─────────────────────────┘
            ↓
┌─────────────────────────┐
│ Medical Examination     │ ─────────────────→
└─────────────────────────┘
            ↓
┌─────────────────────────┐
│ FINAL SELECTION         │
└─────────────────────────┘
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VIRTUAL TRADE AND DESIGNATION ON WEBMASTER4SEO

Virtual trade and designation process followed at **webmaster4seo** is comparatively well defined. Most of the candidates are recruited through linkedin job sites.. Before taking the interview , candidates have to upload their resume on the linkedin jobsites of webmaster4seo .if the resume got selected then the candidates are given task. selected candidates are given a probationary period. Tasks related to the job responsibilities for the required job posted on the above mentioned sites.

Overall manpower planning at webmaster4seo is conducted systematically and selection is done through domain field experts.

ABOUT WEBMASTER4SEO

WebMasters4SEO is among the most highly rated places of Maharashtra across the 'Internet companies' list of Nicelocal. It got 228 scores from clients, with the average rating being 5. This company is operating at the following address: India, Nagpur, Maharashtra 441002, Naya Bazar, Kamptee.

The GPS coordinates are: longitude — 79°11′38.33″E (79.193976), latitude — 21°13′12.72″N (21.220201).

WebMasters4SEO works by the following schedule: Sun: 00:00 - 06:00; mon-sat: 00:00 - 20:00; 06:00—09:00. You can learn more by dialing a number: +91 (730) 442-48-86.

If you used this place's services previously, you can leave a review in 'Reviews' section to share your thoughts about WebMasters4SEO.

Services

Software development , web design , online advertising , HR Consulting

Companies

Recruitment agencies.

Address

Nagpur, Maharashtra 441002, Naya Bazar, Kamptee.

Working hours

| Sun: | 00:00—06:00; | mon-sat: | 00:00—20:00 |
| 06:00-09:00 | | | |

Category

- Software Company
- Website Designer
- Recruiter

SOFTWARE INDUSTRY IN INDIA

BRIEF HISTORY:-

India's IT Services industry was born in **Mumbai** in 1967 with the establishment of Tata Consultancy Services who in 1977 partnered with Burroughs which began India's export of IT services. The first software export zone, SEEPZ – the precursor to the modern-day IT park – was established in Mumbai in 1973.

Unfavorable conditions hampered growth due to the absence of local market and aggressive policies against the private enterprises made the IT sector struggle.

Switch to 1984, the IT industry finally saw some favorable changes, with the introduction of New Computer Policy (NCP-1984) by Rajiv Gandhi. It kick started the software industry. The policy offered a package of reduced import tariffs on hardware and software. Earlier, the import tariffs on hardware were 135% and 100% on software but with this policy a reduction of up to 60% was observed.

Finally the software exports got the recognition of a delicensed industry making them eligible for bank finance. It is due to these policies that the Indian IT industry was able to form such strong foundation.

Growth of the Software Industry in India

For the purpose of discussion, the growth and evolution of the industry can be viewed in three broad phases:

- **Pre-2000 era: The growth of software exporting firms.**

For the two decades in this period, the software sector was largely comprised of firms looking to provide software services to global clients. The focus was on exports, and most companies viewed themselves as software exporters. The companies started solving Y2K issues for their customers and further extended their offerings to help companies manage their legacy portfolio of applications and infrastructure

Realizing the potential and the availability of talent, some multinational corporations established their own offshore development centers in India. Companies involved in the software aspects of hardware for example, design of tools or VLSI (very large-scale integration)/system design also took root, diversifying their services portfolio.

- **Circa 20002010: The rise of Indian software multinationals and R&D centers.**

With experience in dealing with complex IT systems and confidence in working with international customers, several companies became multinationals with offices and centers across countries.

They offered a wider range of services like executing large and complex projects involving integration, complete end-to-end solutions including management of IT infrastructure, running the services, providing IT strategy, and other related services.

Global multinational companies also realized India's potential in software services and started increasing their direct presence in India by setting up IT, business process management (BPM), and R&D centers. To date, 1,250 companies from around the world have set up their own centers in India across almost all key industry verticals. Software/Internet, telecom, semiconductor, automotive, and industrial are the top industries present, with R&D being a strong focal point.
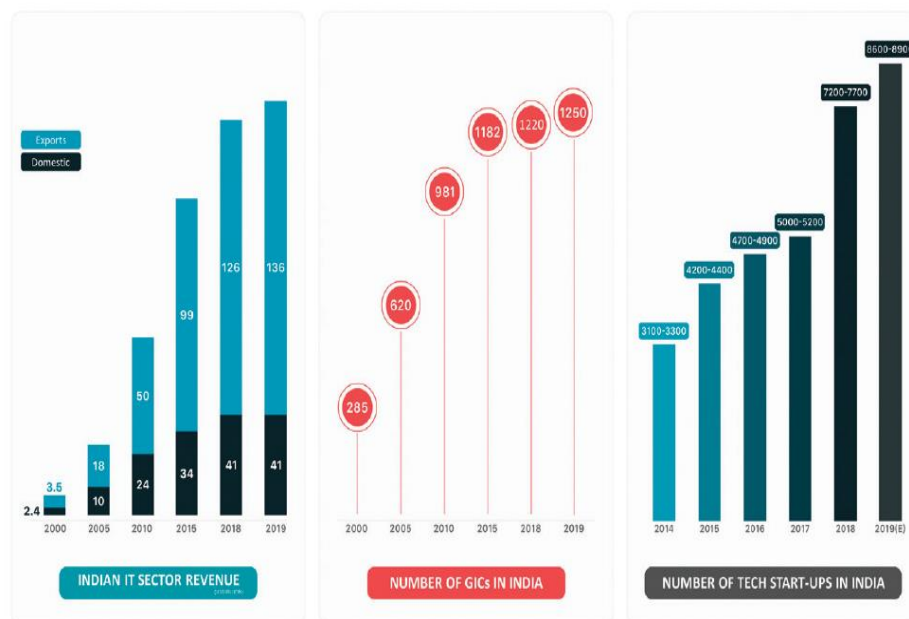
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Figure 1. Growth of IT services, GICs, and tech start-ups in India.

Figure 2. The rise of unicorns in India.

Today, several centers have matured to deliver end-to-end products from India. These centers also act as the gateway to Asia, helping with product localization and creation of new products for these markets. Even next-generation companies have started setting up centers in India.

Uber set up an engineering center in 2017, and OVHa unicorn from France that provides cloud servicesset up an R&D center in the country last year.

Over 400,000 engineers work in global R&D centers in India. Bangalore, Pune, Hyderabad, National Capital Region (Delhi, Noida, Gurgaon), and Chennai are key locations for such centers, amplifying the possibility of ecosystemwide learning, relearning, innovation, and partnership.

- **Circa 2011 to present: Vibrant and innovation-driven multi-dimensional sector.**

The Indian software ecosystem has now evolved into an extremely dynamic and varied sector that is building and managing the most complex IT systems for global enterprises.

The combination of available talent, lower rates of brain drain to the U.S., the presence of large technology companies' R&D centers, and the presence of global venture capitalists has helped accelerate the growth of the start-up ecosystem. India, today, has over 7,000 start-ups (started less than five years ago), and over 1,200 technology start-ups were established in just the last year.

There are largely two types of technology start-ups. The first are consumer-led and largely focused on the India market. Initially these were replicas of U.S. companies, but soon morphed with unique innovations for the India market. For example, the cash on delivery model in e-commerce was pioneered in India and is now used globally. The second set of startups are focused on serving the U.S. and European markets.

In the last few years, 18 start-ups touched US$1 billion in market capitalization. Walmart bought India's largest e-commerce company, Flipkart, which is only about 11 years old, at a valuation of US$21 billion. OYO Rooms, a technology-enabled franchise model hotel chain, was started by a 20-year-old, and now has the largest number of rooms under management in India, overtaking both traditional Indian and global hotel chains.

Start-ups are driving innovation at an accelerated pace. To maintain the warp speed of innovation, large companies are building partnerships with the start-ups and are actively looking at acquisitions, both for talent and intellectual property.

WEBMASTER4SEO IN SOFTWARE INDUSTRY

Today, India is home to some of the finest software companies in the world. The software companies in India are reputed across the globe for their efficient IT and business-related solutions.

There are at least 3 Software companies in , out of which this Software company has an overall rank of 1. Address of the Software company is Naya Bazar, Kamptee, Nagpur, Maharashtra 441002.

It got 228 scores from clients, with the average rating being 5.

Webmaster4seo developed three websites:

1. Digital marketing –Webmaster4seo

2. logo Design – webmaster4seo

3. Website Development – webmaster4seo

COMPANY PROFILE

WEBMASTER4SEO is situated in Nagpur Maharashtra. WEBMASTER4SEO is Web Development Agency ,Ecommerce service provider, Graphic Designing agency, HR Consulting and online advertising in Nagpur .

There are at least 3 Software companies in , out of which this Software company has an overall rank of 1. Address of the Software company is Naya Bazar, Kamptee, Nagpur, Maharashtra 441002.

INSTITUTE TYPE:

Private IT Service and HR consultancy

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02-Mar-2015

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Maharashtra district

Nagpur

Pin code:

441002

State:

Maharashtra

Official website:

https://www.deviantart.com/webmasters4seo

OUR MISSION :

Our mission is to provide the best possible services to client and candidates around the world with efficiency , integrity aned a friendly approach. Our experience and quality of service in recruitment industry is the basis upon which we build our success. We had one fundamental objective –achievement expectional result for our clients. We are directing all our energies and resources towards identification and recruiting leaders with experience ,vision and character who make a significant near- team impact on the performance of our clients.

OUR VISION:

• To reduce unemployment among youth by equipping them for suitable industrial, self & wage employment through well designed formal & non formal Vocational Education & Training programmes at various institutes.

• Establishing Centres of Excellence at various key institutes in emerging areas like Automobile, Production & Manufacturing, and Non-conventional energy sources, CNC/CAD/CAM & Information Technology.

Establishing separate website for the office. thereby increasing speed, accuracy & economy in flow of information.

To be recognized as an impactful ,innovative and efficient hr consulting partner. We are professional enthusiastic and innovative team dedicated to providing professional HR consulting services and

evolving recruiters solutions that help our customer became more productive and profitable.

KEY LEARNINGS

1. Understand the purpose of internship.
2. Collect information of the company.
3. To study about webmaster4seo and its related aspects like its product and services , history, organization structure, subsidiary companies etc.
4. To learn effective communication skill, while contacting to student .
5. Gain a proper knowledge of problem faced by company.
6. To learn various selling skill
7. To enhance my ability and developed my skill.
8. Learn the rules and regulation which are follows by all national government organization.
9. Improve communication skill, know how to communicate with different people .
10. Increase openness.
11. Client / candidates friendly.
12. Professionally manages executives search organization.
13. Amongst faster growing placement consulting organization in nagpur.

SWOT ANALYSIS

Only that perform well are likely to survive and grow in the long term. Organisation's that fail to manage themselves appropriately, struggle to achieve their mission and find it difficult to create real change are likely to ultimately found themselves cast by the wayside in favor of more efficient ones. Therefore, the ability to be able to strategically evaluate your organisation's performance is crucial to its long-term sustainability.

The SWOT analysis is a highly effective tool for understanding and decision making for all businesses. SWOT is an acronym for Strengths, Weaknesses, Opportunities and Threats. The tool can be used for business planning, strategic planning, competitor evaluation, marketing, product development and more.

STRENGHTS

- High Demand forService.
- One major donor.

WEAKNESSES

- Lack of communityawareness.
- Under developed board oftrustees.

OPPORTUNITIES

- Opportunities.
-   Public service contracts soon to be put out to tender.
- Developing links with the business community.

THREATS

- more established NGOs complete. similarwork.
- Limited financialreserves.

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Strengths

Strengths describe what an organization excels at and what <u>separates it from the competition:</u> a strong brand, loyal customer base, a strong balance sheet, unique technology, and so on. For example, a hedge fund may have developed a proprietary trading strategy that returns market-beating results. It must then decide how to use those results to attract new investors.

Weaknesses

Weaknesses stop an organization from performing at its optimum level. They are areas where the business needs to improve to remain competitive: a weak brand, higher-than-average turnover, high levels of debt, an inadequate supply chain, or lack of capital.

Opportunities

Opportunities refer to favorable external factors that could give an organization a competitive advantage. For example, if a country cuts tariffs, a car manufacturer can export its cars into a new market, increasing sales and <u>market share.</u>

Threats

Threats refer to factors that have the potential to harm an organization. For example, a drought is a threat to a wheat-producing company, as it may destroy or reduce the crop yield. Other common threats include things like rising costs for materials, increasing competition, tight labor supply. and so on.

THE RECRUITMENT PROCESS:-

1.Recruitment from client

2. Understanding recruitment

3.sourcing candidate

4.Feedback and reschedule

5.Scheduling interview

6.Forwarding and feedback

7.offer negotiation

8.Joining and billing

9.Achieving targets

PROCESS FOR SEARCHING RIGHT CANDIDATE FOR JOB:-

1.Male/female

2.Married/unmarried

3.Years of experience

4.Current salary/current offer

5.preferred location

6.Notice period

7.Area of working

8.Extra activity

9.Special features or qualities

10.Suitable for the company environment

11.Communication skill

TERMINOLOGIES

1. **EMPOWERMENT:-** The process of becoming stronger and more confident, especially in controlling one's life and claiming one's rights.

2. **COMPETENCY:-** The ability to do something successfully or efficiently.

3. **PRIVILEGE**:- Right or immunity granted as a peculiar benefit, advantage, or favor

4. **MANPOWER :-** The number of people working or available for work or service.

5. **HUMAN RESOURCES:-** the personnel of a business or organization, regarded as a significant asset in terms of skills and abilities.

6. **OUTSOURCING:-** The personnel of a business or organization, regarded as a significant asset in terms of skills and abilities.

7. **TEAM BUILDING:-** The action or process of causing a group of people to work together effectively as a team, especially by means of activities and events designed to increase motivation and promote cooperation.

LITERATURE REVIEW

The purpose of this paper is to give an overall assessment of effectiveness of using internet to recruit and select people with the case reference to Tesco. For this research paper, exploratory, theory building approach is used. Online recruitment is effective in terms of saving cost of recruitment and selection. Case exploration about the effectiveness of online recruitment and selection depicts that it saves time to hire and reduces recruitment cost. Effectiveness of online recruitment and selection process can be used by other firms working in different industries, students working on internship programs on HRM, HR practitioners and researchers to develop further thesis and projects.

Technological advancement is the biggest trend that is changing the current business scenario. Organizations belonging to different sectors such as information technology, manufacturing, telecommunications, retail sectors etc are including advanced technologies in their recruitment and selection process. Different companies are streamlining their recruitment and selection process by including technology in their recruitment processes such as chatbots, video-conferencing, mobile applications, internet and computer-based assessments etc. The involvement of various technologies has helped the organizations to make their recruitment process more easy and effective and at the same time save their valuable time and money. This research paper aims to give a picture of the future scenario of recruitment and selection process in organizations because of the technological trends that are evolving at a much faster rate. This paper also includes the various internal and external factors that affect these technological trends in recruitment and selection process of the organization. The review of literature is collected through online journals and other websites related to technological trends in recruitment and selections and factors affecting these technological trends in the recruitment process of an organization. The research study shows that technology is an important factor that can enhance the effectiveness of the recruitment process by accomplishing the recruitment process in a much smarter and faster way by saving a lot of money and time of the organization.

KEYWORDS

INTRODUCTION

The biggest factor that has upgraded the world today is the technological advancement. If we look at the previous eras, the use of technology only meant the use of landline telephones, fax machines, postal service and print media. Gradually people started to use the internet and emails in various functions to accomplish their work. But now, in the present era, the technology has changed to a diverse extent and the reason behind it is the need of a fast and time-saving way of working. To screen candidates Nike uses Interactive Voice Response for screening the candidates, and also computer-assisted interviews are done for the selected candidates and after that face to face interview is performed (Thornburg, 1998).

The present and next generation of technology consist of Artificial Intelligence, Big Data, Machine Learning, Virtual Reality, Mobile Applications, Chatbots, Gamification etc to name a few. These technologies are used in all the sectors such as medicine, consumer goods, military, banks etc. These technologies have its impact on the HR verticals as well. One of the key functions of HR which is the recruitment process has also undergone complete change due to the technological advancement. The main aim behind using more technologically advanced tools in the recruitment process is to reduce the time taken for manual work so that the recruiters can invest their time in more valuable, productive and strategic work of the organization. Large organizations like Procter & Gamble are going for video conferencing technologies for campus recruiting because of cost savings (Chapman, 1999). The topmost factor that is going to impact the recruitment process is the use of AI. 35 % of talent professionals agree that AI is the topmost factor affecting hiring decisions. The artificial intelligence has the tendency to learn, adapt and upgrade itself from information that is collected. Hence, it enables the recruiters and the recruiting team to collect and analyze all the huge amount of data that is collected about a candidate from social media platforms, emails and instant messaging. This collected data of the social media footprint of the candidate will give valuable insight about the talent database. AI will also play a major role in saving the time required for candidate sourcing and candidate screening.

For example,

LinkedIn Recruiter automates candidate search and quickly find candidates that matches the requirement. Overall for recruiting candidates the use of internet-based instruments has increased significantly in the recent years (König et al. 2003) and (Färber, Weitzel, & Keim, 2003). © 2018 JETIR June 2018, Volume 5, Issue 6 www.jetir.org (ISSN-2349-5162) JETIR1806819 Journal of Emerging Technologies and Innovative Research (JETIR) www.jetir.org 160 Chatbots are also playing a key role in saving the time of recruiters of taking interviews so that they can utilize their time in the more valuable aspect of their role.

The Big Data recruiting is another emerging tool which is used to draw specific patterns to gain valuable insights for improving the recruiting process and hiring better candidates by gaining knowledge about the candidate's personality even before the interview. 50 % of talent professionals agree that big data is the top trend impacting hiring strategies today. tive Research (JETIR) www.jetir.org 161 LITERATURE REVIEW Adoption of technology: The use of technology in different organizations both advanced and

• traditional organizations are increasing rapidly for their employee selection process. Some of the technology innovations that are used are computer-based testing, Internet-based recruit

For example, Google reviewed the whole recruitment process by analyzing tens and thousands of its historical job interviews data to find the best candidates available. The technological advancement not only aims to hire the best candidates within a short period of time. But it also aims to attract and retain the candidates for a longer period of time. The use of virtual reality is a key tool for increasing the engagement and retention of candidates. 28 % of talented professionals and hiring managers say that virtual reality is the most useful interviewing innovations. This is done by allowing the candidates to experience an inside view of the office, different job roles of the office in the same place or overseas within an instant of time.

These are just a few of the many examples of technological advancement that are changing the recruitment process. These technologies do require a certain amount of resources but the Return on Investment will be clearly high because the need to hire the right fit candidate at the right time is the main requirement in today's competitive labor market. © 2018 JETIR June 2018, Volume 5, Issue 6 www.jetir.org (ISSN-2349-5162) JETIR1806819 Journal of Emerging Technologies and Innovament and candidate assessment, telephone-based and video-based interviews, videobased situational judgment tests, and virtual reality scenarios.

But the most important thing to concentrate here is the applicant preference and reaction for the technological innovations as that directly impacts their intention to apply for that organization, how much they are comfortable with the different technological media and how motivated they are to remain as a candidate (Anderson, 2003).The adoption of technology for recruitment and selection process depends on the culture that the organization has. Whether it has an aggressive and growthoriented culture who will use HR technologies or it has a people-oriented culture who will stick to the traditional method of hiring candidates. The reason for adoption HR technologies by the is to improve the efficiency, reducing the cost of hiring and attract a large number of candidates (Chapman & Webster, 2015). Trends in recruitment process: There are various trends that are impacting the employee

• selection process. These trends are of two types which are: 'platform-centric' and 'informationcentric'. The platform-centric trends are virtual career centers, integrated assessment platforms, media-rich assessments, technology-friendly tests, and the adoption of personnel tests to emerging technologies. The information-centric trends are internet-age access and fairness concerns, computer-enabled scoring innovations and mining, satisfaction with computer-based assessment standards. The HR Departments is trying to cope up with these types of emerging technological innovations (Jones & Dages, 2003). IT in recruitment process: The evolving use of IT in the recruitment process is impacting

• overall recruitment function of the organization including the recruiter, the whole processes, and operations, the organization structure and forms (Singh & Finn, 2003). Different methods are used for candidate screening purposes such as IVR, Face to face and telephonic interview for screening. But despite IVR being a voice-related technology, it was not seen as unfair or less fair by the candidates who have intellectual level of any capacity which is encouraging considering the cost-effectiveness of the IVR technology. So based on recruitment strategy and © 2018 JETIR June 2018, Volume 5, Issue 6 www.jetir.org (ISSN-2349-5162) JETIR1806819 Journal of Emerging Technologies and Innovative Research (JETIR) www.jetir.org 162 cost the organization can adopt different alternative screening technologies as the fairness of the technologies are considered equal by the candidates of any intellectual capacity (Bauer, Truxillo, Paronto, Campion, & Weekley, 2004). Internet and HR Analytics: The internet has impacted drastically in general and so as in

• recruitment and selection as well. And because of the high influence of the internet, a computer-based assessment for screening and selection purpose has increased. But the use of

the internet also creates some issues in the minds of the candidates such as security, confidentiality, authentication, control of assessment conditions, control over practice and equality of access. Hence some measures are taken to protect the rights and interests of test providers, test users and test takers (Bartram, 2000).

• Advanced Technologies in Recruitment: IT plays a major role in the recruitment process because the recruitment strategies can be enriched by various types of information technology. For the next few decades, technology is believed to be the most notable HRM trend (Hendrickson 2003) and (Hays, 2004). The recruitment processes have become more virtual now that relies more on electronic interactions by using intranets, the World Wide Web and software packages that have improved HR processes (Elliot and Tevavichulada 1999) and (Hays, 2004). Presently, artificial intelligence is used in science, engineering, business, manufacturing, management and many other fields. Human resource department is the most strategic part or function of any organization. Hence the use of intelligent methods in the various functions of human resource management for the purpose of decision making has got a very high value in today's organizations. Hence an expert system is a very useful tool in the favor of the personnel operations (Mehrabad & Brojeny, 2007). © 2018 JETIR June 2018, Volume 5, Issue 6 www.jetir.org (ISSN-2349-5162) JETIR1806819 Journal of Emerging Technologies and Innovative Research (JETIR) www.jetir.org 163

TECHNOLOGICAL TRENDS IN RECRUITMENT AND SELECTION

• Analytic Hierarchy Process: For recruiting different professionals for IT/IS department, some of the skills that the recruiter should look into for hiring new candidates are information systems skills, management knowledge and knowledge of the business process. But these skills set will vary from different profiles to profiles. But now a day, HR analytics has come into the picture and it is excessively using Analytic Hierarchy Process to identify the critical factors and make proper decision making (Saaty, 2001) and (Hsiao et al., 2011).AHP is also extensively used in the selection criteria of recruiters (Taylor III et al., 1998; Shih et al., 2005; Guo et al., 2008; Liao and Chang, 2009; Chiu et al., 2010).AHP helps in selecting and evaluating various selection criteria required for hiring different IS professionals for different roles. The selection criteria will help the recruiters to develop the competencies that are required for the different job profiles. The person who proposed AHP for the first time was Saaty (1971) and expert surveys are used for the analysis of the results.

RESEARCH STUDY

OBJECTIVES OF THE STUDY

There have been some objectives set forward in doing this report so that it can be determined what tasks have to be done. The objective of the reports are:

1. To understand the posting a job in various job site portal.

2. Collect as many as right candidates for internship from job posting on linkedin.

3. To understand the posting a job in various job site portal.

4. Collect as many as right candidates for internship from job posting on linkedin.

5. To review the recruitment process and to make improvement to the following forthcoming recruitment programs at webmaster4seo.

6. To find out the effective of the selection procedure at webmaster4seo.

7. To know the various sources of recruitment and their availability at webmaster4seo.

8. To obtain the feedback of employees about the recruitment and selection procedure followed in the webmaster4seo.

SCOPE OF THE REPORT

1. The scope of study includes following aspects of recruitment and selection.

2. The feedback of an internship cost effective.

3. the selection is effective or not

4. Proper utilization of human resource planning.

5. Effectiveness of recruitment process and techniques.

6. Cost effective

NEED OF STUDY

1. Good industrial relations.

2. Create organizational commitment.

3. Meeting with changing environment.

4. Change in political philosophy.

5. Enhanced pressure on employees.

6. Meeting research and development requirements

CONTRIBUTION DURING SIP

1. HUMAN RESOURCES PROCESS IN WEBMASTER4SEO:-

   The HR process if further divided into at web,master4seo are as follow:-

   1.Employee Relation
   2.Recruitment and selection
   3.Training and Development
   4.sending resumes of candidates

I have done my PROJECT /SIP in preparing a job description and then posting a job in job portal site(linkedin), recruiting and selection process.

   And interview the following candidate.

   1. Social media inter
   2. Hr intern

I was also posted the job for hr exrcutive and collect the resume of candidates and send to my seniours.

POLICY OF WEBMASTER4SEO

Recruitment shall be resorted only in such cases where suitable personnel are not available with the organization to provide basic knowledge about actual corporate environment. In WEBMASTER4SEO recruitment shall be through walk in, reference of employees, online portal. Webmaster4seo having their own online for provide internship programme for graduation final year student and Post-graduation final year students.

Source of Recruitment in webmaster4seo:-

a) Employees Reference

b) Online Portal

Learning Point for webmaster4seo.

1. File Management: - If we take a new joining of a candidates in our organization filling management / procedure is an important part of it. Document are arrange according to the checklist into the file. If all the document are completed file are also completed.

2. Resume Shortlisting: - screening resumes usually involve a three step process based on role minimum and preferred qualification. Both types of qualification should be related to on the job performance and are ideally capture in the job description.

The qualities are include are as follows:-

a) Work Experience
b) Education
c) Skill And Knowledge
a) Personality traits
b) Competencies

3. Interviews Procedure :-

In webmaster4seo interview procedure or process are completed in two round which are

a) Technical Round: In webmaster4seo for the interviews first round is technical round in this. Essential it's an interviews assess your technical ability usually related to the technical knowledge require for the role of organization you wish to work for. In webmaster4seo interview is conducted audio or video calling.

b) HR Round: In webmaster4seo for the interviews second round is HR round in this. Usually in this Hr round , the employer take a final interviews of those candidate who are crack the first round, employer try to understand the candidates are eligible for this internship or not. They test their educational knowledge as well as some of corporate knowledge.

4. On Boarding Activity :- In webmaster4seo boarding activity introduced for new hired employees for explaining the important components of the webmaster4seo like corporate culture, values, resource and people and given them some other training according to the post are like :-

a) Pre – training

b) Induction

c) Joining RePORT

ACTUAL WORK DONE BY ME:-

- In my training period 1st three weeks I was completed the first task procedure. In first task management I have to manage the MIS report of all the candidates who apply for the job, daily I posted a job as employer of the organization in LinkedIn for " Human Resource Intern'' at webmaster4seo. That is "unpaid'' internship as well as "virtual'' (work from home Internship also remote location).

- According to the MIS Report there are number of column which I want to fill like Name of the Candidates, Institution name / college name, Contact Number (personal number as well as alternative number) , Place (where they live), employer name (who post a job) and Links (where he / she post a job).

  Also manage the interviews schedule for those candidate who apply for the job and internship. According to the eligibility criteria they are selected for technical round and then I proceeced for final round which is HR round.

  I was communicated with them and the person who seemed interested to me in the internship ,interview question preparation was done at the time of training and from those question I had to take first round interview, if he got selected for first round then I used to transfer them for confirmation call.

- 4 th to 10th weeks I was completed formalities in these formalities joining report job description and also made a job description for "

  I was also coordinate the socialmedia intern group and taken the interview of social media intern.

  posted the job for hr executive on linkedin and then goodfits and messages all of them then collect the resume of all hr executive candidates and transfer these resume to my seniors.

Days 2021	TASK ASSIGN BY COMPANY	COMPLIANCE STATUS
Day 1	To gain proper knowledge about company and it's product	Completed
Day 2	Understanding the various channels of doing good work	Completed
Day 5	Orientation given by webmaster4seo	Completed
Day 7	Induction program conducted	Completed
Day 10	Get entry into whatsup group by superior	Completed
Day 12	Understanding how to make google form	Completed
Day 13	Preparation of google form	Completed

Day 15	Correction by them	Completed
Day 16	First task to get references	Completed
Day 17	Posted the google form link into whatsup group chats and telling them to fill this	Completed
Day 19	Post the posters into the whatsup status	Completed
Day 21	Getting references	Completed
Day 23	Update the information in google sheet	Completed
Day 25	Motivating yourself	Completed
Day 28	Communicating and convince the students to fill the form	Completed

Day 30	Getting more references	Completed
Day 32	Update information in google sheet	Completed
Day 35	Fun task given by leader	Completed
Day 37	Communicating the interested candidates when they are free to give interview	Completed
Day 39	Inform in linkedin about the call.	Completed
Day 42	Contact with candidates and give information about the company and transfer them for next interview round	Completed
Day 45	Acquire proper knowledge about working system of Webmast er4seo.	Completed

LIMITATIONS

1. This internship based on online as well as unpaid internship.

2. Lack of practice in human resources management.

3. There is no proper training and no information was given immediately as to what the work is.

4. The study is limited only to the applicant who apply for the job in given job portal site.

5. Information given by the respondent may and may not be accurate due to which result may worry

RESEARCH METHODOLOGY

Research methodology simply refers to the practical "how" of any given piece of research. More specifically, it's about how a researcher systematically designs a study to ensure valid and reliable results that address the research aims and objectives.

Research methodology is the specific procedures or techniques used to identify, select, process, and analyze information about a topic. In a research paper, the methodology section allows the reader to critically evaluate a study's overall validity and reliability.

In other words, the methodology chapter should justify the design choices, by showing that the chosen methods and techniques are the best fit for the research aims and objectives, and will provide valid and reliable results. A good research methodology provides scientifically sound findings, whereas a poor methodology doesn't. We'll look at the main design choices below.

Human Resource Planning also called Manpower planning deals with the identifying the needs of the company for skills, knowledge and labour, and initiating programs and actions to satisfy those needs. It is the process of planning and implementing the movement of employees into, within or out of the company in order to achieve the correct number of workers with relevant skills needed for the company to achieve its objectives. In other words, the human resources planning has to ensure that the required amount of employees with required skills are available whenever needed by the company.

Everything you need to know about HR research. HR research is, "the task of searching for, and analysing of facts to the end that HR problems may be solved or principles and laws governing their solutions derived."

HR research implies searching investigations, re-examinations, re-assessments and revaluations. In other words, research is a purposive and systematic investigation designed to test hypothesis through structured questions.

HRM specialist and those studying for HR professional qualifications may be involved in conducting or taking part in research projects.postgraduate students will almost certainly do

so.Qualified HR specialists should keep up to date as part of their continuous professional development by studying publications such as those produced by the CIPD, which present research findings, or by reading articles in HR journals such as People Management or academic journals based on research. Students must extend their understanding of HRM through reading about research findings.

At webmaster4seo the recruitment process is initiated on receiving a requisition in the prescribed format duly approved by the executive the requisition shall contain particulars of designation role and responsibilities reporting relationship qualification and experience required and critical skill are essential performance.

Recruitment process shall commerce with an internal search which shall be initiated by HR department in case no suitable person is identified from within search from the application bank shall be resorted to like box file (resume) from online portals.

Recruitment Techniques:-

A) Online Recruitment
B) Employees references

SAMPLINGS:-
Sampling is the act or techniques of selecting a suitable sample or representative part of population for the purpose of determination parameters or characteristics of whole population the techniques of samplings is used for reason is that it is easier and cheaper to observe part rather than whole area.

SAMPLE AREA:-
Sample area consists all those staff who are working in webmaster4seo Nagpur city.

RESEARCH INSTRUMENTS:-
The data is collect through self design questionnaires the question is design in closed ended form.

SAMPLE SIZE:-
1 to 10 Employees working at executive level in coroporate office.

DATA COLLECTION

Data Collection:

Data represents information collected in the form of numbers and text. Data Collection is generally done after the experiment or observation. Data collection is helpful in planning and estimating. Data collection is either qualitative or quantitative.

Data collection methods are used in businesses and sales organisations to analyse the outcome of a problem, arrive at a solution, and understand a company's performance. Furthermore, there are two types of data collection methods namely, Primary data collection methods, and secondary data collection methods.

1. Primary Data
2. Secondary Data

1. Primary Data

When an investigator collects data himself with a definite plan or design in his/her way, then the data is known as primary data. Generally, the results derived from the primary data are accurate as the researcher gathers the information. But, one of the disadvantages of primary data collection is the expenses associated with it. Primary data research is very time-consuming and expensive.

2. Secondary Data

Data that the investigator does not initially collect but instead obtains from published or unpublished sources are secondary data. Secondary data is collected by an individual or an institution for some purpose and are used by someone else in another context. It is worth noting that although secondary data is cheaper to obtain, it raises concerns about accuracy. As the data is second-hand, one cannot fully rely on the information to be authentic.
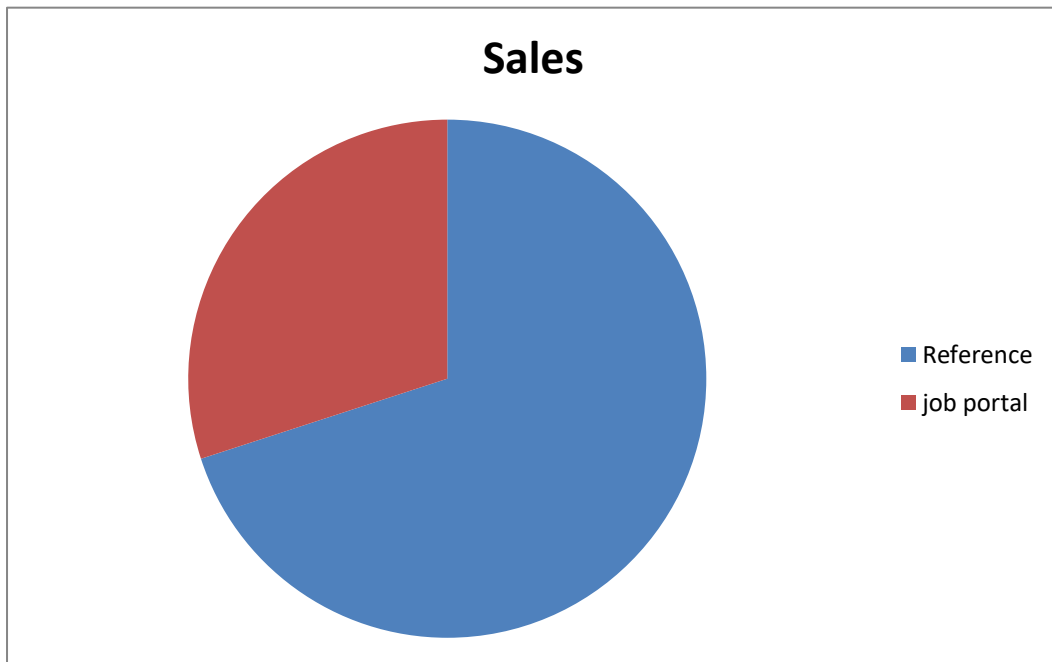
HYPOTHESIS

H1 :- Vitual trade and designation the number of applications received.

H0 :- Virtual trade and designation do not increase the number of applications received

DATA ANALYSIS & INTERPRETATION

1) Identify the source from where you came to know about the job?

Sales


Legend: ■ Reference   ■ job portal

INTERPRETATION

The ideal hiring process entails opening a position interviewing three to five qualified and interested applicants ranking those qualified applicants according to factors like experience, cultural fit, attitude, hunger and potential and then extending an offer to the best one.

Reference and Job Portal were the main sources of hiring, out of which on reference basis 70% of the candidates were hired and rest 30% were hired through job portal.

2) Are you satisfied with the virtual trade and designation process by which you are satisfied?
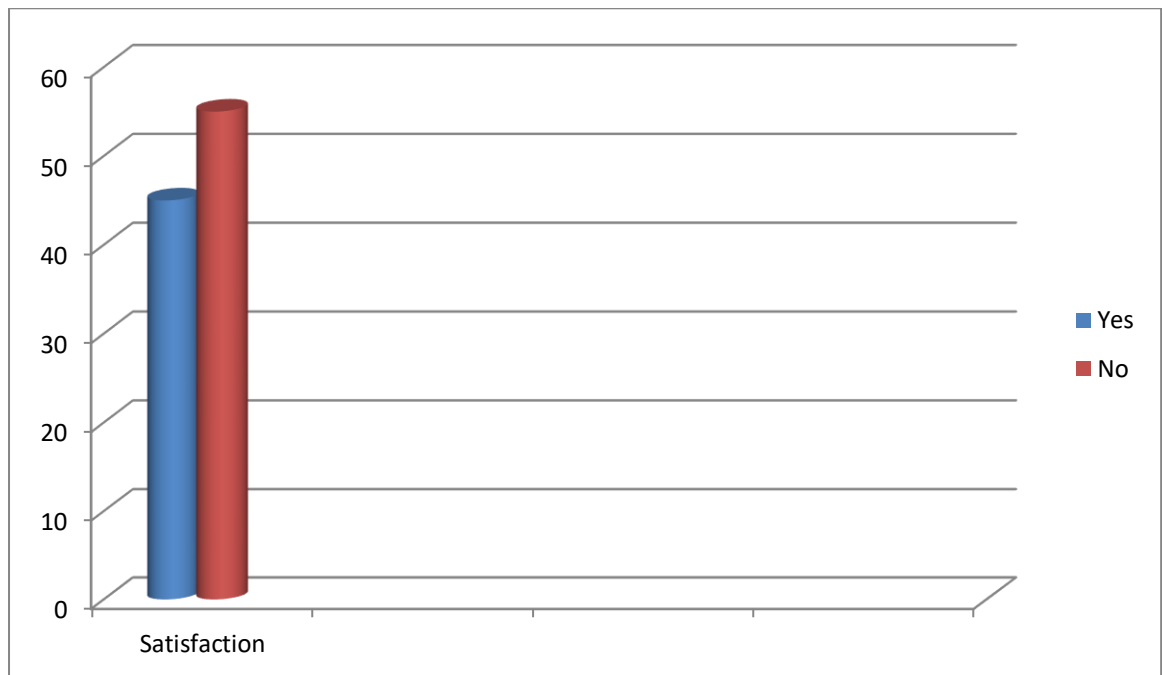
<u>INTERPRETION</u>

The above graph represents a view regarding satisfaction with virtual trade and designation process in which we satisfied 45% and not satisfied with 55% virtual trade and designation.

3) Were you clear about your job role and responsibilities before joining the company?

Roles and Responsibilities

Legend:
- Yes (blue)
- No (red)
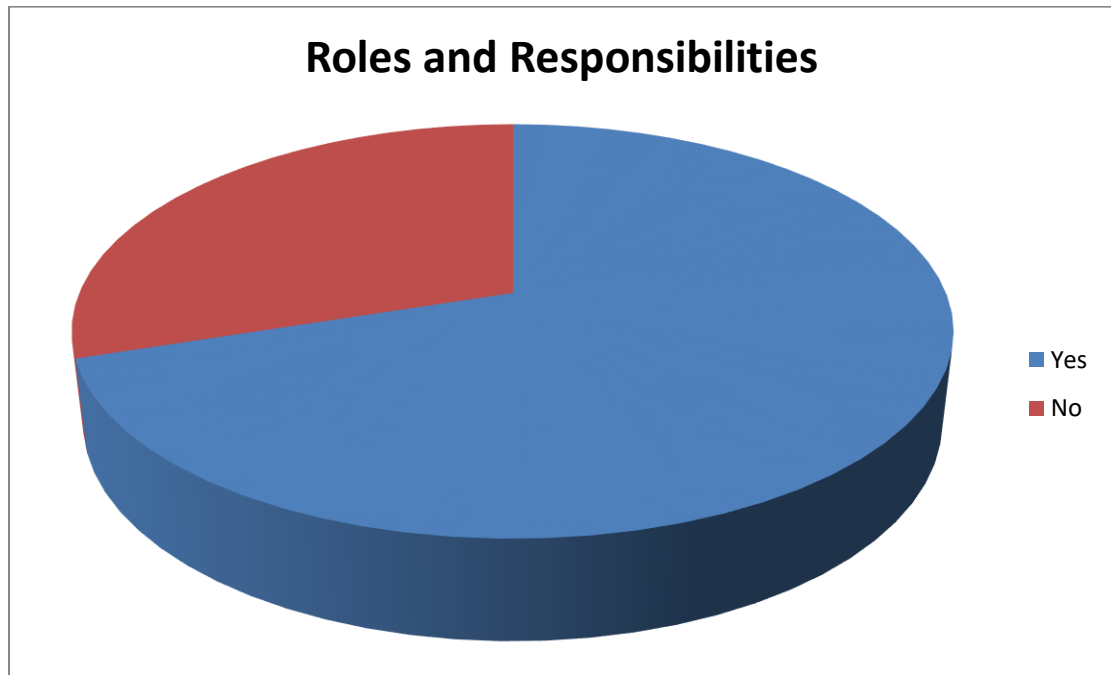
INTERPRETATION

When you are new in the organization there is confusion related to your job role and responsibilities but get used to the environment and work culture of the organization we get learn new things and start getting involved with the work we are doing.

We understood our roles and responsibilities 70% as yes and 30% as no.

FINDINGS

1. Most of the recruitments at webmasters4seo is done through walk in interview followed by employee referrals.

2. The candidates is inform about the number of rounds in the selection process.

3. Because this is virtual internship.Find that there is problem in coordination . candidates didn't know about whom to communicate about their queries and problems.

4. It is found that the selection process of webmaster4seo is effective in getting candidates.

5. The evaluation of employee 's performance of webmaster4seo is not properly done by the hr division.

SUGGESTIONS

1. It is advised that webmaster4seo has to increase the recruitment personnel or manage the selection process effectively.

2. It is advised that webmaster4seo take the interviews for analyse the candidates for their skill.

3. Database of final year graduates and post year graduates can be considered as a sources of effectiveness recruitment strategy for any immediate requirement.

4. It is found that management information system of webmaster4seo is not effective as the candidates themselves had to call back to confirm their status of appointment.

CONCLUSION

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Conclusion-1. From the above study here I conclude that at webmaster4seo , almost done all the recruitments through online (audio and video conference interview) which sometimes take times as well as select wrong candidates.

1. Candidates is satisfied by the way present selection process is conducted most of the employees choose telephoning interviews as well video conferencing interviews which is the current selection process at webmaster4seo.

2. It is important for the company to have a clear and concise recruitment policy in place, which can be executed effectively to recruit the best talent pool for the selection of the right candidates at the right place quickly.

3. From the above discussion it can conclude such a way that since human resource management is a continuously practicing issue so it plays a significant role on organizations overall performances.

4. Committed and trustworthy employee are the most significant factors to becoming an employer of choice , it is no surprise that companies and o rganizations face significant challenges in developing energized and engaged workforces

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