

**“A Study on Recruitment Strategies in the IT Sector Post Covid”****By****Sherol Quadros****Student, GNVS Institute of Management****Abstract**

A study on Recruitment Strategies in the IT Sector post COVID” focuses upon the changes and the challenges faced by the IT sector after the drastic hit of Corona Virus. The major impacts that the recruitment department had to face and major changes they had to undergo are all summed up into this report. In the year 2020, the entire globe was confronted with a new scenario that demanded adaptation and new ways of working. Organizations needed to focus more than ever on virtual working strategies, digital and virtual technologies, and remote communication as individuals in IT industries transitioned from offices to remote work. This shift influenced recruitment as well, emphasizing the necessity of video interviews, virtual recruitment channels, and virtual employer image transmission.

**KEYWORDS:** Recruitment Strategies, IT industries, virtual recruitment channels, virtual employer image transmission.

**INTRODUCTION:**

The year 2020 presented the entire world with a new scenario that necessitated adaptation and new ways of working. As individuals in the IT industry shifted from offices to remote work, organizations needed to focus more than ever on virtual working methods, digital and virtual technology, and remote communication. This transition has an impact on recruitment as well, highlighting the importance of video interviews, virtual recruitment channels, and the distribution of virtual employer images. Remote working has long been a part of the practices of firms in the IT sector in an ever-internationalizing globe, but with the global pandemic, the entire world converted to the remote working model as much as feasible. In terms of recruitment, the effects of remote working are particularly pronounced in an interview situation, when instead of a traditional face-to-face meeting, the discussion takes place via video. In the year 2020, a significant global leap forward in remote expands and technology advances, the number of possibilities available rises even more. The trick is to figure out which tools are best for you and how to use them.

## 1. REVIEW OF LITERATURE:

**Mythili Kolluru and all (May 2021)** it reveals post covid-19 work strategies and implications insight on Indian it sector. The purpose of this paper is to examine the work strategies adopted by leading Indian IT companies to post COVID-19 and their institutional and individual level implications. The study reveals the selected IT companies were embracing Work-From-Home or Work-From-Anywhere as their work strategies by ensuring little to no disruption, were armed with a host of technology tools that allowed employees' swathes to new work-norm within hours. The study findings manifold implications of the new work-norm are that it has no negative impact on the companies' client deliverables and profitability. The paper confirms that the remote-working approach has resulted in reduced carbon footprint, work-life balance, and de-urbanization while identifying the flip side of this approach as the negative impact on team cohesiveness and employee emotional wellbeing. This research confirms the critical lesson learned from COVID-19 is agile companies must plan for a range of incomprehensible contingencies to ensure business continuity and growth. The research findings contribute towards understanding the Indian IT sector experiences in adopting the remote-work strategies and taken as lessons that can be useful for other global IT sectors.

**Dr. Neha Vashistha and all (July 2021)** it reveals a Study on the Impact of COVID-19 Pandemic in the Recruitment Process. The impact of COVID 19 on businesses is unavoidable, it has hampered everything from the economy to livelihood, businesses and organizations are going through this difficult time. Organizations look for innovative solutions by which they can continue operations smoothly. From hiring employees to retaining them everything is a big challenge. The recruitment process identifies the vacancy of jobs, inviting applications, analyzing the job demands, reviewing the applications, screening, listings, and selecting the suitable candidate for the job. In COVID-19, organizations are operating remotely and their workers are working from their homes. In recruitment, electronic-Recruitment or online recruitment uses web-based technology for identifying, evaluating, picking, signing, and onboarding job prospects. It is a technology that helps firms to online workflows and recruitment tasks to boost productivity, time-to-fill, cut hire costs and improve their organization's overall skills profile. This study aims to analyze the impact of Covid-19 Pandemic inference in the recruitment process, to understand how E-

recruitment is swapping human involvement in the recruitment process.

**M.K.Ganeshan and all (July 2020)** it reveals the covid-19: impact of information technology industry in India. The novel Coronavirus (COVID-19) is expected of effects most of the companies in India, either directly or indirectly. It is increased economic uncertainty and risk may pose significant financial reporting implications. Although India has managed well to date in containing the spread of the virus; the COVID-19 pandemic has already disrupted normal economic activity and life in our nation. India is one of the world hubs of information technology enabled services. Companies working in the service sector are also likely to be instantly impacted by the measures taken to contain the pandemic prolonged lockdown, and mobility restrictions. To report the challenges, technology companies have deployed resources in case of employees in the secured workspace from home to implement their contracts. IT companies in India provide anextensive range of services to companies across almost all commercial verticals. It is assessed that customers in the retail, travel, transportation, manufacture, energy and hospitality sectors are directly impacted by the global pandemic.

**Tejinder Singh (December 2020)** it reveals a study of impact of covid-19 on it industry in India. Industries with the non-manufacturing nature of business models are realizing that work fromhome is a new normal whether it is the education industry, KPO, or BPO services. It is high time that in order to meet the shortfall in revenues for software companies from contraction in exports figures, domestic consumers of software products should prefer Indian companies and not their foreign counterparts. Since the majority of IT companies have the ability to rely on digital platforms to ensure continuity in business operations even during the lockdown period, the relative impact on ITsector has been less in terms of operational costs.

## **2. OBJECTIVES OF STUDY:**

- To examine the impact of the Covid-19 pandemic situation on the recruitment strategy in the IT Sector.
- To evaluate the influence of e-recruitment on IT company employees.
- To understand the recruitment strategy employed in IT companies before and after COVID.
- To find out the quality of the professional hired.
- To assess the effectiveness of the process practiced by IT companies

## **3. LIMITATIONS OF THE STUDY:**

- Processes take a long time to complete; IT recruitment is a time-consuming process, and finding the right individuals might take a long time. When you need a candidate to fill a vacant position right away, a recruitment team isn't very useful.
- A void in communication Emails or phone calls are the only ways to contact with the recruitment staff. There are situations when the hiring staff does not fully comprehend the company's requirements and selects the incorrect applicant. On the other hand, because the company's HR staff is constantly available, they can do proactive searches based on the company's requirements. They also have a better understanding of the company model.
- A lack of a defined objectives set for their recruitment campaign or overall strategy
- To a certain extent, candidate shortages are an attitude of mind – IT companies are still seeking a near 100% fit for roles instead of being realistic and taking a 70% fit and allowing some skill development

#### 4. THE EFFECTIVENESS OF THE RECRUITMENT PROCESS:

##### **REDEFINING THE REQUIREMENTS:**

Redefining the requirements should be a collaborative endeavour including all members of the team. Presenting perspectives based on years of industry experience, but coworkers, the current role holder, and their coworkers or clients should also be consulted. The impact of COVID-19 had a drastic change.

##### **SCREENING THE RESUMES:**

CV screening can be a time-consuming and tedious process. Outsourcing to a skilled recruitment consultant can speed up the process of selecting a small group of the most qualified applicants to review, or go one step further and pick the prospects who will be invited to an interview.

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##### **ONLINE ASSESSMENTS:**

Practical evaluations are a wonderful technique to pinpoint a candidate's talents and can also be used to compare their abilities to those of other applicants in a qualitative approach. When clients incorporate various types of exams into the interview process, they get the best success rates. Advising on the use of practical assessment closely mirrors the position's day-to-day tasks; during COVID, these evaluations were conducted online using a variety of applications and technologies

##### **VIRTUAL INTERVIEWS:**

Virtual interviews, such as phone interviews, can be an effective way to assess a candidate's skills as they pertain to the position for which they are applying. Managers were reminded to use best practices when organizing virtual interviews in lieu of in-person interviews as a result of the current COVID-19 epidemic. Online examinations were also used to evaluate the candidate, so the IT industry as a whole would contribute to the development of further methods in this area.

##### **ONBOARDING:**

IT Companies have changed their hiring and onboarding methods as a result of the COVID-19 outbreak. Whether employing remote employees or welcoming new employees while working from home, the conditions were significantly different from what many were used to. Employees entering a new organization should be able to see a clear road ahead of them. Even in the unprecedented period, the change to remote work should not deprive new workers of the typical onboarding experience, and companies should be prepared to onboard more people in this remote setting.

## **5. VIRTUAL INTERVIEWING BEST PRACTICES:**

- Keep in mind that not every candidate will be able to use virtual interview technology, so user may need to reschedule or find another way to conduct the interview.
- Discuss such practices with a recruiter for bargaining unit roles to ensure contractual commitments are met and maintained.
- Before the scheduled interview, test the technologies.
- Questions must be similar to the one you would ask in a face-to-face interview.
- Keep meticulous records.
- If it is going to be a video chat with the candidate, make sure that they are informed to keep their camera on.
- Be aware of probable audio and/or visual delays and be flexible.

## **6. DISCUSSION AND CONCLUSION:**

Remote employees have become more common, and a hiring process that mixes virtual and in-person operations have become more standard as a result of the related cost and time savings. Instead of hiring externally, IT companies have been focusing on internal hiring. Employers have increased their workforce through internal mobility programmes related to reskilling initiatives or engage contingent labor. Recruiters are developing a Stronger Interest in Diversity, Equity, and Inclusion because it will be an ongoing priority area for recruiters, especially as more candidates base their job decisions on a company's apparent commitment.

IT Recruiters have been expanding their skill sets. Adaptability is the most important trait for recruiters to adopt. Recruiters are people-oriented, but 2020 was challenging not only because of the pandemic, but also because of the economic consequences and all of the people who have lost their jobs or have been displaced in their careers. Due to the

obvious observed COVID-19 pandemic, people's reliance on technology has risen drastically. Without a doubt, the pandemic issue has had an influence on practically every sector.

Furthermore, as a preventative measure to contain the COVID-19 virus, the COVID-19 crisis may result in a permanent shift toward working from home. COVID-19's rapid global proliferation increased the amount of data generated from multiple sources. Additional data storage systems, storage mechanisms, new locations, and unique technologies are all required as the data volume grows, posing a significant challenge. Though the long-term consequences of COVID-19 are unknown at this time, there is little reason to expect that its impact on organizational life will be limited. The focus must be forward-thinking, based on the notion that the current great challenge is not a one-off, atypical event, but rather a "new reality" that presents fresh opportunities to which IT organizational scholars and practitioners will need and wish to pay attention.

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