Next Generation Cloud Recruiting App Using force.com Platform

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Abstract: *In today's generation everybody become part of information technology, social media become essential part of our life, even distance never bother us for sending information, this is now a day's more easier to handle, thanks to cloud computing technology. Cloud computing is one of the leading technologies spreading their usage all around the globe. Unlike the traditional way of usage of application, cloud computing provide interactive UI and make end user more relax and provide ease of access through internet. Though technology reduces manpower and increase accuracy of work, recruiting proper talent is crucial work. An organization is like a ship in a ocean of other competitive organization. If the sailor is not qualified enough, then ship will not reach to their respective goal, similarly hiring a proper talent is always challenging job in any organization. There are my other cloud based applications which provide recruiting application, but force.com provided by Salesforce allows developer to develop any custom application on their platform. Every organization has their own policy of talent acquisition; it may vary as per their requirement. Unlike other application they provide fixed workflow which follow standard policy of hiring. Force.com allows you to make any changes at any point of time. It has world's first on demand programming language which runs on force.com platform server. We can say it will be new experience of customize recruiting application on force.com platform.*

Keywords: recruitment, force.com, cloud computing, hiring, organization policy

1. Introduction

Cloud based application serves user as per their demand & provide service on very minimal requirement. We use may cloud application in our day to day life & it's one of the best example is our Gmail, social media like Facebook etc. these are the application which need internet and a supporting browser. It's a software as service which serves you with your desired application in which user don't need to manage database server, any application software, simply connect via net and use. Force.com is a service provider who not only offers their service to user but also offers their sandbox to develop application. [2] End user is paying only for those services which they are using.

Force.com offers multitenant architecture; due to this all user can share same infra with same version & in this, there will be no worry of buying and maintaining software or hardware. Latest update patches were taken care by sales force. [3]

As the technology grows there will be huge change in recruiting, in previous era managers used to place their job post advertisement in newspaper. They may contact with a third party recruitment agency or such organization that outsources their candidate called as assets. Mr. Narayan Murthy says "my company's asset walk out of the door every evening."

[4] The recruitment process plays a vital role in HRMS, it will start form searching proper talent and results in grooming of candidate within organization culture when they onboard. To make proper selection candidate should be attracted for the posted position. It's an act of employing new staff. This action will bring up new person to an organization. Just because of its awesome features, IT based

organization shifting their focus on this technology and force.com offered by salses force is one of the leading technologies in market. Following figure demonstrate the exact philosophy of recruitment and acquiring proper talent

Figure1: The T-E-A-M philosophy

In this report we tried to find out effective model of recruitment. Recruiter can easily trace the status through this application as it provides interactive pie charts, which help to analyze the recruitment result for particular requisition. Number of requisition will be created as per need and will be plugged with social recruiting media like monster. To grab a proper source we can use different sorts of advertisements like appropriate media, job center or internet, this kind of candidate sourcing ends with name, job title, job function. Few organizations perform all stages of recruiting like identify and pre-screening candidate.

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1.1 Current Trends in Recruitment Practice

A review of social media and Internet – based recruitment

If we talk about today's generation then everybody is connected with internet and social networking site such as facebook, twitter etc. you can use these sites for your personal as well as professional use. It will allow individual to post their information, due to this many US employers to use social networking site for job screening. Recruiter can wisely use social networking to cross check candidate information it they found any falsify information then candidate can be removed from consideration.

[2] One more reason to use social media is that, candidate is accessible without any cost over internet. As per research conducted to examine the relationship between use of the social media shows that internet recruitment would be seen as presenting less accurate information to applicants. Many people using social media as a hiring tool.

Force.com avail us with the power of connecting with other sites, recruiter can create requisition in this app and can post this requisition details on various site at once. [3] until the reliability and validity of the information from social networking sites is examined, hiring organizations should be cautious when relaying on social networking sites to make selection decisions.

1.2 Recruiting trend in global organization

It is ascertain the role cultural differences play in the area of recruitment, if any. A study conducted by Russo et al in 2001 attempted to investigate how employers' recruitment strategies change in response to different conditions on the relevant regional labor market.

[2] The effectiveness of different recruitment sources for new employees has been the topic of research for over 60 years. A study made by Indian organizational perspectives, a study by Sen & Saxena in 1997 on managing the knowledge workers has given importance to the process involved during the time of recruitment and hiring.

[3] A recent article by Vyas 2011 has shown the critical role of online recruitment system. Organizations are looking for methods of reducing the time and effort. As per his study, this rush and explosion gave way to job portals to make recruitment more in house and more effective. Job portals came as a transparent medium between the recruiter and the job seeker.
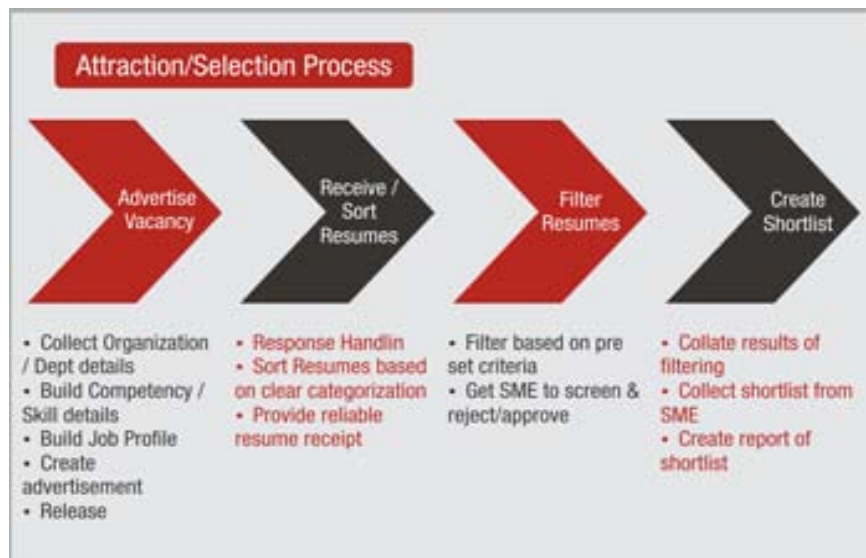
Figure 2: The Attraction and Selection process in recruitment

Attracting the attention of the people you want to recruit is vital to the success of a recruitment campaign. But attracting attention can be difficult, because you may not know how to reach some of the people—including those working for competitors—that you want to contact. And even if you do reach the individuals you are seeking (perhaps by sending information about the opening to their homes), they may not pay attention to the recruitment message. You may need to follow the lead of organizations that have shown considerable creativity in bringing job openings to the attention of those targeted for recruitment, such as placing ads on billboards, in subways and other public spaces

1.3 Model of Recruitment Process

If we talk about model of recruitment then it has 4 major steps that should be carried out. [1] Establish recruitment objective - recruitment objective should not be ambiguous, recruiter should be clear in their objective of hiring i.e. no. of position to be filled, associate date for that position to be filled, desired number of application? what should be job performance goal for new hire? [2] Develop a recruitment strategy - once we clear in objective then recruiter should plan for strategy. This will include few point of consideration like what type of individuals should be targeted, where we can find these target people? recruiter must know when such campaign begin. A proper recruitment message should be communicated to relevant candidate. [3] Carry out recruitment activities - this will

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include post of job requisition details as advertise, hosting reception on university campus. [4] Evaluate recruitment result - recruiting managers are always concern about their outcome, whether they meet with their original objective? but many organization does not evaluate recruitment efforts.

1.4 Generating Individual Interest in a Job Opening

Having brought a job opening to the attention of targeted individuals, your organization needs to interest them in the position enough so that they submit job applications. There are two key variables that can influence a prospective recruit's interest in job opening. The first of these, position attractiveness, needs little discussion. Such variables as job duties, prospective co-workers, advancement opportunity, compensation, benefits and geographic location are related to position attractiveness.15 The relative impact of any of these variables in generating interest in a job opening depends upon the type of individual being recruited.
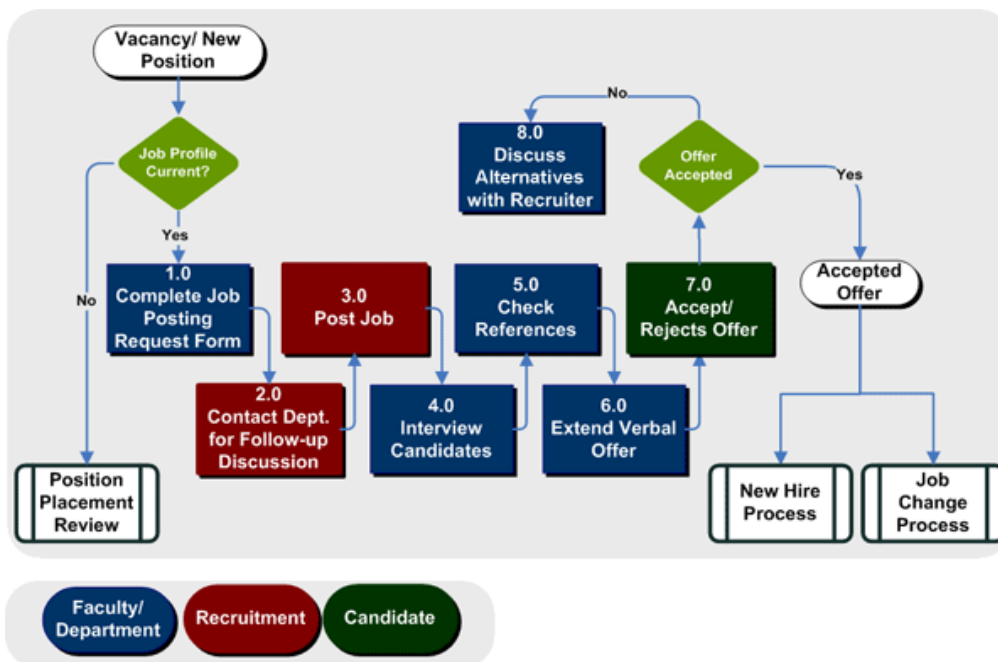

Figure 3: The complete process in recruitment

This is an end to end process of requisition hiring. This is a standard workflow of organization.

1.5 Managing the Recruitment Operation

If you are responsible for managing the recruitment function, you know the importance of rigorously and continuously evaluating various recruitment activities. Your research can make you aware that recruiting at certain colleges or placing job advertisements in certain professional periodicals does not make sense. You may also realize that certain recruiters are excellent in terms of filling positions with high-quality individuals or that employee referrals generate the most suitable candidates at a far lower cost than other recruitment methods. In addition to conducting research on recruitment activities, your organization should stay abreast of the experiences of other employers. For example, you may be able to learn from other employers who are successful in attracting individuals who are not actively looking for positions.

2. Literature Survey

This survey is based on data collected through websites, magazines and journals, as well as data from the internet and newspaper. There are many related cloud based application with custom workflow, but salesforce won't offer HRMS module as per their vanilla sandbox which developer get.

Developed questionnaire for HR department used to find out which source were most commonly used specifying the percentage of each, if different source is used for different levels of candidate.

Ms. Ambika Verma 2009 in their survey research on the use of technology in recruiting & screening found that most organization implemented technology based recruitment and selection tool to improve efficiency.

3. SalesForce System Architecture

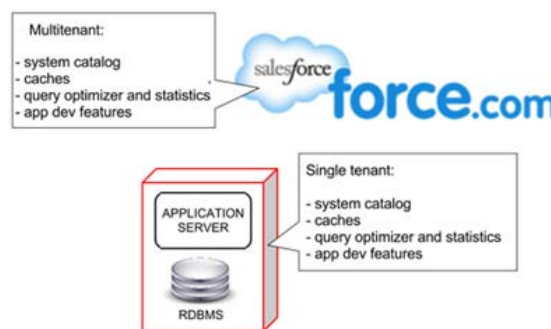Force.com provides multitenant architecture, so multiple users can use same environment at the same time.

Figure 4: The System Model

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As shown in the Figure 4, the system models consist of multitenant and single tenant.

An application model in which all users and apps share a single, common infrastructure and code base. force.com provide world's first on-demand programming language which runs on force.com platform server.

It has meta data driven development model, which put all application together. When a user accesses an app through the Force.com platform, it renders the app's metadata into the interface the user experiences.

Force.com is dynamic in nature thus it can fulfill the individual expectation of various tenants with their use.

4. Conclusion and Future Work

From our study we conclude that force.com provide the natural sandbox to developer for developing HRMS module over it. Since it has on demand apex programming, which helps us to run our programming language directly on force.com servers. This will also allow user to post their job recruitment on social media as well as on professional media like LinkedIn. This platform armed with email template trigger, so as per the defined workflow it will trigger mail to candidate, and shows status in the form of pie charts.

Status tracking will be easy due to its interactive UI recruiter can easily trace their applicants status. Force.com allow mobile interface, due to this feature you can access your application anytime anywhere, upgrade process will be handled by SalesForce itself. In future we can plug more HRMS function within Salesforce, it has wide scope of development we can customize our desired app as per convenience.

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