

Global Market Trend of e-Recruitment

Recruiting via the Internet

As the Internet became popular, the first wave of e-Recruiting innovation was the creation of career sections on corporate web sites. This practice enabled companies to post vacancies and receive applications from talents worldwide without geographical and time limitation which substantially reduced the cost and time involved for sourcing candidates.

World's Largest Companies

Recent studies have shown a steady increase in the Global 500's adoption of e-Recruitment via corporate web sites, growing from only 29% in 1998 to 60% in 1999, then to 79% in 2000 and 88% in 2001. The four years' trend confirms that most of the Global 500 companies consider their corporate web sites to be a vital component of the overall recruiting process and among these leading companies:-

- 89% have a career section on their corporate web sites.
- 75% post job vacancies on the career section of their corporate web sites.
- 74% post job vacancies and accept applications via their corporate web sites.

Corporate web site recruitment has reached close to complete adoption amongst the largest corporations and the mere possession of a corporate career section is no longer sufficient to differentiate a company from its competitors.

Leading corporations are now incorporating new and innovative practices to maintain its competitive advantage, particularly in the integration of the front-end career web site with back-end data management system, transforming its corporate career web site into a complete e-recruitment system.

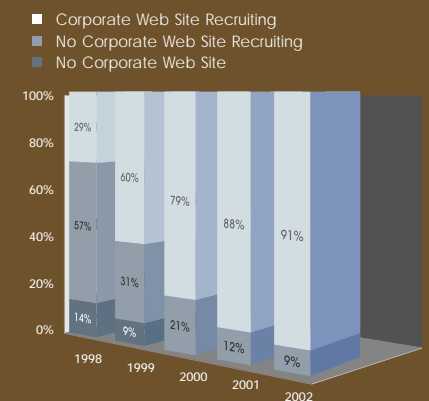
Trends in Career Web Site Recruiting

The report "Trends in Global 500 Careers Web Site Recruiting" shows a 228% growth in integration of front-end career web sites with back-end data management systems to enable online prescreening. While the use of a job agent tool for candidate relationship management also doubled to 120% for Global 500 companies.

The Next Wave

While the most innovative companies have long understood the power of the Internet as a medium to attract new candidates, they are now well on the way to streamlining their recruitment process. As a result, we are seeing a second wave of innovation that is only in its infancy. Corporations are now seeking comprehensive systems with automated workflow and data management tool set to yield superior results. Within this context, the report forecasts an acceleration of the use of integrated and complete e-Recruitment solutions reaching the early maturity phase in 2002-2003.

Corporate Web Site Recruiting by Global 500 Companies, 1998-2002



Fortune 500 Companies with Online Job Applications to Posted Job Positions

- 74% online Applications to Job Postings
- 11% No Career Web Sites
- 14% No Job Postings
- 1% Job Postings Only

