Hungarian University of Agriculture and Life Sciences

Károly Róbert Campus

FROM

RECRUITMENT

TO

E-RECRUITMENT

A CASE STUDY OF MOROCCO

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THESIS SUMMARY:

The digital transformation has impacted companies and individuals across all sectors, including HR. Digitalization has revolutionized recruitment, offering tools such as professional networking platforms, online sharing, and social media, which have become essential tools in the recruitment process. This study aims to understand the strategies and expectations of job seekers in Morocco towards e-recruitment. E-recruitment has become a significant trend, particularly for the younger generation. Traditional recruitment methods have been replaced by e-recruitment, with the use of job search engines and social media to find suitable candidates. While the benefits of e-recruitment surpass the limitations of traditional recruitment methods, there is still a sense of mistrust among job seekers regarding the credibility of e-recruitment sources. Knowledge about the challenges faced by e-recruitment worldwide and in Morocco, in particular, will help recruiters in overcoming them and penetrate the professional recruitment market of Morocco.

Recruitment is the process of selecting the right candidate for a given company, involving a procedure ranging from the emergence of the need for manpower to the integration of the newcomer in the company. It is considered a meeting place for supply and demand in the job market and a rational act that obeys the laws of exchange in a market economy. The recruitment policy is the set of actions implemented to find a candidate corresponding to the needs and skills required to perform a given job in a given organization. Traditional recruitment, practiced since the last century, involves the evaluation of the real need, drawing up a job description, creating the job profile, finding candidates through different sourcing methods or recruitment channels, analyzing resumes, and conducting a selection interview for shortlisted candidates. The hiring manager or recruiter must find the best match between the company's needs and the candidate's career plans and skills. Recruitment is an investment in a rare resource, and the recruitment method must be carefully defined because it is costly for the company and risky for the employee. Recruitment can leave important scars in case of failure. The terms recruit and hire are sometimes very similar, but they do not cover the same reality. Once the employee has been found, the employer no longer speaks of recruitment but of hiring, which results in the signing of an employment contract. The recruitment operation is often individualized through interviews, and the notion of personality, feeling, spontaneity, and psychological profile is taken into account.

E-recruitment refers to the use of electronic tools and techniques for internal and external recruitment processes in a company. This process includes the use of online or offline methods that can be used fully or partially for one or few sub-processes. E-recruitment provides financial benefits to organizations by reducing the cost of traditional recruitment processes, such as creating ads, sorting

applications, and creating response letters. Companies can search for the latest skills essential for the job in question or may search for the right pool of candidates present in any specific geographic location to direct their recruitment process towards them. Active participation of company professionals and recruiters in pre-recruitment research is crucial for effective e-recruitment. The internet offers various opportunities for job searches and exploration, including blogs, social networks, online networks, and company recruitment sites. Online social networks provide another way to penetrate the market of hidden job opportunities and allow candidates to develop their address book easily. The e-recruitment process involves a combination of overlapping procedures that can be categorized into several steps, such as finding candidates by posting ads on recruitment sites and social networks, using big data to find a maximum talent pool, and screening candidates based on job criteria. The e-recruitment process concludes with the selection of candidates for the job.

This research paper explores the effectiveness of e-recruitment compared to traditional recruitment in Morocco. The research methodology used includes secondary research and primary research through a survey of active job seekers in Morocco. The secondary research involved using reliable sources such as textbooks, reports, case studies, and meta-analyses. The primary research involved a questionnaire with ten targeted questions to a sample size of 40 active job seekers, covering all genders, ages, ethnicities, nationalities, religions, geographical locations, education, and job experiences. The collected data is analyzed using descriptive research analysis to formulate the results, which are then combined with the results drawn from secondary research to draw conclusions. The research shows that Moroccan companies have considered online recruitment, especially after the pandemic, which caused job losses and reduced work hours. The reduction in work hours caused work hours to fall by 20%, and currently, there are 1.4 million unemployed people in Morocco. The study also found that company websites and online job portals are more popular in Morocco than social networking platforms such as LinkedIn.

This research discusses the importance of e-recruitment for companies and highlights the advantages and challenges of using online platforms for job searches. The study finds that e-recruitment can increase the efficiency of the job search process, optimize search time, and provide free access to a wider range of job seekers. However, there is still a problem of mistrust due to non-credible offers, and companies must maintain their e-reputation to attract the best candidates. The article also notes that the recruitment process is continuously changing due to digitalization, and companies must adopt sustainable ways to attract and retain the best human resources. The recruitment process is not limited to hiring but extends to creating an attractive e-reputation and integrating recruits within the

organization's operational framework. Ultimately, no single recruitment method is the best option, and companies must continuously test and adjust their strategies for maximum efficiency and effectiveness.