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Review Article

E-G-HRM in Cameroon, Africa

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Abstract

The drastic change in global economy sets to the only way for a company to survive is to focus on the innovation, skills, and experience of his employees, that means they need to have core strength of effective workforce. Recent time, most are trying everything to attract, hire and retain the best talent human resources, which is becoming the biggest challenge of the actual current system. This paper is about to define what Electronic Green Human Resource Management (E-G-HRM) is, and identifies internet green recruitment methods from relevant literature, and also describes how their benefits of online recruitment can influence the time and cost containment and good management into African companies especially in Cameroon with green HRM at industrial level. Nowadays, the most vital sources of competitive advantage are built on human resource efforts over the retain and attraction of skills talented individuals. The use of the internet for Recruitment has helped in term of taking HRM and to develop into E-HRM and to attract potential talents to a company from the recruitment process, which has been referred as E-Recruitment. This paper purposes to extend the research on the online recruitment practices with green HRM for the entire development of companies with focus on E-G-Recruitment practices and developments in Cameroon.

Keywords: Cameroon; Developments; E-HRM; E-Recruitment; Green HRM; Internet

Introduction

Online recruitment is the run-through of using technology specifically the internet resources to find, attract, assess, interview and obtain new talents. The E-recruitment purpose is to improve and make the processes involved more efficient and effective, as well as less expensive. The purposes of the study is to define the E-G-Recruitment to describe its importance in this new era of globalization, to learn about the methods and developments of the E-G-Recruitment and to enumerate the challenges that African organizations, especially in Cameroon, while trying to perform E-G-Recruitment activities.

The purpose starts when the investor starts to decide about entrepreneurship or franchising for which he/she also needs to recruit the staff by Farooq, et al. [1] E-recruitment can extend a

larger set of potential employees and help in the facilitation of the selection process. E-G-recruitment is a new concept of Human Resources and has been an issue of interest over the last few years. Internet is considered as the newest model of hiring. It is a kind of revolution in the world of global recruitment. online recruitment or e-recruitment suggests the formal sourcing of job information through internet, and gives numerous benefits if embedded by green aspect, means hiring those employees who have the sense of green environment. Online recruitment can be divided into two parts divided into two types: business web site for recruitment and commercial job panels for posting job advertisements. These job agencies have been using by employees or people looking for jobs with the goal of finding appropriate jobs for them.

E-G-Recruitment is focused on using information technology to hire talents of environmental interest, to reach more people and save time. It is needful because corporate social responsibility about the environment is omnipresent in all the cultures with certain

variance Farooq, et al. [2]. Early around the '50s to the '80s the commonly used media for recruitment was the newspapers most of the talents were found via newspaper advertisements. Back in the 80's human resources consultants used to work with limited resources to get talents national newspapers, local papers, and specialist job extras use to be the only links between employers and employees. Interviews were mostly conducted face to face.

Early in the '90s, Internet was introduced without considering that it will significantly change the recruitment market. The first online job websites were launched in the mid-'90s. From there, Recruitment became E-recruitment, and now turned to E-G-Recruitment. From there Recruiters had to start looking and hiring online for green sensible candid. They begin by advertising jobs online along with their offers in magazines or newspapers. The first contact with the Talents was mostly through email followed later on by a phone conversation. Later in 1990's, it became to recruit talents by using post announcements in the newspapers. At that time most of the newspapers had a job section, Companies must pay for space of their announcements. Announcements were kept simple and straightforward.

The recruitment process observes a radical change in the 2000s, leading to growth that we can observe until now. In the beginning they were very few people looking for jobs by using Internet. Later on Recruiters start to become more focus on the new technology to the detriment of the old one who uses to be the use of the print. Nowadays almost all job seekers are using Internet to search for potential opportunities for their career opportunities over the Internet. The use of Internet offers many opportunities for a recruiter officer to find and attract potential Talents by advertising jobs online through job sites or on their career websites. In 2019 recruiter's officers are highly connected to the internet. They are very active and are connected at any moment by using all the tools in their possession. We can enumerate professional social media such as LinkedIn or popular social networks like Twitter or Facebook to be the actual platforms to look for skilled talents. This is social network recruitment, people looking for jobs find it very convenient in terms of finding jobs, and find about salaries and benefits that the employer is offering and without even have to visit the organization in person.

Recruitment Process in Africa

E-G-Recruitment can be defined as a way of recruiting environment sensible canditure through online tools. This definition is supported by the definition of E-Recruitment by Dhamija. [3]. E-Recruitment also known as online recruitment by which talents looking for jobs can send their CV's to the employer by using electronic means on the other side the job poster will directly receive the CV of the talents looking applying for jobs and can decide whether it should keep or not from the other applicant's CV's by Sardar, et al. [4] It becoming easier for the recruiter to

find the perfect candidate for a particular by the use of software specialize in recruitment processes.

Some scholars and HR professionals argue that online recruitment can't be effective than the old way of recruiting but then again if well implemented the online recruitment processes can help the organization to make it much easier by Doherty R. [5]. E-G-Recruitment brings many advantages to companies such as lower cost, quick, better match but yet still has some disadvantages of E-Recruitment such as scrutinizing applications, lack of awareness in some places and sometimes employers would like to have face to face interview with potential job seekers by Cable, et al. [6]. Companies mostly make their plan on the basis of which number need for the human resource than other step is going to be the procurement role, and to provide the sources from where the required role can be available and to try to attract them into the companies, this is identified as a 'recruitment process'. Companies have to attract talents with specifics skills and qualifications.

E-Recruitment Process

The emergence of the Internet as a new tool for talent recruitment provides many benefits to the recruiter's managers. The use of internet helps in the development of the Human Resource and makes the world an international place to work in. Due to the new development in recruitment is E-Recruitment in these days almost every company is using E-Recruitment as a new way to find potential talents for their companies.

Method to be Used in the Process of E-G-Recruitment in Cameroon

Some companies use newspapers, business papers or commercial job portals such as (Jeune Afrique, LinkedIn or Africa jobs) for the post of advertisements and search related to job positions for skilled candidates. It is better for them to go through internet platforms for potential job opportunities.

One of the other options is through companies' website, they use job posts by linking career options that's where potential talents can apply for current openings. Through companies' website, the human resource division can decide whether or not job vacancies should be posted and can also inform the future select talents the career path they expected for him after joining the companies.

Advantages and Disadvantages of E-G-HRM in Cameroon Companies

As a new tool of HR, E-G-HRM may help to ameliorate and invent the HR profession. As some of the advantages we can enumerate few such as the opportunity to generate new avenues with the aim of contributing to the organizational efficiency, that can be observed by the importance that E-HRM is gaining by Schalk, et al. [7]. Reliability on E-G-HRM by companies will help them to provide solutions that will increase the efficiency of human

talent that including their recruitment, training, performance and compensation by Noe, et al. [8]. The use of online recruitment is a plus in term of recruitment talent coming from different culture, educational system, talents, and technical skills, languages such diversity in the workforce is a plus for the companies and will help them to reach new markets and cultivate intellectual capital. E-G-Recruitment will not be limited to hiring but will also look for the internal corporate social responsibility of employees and their motivation at workplace for any technological changes by Farooq [9].

Some of the disadvantages of the adoption of E-G-HRM are related to information tools for decision-making quality such as poor internet, network knowledge and unavailability of updated information by Al Shobaki, et al. [10]. Tools can go-between the relationship between E-G-HRM information tools and decision-making quality, need for the data analysis expertise in the HR departments also inadequate knowledge of data integrity and technical expertise in the HR departments, new staff members need to be trained on the use of E-G-HRM system to enable them have better staff performance in the use of E-G-HRM system, the system is costly to maintain (upgrade and formation issues) by Shilpa V et al., [11].

Conclusion

E-G-Recruitment if well developed, can create the use of the internet as a tool to find, attract skilled talents and also help them in their environment developing process. In this way HR division should focus on giving a better recruitment service to their colleagues from other divisions of the companies. Also government should help population about the use of the internet and the E-G-Recruitment as a new way of learning, apply for new opportunities in the local Africa and international arena. E-G-Recruitment has a sunny future and will keep growing year after year. There still a lot of problems to solve in Africa especially in Cameroon such as the education of the mass about the E-Recruitment it can be solved by the education of the population about it and also the involving of the government through the financing of project to develop internet, adoption of the E-G-Recruitment by the government and its implementation.

Conflicts of Interest: The authors declare that there is no conflict of interest.

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