



# A study on the impact of E-recruitment process on vision 2040 employment in Communication companies

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## 1 Abstract:

The Vision 2040 of the sultanate of Oman, is permitting Omani associations and organizations to think outside the conventional ways they have because the vision is all about ensuring Oman develops institutions that allow the economy of the country to be diverse, and less dependent on Oil. communication company , in the same way as other different organizations, will assume a basic job inside the advancement of Vision 2040 of Oman. Subsequently, to guarantee the organization's success alongside the vision of 2040, it must create and present new techniques for ability securing and enlistment. The paper investigates what and how E-recruitment will be able to bridge that gap. The outcomes accumulated assistance to comprehend that there is some reluctance inside the Communication companies against E-enlistment anyway lion's share of the members accepts that it ought to be presented inside the Communication companies as there is a lot to increase at that point to lose from it. The paper uses both quantitative data analysis and qualitative data analysis, and questionnaires along with interviews were used as the formal method for data collection and gathering (Ani, 2017).

## 2 Introduction:

communication companies, one of the oldest and the first telecom company in Oman is also one of the largest one still operating in Oman. The mission is to ensure that the telecom connectivity is possible throughout Oman, and thus for over more than three decades, the Communication companies has been the prime source of the Omani people to connect with the outside world. The mission of the Communication companies is simple: to ensure the telecom and internet connectivity throughout Oman. Communication companies is a semi-government organization, that is, 51% of its shares belong to the Government of Oman, and the 49% belongs to the private sector. Thus, Communication companies enjoying an interesting position within Oman, and many operations of the Communication companies are possible because of this reason. The paper looks at what e-recruitment is, and how it can make Communication companies more successful organization under the vision of 2040 (Sarihi, 2019). The main aim of the paper is to see and understand if e-recruitment will be able to a good choice for Communication companies or not.

- **Vision 2040:**The vision 2040 is a set of targets that Oman has set for itself, which allows the country to develop an economy that is diverse and mixed. Earlier, the Omani economy has interdependency on Oil however considering the demand for oil is likely to decrease in the following years; this is exactly what organizations all around Oman
- have to ensure that they are well developed and have an employee pool that is diverse and mature. The same responsibility lies in Communication companies, a primary telecom and internet provider to the Omani people, and has to ensure the organization is mature enough to stay aligned with the goals of vision 2040 (Lad, 2017). As the vision 2040 will allow the Omani economy to be more diverse, the organizations like Communication companies will have to ensure they are prepared beforehand so that they can help the country, and perhaps also become a multi-national organization (Simon, 2018).
- **E-recruitment:**E-recruitment<sup>1</sup> is a new way to recruit employees for any organization. What it does is that it allows the organizations to conduct multiple sorts of tests, and set a unique set of rules for themselves. It is important to understand that E-recruitment is maturing every day, as more organizations all around the world are adopting it. Within the e-recruitment, it provides the Human Resource Management flexibility to better judge and understands the employee they might be hiring soon. These tools were early on not available, and even if they were, they were prone to errors. Human Resource Management all over the world are developing different kinds of tests which their potential employee has to solve while being present at their own and connected with the help of the internet, the potential employees have to answer interviews as well with the help of the internet. Overall, the e-recruitment is providing a

greater amount of flexibility to test the potential of an employee, and to see whether they will be a perfect match for the organization or not (Reddy, 2018).

### 3 Literature Review:

- **Understanding the Vision 2040: the future of Oman**

Oman is located in perhaps one of the most geostrategic location in the world. It sits right in the middle of the world and also is home to a good number of oil reserves. Its Foreign Policy has been one that helps it stay neutral with the entire world, and this has exactly been what the vision of the sultanate of Oman has been. While the whole middle east engulfs in different conflicts, Oman has ensured over the years that not it has been able to achieve peace, but it also has been able to ensure it can slowly develop its economy and stay neutral. With the vision 2040, the goal of Oman is to ensure not only the economic development of itself and its people but it also ensures that the dependency of Oman on oil is reduced. There is a major concern of fossil fuels being unfriendly to the climate, and seeing how vulnerable the world is, Oman does not seem to be a part of future oil-exporting countries and thus vision 2040 is stricter in its goals as compared to the vision 2020. Having a mixed and diverse economy will give a boost to the local industries and Small & Medium Enterprises (SMEs), which in return will be able to provide more employment to the people of Oman. The paper argues, while all of this sounds very promising but implementing is the real hurdle. Oman has to ensure not only it spends on human development but it also ensures organizations take adequate steps that will allow them to mature and develop themselves along with the vision of 2040 (Dawar, 2018).

The paper looks at the economy of different countries, specifically China which has become a manufacturing hub for the world. China does not have many natural resources so it had to rely on its human capital to ensure economic development is done and attained, so it spent heavily on human development and on the industrialization of the country (Drysdale, 2015). Today, the story is much different. The Chinese economy is self-sufficient, it is just only second to that of America. Oman, which is present in an extremely important part of the world, where the majority of the shipping trade crosses, the success of Oman is only dependent on how well the country is able to pull-off and develop itself. The vision 2040 is ambitious, and the people of Oman are looking forward to it. The vision will allow Oman what the previous goals have failed to do so: a self-sufficient economy. Thus, the Omani organizations have to ensure they develop themselves to a point that will ensure the country's progress is done, in a

slow and efficient manner. The governmental institutions also have a serious responsibility on their shoulders, as they also have to ensure they develop an adequate roadmap that will be able to develop the skills of the Omani citizens, to be utilized later (Venaik, 2018).

- **The future of recruitment: Understanding E-recruitment**

The paper argues that over the period, technology is changing everyone; from how we communicate to how we buy to what we do, multiple industries are coming together at one platform, and there is no denying the technology supported by the internet is indeed the future. The paper mentions that today from socializing to entertainment to shopping to using banks, everything is done online and the dependency of individuals and organizations on the internet is much higher than ever before. Technology is also paving way for some other efficient systems, and E-recruitment is one of them. The paper mentions that one of the first organizations to adopt E-recruitment was Google Inc. since the vision of the company is to hire all kinds of people from different parts of the world, the Google used internet through which they can hire employees from different parts of the world. Over the course of the period, google started to further develop its e-recruitment program, and apart from conducting interviews, it started to provide the participants with questions and answers which they had to answer, in order to test their analytical abilities.

The author suggests that this has allowed different organizations all around the world to develop a strong amount of liking for the E-recruitment. While there is a lot of improvement that is indeed in the program however what is important to understand is that e-recruitment is the way for the future, and how organizations in the future will interact with their future employees.

#### 4 Research Problems and Objective:

Communication companies will play an important role in the vision 2040 of Oman since it is the major internet and telecom provider in Oman. To ensure Communication companies stays aligned with the vision 2040 of the sultanate of Oman, it has to ensure that the employee pool is filled with individuals that are motivated and forward-looking. Employees are the most important asset for any organization, and without the employees, organizations make or break themselves. Thus, this is what is important to understand in the vision 2040 as organizations have to ensure they develop themselves along with the vision's goal (Khan, 2016).

The paper will solely examine if E-recruitment will be the right program for the Communication companies or not. The paper will help to understand if this is the right tool for Communication companies, and if so, how can it be deployed for the best benefits of the

Communication companies. It is also important to understand that Communication companies has offices all over Oman, and any program that it develops need to start from its headoffice in Muscat towards the different offices in different parts of Oman.

The paper looks solely on what kinds of e-recruitment programs are present, and which one would be the most ideal for the Communication companies. The paper will also look into what the employees of the Communication companies think of this program, and what kind of the measures are there needed to ensure that the Communication companies deploys E-recruitment successfully. The following are the objectives of the paper:

1. **Attracting talent:** To explore the focus of Communication companies Human Resource Management to understand how it is to enhance the competitive advantage which will allow for attracting talents. The talent attraction is important because, without the attraction of the right talent, the organization will not be able to grow.
2. **Developing of E-recruitment:** To ascertain the best practices involved in the form of success factors for the e-recruitment process for the future of the company, therefore it allows the e-recruitment to grow and become more mature as per the needs and the vision of the Communication companies (Holm, 2019).
3. **Improvement within the E-recruitment program:** It is important to establish areas of improvement in the current e-recruitment process in reliance on Oman Vision 2040, as it will allow the e-recruitment program to mature and develop for the right needs of the Communication companies.

#### 5 Methodology:

The methodology is one of the most significant pieces of an examination or a research paper, and without it, the information important to comprehend the exploration issue or the research issue of the paper, and suggest desired changes through which the research can be further developed and matured. Without the use of proper methodology, the research paper will be difficult to move further. The paper follows both, qualitative research system and the quantitative exploration approach. The purpose of the use of the two sorts of research methods is that the paper should be based on exploration research. A

quantitative examination permits us to assemble quantifiable information, with the assistance of factual alongside scientific strategies. With the assistance of this strategy, research can and will have the option to create information just as an intensive understanding which will assist with facilitating comprehend the examination question. Various types of quantitative exploration are available that incorporate Member perceptions, Reviews, Examinations, the Delphi strategy, and Cronbach's Alpha. The data was gathered through the help of Google forms, which was shared through the email channels. The data was then stored on the Google drive through which it was analyzed for later purposes.

### Questionnaire:

The following research paper uses two kinds of the questionnaire, the one being the open-ended questions and the other one being the close-ended questions. Both these types of questions help to further enhance the understanding of the research paper, as both provide an ample amount of information that can be later utilized.

- **Open-ended:** these are the types of questions that have a free space beneath them, and the participant can answer based on their knowledge and understanding. One of the most important aspects of open-ended questions is that it provides the free will to the participants, and they can answer to the point they wish to do so.
- **Close-ended:** the close-ended questions are those which have a limited number of answers that the participant can reply to. In the following research paper, the paper provided 5 options in the close-ended questions.

### Interviews:

Along with questions, interviews were being conducted. The interviews help to understand the opinion of the participant in a much better way. Furthermore, interviews were selected because they allow the participant to ask questions if they feel like they did not understand the question properly. In the following research, each participant was given 30 minutes to answer the interviews<sup>2</sup>.

They interview are widely used in research as they provide adequate knowledge about the research to the participant and the participant's knowledge to the researcher. Because of the leverage they provide, they are considered to be one of the best methods for data gathering

that is available out there. The interviews for the following research were conducted using the internet and video calling software.

### Legibility of interviews and questions:

The interviews and questionnaires are considered to be one of the most well-known best methods of acquiring data. With the help of the interviews, the data can be acquired in a safe manner, thus this provides the researcher with the most amount of legibility against the chosen research method. Thus, also allows the research to be considered Legit.

### 6 The population of the Study:

The total number of the participants for this research is 55, all are employees of different departments within the Communication companies, and agreed to answer the questions that were asked off of them against E-recruitment. The participants belonged to the following different departments of the Communication companies:

1. Directors
2. Marketing Department
3. Engineering Department
4. Department of overseas operations
5. Human Resource

Employees of different departments of the Communication companies have been selected. This is done to ensure that as it allows the researcher to gather data from different parts within the Communication companies. It is crucial to ensure all departments are on-board within the research, and the researcher is able to record their response against the research question that is to understand what e-recruitment is, and how Communication companies can benefit from it.

### 7 Ethical, Legal, and Social Consideration:

The following research considers all the ethical, social and legal responsibilities that there are within the researcher. As an academic, conducting academic research, this is crucial to ensure that the research must consider the responsibility it has on its shoulders. All these responsibilities include having to ensure no one's privacy is invaded and to fully ensure the acquired data is not leaked and is kept in a safe place (Khan, 2018).

### 8 Result Analysis:

#### Qualitative data analysis:

In the following research, the qualitative research analysis included questionnaires and interviews. The following are the reactions of the employees which were recorded:

The quantitative investigation and data analysis help to assist with understanding what the members accept the Communication companies advancement for an e-recruitment program. The entirety of the members is from Communication companies, and the dominant part has a decent formal and works understanding. In this way, their reaction assists with discovering more weight as their comprehension of the issue are more grounded; which is because they believe the E-recruitment program needs to be a bit mature, since the program is at the very initial phases, and should be considered open for investigation. The quantitative analysis assists with finding that the members accept that since everything is getting increasingly computerized, it is in this way significant for the digitization procedure to have appropriate preparation in advance. All of the employees help to understand that the Communication companies most certainly will benefit from an e-recruitment program, and without a formal e-recruitment program, things will become difficult for the Communication companies under the vision of 2040.

**Quantitative Data Analysis:**

In order to understand the quantifiable data which was obtained through the help of closed-ended questions, it is important for the researcher to analyze the data in order to better understand and enhance the knowledge of the researcher on the research objective. This part of the research simply helps to understand the legitimacy of the data that has been gathered. The purpose was obtained through the help of Cronbach's alpha. However, the numeric data is at a minimum amount as only closed-ended questions were able to provide that. The interviews and open-ended questions were unable to provide numeric data that could be processed using Cronbach's alpha (Mindia, 2018).

Variable.	Cronbach Alpha
Age	.595
Question 1	.702
Question 2	.586
Question 3	.545

*Table 1 – Cronbach's alpha.*

Correlation Analysis:

Variable	R	DU	ES	GE	XP	M_U	D	TD	C	Q
G										
R										
E										
DU	104**									
D				1						
ES	096	.144*								
A										
GE	0.11	155*	.168**							
E										
XP	082	210**	.068	.605**						
S										
M_U	040	0.27	0.68	051	.024					
D										
D	.140*	0.16	.180**	.009	.046	345**				
P										
TD	.133*	0.31	.150**	174**	042	226**	400**			
P										
C	0.10*	0.49	.256**	110	014	296**	399**	442**		
P										
Q	.140*	0.57	.278**	.011	.080	257**	376**	376**	625**	

*Table 2 – Correlation analysis.*

The results help to understand the research is legitimate because lower probability has been obtained. In the recently referenced blueprint, two standard things are thought of and how they impact the conveyance place's prosperity and security. One is the economics of the delegates and the other being their abilities and work engaged with the dispersion community's prosperity and security. The decision of them in Quantitative assessment helps with suggesting that there are huge considerations for the researcher.

**9 Limitations:**

**Consideration of COVID-19:**

It is important to understand during the entire data gathering process, the country was fighting COVID-19 Pandemic, and there were lockdowns in the different parts of the country. It was impossible for the researcher to gather data in a more efficient manner, and perhaps the COVID-19 remains one of the most important hurdles and limitations during the entire leg of the research.

**10 Conclusion:**

Vision 2040 is allowing Omani organizations and companies to think outside the traditional ways they have. Communication companies, like many other organizations, will play a critical role within the development of Vision 2040 of Oman. Thus, to ensure the organization develops along the lines of the mission of 2040, it must develop and introduce new methods for talent acquisition and recruitment. The paper explores what and how E-recruitment can play that role. The results gathered help to

understand that there is some hesitance within the Communication companies against E-recruitment however the majority of the participants believe that it should be introduced within the Communication companies as there is much to gain than to lose from it.

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