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E-Marketing Tools for HR Marketing in Relation to HR Managers and Employees.

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Keyword

HR strategies, e-marketing, HR-specific software, HR managers.

Abstract

Due to its ability to improve interaction and communication between HR managers and workers, e-marketing solutions have become crucial in the field of human resources (HR) marketing. This essay examines the value of e-marketing technologies for HR marketing, highlighting their usefulness in bridging the communication gap between HR specialists and workers. This research shows the impact that different e-marketing technologies have in improving interactions between HR managers and employees, recruiting efforts, employee engagement, and talent retention by looking at social networking platforms, email marketing, and HR-specific software. This research highlights the influence of different e-marketing techniques on interactions between HR managers and employees, recruiting efforts, employee engagement, and talent retention by examining social networking platforms, email marketing, and specialised HR software. In the current digital era, e-marketing solutions have become essential for establishing contemporary HR strategies, dismantling established boundaries, and promoting more meaningful relationships.

1. Introduction

In recent years, the field of human resources (HR) has seen a significant shift, mostly fueled by the digital revolution. The HR division has not been spared from these developments as businesses depend more and more on technology to improve their operational efficiency and competitive advantage. The strategic role charged with luring, enticing, and keeping top personnel inside an organisation in HR Marketing, one of the most famous fields where technology has had a substantial influence. A new era in HR marketing has emerged as a result of this transition, and E-Marketing solutions are now essential for communicating with and reaching HR managers and staff. E-marketing tools include a broad variety of online technologies and platforms, from social networking websites and email marketing programmes to specialised HR software programmes. As a result of their integration into HR Marketing initiatives, HR professionals now have new opportunities to interact with HR managers and

staff, maximise recruiting efforts, raise employee engagement levels, and promote talent retention [1].

In the context of HR Marketing, this study intends to dive into the changing landscape of E-Marketing technologies while highlighting their significant consequences for HR managers and staff. We want to shed light on the ways in which these technologies are redefining HR strategies, dismantling conventional boundaries, and encouraging more meaningful interactions between HR experts, managers, and workers by investigating the changing role of E-Marketing tools. We also want to provide useful information on how businesses might use these technologies to successfully navigate the changing HR market. In this investigation, we will focus on the unique E-Marketing techniques used in HR Marketing, their advantages, disadvantages, and general effects on HR practises. By doing this, we intend to provide managers, decision-makers, and HR practitioners with the information and expertise needed to fully use the potential of E-Marketing technologies in HR

Marketing, thereby promoting more effective, exciting, and competitive HR practises in the modern digital era [2].

E-marketing (Electronic Marketing), commonly referred to as Internet Marketing, Web Marketing, Digital Marketing, or Online Marketing, is the practise of advertising online. E-marketing is the practise of advertising a product or service online in order to contact the target market via gadgets, social media, etc. E-marketing encompasses not just advertising online but also advertising via e-mail and cellular channels. It makes use of a variety of technologies to facilitate client connections between companies.



Figure 1: E-Marketing

E-marketing is a component of integrated marketing communications (IMC), which aids in a brand's expansion across many media channels, much like many other media channels. E-marketing has emerged as a crucial strategy for businesses using a variety of digital media outlets [3].

2. Review Of Literature

The work market has a high level of competition. The human resources managers have discovered that it is more difficult than it used to be to find high-caliber employees. The businesses seek to stand out from the competition and appeal to their employees more. They may stand out and achieve a competitive edge by using human resources marketing. The purpose and significance of human resources marketing are discussed in the study. Employer branding enables businesses to stand out from competitors in their industry. The article offers a viewpoint on the role of corporate branding in recruiting and keeping employees. The paper's main

discussion of human resources marketing tools and how they are used by human resources managers and staff members in the chosen organisation [4].

The relationship between the institutionalisation of ethics, quality of work life (QWL), and organisational results is examined in this study. The goals of this research are to: (a) explore and track the connections between ethics, QWL, and employee job-related outcomes in the Thai workplace; and (b) focus and keep the Thai business community's attention on this issue. 514 Thai businesses listed on the Stock Exchange of Thailand (SET) had its marketing and human resource managers respond to questionnaires that were addressed to them. The response rates from marketing managers were 17.3% and from HR managers were 29.4%. The primary research findings are that: (a) there are positive relationships between ethical institutionalisation, quality of life, and job-related outcomes; (b) the implicit form of ethical institutionalisation has a stronger influence on quality of life and job-related outcomes than the explicit form; and (c) the implicit form of ethical institutionalisation has a positive impact on job satisfaction and organisational commitment of HR managers but has no effect on marketing managers. The study results confirm the value of institutionalising ethics inside commercial organisations [5].

The goal of human resource marketing (HRM) is to create employment positions that include all pertinent factors, such as work requirements, compensation, and effective job offer communication. Wage may be interpreted to mean a variety of rewards for successfully completing labour in addition to the money paid. Over the last ten years, interest in worker compensation has increased, particularly with reference to managers and the idea of industry. 4.0. Job offer descriptions assist in identifying qualified candidates for certain management jobs. The major goal of this essay is to explain how gender and the variables (job sources) selected relate to one another. A completed questionnaire survey with a specific emphasis on HRM in the Czech corporate environment was developed for this purpose. 522 persons made up the sample population for the survey, however only 185 of them responded to it (a return rate of 35.44%). We used cluster analysis and Pearson's chi-square test for independence to analyse the data. A Receiver Operating Characteristic (ROC) curve was used in the graphic design. The findings showed that there were clear correlations between gender and job servers as sources of employment as

well as between gender and social networks. The ROC curve, which depicts the expectations of salary earnings based on the employee's work history, supports this reliance [6].

3. The Role of social media in HR Marketing:

In the area of HR marketing, social media has become a potent and essential instrument. The way HR professionals interact with HR managers and workers at different points in the employee lifecycle, from hiring and onboarding to engagement and talent retention, has changed dramatically [7]. The function of social media in HR marketing is detailed below:

❖ Recruitment and Talent Acquisition:

- **Talent Sourcing:** Social networking sites, particularly LinkedIn, have developed into online talent markets. More effectively than ever, HR professionals can locate and interact with prospective applicants. They may look for certain abilities, backgrounds, and credentials, which makes the hiring process more focused [8].
- **Employer Branding:** HR may utilise social media to highlight the culture, values, and accomplishments of the organisation. Sharing success stories, employee endorsements, and behind-the-scenes information fosters a favourable brand image that attracts top people who are in tune with the vision and culture of the organisation [9].
- **Job Postings:** Job postings on social media networks are inexpensive and immediately reach a large audience. Additionally, candidates may distribute these advertisements across their networks to increase the exposure.

❖ Employee Engagement:

- **Internal Communication:** HR may utilise social media to facilitate internal communication by setting up exclusive channels or groups for workers. It offers a forum for conversations, updates, and announcements, building a feeling of community and openness.
- **Recognition and Rewards:** Social media recognition and celebration of staff accomplishments may improve motivation and morale. Additionally, it demonstrates the company's dedication to the welfare of its employees.

- **Employee Advocacy:** The organisation's reach may be expanded by encouraging workers to post corporate material on their own social media sites. Employee advocacy programmes use the networks and power of the workforce to advance the company's brand.

❖ Onboarding and Training:

- **Orientation:** By giving new recruits access to orientation materials, introductions to team members, and an interactive platform to ask questions, HR can leverage social media to speed up the onboarding process.
- **Microlearning:** On social media sites, quick video snippets or infographics may be utilised for continual training and development. Compared to typical training materials, these forms are more interesting and accessible.

❖ Feedback and Employee Surveys:

- **Anonymous Channels:** Social media may provide a forum for surveys and anonymous feedback. When comments can be voiced privately, workers may feel more at ease doing so.

❖ Employee Advocacy and Brand Ambassadors:

- **Building a Team of Advocates:** Among the workforce, HR may try to develop a group of brand ambassadors who actively promote the business on social media. These advocates may interact with prospective candidates or clients, provide material, and take part in campaigns.

❖ Measuring and Analytics:

- **Data-Driven Decision-Making:** HR specialists may monitor the effectiveness of their efforts using the analytics tools available on social media sites. It is possible to assess the success of HR marketing initiatives by looking at metrics like engagement rates, reach, and click-through rates.
- Social media has grown to be an essential part of HR marketing. It enables HR professionals to engage with a larger audience, build relationships with staff members and managers, and foster a productive and enjoyable workplace. Social media, when utilised wisely, may greatly aid in attracting, retaining, and engaging top personnel, which will eventually lead to organisational success [10].

4. Research Methodology

The research methodology will utilise a thorough and systematic strategy to collect, analyse, and evaluate data in order to examine the utilisation of E-Marketing technologies in HR Marketing in relation to HR Managers and Employees. To achieve a thorough grasp of the topic, this study will use a mixed-methodologies research approach that combines both quantitative and qualitative methods. Through the distribution of online questionnaires to a representative sample of HR managers and staff from different sectors and organisations, quantitative data will be gathered. The purpose of these surveys is to collect information on the use of E-Marketing technologies for HR marketing, their perceived efficacy, and how these tools affect HR procedures and communication. In-depth interviews and focus groups with HR managers and workers will be used to gather qualitative data. These interviews will provide insightful viewpoints from both HR experts and workers on the intricacies of using E-Marketing tools, difficulties encountered, and possible rewards. Table 1 lists several HR marketing metrics along with the proportion of respondents who have taken them into consideration. These metrics provide useful information about the priorities of HR managers and staff when they engage in HR marketing activities.

Parameter	Number of respondents	%
quality of new staff	8	86.43
fluctuation of staff	2	13.34
effectiveness of recruitment	6	63.93
length of recruitment	3	51.87
retention of staff	2	11.51
number of candidates for the job position	4	38.58
recruitment cost	7	73.86
awareness of the employer brand	4	37.57

Table 1: HR Marketing Parameters and Respondent Consideration

The importance of hiring top talent is shown by the fact that 86.43% of respondents regarded the category "Quality of New Staff" among the others. On the other hand, 13.34% and 11.51% of respondents, respectively, expressed worry about

"Fluctuation of Staff" and "Retention of Staff," highlighting the significance of workforce stability. 63.93% of respondents cited "Effectiveness of Recruitment" as a significant factor, highlighting the importance of effective recruiting procedures. A shorter hiring process is preferred by 51.87% of participants, highlighting "Length of Recruitment" concerns. The importance of a large candidate pool is shown by the "Number of Candidates for the Job Position" metric, which was significant to 38.58% of respondents. 73.86% of participants rated "Recruitment Cost" as a very important element, highlighting the financial factors in HR marketing. Last but not least, 37.57% of respondents said that "Awareness of the Employer Brand" was on their radar, highlighting the significance of a good employer brand in luring talent. This chart gives a thorough summary of the important factors in HR marketing, assisting businesses in adjusting their strategies to properly handle these goals.

HR managers have effective ways to connect with a larger talent pool thanks to e-marketing tools including firm career websites, customised recruiting efforts, and online job boards. They make it possible to quickly disseminate information about job availability, corporate culture, and perks. This makes the hiring process more efficient and saves time and money. Employee engagement and a feeling of belonging are fostered through e-marketing tools like corporate culture introduction films and internal communication platforms (such intranets and newsletters). By allowing employees to keep updated on corporate news, an encouraging work atmosphere is fostered. E-marketing resources are essential for creating and sustaining an employer brand. A great online presence attracts both prospective applicants and devoted workers thanks to creative job postings, social media accounts, and branded content.

5. Analysis and Interpretation

When addressing both HR managers and workers, e-marketing technologies are essential in HR marketing. These solutions provide HR managers a simple and effective way to share information about job opportunities, business culture, and benefit plans. HR professionals may reach a wider audience and entice top talent with the use of email marketing, social media advertising, and online job boards. Additionally, analytics tools provide businesses the ability to monitor the success of their initiatives and gradually improve their tactics. E-marketing solutions may improve

employee engagement, retention, and satisfaction. Platforms for internal communication, such as business newsletters and intranets, make it easier to share crucial information and promote a feeling of belonging and community inside the firm. Additionally, feedback may be gathered, issues can be addressed, and the overall employee experience can be improved by using customised email campaigns and surveys. E-marketing solutions are thus crucial for HR executives looking to draw in talent and foster a good work environment. This table 2 offers a thorough overview of HR professionals' use of HR marketing tools, highlighting their present tactics and long-term goals. Notably, a sizable portion of respondents (100%) regularly utilise the company's job website and (100%) include welcome kits for new hires in their HR marketing initiatives. Videos presenting business culture and staff (89%) and distinctive recruitment communication in line with brand strategy (89%) are also often used.

HR marketing tools	Actively uses	Plan to use	no plan to use
Career website of the company	9	0	0
campus recruiting	0	6	2
Welcome package for new employees	9	0	0
Unique recruiting communication, coming out from the brand strategy	8	0	0
Unique recruitment advertisements	5	7	0
Plan for the formation of corporate culture	8	0	0
Profiles on social network	6	3	0
Video introducing corporate culture and employees	8	0	0
Gamification (game elements) in the recruitment process and communication	0	1	7
Targeted recruitment campaigns to a specific position	7	0	0

Responsive web for mobile phones	8	0	0
Separate career site (Microsites)	0	8	0
Explanation of corporate values into practice	8	0	0
Unique employer brand promise	0	4	8
Analysis of the recruitment strategy competition	0	7	0
Research on decision-making criteria of the target group of candidates	0	7	2
Big data	0	5	1

Table 2: HR Marketing Tool Adoption and Intentions Among HR Professionals

Campus recruiting (75%), gamification in recruitment (13%), and distinctive employer brand promises (33%) all indicate prospects for additional adoption, showing that there is still opportunity for development in certain areas. Additionally, a majority of respondents preferred planning for the development of corporate cultures (89%), targeted recruitment campaigns (100%), and responsive mobile web (89%), while research on candidate decision-making criteria (78%) and competitive recruitment strategy analysis (78%) were areas with planned future use. The dynamic nature of HR marketing tools is shown by this table, which also illustrates HR professionals' strategic preferences and future development areas. The information in table 3 sheds light on the various techniques respondents used to look for jobs. Online job portals are used by the majority of respondents (25.34%), highlighting the growing significance of digital platforms in job searching. Additionally important roles are played by labour offices (16.34%) and referrals (14.83%), demonstrating the relevance of conventional networks and government resources.

Tools of searching	Number of respondents	Average %
Labour office	11	16.34
Online job portal	17	25.34
Nowhere	5	7.48
Recommendations	7	14.83
Internet	3	4.87

Other broker / financial institution	15	23.78
Social network	5	8.7
Recruitment agency	4	6.38
Newspaper advertising	8	4.78

Table 3: Methods of Job Search Among Respondents

Other brokers or financial institutions (23.78%) are another uncommon but important source for job searchers. A fraction of respondents use social networks (8.7%) and the internet (4.87%) while a lesser percentage use recruiting firms (6.38%) and newspaper advertising (4.78%) to conduct their job searches. It's interesting to note that 7.48% of respondents said they had nowhere particular to turn for their job search, suggesting significant room for improvement in this area for job search services. This information emphasises the variety of job search techniques and the value of a multifaceted strategy for both job seekers and companies.

6. Result and Discussion

Both HR managers and workers will benefit from the use of e-marketing technologies in HR marketing as a consequence of the notable outcomes and implications. As a result of this connection, HR managers now have access to a more simplified and successful recruiting process that enables them to effectively convey job openings, corporate culture, and benefit plans. The reach of job listings has increased thanks to e-marketing tools like firm career websites and online job boards, which have also made it easier to recruit top personnel. With the help of these tools' analysis and monitoring features, HR managers can continually improve their plans and over time make them more effective. These e-marketing techniques have been essential in increasing employee engagement and establishing a feeling of belonging inside the company. Internal communication tools like newsletters and intranets have made it easier to share vital corporate data, fostering a more knowledgeable and engaged staff. A more responsive and employee-focused HR environment has resulted from the ability for workers to express their ideas and concerns via personalised email campaigns and surveys. The mean, minimum, maximum, and percentage values for several components of HR performance assessment are shown in this Figure 2 together with other important HR indicators. It demonstrates that the average new

hire's quality is a high 86.43%, indicating a successful recruiting procedure. However, with a 13.34% turnover rate, employee instability continues to be a problem.

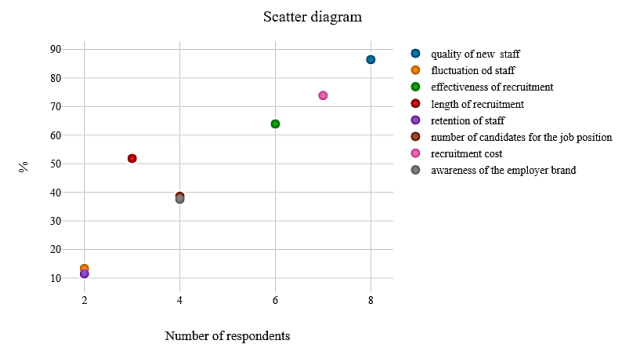


Figure 2: HR Metrics Summary

The effectiveness of recruitment is notably high at 63.93%, indicating efficient HR practices. The average recruitment process takes 51.87 days, which may be an area for improvement. Staff retention and the number of candidates for job positions are at 11.51% and 38.58%, respectively, with room for growth in both areas. The recruitment cost accounts for a substantial 73.86% of the budget, suggesting potential cost-saving opportunities. Finally, the awareness of the employer brand is at 37.57%, highlighting the importance of brand recognition in attracting top talent. This data provides a comprehensive overview of HR performance metrics, guiding strategies for talent acquisition, retention, and cost-efficiency. This Figure 3 presents adoption intentions for HR initiatives, including "Actively uses," "Plan to use," and "No plan to use" metrics.

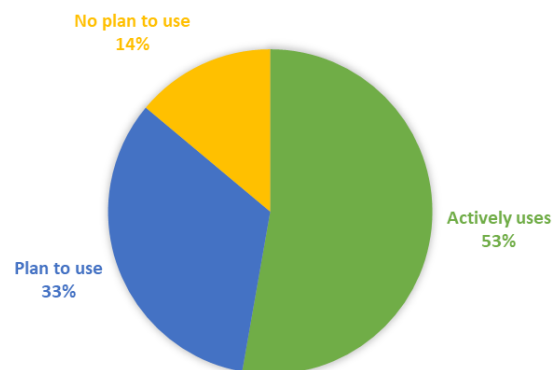


Figure 3: Adoption Intentions for HR Initiatives

The mean values indicate that, on average, HR professionals actively use these initiatives with a mean score of 4.47, demonstrating a fair level of implementation. Those planning to use these initiatives have a mean score of 2.82, suggesting

ongoing efforts to enhance HR practices. However, a portion of respondents (mean score of 1.18) currently has no plans to adopt these initiatives. The minimum values of 0 across the board indicate that no respondent reported complete non-utilization of these HR initiatives, while the maximum values range from 8 to 9, reflecting varying levels of adoption and future intentions among HR professionals. This data provides insights into the evolving landscape of HR practices, highlighting both current implementation and areas for potential growth and improvement. This Figure 4 provides demographic information about the number of respondents who used various sources for job searching. The mean value indicates that a significant number of respondents participated in the survey across all sources, with the highest mean of 17 respondents using online job portals. The minimum and maximum values of 3 to 17 show that there was variation in the number of respondents across these different job search sources. This data helps to understand the distribution of respondents and the popularity of different job search channels among the surveyed population.

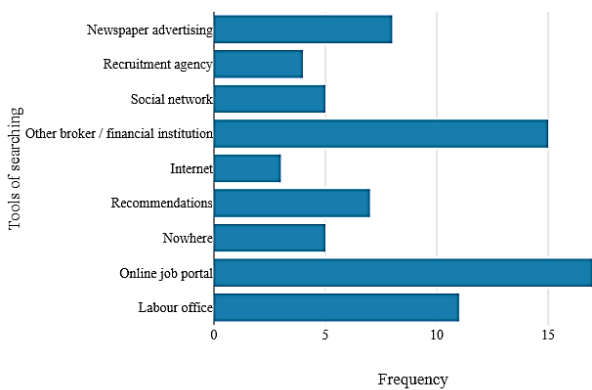


Figure 4: Sources of Job Search - Respondent Demographics

This Figure 5 outlines the key challenges faced by organizations when searching for and recruiting new employees, expressed as percentages. The most significant challenge, identified by 51% of respondents, is the quality of candidates, highlighting the importance of finding suitable and skilled individuals. Personality assessment and fit with candidates account for 24% of challenges, emphasizing the importance of cultural alignment and soft skills. A smaller percentage of respondents cite issues related to the number of candidates (12.20%) and recruitment costs (12.80%), indicating concerns about both quantity and budget constraints. The duration of the selection process (1%) and incorrectly defined

candidate profiles (1%) are identified as minor challenges, suggesting areas for optimization. Additionally, 1% of respondents noted other unspecified challenges. This data provides valuable insights into the primary obstacles faced by organizations during the recruitment process, helping them tailor strategies to address these specific concerns.

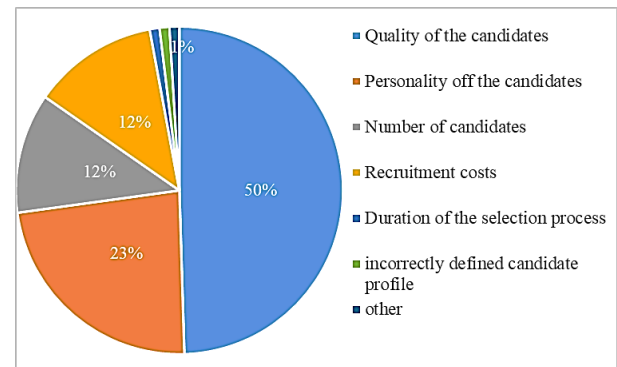


Figure 5: Challenges in Searching and Recruiting New Employees - Percentage Breakdown

7. Conclusions

In conclusion, E-marketing solutions have become crucial resources in the area of HR marketing, providing HR managers and staff members with cutting-edge channels for engagement and communication. This article has shown how these technologies improve employee engagement, streamline hiring procedures, and support efforts to retain top personnel. Notably, social media platforms have transformed company branding and personnel recruitment, while email marketing and HR-specific technologies have expedited HR activities and internal communications. The research's conclusions offer insight on the changing HR marketing environment by outlining existing practises, potential development areas, and enduring difficulties. Although HR professionals are actively using e-marketing technologies to enhance their HR strategy, there is still space for growth and improvement. Organisations must adapt to these technological improvements and make the most of e-marketing technologies if they want to stay competitive in the always changing HR environment. A systematic and comprehensive approach to e-marketing in HR is essential as HR professionals and decision-makers traverse the digital era. HR departments may not only recruit and retain top talent but also promote a vibrant workplace culture where workers are engaged and

connected by adopting these tools and coordinating them with organisational objectives. Ultimately, establishing HR excellence in the 21st century will need the integration of e-marketing technologies into HR marketing strategy.

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