

# The Relationship between Knowledge Management Processes and Electronic Recruitment

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## **Abstract**

To enhance KS, KC and innovation, we must automate the human being ideas and concentrate on the technological development of human capital (brains, minds, and ideas) by knowledge management systems, collects and shares knowledge from expert individuals in an organization. (Bary, 2005).

Many companies have used mobile technology to provide totally new processes and services, and the impact of these can be identified "Mobile technology "(Lamont , 2015)

From the overview of the researcher that KC and KS with the support of e-recruitment inside organizations, could The aim of this paper is to propose a model that describes a relationship between knowledge management processes (knowledge creation, and knowledge sharing) which these two processes can affect directly on one of the E-Human Resources Management practices, it is E-Recruiting in organizations. with new internet tools and applications, employees can communicate the right E-HRM practices inside and outside organizations such as E-Recruitment to enhance, explore, and construct new models to support new products and services .in writing this paper I fixed on a strong relationship between KC, KS, and E-Recruitment by getting better organizations performance in using the right knowledge to the right people at the right time.

**Keywords:** Knowledge Creation( KC), Knowledge Sharing (KS) , E-Recruiting

## **1. Introduction**

The word Knowledge as a; concept; which can find in every field in life, in past, present, and future, that what the human know, as many science dictionaries defined.

Knowledge is Known about something from many sciences perspectives is what do you have of (data), or information about the subject.

Successful organizations now understand why they must manage Knowledge management is a process that transforms individual knowledge into organizational knowledge. (Rašula, 2012).

Knowledge Management is therefore a conscious strategy of getting the right knowledge to the right people at the right time and helping people share and put information into action in ways that strive to improve organizational performance (Girard, 2015)

Knowledge management is about using the brain power of an organization in a systematic and organized manner in order to achieve efficiencies (Serban, Luan, 2003), that they mentioned about the importance knowledge creation and innovation and their impacts on firms performance, regard knowledge creation as the essence of knowledge, innovation, and there is a strong relationship between them. (C.W.SOO) and others 2002.

In (The Adoption of Knowledge Management Systems in Small Firms), the article of Pietro Evangelista<sup>1</sup> and others 2010, are noticed about the propose of more comprehensive model for implementing KM in SMEs based on the following many factors, management, leadership and support ,culture, IT, measurement, organizational infrastructure, processes and activities, motivational aids, resources, training and education ; and human resources management.

Hence the human resources management is one of the important factors for implementing KM processes and activities in organizations.

The human resources practices are divided into business functions, careers, and virtual human resources. That's the last one VHR divided into three factors, e-recruiting, human resources, information systems HRIS, training, and education. (Wikipedia.org).

E-HRM factors can reduce costs by using modern methods of e-recruitment (Chauhan, 2010).

The idea of removing hand-copy applications and shifting from traditional recruiting to e-recruiting. (Sills, 2014).

E-HRM effectiveness may depend on various organizational, departmental, professional and individual goals (i.e. cost and time savings, improvement of HR services, strategic re-orientation of HR department) (Furtmueller, 2012).

The internet recruiting is the process of looking inside the organizations for existing qualified employees who might be promoted to higher - level position, that the e-recruiting is having a major impact on both internal and external recruiting because it allows companies to reach a wider range of applicants and it is cost effective and the real computer access of everyone\_ (Griffin, 2008).

E-Recruitment or e-Recruitment is the process of personnel recruitment using electronic resources, in particular the internet (Kaur, 2015).

To use web sites specialized in recruiting employees, like “online recruiters”, “job portals”,

“online job boards” or “job agencies”. These sites act as mediums that connect the companies with potential applicants.

The main aim of this research that you can find the relationship between KM processes (creation, and sharing) and their direct impact on e- human resources management practices, especially e- recruitment.

Most academic cyclopedias that classified Human Resources Management into (Business Function, Careers, and Virtual human recourses).

Virtual Human Recourses either breaking into (E-Recruiting, Human Resources Information Systems, Training, and Education).

## **2. Literature Review**

### *2.1 Definition of Knowledge Management*

If everyone is able to contribute his/her knowledge, then it would help the organization to produce much better managerial systems or product/services. (Pei, 2008)

Time and energy to these accomplish this objective and devote knowledge, develop plans as to how to efforts( Omotayo, 2015).

It can be helpful to remember that the human mind has often been seen as capable of two kinds of knowledge- the rational and the intuitive\_(Denning, 2016).

Knowledge Management is therefore a conscious strategy of getting the right knowledge to the right people at the right time and helping people share and put information into action in ways that strive to improve organizational performance (Girard, 2015).

KM is not a new subject. Its practice since throughout the human being. The human means KM and always think, design and develop (Kumarasinghe, 2011).

The importance of KM is that KM is identified as a framework for designing an organization's strategy, structures, and processes so that the organization can use what it knows to learn and to *create* economic and social value for its customers and community (Omotayo, 2015)

Knowledge Management (KM) has been recognized as a critical factor for both organizational performance and project success (Sokhanvar, 2014)

The papers divided into different sections, which section 2 focusing on the literature review, which include

(Definition of Knowledge , KM Processes , definition of E-HRM, The importance of E-HRM, The relationship between KM processes and E-HRM practices , The importance of E-Recruiting). In section 3 we propose a model of KM processes and E-Recruiting. The Conclusion is addressed in the last section.

## 2.2 KM Processes

In taxonomy model of understanding KM processes first: Events: know where in external for globalization and economic growth, and internal by culture change and communications practices, second process that Entities: know what, in an information-oriented and human capital, third process is Functions: know, how about resources management, information exchange communication, and process management. Fourth process in this model talks about Behaviors: know how, innovation, learning, Knowledge Creation, and Knowledge Sharing. fifth process is supported technologies: know how by soft (knowledge workers, and chief knowledge officer, and hard by (information technology, information systems, and knowledge management systems). Sixth by target, objectives, know why, in competitive advantage, performance and competencies.

The last process about applications project management and product development (Nie, 2007)

Roberta Moraes and others (2013) suggested that the KM processes in framework according to the KM identification can be divided into: first , the discovery of existing knowledge, second: the acquisition for knowledge, third: the creation of knowledge, sixth: use and application of knowledge.

Knowledge Management: *Taxonomy*, Processes, and Components by Serban. A., Luan. j., 2002), (create, capture, organize, access, use), in this framework of KM processes every process in details you can see create process include (create, discover ,realize, conclude ,articulate , and discuss) . In capture process (digitize, document, extract, represent, and store), in organize process (structure, catalog, abstract, analyze, and categorize), for the following process access (present, display, notify, profile and find),

The last process of this framework...use (make, improve, perform, service, and learn).

There is a close relationship people are more willing to support and encourage innovative ideas, as the individual involved are able to give (Hasanov, 2014)

That the *knowledge sharing* and *knowledge creation*, thus go hand in hand. Knowledge is created by practices, collaboration, interaction and education, as the different knowledge types are shared and converted. Beyond this knowledge creation is also supported by relevant information and data which can improve decisions and serve as building blocks in the creation of new knowledge (Frost, 2010)

Every organization can achieve such good specifications with electronic human resource management, human resource management can become more flexible and cheaper, Electronic human resource management means, programming and using and performing the IT technology to connect at least two or more people in a network and supporting them based on their kinds of activities.

With the help of web technologies, electronic human resource management and using new advanced technologies can play a supportive role in the human resources management. (Ahmadi. M 2015)

### *2.3 Definition of E-HRM*

As for the role of E-HRM in the future of HRM, we would argue that E-HRM is a tool that can facilitate the transition from an administrative to a more strategic role of HRM, enabling it to improve the quality of its services.(Aldmour,2012)

### *2.4 The Importance of E-HRM Practices*

The recently developing field of e-business, as well as industrial and organizational psychology. In total, we used 47 search terms, beside the main term e-HRM and its variations, mainly activity-oriented terms like e-recruiting, e-learning, etc., and technology oriented terms like HR-portal, employee self service, etc. In addition, reference sections of articles found was searched.

That the e-HRM strategy at first hint at a lack of strategic considerations in general IT application in e-recruiting, and in e-learning (Strohmeier, 2007)

### *2.5 The Relationship between KM Processes and E-HRM Practices*

There is a close relationship, people are more willing to support and encourage innovative ideas, as the individuals involved are able to give, with a number of patents and with a number of new products, the confidence needed to turn ideas into successful projects (Hasanov, 2014)

While the availability of existing knowledge helps to reduce complexity in innovation processes, the creation of knowledge is important to ensure organizations produce more new innovations, organizations are able to innovate faster and more successfully through creating and using knowledge rapidly and effectively (Pei, 2008)

Stacy Chapman (2013) identified the social recruiting processes by sharing and creating information in: *1-Share*, but do so appropriately. Make sure your hiring managers and employees do as much of the sharing as possible and haven't thought of as a spammer.

2. Promote your jobs so good candidate can find them. Create a nifty career site, if you haven't done so already. There are plenty of tools available to build it affordably or even for free. And update the content to remain fresh and interesting.

That the organization through the creation of a web page makes it possible for its employees to provide a 360-degree assessment. 360 degree feedback is a completed cycle during which staff can get feedback from all members (including peers, subordinates, managers, customers, suppliers, etc.).

In order to develop an e- rewarding system, the organization by providing an electronic assessment system, should create a platform that staff can get rewards commensurate with their performance (Ahmadi, 2013)

### *2.6 The Importance of E-Recruiting*

Recruiting on the Internet has become one of the primary ways that companies attempt to find employees and the growth of this method has been nothing short of amazing.

A January 2001 poll by the Society of Human Resource Management (SHRM, 2001) supports these findings: 88% of the HR managers surveyed reported using Internet job postings, just slightly behind the proportion using personal contact/networking (95%), newspaper advertisements (96%) and employee referrals (91%). Internet job postings came in ahead of headhunters (74%), employment agencies (76%), and advertisements in professional and trade journals (67%). The survey also asked about the effectiveness of these different recruiting (Bruyere, 2001)

In other words, sourcing job candidates has become easier for recruiters because of Internet job boards, social media and applicant tracking systems — and the job of recruiters has changed because of it. That One of the hottest trends in recruiting is the development of tools that help companies measure the effectiveness of all the technological avenues that source candidates. Companies like avatar, create candidate relationship management systems that allow an organization to use big data to track where their top candidates are coming from, for example; or even how many interviews are conducted per hire. (Mihelich, 2014)

The primary function of recruiting software is to provide a searchable database whereby you can track all of the applicants for your company, (Gale, 2015)

When companies partner with employees to attract talent, the message is amplified. Consider that the average person has 338 Face book, friends according to a 2014 study by Pew Research. Multiplied across a workforce of 10,000, you have the potential to reach an additional 3 million people through your employees and that's without factoring in LinkedIn connections, Twitter followers and other networks to which your employees may belong. The people you reach are not just any group of people they're a group of people with educational backgrounds, professional experience and industry expertise that often matches or is similar to that of your employees. Face book, LinkedIn connections, Twitter followers and other networks to which your employees may belong. The people you reach are not just any group of people they're a group of people with educational backgrounds, professional experience and industry expertise that often matches or is similar to that of your employees. (Clayton, 2015)

### **3. Proposed Model of KM Processes and E-Recruiting**

#### **Description of Model**

This new model can describe the relationship between knowledge creation and knowledge sharing and their impacts of e-human resources management practice which is e- recruitment.

The researcher suggested that the brains of human beings, which include data, information, and knowledge are the most important factors by using online recruiting methods to put the right people in the right positions in organizations in easy and fast ways.

To enhance KS, KC and innovation, we must automate the human being ideas and concentrate on the technological development of human capital (brains, minds, and ideas) by knowledge management systems, collects and shares knowledge from expert individuals in an organization. (Bary, 2005).

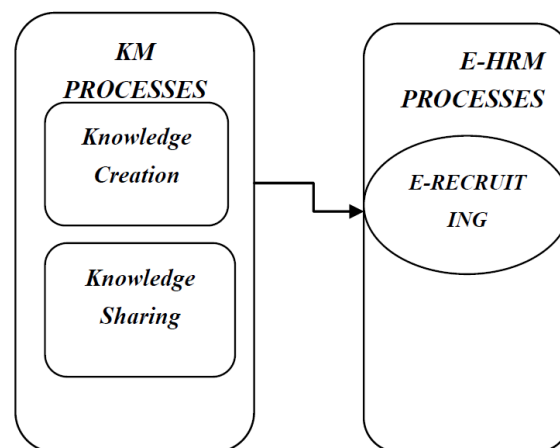


Figure 1. The Relationship between Km Processes & E-Recruiting

Many companies have used mobile technology to provide totally new processes and services, and the impact of these can be identified "Mobile technology ".(Lamont, 2015)

From the overview of the researcher that KC and KS with the support of e-recruitment inside organizations, could be in the development of products and services, and these knowledge processes and e-recruiting effect the firm s performance more effectively.

The focus of this model in this research is to generate a new presentation of e-recruiting on websites, tools of the human ideas and their expressions on their web applications, while they can reduce time and cost.

Thanks for technology and information systems that make peoples knowledge being increasingly.

#### 4. Conclusion

People are the owners of knowledge ... create, share, and use in knowledge management systems. Therefore, they have Ideas, data, information models, and networks cause they needed to enhance products and services. Furthermore, Employees are needed online methods in e- recruiting to choose the right people in organizations Consequently, E-recruiting is essential to increase organizational performance in an effective and fast ways.

Thus, the authors has suggested and develop a model of KM processes (knowledge creation and knowledge sharing) and E-HRM practices (E- recruiting). In order to discuss the new idea to improve E-recruiting application as soon as possible within minimum cost.

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