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**A STUDY ON THE ACCEPTANCE OF DIGITAL CV OVER
PAPER CV AMONG HR MANAGERS WITH SPECIAL
REFERENCE TO SELECTED ORGANIZATIONS IN
KOZHIKODE DISTRICT, KERALA**

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ABSTRACT

Digitalization becomes a face mark of competent organizations and lack of digitalization is considered as incompetent. People prefer to work with organizations which provide them enough room to access information swiftly and connect with the world with no time. People urge to become a part of the modern world where digitalization is an inevitable face of change. So Human Resource Department in any firm should adapt digital revolution happens in the world to discard rotten HR practices and embrace the burgeoning changes. Evolution of Digital CV is one among them. The response of HR managers towards Digital CV in recruitment process has greater importance in modern day. Digital CV provides a plethora of information about the candidates to HR managers than a traditional Paper CV. Comparisons of Digital CV and Paper CV in the eyes of HR managers are worth studying.

KEYWORDS: *Digitalization, Human Resource Department, Digital CV,HR managers, Paper CV*

INTRODUCTION

Human Resource Management in Digital Age

Digital Age or the era of information plays pivotal role in the transformation of all sectors by providing innovative methods in accessing and processing of information. Revolution in information handling made a quantum change in the outlook of all industries both emerging and existing. As Alwin Tofler pointed out it correctly, the “third wave” of revolutionary changes in information engulfed the world after the Agricultural and Industrial revolutions. Due to information boom, all organizations adapt innovative practices to counter the challenges put forward by different departments. From production to marketing the changes are immense in a manufacturing sector. For any service industry, the situation is not different. Changes are rampant in all fields beginning from the service information to after service follow ups. In this Digital age consumers are more informed and difficult to satisfy. They pin point on their requirements and well aware about their rights. Organizations which deal the information in the digital mode can only connect the customers in their pace and wavelength. Digitalization is an inevitable reform need to be taken part in any organization.

Don Tapscott describes the Age of Network Intelligence as an all encompassing and revolutionizing phenomenon fuelled by the convergence of advancements in human communication, computing (computers, software, services) and content (publishing, entertainment and information providers), to create the interactive multimedia and the information highway. This new age is gradually forcing us to rethink the way we perceive the traditional definitions of economy, wealth creation, business organizations and other institutional structures. Such a shift in economic and social relationships holds promise and peril.

Knowledge can now be stored in digital form or in 0s and 1s. Unlike the old economy where information was analog or physical, communication was only possible through the actual movement of people. In the new economy, information in digital form, facilitated by the digital devices allows the free movement of vast amounts of information in the shortest time possible between people in different parts of the world.

Human Resource Management is the change agent in any Organization which is responsible for the influence of human mind set. Digital age also transform the organizations to learning organizations where employees become more knowledgeable and inquisitive. Retaining knowledgeable work force in digital age is a difficult task for any HR department. Lack of challenging atmosphere in a job increases the employee turnover in an organization. In a digital age

employees are well aware about the existing job opportunities and facilities provide by the competitors.

Digital age Human Resource Management has to receive the changes in all facets of HRM including Recruitment, Training & Development, Employee compensation, Performance appraisal and Employee retention.

Recruitment is the prime and important function of HRM to strengthen the organization. The right candidates are the driving force of any firm. Candidates with right attitude and aptitude can improve the efficiency of organizations. In this digital age recruitment function also experience a variety of changes and one among of the predominant changes is the introduction of Digital CV.

DIGITAL CV



The Digital CV allows you to go further than the traditional job application by adding a variety of media, including:

- Video
- Photos
- Articles
- Portfolios

Ideal for those with more to show than a side or two of A4, the Digital CV is simple to build and provides you with your own personal URL to share with prospective employers. It's easy to create, simply follow the step by step process, fill in the forms, add some imagery and chose your colour scheme. You can return at any point to change your information or the style of your Digital CV.

Digital CV is advantageous to express more information about the candidate on one click. The candidate appearance, communication, variety of exposures, talent and achievements can be elaborately reflected on a Digital Resume. The digital resume speaks more about a person than a paper resume. A Job seeker can exhibit himself more in front of the employers and on the other hand employers can collect more information about a candidate and his/her activities.

But considering all the threats of Digitalization in the modern world digital resume is also facing threats like prone to malpractice and availability of ‘junk’ information.

OBJECTIVES

1. To study the acceptance of Digital CV among HR Managers in Kozhikode District, Kerala
2. To compare the merits and demerits of Digital CV with conventional CV(Paper CV)

RESEARCH METHODOLOGY

The researcher has studied the responses of Hr Managers towards Digital Resume/CV with special reference to organizations located in Kozhikode District, Kerala, India. This research has both exploratory and descriptive in nature and it has utilized both quantitative and qualitative data collection tools.

SAMPLING DESIGN

Sample Size:

In Kozhikode District there are more than 100 medium and large scale organizations excluding small scale organizations which has no full-fledged Hr system in function. For the present study researcher has focused only upon the HR managers of 60 major organizations in Kozhikode District.

Sampling Method:

The researcher has selected convenient sampling method.

Sources of Data

The researcher adopted survey method to collect the required information for the study. The researcher has used primary and secondary data collection methods for this research.

STATIATICAL DESIGN

The statistical primary data for research is processed on a personal computer (PC) with use of appropriate statistical tools like spreadsheet application software like MS Excel to generate tables and graphs for data presentation.

GROGRAPHICAL AREA

Kozhikode District,Kerala,India

RESULTS

-Only 43 % of HR managers are familiar with Digital CV and other 57 % are unfamiliar to it.

- 87 % of HR managers strongly believe that Digital CV has more advantages than Paper CV

- 55% of HR Managers believes that more information is the key feature of Digital CV. 28 % believes that clarity of communication is the strength of Digital CV.

-But no HR manager rejects any candidate on the basis that he has only submitted a Digital CV.

-70 % of HR Managers believes that Digital CV will overcome paper CV in near future.

- 83 % of HR Managers expect a paper CV along with a Digital CV.

-73 % of HR managers are comfortable with Digital CV and 27 % are only up to an extent.

- 70 % of HR Managers consider the Digital CV is 'more prone to malpractice' Difficult to save & handle, costlier than paper CV are other negative aspects of Digital CV.

- Only 55 % of Managers strongly recommend for a Digital CV and other 45 % not in favor of recommendation.

SUGGESTIONS

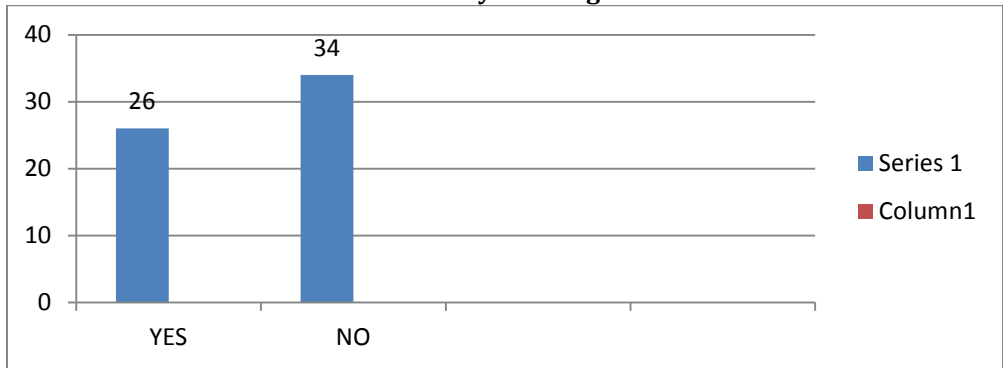
Digital CV is slowly accepting by the HR Managers of medium & large sized organizations. Though they are speculative about the probability of malpractices, all HR Managers are convinced with the quantum of information that can display by a Digital CV.

2. Still paper CV is widely opted in most of the organizations; they accept Digital CV as an alternative and inevitable source of required information.

CONCLUSION

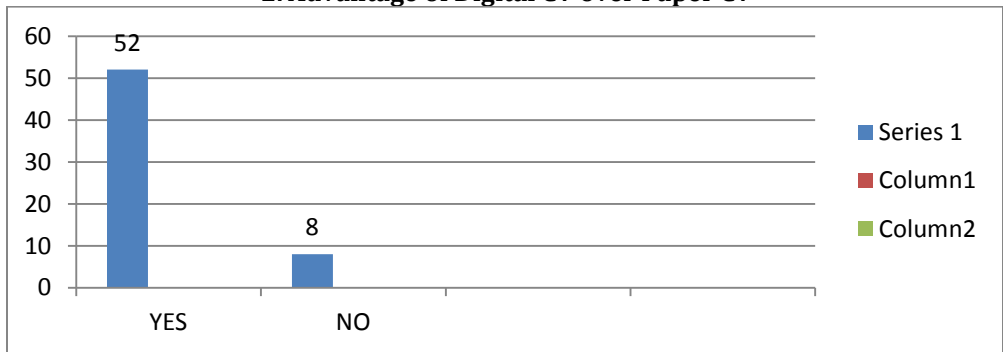
In Kozhikode District of Kerala, HR Managers of medium & large sized organizations are not much familiar with Digital CV. But they accepted the potential of Digital CV and expect that it will overcome paper CV in near future. At present scenario HR managers consider Digital CV as a supportive documentation and not a replacement to it. They believe in the practice of scribbling on Paper CV about the 'points' during the face to face interview. All HR managers are not so comfort with Digital CV and not recommending for it. But everyone consider it as an inevitable change in this digital era, except the fear of malpractices.

TABLES
DATA ANALYSIS AND INTERPRETATION
1.Familiarity with Digital CV



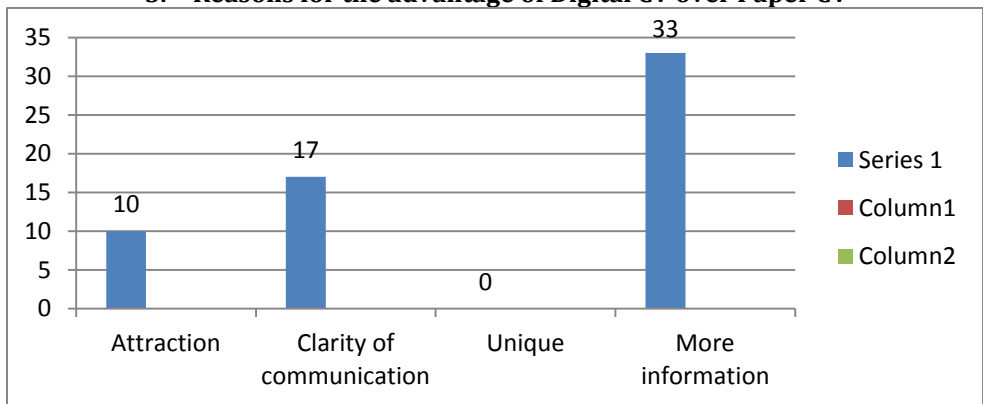
Out of 60 HR Managers only 26 persons are familiar with Digital CV. Major Hr Managers in Kozhikode district were not come across with Digital CV/Resume.

2. Advantage of Digital CV over Paper CV



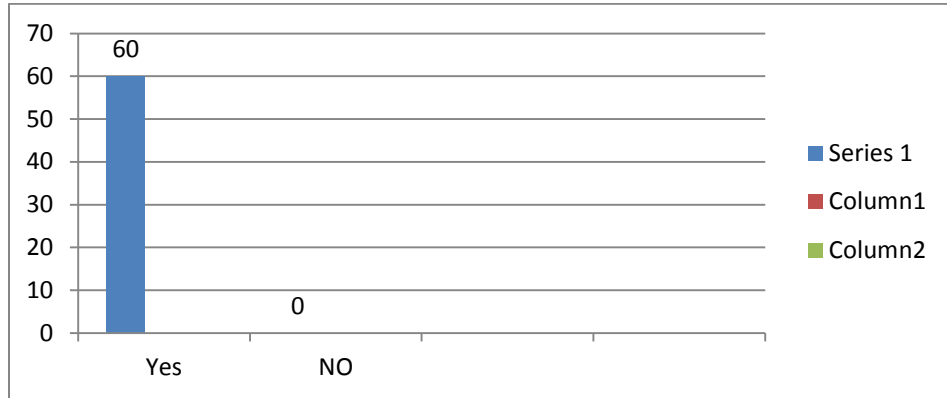
Majority of HR Managers believe that Digital CV is more advantageous than a conventional Paper CV.

3. Reasons for the advantage of Digital CV over Paper CV



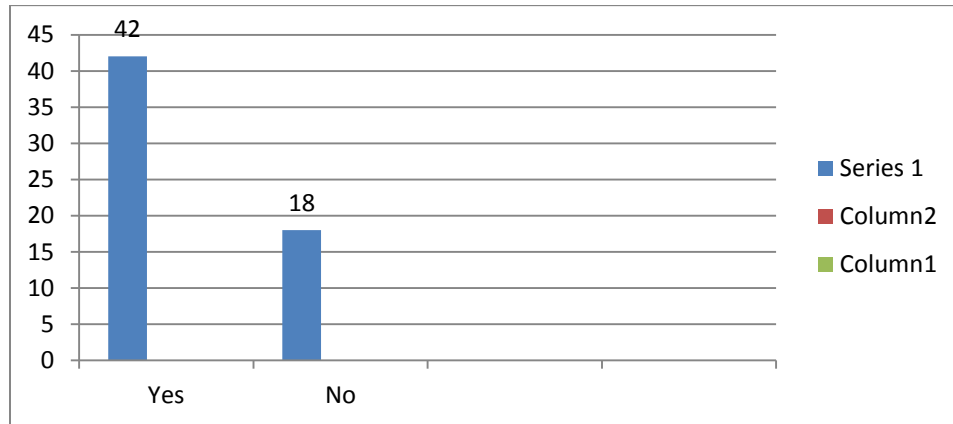
As per HR Managers Digital CV can convey more information than a Paper CV. It is more clear and attractive.

4. Rejection of a person on the basis that he has submitted only a Digital CV



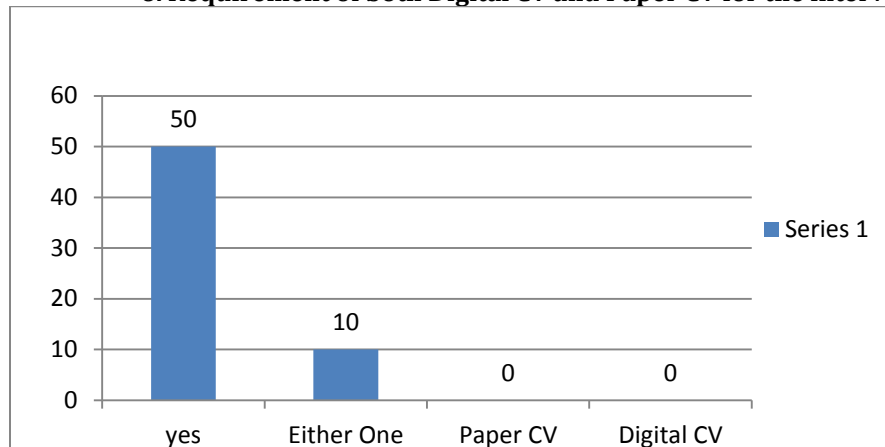
No HR Managers is ready to reject any person on the basis that he has submitted only a Digital CV.

5. Replacement of Paper CV by Digital CV in near future.



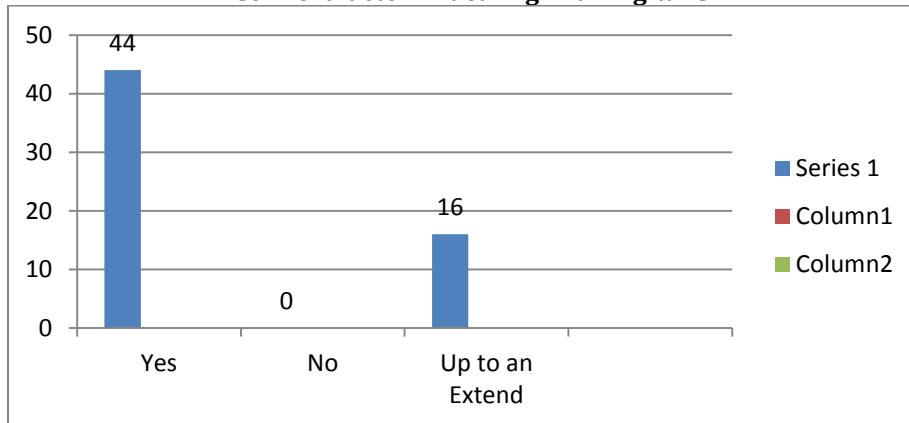
Most of the HR managers believe that in near future Paper CV will be replaced by Digital CV.

6. Requirement of both Digital CV and Paper CV for the interview.



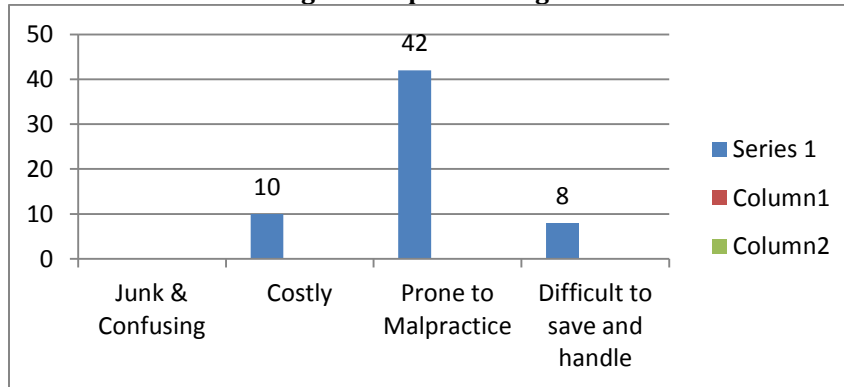
Most of the HR Managers prefer either a Paper CV or Digital CV during the interview.

7. Comfort factor in dealing with Digital CV

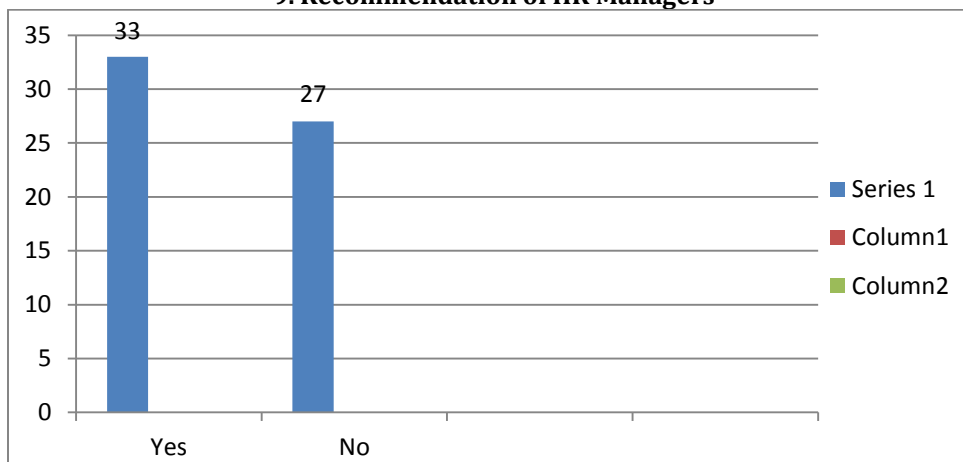


Except a few HR Managers most of the HR Managers expressed that they are comfortable in dealing with Digital CV.

8. Negative aspects of Digital CV



9. Recommendation of HR Managers



Among the HR Managers more than half of the persons recommend for digital CV. But still a majority of HR Managers are reluctant to recommend for Digital CV.

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