*Research Inventy: International Journal of Engineering And Science*
*Vol.11, Issue 6 (June 2021), PP 01-03*
*Issn (e): 2278-4721, Issn (p):2319-6483, www.researchinventy.com*

# Sustainable Higher Education Recruitment Process

APR Srinivas
*Asst Professor,Lingayas University,Faridabad,INDIA.*

***ABSTRACT:*** *A management awareness on global issues like waterfootprint and afforestration brings in a radical change in the way a business is conducted. The paper proposes a new reusable blackbox functionality business process of academic recruitments to utilize existing technology and reduce water footprint of Indian paper industry.*

***KEYWORDS:*** *water footprint, internet, business process management, ICT*

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Date of Submission: 03-06-2021 Date of Acceptance: 17-06-2021

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## I. INTRODUCTION:

By the end of 2003, nearly 11.8 percent of global population had access to internet and internet usage grew by 75 percent in the developing world [1].The main reason for not going online is not the lack of technical skills but the management's awareness to information and communication technologies [1]. A digital economy is more about intangibles- information, innovation and creativity, to expand economic potential and is the exploitation of ideas than material things. The elements of digital economy are- digitalization and intensive use of information and communication technologies; codification of knowledge; transformation of information into commodities; and new ways of organizing work and production[2]. Microsoft defined Web services, as a very general model for building applications and can be implemented for any operating system that supports communication over the internet and represent reusable blackbox functionality [2]. Business process management involves defining business processes, automatic controlled enactment and analysis [2]. Business process analysis is a set of technologies that provide support for obtaining relevant properties of business-process models inorder to reason about them, detect functional errors, or improve their performance [2]. CULTURE, world's national differentiator, challenges globalization since accepted practice in a culture is anathema to practices in other culture [3]. Whether a country is individualistic, social or collective, forming teams is important in the world of business [3].Websites for e-businesses reflect the challenge of giving meaning to information across different cultures [3].Technology in itself, has enabled the global e-business to adopt standardized IT processes to survive among cultural paradoxes [3].

## II. LITERATURE SURVEY:

Traditional recruiting methods costs eight times to hiring over internet [4].In any industry, loyal staff play a vital role in grooming the business to make employee retention an important factor for well-being of an organization [4]. Vacated positions cost an employer from 75 to 150 percent of that position's salary [4]. Employee benefits are a strategy of retention but telecommuting is an aspect among many, to consider here [4]. An organization's exit interviews and exit paperwork could be done online [4]. Each A4 size copy paper consumes four to nineteen liters water in its manufacture[5].The water footprint of a product is the amount of freshwater needed to produce it[5]. Water footprint (viz. green, blue and grey components) of paper could be reduced by choosing more water-efficient wood types[5]. Annually, recovered paper saves a global water footprint of forty percent[5].Among global pulp producing countries, USA ranks first with 29.5 percent contribution while the contribution of India is only 1.7 percent[5].The water footprint of printing and writing paper is between 300 and 2600 $m^3$/ ton for an A4 sheet [5]. The paper products' water footprint is 8-11 percent of total water footprint of Dutch consumption [5]. Till now, the annual global paper production was to a maximum 400 million tons with its consumption being the most in china(106 million tons),Europe(91 million tons),USA(71 million tons) and Japan (27 million tons) while the African continent consumption is only 2 percent[6].The recycled content in printing and writing paper is only 8 percent, thus making much room for improvement[6].The paper industry yields a loss of 3.3 million hectares forest land every year[6].Pulp and paper mills also release pollutants -particulate matter(PM2.5), nitrogen and sulphur oxides[6].

## III. METHODOLOGY AND DISCUSSION:

H1: The business process utilizes existing technology to aid higher education recruitments
H2: The business process saves 300 liters water per each academic recruitment, thus reducing water footprint of Indian paper industry

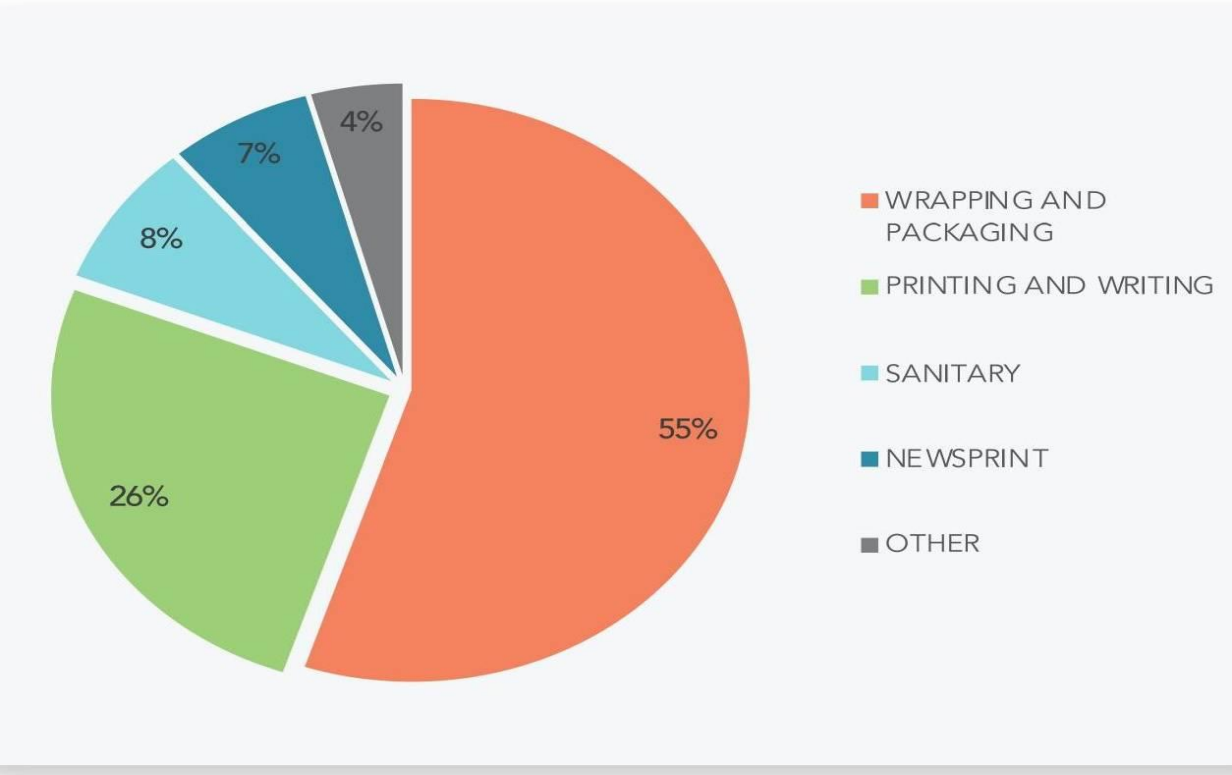


**Fig 1:** global paper usage[6]

The entire globe is growing conscious of printing day-by-day. Every industry is in its path to reduce carbon footprint associated with its industrial activities. The scope of study is indian higher education recruitments becoming paperless. The methodology proposes an internet based business process management, at the level of an academic institution, to eliminate hardcopies of a candidature - resumes, Xerox copies of certificates. The recruitment process utilizes information and communication technologies at every step to avoid printing and hardcopy paper.

## IV. BUSINESS PROCESS:

Academic recruitment collects resumes in softcopy to shortlist candidatures in various competencies. The shortlisted candidatures to be interviewed either online or in person. However, the recruit is hardly needed to carry any hardcopy resume or certificates. The resume of the recruit to be discussed on an internet connected computer. The certificates for academic credentials of each recruit to be submitted in softcopy and the softcopies would be cross-checked with original certificates, at the time of appointment. Only selected candidates would be asked to submit softcopy academic transcripts. These softcopy transcripts to be filed either on a cloud or to be written on to a DVD disc, to be submitted to the concerned governing body viz AICTE and UGC or any accreditation teams. The offer letter and appointment letter would be issued in softcopy only. The process to be managed for every recruitment cycle and attrition rates.

The proposed business process avoids hardcopy paper in its entire recruitment process. Thus, the business process better utilizes existing technology and also reduces the cost of recruitment. On an average, each recruit submits fifteen certificates including academic transcripts, work experience certificates, recommendation letters and other extra-curricular proofs. Any publications would be an added submission. Thus, the Indian academic system would reduce three hundred liters water consumption in paper manufacture. The number of higher education institutes across India is 51649[7].The total enrollment in higher education is 37.4 million [7].Pupil-teacher ratio in higher education is 29[7], thus the number of academic recruitments being 1.3 million. According to University Grants Commission, Indian higher education system needs about 300,000 more faculty than the present number [8].The present faculty attrition rate is accepted at 25 percent in indian higher education [8].

## V. **CONCLUSION**:

The paper proposed a reusable blackbox functionality business process. The proposed business process eliminates the use of paper in academic recruitments. Also, it reduces the water footprint of Indian paper industry by reduced manufacture since reduced consumption. Annually, the reduced water consumption in paper manufacture is 0.6 mega tons and indirectly contributes to aforestration because of reduced tree chopping for paper pulp. Thus, the research article paves way for a more sustainable society using the existing technology for a global cause.

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APR Srinivas. "Sustainable Higher Education Recruitment Process." *International Journal of Engineering and Science*, vol. 11, no. 6, 2021, pp. 01-03.