A Modern Concept of Blind Hiring: Its Importance and Benefits.

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Abstract
Blind hiring is an HR practice that aims at reducing biases during the hiring process. The idea is to promote talent acquisition based on a transparent method and hire eligible candidates regardless of their name, gender,mother tongue, religion and socio economic background. The focus instead is on skills, talents and abilities and these are evaluated as objectively as possible. Rather than submit resumes for position openings, interested candidates will instead complete batteries of assessments work samples and such on.
Key Words: Blind hiring approach,Blind Screening,Pre-employment test, Work place diversity and Modern Recruitment.

I.   Introduction

Focusing on increasing diversity to improve company wide performance and work place culture is already on the rise. An HR survey by Harvey Nash found that organisations are increasingly expanding diversity hiring goals to focus on inclusiveness of gender,ethnicity,culture,age and LGBT to identifying individuals.The world of recruitment is getting revolutionized.All industries are adopting new tools and techniques for talent acquisition and management. Now a days more and more companies are aligning their HR policies in line with blind hiring. Recruiters understand the need to be millennial friendly as new talent lies there. For the same reason more and more organizations are now converting their recruitment strategy from traditional to digital domain. But there is the chance of candidates being rejected due to unconscious bias,discrimination,some political factor.

There are several recruitment softwares available online which reaches large pools of candidates and are time effective but it may fetch many unqualified candidates as well and may not increase the diversity and mix of employees. In terms of HRM,the internet has drastically changed the recruitment function for both job seekers and providers currently most of the Western Countries are also focus on Blind Recruitment sites for potential candidates.

II. Objectives of The Study

- To study the concept of blind hiring.
- To compare blind hiring and other hiring techniques.
- To know the importance of blind hiring in modern recruitment techniques.
- To study the characteristics and techniques of blind hiring.
- To study blind hiring and its influence in work place diversity.

III. Literature Review

The selection on literature review is focused on various theories that are relevant to our study

The New York Times 2016 says-Blind recruitment is the process of removing any and all identification details from candidates,resumes applications.It helps you and your hiring team evaluate people on their skills and experience instead of factors that can lead to biased decisions.

An analysis conducted by Williams (2009) on E-Recruitment spends focused on web based recruitment at the expense of traditional methods.Online methods proved for more popular.Of the HR professionals survey said that the jobs sector of their own company's website was used as a recruitment instrument for many jobs.

A study conducted by Berger and Ghei (1995) in his study on a facet of hospitality hiring concluded that the success of the hotel industry depends on the quality of its personnel and their effective management in order to assist the organization to achieve its goals.

A research was conducted by Verhoeven and Williams (2008) news on learning in to e-recruitment and selection. The study focused on the advantages as acknowledged in literature and considered those against the views of HR managers.

Menken and Winfield (1998) explored the advantages and disadvantages of informal and formal recruiting practices in external labour markets. The authors found that quality was a strong motivation than cost for informal recruiting. The findings from the regression analysis also demonstrated that the quality of applicants was more salient for hiring managers in the private sector.

Blind recruitment(Michael Grothus 2016) the practice of removing personality identifiable information from the resumes of applicants including their names,gender,age ,education and even sometimes the number of years of experience is gaining popularity.Blind recruitment is used to overcome unconscious bias and promote diversity in the workforce and it has gained an increasing foot hold in companies after a series of studies showed that people with ethnic names neede to send out 50% more reumes before they got a call back than job hunters with "white sounding names".

TECHNIQUES OF BLIND HIRING.

1. Blind candidate screening
2. Blind pre hire testing
3. Blind interviewing
4. Blind metrics.

1. Blind candidate screening

Blind hiring at the screening stage starts by removing personal information from candidates profiles and resumes such as their names and photos.Other personal details that can reveal a candidates age and income level such as theirGraduation year,Names of schools attended ,Addresses.

2. Blind pre hire testing.

The second blind hiring technique is anonymising a pre hire test of a candidate's job related skills and knowledge. Another common pre hire test is a personality assessment.The companies that use personality assessment during their recruiting have more racially diverse workplaces.

Examples of pre hire tests include a mock cold prospecting email for hiring sales people and a coding challenge for hiring software developers.

3. Blind interviewing.

Blinding an interview clearly poses the biggest technical challenge. Techniques for blind interviewing include an anonimized written Q & A or an anonymized interview conducted via chat.However,it's almost impossible to anonymize a person over the phone,during a video interview or in person unless you use aphysical divider between the interviewer and the candidate.

4.Diversity Metrics.

The easiest way to do this is to focus on one demographic sector or group that want to increase representation for recruiting.

IV. Limitations Of The Study

This is concept based study dependent on the secondary and scholarly articles. Proper blind recruitment process is still not practiced in lots of countries; future research work is possible only when it is implemented. There are lots of books discussing regarding recruitment but blind recruitment related articles are very few.The companies are recruiting canduidates through their own HR Department or outsource the process hence only fragmented information is available from the corporate.Also with increasing use of online recruitment portals,its effect should also be increased but there are increasing number of complaints that online recruitment sites no longer reply to candidates resulting in frustration blind recruitment concept is still not adopted in most of the countries,they even do not know what is the meaning of blind recruitment is.

V. FUTURE SCOPE

Blind hiring might represesnt the future since any organizations are struggling to hire the right candidates in the traditional methods .Since research has shown that candidates who are hired based on which college they attended or which company they worked are as good or as bad as hiring based on impersonal methods where in the applicant is judged not according to their past but but based on present capabilities as well as future potential and contribution to the organization.Once blind recruitment concept is implemented that should be followed in future operation also.

VI. Conclusion

The 21st century has seen a significant rise in technology and has seen modern day recruitment methods grow in influence and make a difference in landing candidates for organizations all over the world. Modern recruitment is becoming one of the important tools for selecting a required pool of human resources for the industries.Although this method provides advantages and disadvantages, but it is completely relevant and applicable in the modern world. The modern recruitment system influences the overall recruitment process of

every organization. Each and every organization chooses their own cost effective system to the candidate in a prescribed manner. The majority research has been completed on applicants desirability, reflection and awareness of organizations corporate career websites. Blind recruitment is the technique to improve workplace diversity and multi culture workplace in future.

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