A STUDY ON THE ROLE OF SOCIAL MEDIA ON RECRUITMENT

[1]Mohamed Azeem Ali M, [2]Dr. A Thiruchelvi
[1]Student, [2]Assistant Professor,
[1,2]Department of Management Studies,
[1,2]College of Engineering,Guindy,Anna University,Guindy,Chennai,India

Abstract : The process of recruitment in Human resource management has evolved greatly over the past few decades. With the invention of internet, recruitment process took a new face called "E-Recruitment". E-recruitment came with lot of advantages like generating large applicant pool, mass mailing, etc. Currently, majority of the profiles are sourced through job portals. In recent times, these job portals have developed complexity in recruitment by generating large but less reliable applicant pool, high subscription fee for the employers, delayed response, etc. In order to overcome these drawback, a new recruitment system is developed by integrating social media with recruitment process.

Social Media Recruitment System (SMRS),proposed model, is an integrated platform that connects the job seekers with the recruiters over social media. The system allows the recruiters to make job postings for targeted job seekers on social media platforms.

With wide reach and authenticity of social media, recruitment is made more effective in terms of number of positions closed and time taken for closing an open position.

Keywords—e-recruitment; social media;social media recruitment.

I. INTRODUCTION

Recruitment can be defined as the process of attracting candidates for jobs openings in an organization. The discovery of internet paved a new way to recruitment that took its name as e-recruitment. The process of carrying out recruitment through web based channels is called as e-recruitment. Job portals acted as the major platform for e-recruitment. These job portals had a lot of advantages like generating large applicant pool, options for bulk emailing, etc. However, in recent times, due to over usage of job portals they have developed drawbacks such us generating large but less reliable applicant pool, high subscription fee for employers, delayed responses, etc.

II. OBJECTIVE

The study aims in finding the attitude and usage of social media in the Job search process among job seekers and develop an effective recruitment system by integrating social media.

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III. REVIEW OF LITERATURE

3.1 E-Recruitment

The digital world has brought a new dimension to the world of recruiting. The World Wide Web, shortened the search time, costs and offered a transparent method of information for candidates(Salmen, 2012). E-Recruitment is an easiest and convincing way to hire people from any part of the world and promotes opportunity, it benefits the company to be recognized globally. EHRM is based on more systematic & technology theorem, which helps the HR department to scrutinize employee performance carefully & accurately. E-recruitment, also known within the literature as online recruitment, cyber recruiting, or internet recruiting are synonymous. They imply formal sourcing of jobs online (Ganalaki, 2002).It is a complete process which includes job advertisements, receiving resumes and building human resource database with candidates and incumbents.

The findings from Holm's (2012) thesis were that there was a difference between the paper-based and the electronic-based recruitment process. E-recruitment is the use of internet to attract high quality candidates, screening of suitable profiles, streamlining the application and selection process. Internet has made an impact on the human resource arena. E-recruitment enables the firm to perform the tasks in speed and improves the process (Tong and Sivanand, 2005).One of the outcomes of the growth of e recruitment technologies has been that applying for jobs has become simpler and more streamlined. E-recruitment emerges as a handy and advantageous method over traditional methods of recruitment (Tong and Sivanand 2005).Smith (1999) had worked up one-recruitment where he had tried to conceptualize that internet helps employer's better target prospective employees. The author mentioned that the career web, which small companies may consider expensive, could still be less costly than multiple newspaper ads.

Chapman and Webster (2003) in their survey research on the use of technologies in recruiting, screening, and selection processes for job candidates conducted in USA found that most organizations implemented technology based recruitment and selection tools to improve efficiency, enable new assessment tools, reduce costs, standardize systems and expand the applicant pool. The Internet allowed HR Managers to reach these candidates 24 hours a day, 7 days a week.

A study conducted by Martinez and Martineau (1998) on rethinking human resources stated that when e recruitment aims at efficiency savings or overall cost reduction, they go by changing the way in which staff are employed. A conceptual paper on Managerial challenges of e-recruitment: extending the life cycle of new economy employees by Smith and Rupp (2004), examined the application of technology to recruiting and retaining knowledge workers in an ecommerce, information intensive environment. The authors reported that e-recruitment as a general process is job specific and offers computer-assisted screening interviews and statistical prediction to aid in reducing recruiting costs, time-to-hire and employee turnover. Hadass (2004) in his research on the effect of internet recruiting on the matching of workers and HR Managers developed a model of recruitment in which job seekers have private information about their qualification for different jobs and firms possess imperfect screening technologies. The implications of the model were empirically examined using personnel

data from US based multinational manufacturing firm with more than 15000 employees. The adoption of e-recruitment was modelled as reducing application costs to workers and improving screening technology for firms. He concluded that firms may adopt e-recruitment strategies because of the direct reduction in recruiting costs and because of competition among HR Managers for qualified hire.

3.2 Social Media Usage

Since the last decade the usage of Social Networking Sites among job seekers is increasing rapidly throughout the world. Evidently Social Networking Sites have become a significant part of the lives of these youth (Gemmill and Peterson: 2006). Compared with any other group of people the usage of Social Networking Sites among college students is more, mainly because they are attracted extensively to the new technology and particularly to the opportunity it offers for creating social networks.

Moira Burke and Cameron Marlow (2011) discuss extensively about the perspective to look at the uses of Social Networking Sites. It says though usage of Social Networking Sites is often treated as a monolithic activity, in which all time is equally social and its impact the same for all users. The study primarily examines how Facebook affects social capital depending upon: types of site activities, contrasting one-on-one communication, broadcasts to wider audiences, and passive consumption of social news, and individual differences among users, including social communication skill and self-esteem.

Nicole Ellison's study (2008) on Social Networking Sites provides very thought provoking insights. According to this study, 85 % of the respondents use one or more social networking sites. The extent of the usage of Social Networking Sites has increased dramatically in the past two years and the usage of Social Networking Sites as well differs considerably by age. Most of the respondents ageing 18 and 19 years old use Social Networking Sites (95%), yet only 37% ageing 30 years and above utilizes these networking sites. The majority involving 18 and 19 years old, have more than 200 friends while those aged 30 and above have more or less 25 or lesser friends on these sites. Consequently Facebook is the most commonly used Social Networking Site,It was also found that about half of these users utilize just one Social Networking Site, having only one profile, and participate in one to five groups within Social Networking Sites. Profiles of Social Networking Sites are fairly stable, with most respondents changing them monthly or less often. The majority of the users of Social Networking Sites spend 5 hours or less per week. Younger respondents report spending more time than older respondents. It also emphasized that most students (87%) put access restrictions on their profiles. Younger respondents and females are most likely to do so.

Social Media is currently the biggest part of Internet culture. The widespread nature of the social media has played a large role in shaping the current state of the recruitment industry, and for this reason it is easier for recruiters to source job candidates using internet job boards and social media (Mihelich 2014). Social media sites like Facebook and LinkedIn have come recently to the labor market, and are used more and more frequently in the area of recruitment (Doucek et al.,2012). They are used both by the recruiter and the candidate to check each other's profile. The process is proactive as both job seekers and recruiters are engaged in sharing and referring to each other using social media (Nel, Werner, Du Plessis, Fazey, Erwee, Pillay, Mackinnon, Millett & Wordsworth 2012).

3.3 Indian Scenario

India has the second largest number of internet users in the world, and has experienced 30.5 % growth since 2015. In 2017, 462 million of India's 1.3 billion people were on line(Source: Translate Media).

- India has over 260 million active social media users.
- Facebook is the biggest social network in India, with around 241 million users in 2017.
- LinkedIn has around 42 million users.
- Twitter has 23.2 million active users, the second largest base in Asia-Pacific.

In today's scenario, every fourth Internet user in India has got an account on Facebook. This strength of India is used in the process of recruitment along with the concept of data mining to yield an effective outcome.

Forbes website sited that "the use of social media for recruitment has grown 54% in the past 5 years," .The global HR executives say that social media platforms are an effective recruitment tool with a more direct and focused approach in today's technologically-vibrant age. On the other hand, job portal such as Nakuri, Monster, etc. which had a lot of popularity and ease of use over the past few years had now developed complexity such as generating large but less reliable applicant pool and high subscription fees.

IV. Research Methodology

The research is carried out by understanding the attitude and usage of social media in job search process among job seekers. The survey was circulated among the job seekers in order to find the attitude and usage of social media in job search process. The sample size was 100 and the target audience were the job seekers.Convenience sampling technique was used for the data collection.The questionnaire had two 'basic details' questions, four questions on social media usage and four questions on social media's effectiveness on recruitment.

V. Data Analysis

5.1 Attitude and usage of social media in job search process among job seekers
Gender:
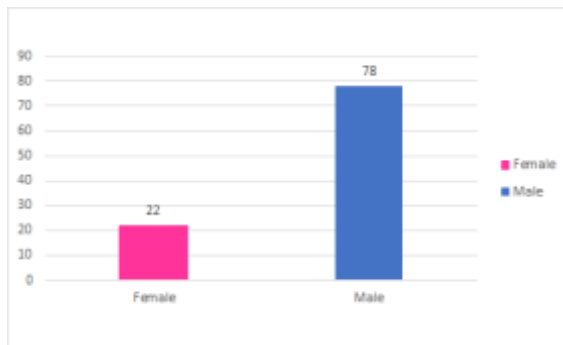Gender details of job seekers is given in *Fig 1*.

Fig 1:Gender analysis of job seekers

Out of the 100 respondents, 22% were female and 78% were male.

Age Group:
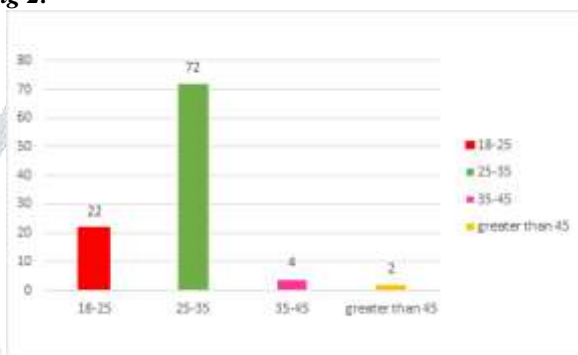Age grouping of job seekers is given in *Fig 2.*

Fig 2:Age grouping of job seekers

72% of the respondent were between the age group of **25-35 years** and 22% of the respondent were between the age group of **18- 25 years**.

Duration of social media usage by job seekers
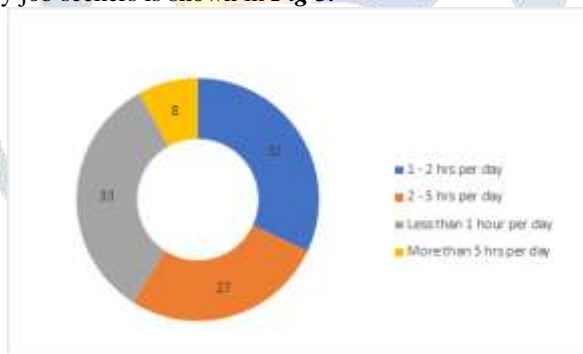The duration of usage of social media by job seekers is shown in *Fig 3.*

Fig 3:Duration of social media usage among job seekers

On an average 67% of the respondents use social media for at least **one hour per day** .The above results made clear that the usage of social media was quiet high among the job seekers.

Social media usage by job seekers for job/job information
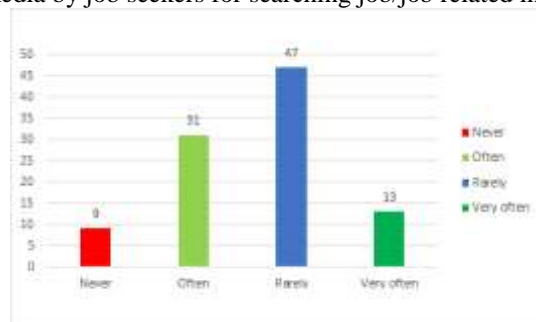The usage of social media by job seekers for searching job/job related information is shown in *Fig 4.*

Fig 4:Job seekers usage of social media for searching job related information

91% of the respondents agreed that they use social media for searching job/job related information. 44% of the individuals were actively using social media for job search process**.**

Opinion about social media's ability to provide better job information and quicker response is shown in *Fig 5.*
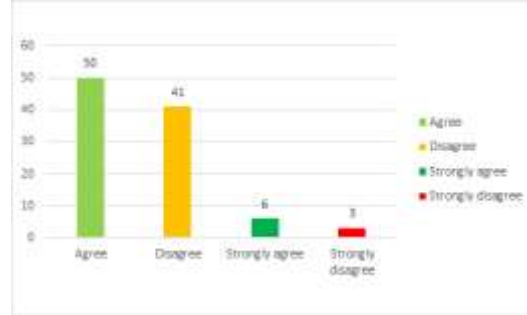
Fig 5:Job seekers opinion on better job information and quicker response from social media
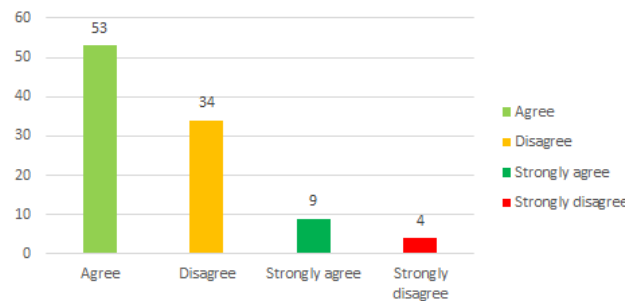
56% of the respondents felt that social media are providing them with better job information than job portals and also has quicker response and closure than job portals.

Job seekers opinion on help from social media for getting a job is shown in *Fig 6.*
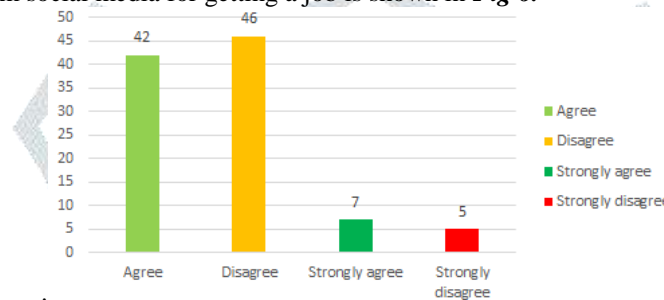
Fig 6:Job seekers opinion on help from social media for getting a job

49%of the respondent agreed that social media references/contacts/information have helped them in getting a job.
First time job seekers opinion on replacement of job portals by social media is shown in *Fig 7.*

Fig 7:Job seekers opinion on replacement of job portals by social media

62% of the respondents agreed that social media would replace job portals in near future.

Analysis of the survey clearly indicates that the current job seeking crowd is active on social media as well as using it for searching job and job related information.This can be potentially used in the field of recruitment to make the recruitment effective.

VI. SOCIAL MEDIA RECRUITMENT SYSTEM

Social Media recruitment System (SMRS) can be developed by integrating social media platform with the recruitment tool. SMRS system can be designed based on understanding the attitude of job seekers towards social media and their usage of social networking sites like Facebook, LinkedIn,etc in recruitment.Based on the outcomes, such as popularity of social networking sites, duration of usage of social media and area of usage ,Social Media Recruitment System is designed as shown in *fig.8*
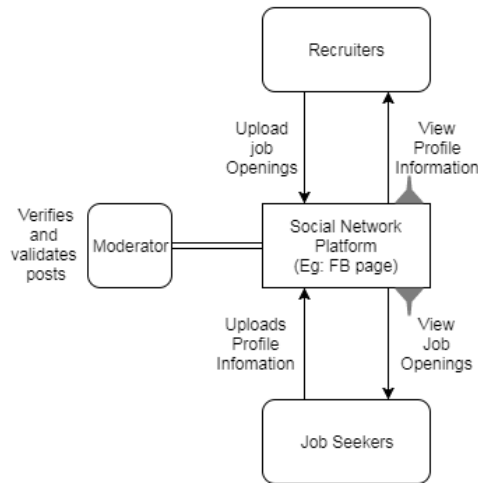
Fig.8:*Social Media Recruitment System*

Social Media Recruitment System an be explained with the below example.
- A Facebook page is created with the name say, *"Gateway for Corporate"*
- The page will have administrator(s) namely the recruitment coordinator.
- This page is widely circulated across all job seekers for subscription (*free of cost*), in order to receive updates regarding opportunities.
- On the other hand, the page is circulated across various corporates hiring team in order to post their openings.
- The page is actively maintained and monitored on a regular basis to avoid spam.

The SMRS system i.e. the Facebook page now has a considerable number of valid applicants looking for job/internship opportunity. So, when the recruiter posts an opportunity with the job description with the qualification, (Say Microsoft has 3 intern positions and is looking for students specialized in Information and Technology) the corresponding students will apply for the posting.

Social media has special privacy settings that restricts the viewers. Using that, the recruitment advertisements can be made visible only for eligible candidates. This increases the accuracy of the applicant pool received.Moderator plays a crucial role in validating the profiles of the job seekers and the recruiters. This helps in avoiding fake profiles and job postings.

VII. CONCLUSION

Technology is evolving and so is the recruitment process. The wide spread nature of social media in current digital world has major impact on job seekers The SMRS proposed helps us in utilizing this impact in an effective way for connecting the job seekers with the recruiters (companies). The flexibility that this system provides helps in making the recruitment process easier and faster from recruiter's end. This can overcomes the drawbacks of conventional e-recruitment system.

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