



Empirical Research on Recruitment Effectiveness in Social Network Sites

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ABSTRACT:

In order to find potential employees and encourage them to apply for positions within the firm, recruitment is a helpful method. There will be opportunity to hire better candidates when more people apply for employment. On the other side, job seekers are also looking for businesses that will hire them. Recruiting is a linking activity that brings people with employment and people looking for work together. The phrase "recruitment" simply means identifying the source from which potential employees may be chosen. The scientific recruitment method results in improved reputation, lower labour turnover, more productivity, better pay, and good morale. It encourages people to apply for jobs, thus it is a good thing. Reaching out, recruiting, and ensuring a supply of skilled workers is what recruitment is all about. It also involves selecting the necessary people in both their quantitative and qualitative aspects. It involves the creation and upkeep of sufficient human resources. This is the initial stage of the selection process, which is finished with placement.

INTRODUCTION

The diversity of jobs and lack of candidates force the employers to find creative ways to recruit new employees. The purpose of this study is to identify the relation between social network and social network sites in the recruitment process, and its consequences upon both employees and employers. When it comes to recruitment, organizations around the world have reaped the benefits of the traditional recruitment methods which have served them well.

The traditional recruitment methods include

- Local Paper Advertisement
- Local Employment office postings
- Temporary Employment Agencies
- Internal Hiring

The 21st century has seen a significant rise in technology, and social networking sites. When we think of the contemporary society, we realize that part of the time we live is online, social life has begun to happen in social networking. Undoubtedly, the online environment has strong channels of social communication. In a highly competitive market scenario, being able to attract high quality human resource is considered as a true competitive advantage for an organization. One way of doing so is via online recruitment, a method of attracting job seekers via internet.

OBJECTIVES OF THE STUDY

- To find out the effectiveness of social media recruiting at Uniq solutions.
- To identify the factors contributing to the effectiveness of Recruitment process through social network sites.
- To analyze the Impact of social network sites in recruitment process at Uniq solutions

THEORETICAL BACKGROUND OF THE STUDY

The corporate websites have gained popularity in the last decade, making it essential for the employers to grab the opportunities it offers in terms of reaching potential candidate and attracting them to apply for a given job position. The latest study of e-recruitment suggest that there has been a decrease in use of corporate websites by employers, due to shift towards social networking sites. This is one of the major reason towards social networking sites.

The social networking sites enables the recruiters to maintain constant connectivity and long term conversation with job seekers. Facebook officials declared the presence of more than 500 million user and 1 million companies and entrepreneurs around the world. LinkedIn which has more than 75 million professionals exchanging information, ideas and opportunities. About 82% of job seekers use facebook and linkedin and other social network sites to reach their employment goals quickly and more efficiently. 75% track movements and events of their favourite companies to update themselves and prepare for job interviews. 75% of people would hesitate joining a company if their current employees have given negative reviews about the company.

Organizations use their facebook profiles to announce job openings ,linkedin to search for potential

applicants, advertise on blogs, twitter or youtube regarding the event and activities undertaken by them. Recruitment becomes more interesting and efficient by tweeting a job opening or head hunting through vast no.of.profiles. The recent study have found that SNS has not been used solely to disseminate information about job opening or attracting the potential candidates but employers have also started screening the candidates through different social media tools like Facebook, LinkedIn and Twitter.

RECRUITMENT PROCESS PASSES THROUGH THE FOLLOWING STAGES

- (i). Searching out the sources from where required persons will be available for recruitment. If young managers are to be recruited then institutions imparting instructions in business administration will be the best source.
- (ii). Developing the techniques to attract the suitable candidates. The goodwill and reputation of an organization in the market may be one method. The publicity about the company being a professional employer may also assist in stimulating candidates to apply.
- (iii). Using of good techniques to attract prospective candidates. There may be offers of attractive salaries, proper facilities for development, etc.
- (iv). The next stage in this process is to stimulate as many candidates as possible to apply for jobs. In order to select a best person, there is a need to attract more candidates.

REVIEW OF LITERATURE

- Ashutosh Muduli & Jeegnessh J. Trivedi (2020)¹ “**Social Media Recruitment: The Role of Credibility and Satisfaction**” in their study increased popularity of social media has been prompting the recruitment managers to use social media recruitment. Very little has been studied on the effectiveness of social media recruitment from the recruiter’s perspective. Influenced by the diffusion of innovation theory, the study measures the usefulness of social media recruitment through various prehire and posthire recruitment outcomes. The study also used the media richness theory to examine the role of credibility and satisfaction as a mediating variable. Sara Sameen & Samia Cornelius (2015)² “**Social Networking Sites and Hiring: How Social Media Profiles Influence Hiring Decisions**” Internet, since its popularity in the 1990s, has led employers to use social networking sites (SNSs) like LinkedIn and Facebook to screen candidates in the hiring process. SNSs have helped employers to connect with applicants primarily for recruitment and reference checking. This study explores the use of SNSs for screening, while in the process of hiring potential candidates.
- Vicknair, Jamie; Elkersh, Dalia; Yancey, Katie; Budden, Michael C (2010)³ “**The Use Of Social Networking Websites As A Recruiting Tool For Employers**” The use of online social networking is a commonplace occurrence. A recent trend is for employers and recruiters to utilize social networking sites to screen candidates as part of the hiring process. Employers are increasingly turning to social networking sites as a tool for screening job applicants. According to a survey conducted by Careerbuilder.com , 45% of companies used social networking websites as a screening tool for job applicants, a number twice as high as the year before. This statistic indicates the popularity of using these sites as a human resource tool. The use of social networking websites by individuals is a widespread phenomenon. The website Facebook.com is currently home to over 400 million users with half of those logging into their account at least once every day.

STATEMENT OF THE PROBLEM

When it comes to recruitment the organizations around the world have reaped the benefits of traditional recruitment methods which served them well.

- The Recruitment process using social network sites are efficient or not.
- The effective method of recruitment is through traditional or through social network site.

Hence, this study has been conducted to know effective recruitment of the organization through social network site.

LIMITATIONS OF THE STUDY

1. Duration is limited to 12 weeks
2. The study was limited to the extent of information provided by the employees.
3. The responses from the employees could be casual in nature, chance of bias is present.

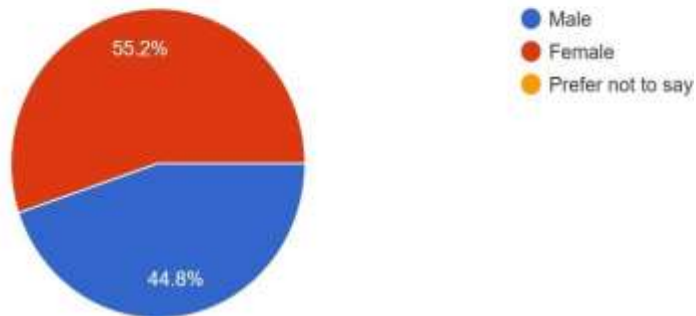
4. The information was collected through questionnaires is subject to willingness of the respondent to respond

ANALYSIS AND INTERPRETATION

GENDER:

Male	13	44.8
Female	16	55.2
Attributes	No. of respondents	Percentage (in %)

Gender
29 responses



INTERPRETATION:

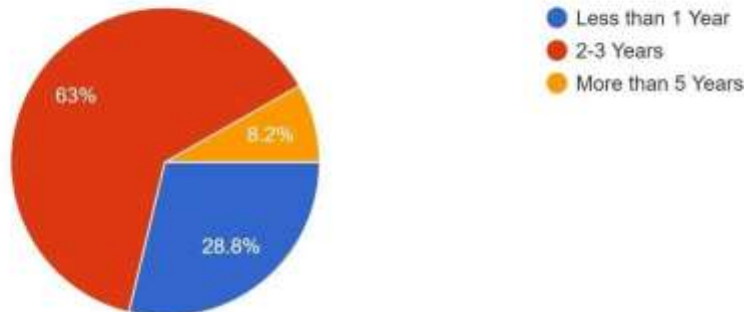
The above table and chart indicates that the 44.8% of the respondents are male 55.2 of the respondents is Female.

The majority 55.2\$ of the respondents are female.

EXPERIENCE:

Attributes	Number of respondents	Percentage
Less than 1 Years	21	28.8
2-3 Years	46	63
More than 5 Years	6	8.2

Total Years of Experience
73 responses



INTERPRETATION:

The above table and the chart indicates that the 28.8 of the respondents are less than 1 Years63% of the respondents are 2-3 Years 8.2%of the respondents are More than 5 Years.

The majority 63% of the respondents are 2-3 Years

CONCLUSION

The use of social networking sites for hiring has shifted the focus away from traditional forms of recruiting and selecting. In addition, Social network sites can affect the candidate experience and employer image. Social networking sites' use can be successful in recruitment if used to post job vacancies, post locations of recruitments, or to redirect applicants to companies' websites.

Thus, if the result is hiring employees at a lower cost and at a faster rate than competitors a company can achieve a competitive advantage. In addition, it enables the recruitment of a younger generation and the inclusion of passive candidates.

Furthermore, social media could allow employers to predict future employees' performance, and this could give them the advantage of knowing whom they are hiring. The use of social media sites for hiring possesses several pitfalls mainly concerning the screening and selecting phase.

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