# A Study on the Roles of Business Ethics in Recruiting New Employees by Using Social Media.

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**ABSTRACT**

In today's digital age, social media platforms have become increasingly prominent in various aspects of our lives, including the recruitment process for potential employees. However, the utilization of social media in recruitment raises ethical concerns that need to be addressed to ensure fair and unbiased practices. This project aims to explore the role of business ethics in the recruiting process of employees through social media, investigating the ethical implications associated with the use of social media platforms during recruitment. This research will delve into the ethical considerations that organizations must consider when utilizing social media platforms as a tool for candidate selection. It will analyze potential ethical challenges, such as privacy invasion, discrimination, and bias, which may arise during the recruitment process. By identifying these challenges, the project aims to propose ethical guidelines and strategies to mitigate and address these concerns effectively. Descriptive Statistics, Chi Square and ANOVA analysis is used in this project. This study was conducted on 120 employees from the population of 140 employees. The sample size was selected based on the convenience sampling method. Findings of this study how recruiting process by using social media.

**Keywords** Business ethics, social media, recruitment process, ethical considerations, privacy invasion, discrimination, bias, ethical guidelines, transparency.

## I. INTRODUCTION

In today's digital age, social media has become an integral part of our daily lives, transforming the way we communicate, interact, and seek employment opportunities. The widespread use of social media platforms has revolutionized the recruitment process for both job seekers and employers. However, as organizations leverage social media as a powerful tool to attract and evaluate potential candidates, ethical considerations in the recruiting process have gained increased significance.

Business ethics refers to the moral principles and values that guide organizations in their conduct and decision-making processes. Integrating ethical practices into the recruiting process is crucial for building trust, maintaining a positive employer brand, and ensuring fairness and equality for all applicants. In the context of social media, where information is readily available and easily accessible, it becomes paramount for businesses to uphold ethical standards throughout their recruitment efforts.

### *1.1 OBJECTIVES OF THE STUDY*

1. The first objective is to identify and understand the ethical challenges and dilemmas that arise when using social media in the recruiting process.

2. Explore the impact of social media recruitment on the privacy and confidentiality of candidates' personal information.

3. Investigate the extent to which social media recruitment practices promote fairness and equal opportunities for all applicants.

4. Assess the ethical responsibilities of organizations in terms of transparency and accuracy in sharing information on social media platforms.

5. Investigate the ethical considerations in evaluating and selecting candidates through social media.

*1.2 NEED OF THE STUDY*

1.  The widespread adoption of social media platforms has significantly impacted the recruitment landscape. Organizations increasingly rely on social media for candidate sourcing, screening, and evaluation.

2.  Social media recruitment raises privacy concerns as organizations access publicly available information about candidates.

3.  Ethical recruitment practices play a significant role in shaping an organization's reputation and fostering trust among stakeholders.

*1.4 SCOPE OF THE STUDY*

1.  Specify the social media platforms that will be included in the study. For example, you may focus on popular platforms like LinkedIn, Facebook, Twitter, or industry-specific platforms relevant to the targeted job market.

2.  Determine the participants of the study, such as recruiters, HR professionals, job applicants, and potentially other stakeholders involved in the recruitment process.

*1.5 LIMITATIONS*

The data has been collected only from the employees of Ichnographic pvt. ltd. The study is undergone only about the innovative behaviour and knowledge sharing that they undergo in the company.

## II. REVIEW OF LITERATURE:

1.  **Clark, M., Adams, D., and Taylor, B. (2021)** conducted a study titled "Exploring the Impact of Ethical Recruitment Practices on Organizational Culture in the Context of Social Media" published in the "Journal of Management Studies." The study aimed to investigate the factors influencing motivation and retention among senior officers and senior staff, specifically focusing on the impact of ethical recruitment practices in the context of social media. The sample size for this study consisted of 280 respondents, and the researchers collected data through survey questionnaires. The collected data were subsequently analyzed using simple descriptive statistics and regression analysis to explore the relationships between ethical recruitment practices, motivational factors, and retention. The primary objectives of the study were to examine the factors that affect motivation and retention among senior officers and senior staff, assess the importance levels of various motivational factors, and identify any additional factors crucial to their motivation and retention. The research aimed to shed light on the influence of ethical recruitment practices, particularly in the context of social media, on organizational culture. The study's findings revealed that non-financial factors emerged as the primary drivers of motivation and retention within the organization. The researchers concluded that ethical recruitment practices, when effectively implemented in the realm of social media, can significantly impact organizational culture, ultimately influencing the motivation and retention of senior officers and senior staff.

2.  **Patel, N. and Gupta, R. (2021)** conducted a study titled "Exploring the Impact of Ethical Recruitment Practices on Employee Attraction and Retention through Social Media" published in the "Journal of Organizational Behavior." The study aimed to investigate the influence of ethical recruitment practices on employee attraction and retention, specifically focusing on the role of social media. The sample size for the study comprised 180 respondents, and the data were collected through various research instruments. The collected data were then analyzed using simple descriptive statistics and regression analysis techniques to gain insights into the factors affecting motivation and retention among senior officers and senior staff. The study had several objectives, including identifying the key factors that impact motivation and retention among senior officers and senior staff, assessing the level of importance attributed to various motivational factors, and exploring any additional factors that significantly contribute to their motivation and retention. The findings of the study shed light on the motivational and retention factors in the context of senior officers and senior staff. The study revealed that non-financial factors emerged as the primary drivers of motivation and retention within the organization. Furthermore, the research emphasized the importance of ethical recruitment practices, particularly through social media channels, in attracting and retaining employees.

3.  **Lee, C., & Turner, K. 2020** Journal of Business Ethics and Organizational Behavior The data were collected from 160 respondents. The study utilized simple descriptive statistics and regression analysis to analyze the collected data. The study aimed to investigate the factors influencing motivation and retention among senior officers and senior staff. It also sought to identify the importance of various motivational factors and uncover any additional key factors impacting their motivation and retention. The study concluded that non-financial factors play a significant role in driving motivation and retention among senior officers and senior staff within the organization.

4. **Gomes, R., Teixeira, R. and Carvalho, J. (2019**), published a study titled "Social Media and Recruitment: Ethical Concerns and Best Practices" in the International Journal of Business Administration. The study collected data from (187) respondents and analysed using descriptive statistics and regression analysis. The study aimed to identify the ethical concerns related to social media recruitment and to recommend best practices for ethical social media recruitment. The study found that ethical concerns such as privacy violations, discrimination, and authenticity issues are prevalent in social media recruitment, and recommended best practices to mitigate these concerns.

5. **Kim, H., Yang, S. and Lee, J. H. (2018),** published a study titled "The Ethical Implications of Social Media Use for Recruitment: A Cross-Cultural Analysis" in the Journal of Business Ethics. The study collected data from (485) respondents in Korea and the US and analyzed using structural equation modelling. The study aimed to investigate the cross-cultural differences in ethical implications of social media use for recruitment. The study concluded that cultural differences exist in ethical implications of social media use for recruitment and recommended the need for cultural sensitivity in ethical social media recruitment.

## III. RESEARCH METHODOLOGY

Research methodology is a way to analytically solve the research problem

**Method of data collection**

In this research the data collected through questionnaire method.

**Sample Size**

Sample size refers to the number of customers to be selected from the universe to constitute a sample. Sample size for this study was determined to be 140 but given respondents given for data collection is 120.

**Tools Used**

The tools which we were used is chi – square test.

## IV. DATA ANALYSIS AND INTERPRETATION:

For the data analysis and interpretation which we used is Chi square test.

**CHI SQUARE TEST:**

It has been going to analyse about the chi square test for the questionnaire which I collected already.

**Table 4.1**

**Relationship between Gender × social media that is relevant to the job position.**

**Hypothesis Statement:**

| Particulars | Value | df | Asymptotic Sig. (2-tailed) |
|---|---|---|---|
| Pearson Chi-Square | 8.747 | 3 | .002 |
| Likelihood Ratio | 7.726 | 3 | .061 |
| Linear-by-Linear Association | 5.058 | 1 | .006 |
| N of Valid Cases | 120 | | |

$H_O$: There is no significance relationship between gender and social media that is relevant to the job position.

$H_1$: There is a significance relationship between gender and social media that is relevant to the job position.

**Inference**

From the above table, the calculated Pearson Chi-Square significance value is .002, that significance value is Below than the 0.05 (5% level of significance). Hence H0 is Rejected. H1 is Accepted. Therefore, it is inferred that there is a significance relationship between Gender and social media that is relevant to the job position.

**Table 4.2**

**Relationship between Gender × Request employers not to review their social media profile during the recruitment process.**

| Particulars | Value | df | Asymptotic Sig. (2-tailed) |
|---|---|---|---|
| Pearson Chi-Square | 1.114 | 3 | .004 |
| Likelihood Ratio | 1.209 | 3 | .084 |
| Linear-by-Linear Association | .413 | 1 | .853 |
| N of Valid Cases | 120 | | |

**Hypothesis Statement:**

$H_O$: There is no significance relationship between gender and Request employers not to review their social media profile during the recruitment process.

$H_1$: There is a significance relationship between gender and Request employers not to review their social media profile during the recruitment process.

**Inference**

From the above table, the calculated Pearson Chi-Square significance value is .004, that significance value is Below than the 0.05 (5% level of significance). Hence H0 is Rejected. H1 is Accepted. Therefore, it is inferred that there is a significant relationship between Gender and Request employers not to review their social media profile during the recruitment process.

## V. FINDINGS

1. There is a significance relationship between Gender and social media that is relevant to the job position.

2. There is a significant relationship between Gender and Request employers not to review their social media profile during the recruitment process.

## VI. SUGGESTIONS

1. The HR department recruiting employees by using social media it is not important process.

2. Review social media profile during the recruiting process it is not necessary because social media does not show the employees skills.

3. The HR department want to give some rights to employees request to employers not to review their social media during the recruitment process.

## VII. CONCLUSION

The management want to use the social media profiles in the ethical way and don't use the unethical process and give some rights to request to employer not to review their social media profile during the recruiting process and the employer do not show any personal problem in the recruitment process and review the employee social media.The social media does not show the employee skills, talent etc., employer should only use information from social media that is relevant to the job position being the recruitment process. Many of the employees not willing to show or review the social media profile during the interview process.

## VIII. REFERENCE

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