

EMPIRICAL STUDIES ON THE ROLE OF SOCIAL NETWORKING SITES IN RECRUITMENT

Abstract

With the advent of the Internet and social networking sites in particular, new approaches to facilitate and improve processes have entered the field of hiring and recruitment. The new recruiting approach does not yet replace traditional methods, but complements existing HR processes. Today, people who share the same ideas, interests etc. meet online to express their ideas and interact with each other. While LinkedIn, Facebook, Twitter and various websites such as Naukri.com, Monster.com, etc. offer recruiters a variety of ways to connect with potential candidates which was not possible with conventional sources. Recruiting through social media is all about finding and connecting with qualified candidates. It's a bit more work but when done well, both job providers and job seekers will benefit greatly. The purpose of the study is to investigate the role of SNS in the recruitment process. Furthermore, we will try to explore the factors that affect the use of SNS in recruitment activities. Data for this study are collected through a structured questionnaire distributed to various recruiters in Rajasthan. A sample size of 50 people was used for the study. The study found that social media plays a notable role in the recruitment process.

Keywords: Social media, Social networking site, Recruitment, Recruiter.

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I. INTRODUCTION

SNSs were developed for informal communication and information sharing has become very powerful in recent years. However, in the business world, it is an important pillar of the HR department in job hunting, business promotion, customer service and recruitment. Recruiting through social networks such as LinkedIn, Facebook, Google+ and Twitter is more than just posting current vacancies on your company's social media accounts. It's important to connect with users and use social networking tools to find and hire talent. There are millions of users on LinkedIn, Facebook and Twitter combined. The majority of people use SNS not only as a social presence, but also for new job opportunities, which means that the company has a lot of potential talent. Recruiting through social media is becoming more popular, so those who have used social media for recruitment find it far more innovative than traditional recruiting methods. For example, one study found that nearly three quarters of workers between the ages of 18 and 34 found their last job through social media. In the same survey, nearly 90% of recruiters said they recruited from LinkedIn. Today, social networks have become not only a platform for staying in touch with them, but also an important tool for finding and hiring the best candidates. The importance of SNS in the recruitment industry is increasing more and more.

Adweek reports that 92% of recruiters use social media platform to find the best candidates for each position. Employers that use social media partially or fully in any way in their recruiting efforts report improved candidate quality. But how can you use social media to find the right people for the jobs your company is posting? Finding the best talent in this space isn't necessarily easier than midlevel employees and executives. It's not a simple task. There is often a big difference between what companies want and what the market is offering. However, when used correctly, social media can help companies reach reluctant candidates, attract more referrals, target desirable candidates, showcase company culture and save money. At the end of the day, social media recruiting works because your organization is positioned where workers spend a lot of time on social media and you should direct your recruiting efforts there.

II. LITERATURE RESEARCH

Social networking sites are where job advertisers and job seekers identify their needs through platforms such as Facebook, Twitter and LinkedIn. The quality of recruitment has improved, the selection process has been accelerated, various costs associated with recruitment have been reduced. (Ventana Research 2011) identifies needs and priorities & bridges gaps between individuals and organizations by improving existing recruitment & talent management processes to leverage information and systems to deliver significant levels of benefit. (Sayali Gajanan Wadekar 2014) shows that technological change has opened up new opportunities for businesses to communicate and conduct business over the Internet. After his transition from Web 1.0 to Web 2.0 over the past decade, as described in (Maureen Sills 2014), the entire recruiting industry scenario has changed. The purpose of the study was to investigate whether the traditional recruitment process is in decline and to what extent SNS influences recruitment. (Robin Kroeze 2015) explores how and why companies use SNS to attract and screen applicants during the recruitment process and how job seekers/recruiters use SNS in relation to their jobs.

As a result, although companies are currently using SNS for recruitment activities, it was found that the effect was insufficient. Thus, a research model was developed by (Sandra Abel 2011) to examine the relationship between SNS quality and effective recruitment. In addition, we found that the type of website (business oriented website and social oriented website) also played an important role and most enterprises used Xing, LinkedIn and other business oriented websites. According to (Khalil Ghazzawi and Abeer Accoumeah 2014), the most important thing is to hire the right candidate for the right job in the right place. Well selected and well placed employees offer a beneficial potential for future organizational development. In collaboration with (Mary Grace G. Ventura and Rex P. Bringula 2013), an online recruitment software has been developed that enables the accurate selection of qualified applicants in a shorter period of time. In this review, (Aakash Gopalia) referred to the case of Tesco to consider an overall assessment of the effectiveness of using the Internet in recruiting and selecting personnel. (Caoimhe Mc Kenna 2014), the majority of surveyed companies said that using his social media as a recruitment tool increased workplace diversity compared to other traditional recruitment methods. (Damaris Betances, Robert Solarczyk, Cathy Bellows 2012) investigated how personal social media impacted job seekers' and to what extent did you use this information in your recruitment process? As reviewed by (Lucie Bohmova, Antonin Pavlicek 2015), the development of social media has influenced the behavior and habits of recruiters. Use of social media by recruiters is universal, No significant differences were found in terms of demographic characteristics (male, female, young and old HR professionals). However, it is expected that social media may replace job sites and other recruitment methods in the near future. (Nigel Wright 2011), SNS has improved the hiring process by making it broader and more flexible. Research (Maureen Mbake 2015) states that social media is not the only shortcut to success. In fact, it's an activity that requires constant monitoring, timely updates and reviews to make sure you're living up to your potential. Robert Walters concludes that highlighting the popularity and usage of his network on various social networks will help employers identify where to direct their resources to attract the interest of the right candidates.

III.METHODOLOGY

1. Questions

- What social networking sites do job providers often use for their recruitment activities?
- What factors influence use of social media in recruitment efforts?

2. Objectives

- To identify the types of SNS most commonly used by job providers in the recruitment process.
- Identifying Factors Influencing the Use of SNS in Effective Recruitment.

3. Hypothesis

- **Ho1:** There is no significant association between gender and the types of social networks most commonly used by job providers.
- **Ha1:** There is a clear link between gender and the types of social networks most commonly used by job providers.
- **Ho2:** There are no significant differences in the factors that influence recruiter use of social media in recruiting activities.

- **Ha2:** There are significant differences in the factors that influence the use of social media in recruiting.

IV. DATA COLLECTION

A well designed questionnaire was developed for primary data collection. Secondary data includes specialized journals and research papers. The survey is based on 50 recruiters in Rajasthan who are involved in social media and job placement. The scale factors used were presented using the Likert scale. Data were analyzed with SPSS software. This is a study conducted to explain the use of social media in the recruitment process. A chisquare test was used to test the association between gender and methods and factors leading to the use of SNS in the recruitment process.

V. DATA ANALYSIS

SNS is a simple approach when it comes to tagging and connecting with qualified experts in relevant fields. We know that most professionals have at least three social networking accounts. Many companies are trying to use social media to recruit candidates, but not all have been successful. What worked for one recruiter may not work for the next. Each company needs to develop a customized social media recruitment strategy that makes sense for the affiliates and the positions the company is recruiting for. For example, social networking sites (SNS) are being investigated as additional tools for recruiting and selecting the best employees. While all small businesses and large corporations have taken the lead in incorporating social media into their hiring processes, many companies are still unaware of how a candidate's experience impacts her image on employers' brands.

Table 1: Composition of Sample

Variables	Demographics	Respondents
Gender	M	35
	F	15
Age	Below 30	9
	In between 31-50	34
	Above 50	7

The respondent found that alongside social networks such as Facebook and LinkedIn, personal networks and job portals such as Naukri.com and Monster.com were the most commonly used recruitment methods. Twitter and WhatsApp are the least used among those surveyed. All respondents agreed that they used social media at various stages of the hiring process.

Table 2: Chi-Square Test on Different Types of Sns Commonly Used In Recruitment

10. Test Statistics					
	Facebook	LinkedIn	Watsapp	Twitter	Youtube
Chi square	-	-	0.00	1.465	0.00
Asymp. Sig.	.209	.421	2.00	.127	0.01

Interpretation: The survey found that 85% of respondents believe they can use social media to find the right person. Over 92% of women agreed that social media is just as important as other recruitment methods. On social media, Facebook emerged as the best option, followed by LinkedIn and other social networks. In most cases, the P value exceeds 0.05. Therefore, the null hypothesis is accepted. This means that there is no significant association between male and female recruiters between the methods commonly used by recruiters.

The main benefits of using SNS throughout the recruitment process is reduced cost and time per employee hired, more potential applicants, Wide pool of applicants from all over the world and 24/7 access. On the other hand, various legal issues, inability to gather diverse candidates, lack of reliability and effectiveness of such platforms, overall accuracy of the information obtained etc. make SNS use in the recruitment process a pitfall when using it.

Table 3: Chi-Square Test for Factors Affecting Recruitment via Social Media

Test Statistics												
	Cost	Time	High Quality Candidates	Global Access	Assistance in Potential Candidate	Selection Process	Expanding Candidate Pool	Ease of Use	Industry Standard	24/7 connectivity	Reduce Unqualified Candidates	Learn About Candidates
Chi square	-	-	-	5.945	.760	2.527	3.830	8.166	3.234	-	7.630	.0556
Asymp. Sig.	-	-	-	.076	.821	.581	.245	.327	.437	-	.671	.061

Interpretation : There is a significant correlation between all factors: reduced costs, reduced turnaround time, high quality candidates, global access and targeted approach, Featured Help with Potential Candidates and Selection Process, Attracting More Candidates, Ease of Use, Adherence to Industry Standards, Reduce Unqualified Candidates, 24/7 Connectivity. P values are greater than 0.05 for all factors. Therefore, we accept the null hypothesis that there are no significant differences between male and female recruiters in factors affecting the use of SNS in the recruitment process.

VI. CONCLUSION

Recruiting via SNS is a HR strategy to better attract active and passive applicants. Companies increase their presence on social media sites to strengthen their brand and drive interest in applying. Both active candidate types and passive candidate types are active on social networks. SNSs, on the other hand, provide recruitment tools and various specialized software can extend these capabilities. Smart recruiters use social media to conduct background checks on potential employees to confirm their eligibility for the job. Social recruiting strategies are valuable to businesses and when implemented correctly can yield significant ROI. To connect with the best people, you have to go where they are and that's social media these days. Believe it or not, many people found their last job on social networks. When it comes to the average member contributing tens of millions of employees to the workforce in the coming years, it's safe to assume that this trend will continue.

VII. SCOPE OF FURTHER RESEARCH

To corroborate the current evidence, quantitative studies on the use of SNS in job offerings can be conducted at different companies in different states or countries. Additionally, this particular study was conducted to obtain more detailed results on the use of SNS in job recruitment in a given state or country on a multifactor scale of different samples to allow for more direct comparison. Additionally, studies can be analyzed on the factors that determine recruiters' perceptions of use of social media in the hiring process.

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