



The Role of Social Media in Recruitment

Project Report

Submitted by

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DECLARATION

I undersigned, hereby declare that the project titled **THE ROLE OF SOCIAL MEDIA IN RECRUITMENT** submitted in partial fulfillment of the requirements for Summer Internship Project of Gujarat University is a bonafide record of work done by me under the guidance of Prof. Himanshi Prajapati, Department of Public Policy and Governance, B.K. School of Professional and Management Studies. This report has not previously formed the basis for the award of any degree, diploma, or similar title of any University.

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CERTIFICATE

*This is to certify that the report titled “**THE ROLE OF SOCIAL MEDIA IN RECRUITMENT**” in partial fulfillment of the requirements for the Summer Internship Project, is a bonafide record of the project work submitted by **RIYA KHIMANI**, student of Department of Public Policy and Governance, B.K. School of Professional and Management Studies, Gujarat University.*

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Finally I consider myself incredibly lucky to have been given an opportunity, which has offered us with an extraordinary educational experience that has left an indelible imprint on our minds.

Riya Khimani

31st July 2023

Internship Letter

Congratulations Ms. Riya Khimani! We are delighted to inform you that you have successfully completed your internship with **AddRec Solutions Pvt Ltd**. On behalf of the entire team, I would like to extend our appreciation for your dedication, hard work, and contributions during your time with us.

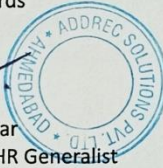
Throughout your internship, you demonstrated a strong commitment to learning and exhibited high professionalism in all your endeavors. Your enthusiasm and willingness to take on new challenges were commendable, and we have no doubt that your future efforts will be equally successful.

During your tenure from **05 June 2023 to 31 July 2023**, you were involved in various tasks, and your efforts have significantly contributed to the success of our team. We hope the experiences and knowledge gained during your internship have been valuable and will aid you in your academic and professional pursuits.

Please do not hesitate to contact us if you have any questions or need further assistance.

Warm Regards


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LIST OF TABLES

SR NO	TITLE	PAGE NO.
1	GENDER	29
2	AGE GROUPS	30
3	EMPLOYMENT STATUS	31
4	USAGE OF SOCIAL MEDIA	32
5	EFFECTIVENESS OF SOCIAL MEDIA IN CANDIDATE SOURCING	33
6	JOB OPPORTUNITIES THROUGH SOCIAL MEDIA	34
7	APPLIED FOR JOB THROUGH SOCIAL MEDIA	35
8	SOCIAL MEDIA PLATFORMS FOR JOB OPPORTUNITIES	36
9	SOCIAL MEDIA PLATFORMS USED FOR SELECTING CANDIDATES	37
10	TEST 1: CHI-SQUARE TEST	39
11	TEST 2: PEARSON CORRELATION TEST	40
12	TEST 3: KRUSKAL WALLIS	41
13	TEST 4: CHI-SQUARE	42

LISTS OF FIGURES

SR NO	TITLE	PAGE NO.
1	EFFECTIVE USE OF SOCIAL MEDIA IN RECRUITMENT	3
2	FAMOUS SITES USED FOR RECRUITMENT	8
3	GENDER	30
4	AGE GROUPS	31
5	EMPLOYMENT STATUS	32
6	USAGE OF SOCIAL MEDIA	33
7	EFFECTIVENESS OF SOCIAL MEDIA IN CANDIDATE SOURCING	34
8	JOB OPPORTUNITIES THROUGH SOCIAL MEDIA	35
9	APPLIED FOR JOB THROUGH SOCIAL MEDIA	36
10	SOCIAL MEDIA PLATFORMS FOR JOB OPPORTUNITIES	37
11	SOCIAL MEDIA PLATFORMS USED FOR SELECTING CANDIDATES	38

TABLE OF CONTENTS

SR NO	TITLE	PAGE NO.
	EXECUTIVE SUMMARY	1
1	INTRODUCTION	2
1.1	INTRODUCTION OF THE TOPIC	3
1.2	SOCIAL MEDIA IS RELEVANT AND IMPORTANT IN TODAY'S DIGITAL AGE.	5
1.3	EVOLUTION OF SOCIAL MEDIA	7
1.4	USE OF SOCIAL NETWORKING SITES FOR RECRUITMENT	7
1.5	NEED OF THE STUDY	10
2	LITERATURE REVIEWS	11
2.1	REVIEWS	11
2.2	RESEARCH GAP	22
3	RESEARCH METHODOLOGY	23
3.1	RESEARCH DESIGN	24
3.2	SAMPLING METHOD	24
3.3	SOURCES OF DATA	24
3.4	DATA TOOLS AND TECHNIQUES	25
3.5	OBJECTIVES OF THE STUDY	25
3.6	SCOPE OF THE STUDY	25
3.7	LIMITATION OF THE STUDY	26
3.8	STATEMENT OF HYPOTHESIS	26
4	DATA ANALYSIS AND INTERPRETATION	28
4.1	DESCRIPTIVE ANALYSIS	29
4.2	INFERENTIAL ANALYSIS- HYPOTHESIS TESTING	39
5	FINDINGS AND SUGGESTIONS	43
6	CONCLUSION	45
7	REFERENCES	47
8	BIBLOGRAPHY	51
9	APPENDIX	53

EXECUTIVE SUMMARY

This research project explores the significant and evolving role of social media platforms in the recruitment process across various fields. In the digital age, social media has emerged as a powerful tool that can efficiently connect researchers with potential participants, impacting the speed, diversity, and reach of recruitment efforts. The use of Internet in recruitment is not new. In fact, over the years, e-recruitment has become popular both among the employers as well as job seekers. Monster, Naukri.com, IIM Jobs and CareerBuilder are some of the premier job sites among them. Many of us are registered with one or more of the social networking sites like Facebook, LinkedIn, Twitter, etc. With the growing popularity of social media sites like LinkedIn, Facebook and Twitter, as well as lesser-known sites like Upspring, Perfect Business— professional networking with the use of social media as a recruitment tool is much more famous and in fashion now a days. The companies use the social networking sites for finding talented professionals. There have been reports that the social networking sites have already dented the business of jobsites like naukri.com. The social networking sites are gaining popularity as a source of recruitment as they offer better solutions as compared to the job sites. Not that the use of social networking sites is flawless. However, to what extent can the social networking sites be used as a source of recruitment? Undeniably, there are certain jobs than cannot be filled by using the social networking sites. And even if the social networking sites can be used for recruitment, they might have to be supplemented by some other source of recruitment to accomplish a meaningful recruitment task. The problem relates to study “the effectiveness of social media sites in the process of recruitment”. The role of social media sites in making or breaking the next job opportunity. Empirical study will be used for studying the effectiveness of social media. The research methodology used includes primary data and statistical tools like Hypothesis testing and correlation. The study aims at testing the popularity & effectiveness of the social media sites on one hand and also finding out the reliability & trustworthiness of these sites on the other.

CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION OF THE TOPIC

The role of social media has become increasingly significant in recent years. Social media platforms have evolved beyond being just tools for personal communication and entertainment – they now serve as powerful tools for sourcing, evaluating, and engaging with potential job candidates. This transformation has given rise to a new dimension of recruitment known as "social recruitment."

Social media platforms offer a range of benefits and opportunities for both employers and job seekers in the recruitment process:



SOURCE: Adrec Solutions Pvt Ltd.

FIGURE 1: EFFECTIVE USE OF SOCIAL MEDIA FOR RECRUITMENT

- 1. Wider Reach and Visibility:** Social media platforms have vast user bases, allowing companies to reach a broader audience for their job openings. This increased visibility can attract a diverse range of candidates from various backgrounds and locations.

2. **Targeted Advertising:** Social media platforms offer sophisticated targeting options based on demographics, interests, and behaviors. This enables recruiters to tailor their job advertisements to reach specific segments of the population, increasing the likelihood of attracting qualified candidates.
3. **Passive Candidate Engagement:** Many potential candidates who are not actively job searching might still be open to new opportunities. Social media allows recruiters to engage with passive candidates by sharing company updates, industry insights, and showcasing the company culture. This can pique the interest of passive candidates over time.
4. **Enhanced Employer Branding:** Social media provides a platform for companies to showcase their organizational culture, values, and work environment. Through regular posting of employee testimonials, behind-the-scenes content, and success stories, companies can shape a positive employer brand that resonates with potential candidates.
5. **Real-time Interaction:** Social media facilitates direct and real time communication between recruiters and candidates. Candidates can ask questions, clarify doubts, and gather information about job openings, company culture, and the application process. This fosters transparency and engagement.
6. **Candidate Screening:** Recruiters can gain insights into candidates' personalities, interests, and online presence by reviewing their social media profiles. However, ethical considerations come into play, as using personal social media content for hiring decisions can raise privacy and bias concerns.
7. **Skill and Experience Validation:** Candidates often use social media to showcase their skills and professional achievements. Recruiters can verify claims made on resumes by evaluating the candidate's portfolio, published articles, or industry-related content they've shared.
8. **Quick and Cost-effective:** Social media platforms offer cost-effective ways to advertise job openings compared to traditional recruitment methods. With the right strategies,

companies can reduce advertising costs while reaching a larger and more relevant audience.

9. **Talent Pools and Networking:** Recruiters can build and maintain talent pools by engaging with potential candidates on social media. Networking platforms like LinkedIn allow professionals to connect, interact, and build relationships that may lead to future job opportunities.

10. **Data-Driven Insights:** Social media analytics provide valuable data on the performance of job postings, engagement rates, and audience demographics. This information can help recruiters refine their recruitment strategies and target their efforts more effectively.

However, it's important to note that while social media presents numerous advantages for recruitment.

1.2 SOCIAL MEDIA IS RELEVANT AND IMPORTANT IN TODAY'S DIGITAL AGE.

Social media's relevance and importance in today's digital age stem from its profound impact on various aspects of society, communication, and business. Here are some key reasons why social media is considered crucial in today's world:

- **Ubiquitous Connectivity:** Social media platforms enable instantaneous and global communication. People can connect with friends, family, colleagues, and even strangers regardless of geographical barriers. This level of connectivity has transformed the way individuals interact and share information.
- **Information Dissemination:** Social media serves as a rapid and far-reaching information-sharing tool. News, trends, and updates can spread virally, reaching a vast audience within seconds. This has transformed the way news is consumed and has democratized the ability to share information.
- **Personal Branding and Networking:** Social media allows individuals to create and curate their digital personas. Platforms like LinkedIn provide a space for professionals to showcase their skills, experiences, and achievements. This has led to the concept of personal branding and the importance of building a positive online presence.

- **Recruitment and Hiring:** Social media has significantly impacted recruitment and hiring processes. Companies use platforms to advertise job openings, search for potential candidates, and evaluate applicants' online profiles. Job seekers can also use social media to learn about job opportunities and showcase their qualifications.
- **Influencer Culture:** Social media has given rise to influencer marketing, where individuals with a significant online following collaborate with brands to promote products. This has transformed how brands engage with consumers, relying on the trust and authenticity that influencers often bring.
- **Social Movements and Activism:** Social media has played a pivotal role in driving social movements and activism. Platforms provide a space for individuals to voice their opinions, raise awareness about issues, and mobilize support for various causes.
- **Education and Learning:** Many educational institutions and instructors use social media to share educational content, facilitate discussions, and interact with students outside of traditional classroom settings. Online communities also offer opportunities for knowledge sharing and skill development.
- **Cultural Exchange and Diversity:** Social media allows people from diverse backgrounds to connect and share their cultures, traditions, and experiences. This promotes cross-cultural understanding and helps break down stereotypes.
- **Entertainment and Creativity:** Social media is a platform for creative expression, including art, music, writing, and video content. Platforms like YouTube, Facebook, and Instagram provide spaces for individuals to showcase their talents and gain recognition.
- **Data Collection and Analysis:** Social media generates vast amounts of data, providing valuable insights into consumer behavior, preferences, and trends. This data is used by businesses to refine their strategies and offerings.

Overall, the rapid growth of social media and its integration into various aspects of modern life make it a highly relevant and important phenomenon in today's digital age. Its influence on communication, business, culture, and society is extensive and continues to evolve.

1.3 EVOLUTION OF SOCIAL MEDIA:

- **LinkedIn (2003):** LinkedIn catered specifically to professionals, offering a platform for networking, job searching, and business connections.
- **Facebook (2004):** Founded by Mark Zuckerberg, Facebook expanded on previous platforms by focusing on connecting college students and later opening up to the general public. It introduced features like the News Feed, which displayed updates from friends in a continuous stream.
- **Twitter (2006):** Twitter introduced micro blogging, allowing users to share short messages (tweets) with a global audience. Its real-time nature made it a valuable tool for sharing news and updates.
- **Instagram (2010):** Instagram capitalized on the popularity of photo-sharing, allowing users to post and edit photos with filters. Visual content became a significant part of social media communication.
- **Snapchat (2011):** Snapchat pioneered the concept of disappearing content, sparking the trend of temporary messaging and content sharing.

1.4 USE OF SOCIAL NETWORKING SITES FOR RECRUITMENT

Studies reveal that 65 % of the time, the hiring process is the deciding factor in establishing whether the recruiter will get a good performer or not. Social networking is one of the most sought out solution for sourcing and recruiting employees in companies as it offers an exciting means for linking employers and potential employees. Employee recruitment across levels has become more challenging as the market for qualified job applicants is shrinking.

Giving advertisements in newspapers and internet-based job boards is expensive and it is a constant challenge to target the narrowly defined candidate types through mass advertising. This is when social networking becomes an emerging and an exciting imperative.

USE OF SOCIAL NETWORKING SITES

1. **Purely Personal Reason:** Due to large demographic people likes to be connected with friends or want to make new friends. People use these sites, which gives entertainment as well. Facebook is more popular for this. One great way of taking advantage of the personal side of Facebook is keeping in touch with people hundreds of miles away, maybe somebody who has gone travelling or moved to the other side of the world.
2. **Business:** Connecting with Customer Due to large use of internet organization use Social networking sites for directly connecting with customer. They can chat with customer directly using sites. Twitter is being mostly used for this.
3. **Entertainment:** - The real-time nature of social networking allows users to stay updated with the latest trends and engage with friends, celebrities, and influencers, creating an immersive and interactive entertainment experience.
4. **Recruitment:** - Sites Used for Recruitment:-LinkedIn,Naukri.com ,Facebook, Twitter.

FAMOUS SITES USED FOR RECRUITMENT



Figure 2: Famous Sites used for Recruitment

Linked In

- LinkedIn is one of the social networking sites in India which are used by many professionals. When anyone searches in Google for you, it is always a positive if you can be easily visible and this is possible with LinkedIn as the page rank of such social networking sites in India is high. So care must be invested in making the profile and things must be added based on priority as people see the stuff in your profile. Not only you get connections but also advices from the experts from the features available in LinkedIn. Along with these features LinkedIn help finding your friends or your old associates of business.

Facebook

- It was initially started as college networking site. Later on this expanded and now each and every one can be included. With Facebook you can share your status updates, photos, videos etc. and your friends can like and comment on your shares. Facebook has more than 500 million users, of which 50% log into the site every day. Around 33% of all internet users visit Facebook at least once per month. Open networks such as Twitter and LinkedIn, it is assumed, are the most useful tools for professional networking and recruitment rather than closed networks such as Facebook.

WhatsApp

- WhatsApp has emerged as a dynamic and accessible source of recruitment, reshaping the way companies connect with potential candidates. Leveraging its instant messaging capabilities, multimedia sharing, and global reach, recruiters can engage with job seekers more directly and efficiently. Through personalized messages, job descriptions, and even video interviews, WhatsApp facilitates a quicker and more intimate interaction, enhancing candidate experience. Overall, WhatsApp's role as a recruitment source offers a contemporary and engaging strategy for talent acquisition in today's digital landscape.

Naukri.com

- Naukri.com, a prominent online job portal, has become a pivotal source of recruitment for both employers and job seekers. With its vast database of job listings spanning various industries and roles, Naukri simplifies the job search process, providing candidates with a platform to explore diverse opportunities. Employers benefit from Naukri's wide reach and targeted job posting options, allowing them to connect with a qualified talent pool. The platform's features, such as resume search and applicant tracking, streamline the hiring process, making it an efficient tool for recruitment. Naukri.com has effectively bridged the gap between job seekers and employers, facilitating successful matches within the competitive job market.

Telegram

- Telegram, a versatile messaging app, has emerged as an innovative source of recruitment in the digital age. Offering features like group chats, channels, and file sharing, Telegram provides recruiters with a dynamic platform to engage with potential candidates.

Telegram's secure environment is particularly advantageous for confidential conversations during the hiring process. By creating recruitment-focused channels or groups, companies can broadcast job openings, share company updates, and interact directly with interested candidates. While Telegram's potential for seamless communication is evident, recruiters must also navigate privacy considerations and ensure a professional tone in their interactions. Overall, Telegram presents a contemporary avenue for recruitment that caters to real-time engagement and information sharing.

1.5 NEED OF THE STUDY

Online social media sites provide significant opportunities for employers who want to recruit potential employees. But, they also present significant challenges if employers want to use them for screening and background checks. Checking employee job references is even more problematic in online social media. If you have been trying to hire employees, chances are that you have at least considered using social media to find the right candidates. There is ample proof that social media can help fill jobs; but it depends on what kind of job you are trying to hire for.

CHAPTER 2
LITERATURE REVIEWS

2.1 LITERATURE REVIEWS

Ashutosh Muduli, Jignesh Trivedi, and Sameer Pingle (2021) in their study "Social Media Recruitment and Culture: An Empirical Study; investigate the impact of cultural values on social media recruitment outcomes. They explore how culture mediates the relationship between recruiters' intentions to use social media for recruitment and the resulting outcomes. The study reveals significant connections between social media recruitment and pre-hire and post-hire outcomes, with culture playing a positive mediating role. These findings offer practical insights for recruitment strategies.

Aubrey Jones, Jayme Walters, and Aaron Brown (2021) employed social media for participant recruitment in their study "Participant Recruitment in Social Work: A Social Media Approach." Using platforms like Facebook, LinkedIn, Twitter, and Reddit, they successfully collected survey responses from 1,757 participants across the United States. The study's outcomes provide valuable insights for enhancing participant recruitment strategies in social work and related health professions.

Sajjad Hosain, Abu Hena Mohammad Manzurul Arefin and Md. Altab Hossin (2020) explore the integration of social media in electronic recruitment (E-recruitment) in their paper "E recruitment: A Social Media Perspective." The review discusses the role of social media within the E-recruitment process based on existing literature. The authors note that while social media is not the primary source of E-recruitment, it's increasingly used as a complementary source due to its cost-effectiveness and availability of information. The paper provides valuable insights for scholars as a reference and offers practical guidelines for human resource professionals looking to incorporate social media information into E-recruitment strategies.

Muduli, A., & Trivedi, J.J. (2020) investigate social media recruitment's effectiveness and its connection to pre hire and post hire outcomes, considering the mediating roles of credibility and satisfaction. Through data collected from Indian recruiters, the study emphasizes the need to ensure credible and relevant information dissemination to enhance applicant satisfaction and organizational attractiveness. This pioneering study provides insights valuable to HR professionals and contributes to understanding social media recruitment dynamics.

Sajjad Hosain, Abu Hena Mohammad Manzurul Arefin, Md. Altab Hossin (2020) explore the integration of social media in electronic recruitment (E-recruitment) in their paper "E recruitment: A Social Media Perspective." The review discusses the role of social media within the E-recruitment process based on existing literature. The authors note that while social media is not the primary source of E-recruitment, it's increasingly used as a complementary source due to its cost-effectiveness and availability of information. The paper provides valuable insights for scholars as a reference and offers practical guidelines for human resource professionals looking to incorporate social media information into E-recruitment strategies.

Mallik, D.M.A., & Patel, A. (2020) explore the integration of social media in recruiting during the post-COVID-19 era in their paper "SOCIAL POSTING IN COVID-19 RECRUITING ERA- MILESTONE HR STRATEGY AUGMENTING SOCIAL MEDIA RECRUITMENT." Addressing challenges in hiring during the pandemic, the authors highlight the role of electronic recruitment systems and social media in sourcing and engaging candidates. They emphasize the benefits of utilizing social media, particularly platforms like LinkedIn, as a significant source of hire. The paper concludes by showcasing how employers are adopting innovative social media campaigns to attract and match specialized talent, signaling a shift from traditional recruitment approaches. This study offers valuable insights for adapting HR strategies in the evolving recruiting landscape.

Benedict, C., Hahn, A.L., Diefenbach, M.A., & Ford, J.S. (2019) investigate recruitment via social media in their study "Recruitment via social media: advantages and potential biases." Focusing on adolescent and young adult (AYA) cancer survivors, the research compares hospital-based and social media recruitment strategies, analyzing enrollment metrics and participant characteristics. Social media recruitment demonstrated a higher enrollment rate and resource efficiency. However, differences emerged in participant demographics and patient reported outcomes (PROs), indicating potential biases that could impact findings and generalizability. The study underscores the effectiveness of social media recruitment while emphasizing the need to consider its methodological implications for enrollment and research outcomes.

Koch, T., Gerber, C., & De Klerk, J.J. (2018) examine the influence of social media on recruitment in their study "The impact of social media on recruitment: Are you LinkedIn?" Focusing on South Africa, the research reveals that while traditional methods still play a role, LinkedIn holds central importance for recruiters, aligning with global trends. Twitter and Facebook usage for recruitment was comparatively lower. The study emphasizes the necessity of a focused approach and training in using social media tools effectively. LinkedIn's major role in South African recruitment is highlighted, but the study also underscores that social media isn't a singular remedy for recruitment challenges.

Esch, P., & Mente, M. (2018) explore the integration of video-enabled social media in e-recruitment strategies in "Marketing Video-Enabled Social Media as Part of Your E-Recruitment Strategy: Stop Trying to Be Trendy." They investigate how organizations marketing these platforms for recruitment purposes, particularly to appear trendy, impact applicant behavior. The study highlights that while privacy concerns exist, applicants are less inclined to apply for jobs if video-enabled social media is used solely for trendiness, underscoring the need for authentic and strategic adoption of such technologies in e-recruitment strategies.

Kumar and Möller (2018) explore the role of brand familiarity and persuasiveness in B2B firms' adoption of social media for recruitment in their study "Extending the Boundaries of Corporate Branding: An Exploratory Study of the Influence of Brand Familiarity in Recruitment Practices Through Social Media by B2B Firms." Their findings indicate that brand familiarity positively influences users' adoption of social media for job search, while recruitment message persuasiveness has a negative impact. The study suggests that B2B firms should prioritize building brand familiarity on social media before utilizing these platforms for recruitment and highlights the synergistic effect of using both social and nonsocial media channels in recruitment strategies.

Luke Gelinias, Robin Pierce, Sabune Winkler, I. Glenn Cohen, Holly Fernandez Lynch, and Barbara E. Bierer (2017) work titled "Using Social Media as a Research Recruitment Tool": Ethical Issues and Recommendations; address the ethical complexities of employing social media for recruiting research participants. The study advocates a non-exception list approach, underscores privacy and transparency norms, and examines emerging issues like compliance with website terms of use and recruiting from online networks. The article provides

useful appendices with checklists to guide researchers and review boards in navigating these ethical considerations.

Armstrong (2006) and Houran (2017) In their research paper it is found that recruiting the wrong individual is costly. Even for low-level positions, a failed hire may cost a company double the person's annual salary, rising to around six times the annual salary at higher levels.

AtmanCo, et. al (2017) In the 21st century, due to the constant progress in the field of electronic and mobile usage, methods of the verification process for candidates for jobs, as well as recruitment and selection solutions, are undergoing changes. Candidates' approach to work and employers is also changing. A few years ago, there were a higher percentage of candidates actively looking for jobs using traditional methods in Poland, such as: browsing offers in papers or on the Internet, or sending applications directly to the companies. Then, it was rather the so-called passive recruitment, or Recruitment 1.0. Companies looking for employees limited themselves to posting job offers. The candidate had to be committed in order to get a job. It cannot be said that Recruitment 1.0 has been supplanted. Instead, it has been replaced by the increasingly advanced types of recruitment, from Recruitment 2.0., where the companies actively look for candidates via social media.

Jane Topolovec-Vranid and Karhik (2016) the effectiveness of social media for recruiting medical research participants was examined. Out of 30 studies from MEDLINE, PsycINFO, and EMBASE, 12 found social media most effective, 15 disagreed, and 3 saw it as equally effective. Notably, social media worked well for "hard-to-reach" groups and observational studies, while only 2 out of 14 studies found comparable demographics with traditional methods. Among 13 studies assessing cost-effectiveness, 5 favored social media. Overall, the review emphasizes the need for more research to understand when social media is most effective and its demographic impact in medical research recruitment.

Elga Sikkens, Marion van San, et al. (2016) Social media are useful facilitators when recruiting hidden populations for research. In our research on youth and radicalization, we were able to find and contact young people with extreme ideals through Facebook. In this article, we discuss our experiences using Facebook as a tool for finding respondents who do not trust researchers. Facebook helped us recruit youths with extreme Islamic and extreme left-wing ideals. We conclude by discussing the benefits and limitations of using Facebook when

searching for and approaching populations who are difficult to reach.

Landers and Schmidt (2016) in their book "Social Media in Employee Selection and Recruitment" published in 2016; Landers and Schmidt explore the effective use of social media platforms like Twitter, Facebook, and LinkedIn for personnel recruitment and selection. They address theoretical concepts, practical considerations, and legal issues surrounding this practice, emphasizing its relevance in modern talent acquisition. The book serves as a valuable reference for academics and practitioners in industrial/organizational psychology and human resources, providing insights into leveraging social media for strategic recruitment efforts.

Rutter, R., Roper, S., & Lettice, F. (2016) study the connection between social media interaction, university branding, and recruitment performance in "Social media interaction, the university brand and recruitment performance." They examine how universities utilize social media for branding in the competitive higher education market and find that active engagement, such as likes and followers on platforms like Facebook and Twitter, positively correlates with improved recruitment outcomes, emphasizing the significance of interactive social media strategies in strengthening university brands and attracting students.

Jacob, 2015 Social media has a significant impact on our culture, economy, and overall outlook on the world. Social media is a new platform that allows people to share ideas, interact with others, and relate to one another and rally around a cause, seek counsel, and provide direction the use of social media has decreased. Communication obstacles were broken down, and a decentralized communication route was established. It promotes innovation and collaboration among a diverse group of commenters on a variety of topics, including education, the economy, politics, race, health, relationships, and so on. Although it has provided numerous benefits, such as making it easier to communicate with friends and family, we have family all around the world, which allows us to cross international borders and cultural obstacles.

Kroeze (2015) in the 2015 article by Kroeze, titled "Recruitment via Social Media Sites: A Critical Review and Research Agenda," the role of social media in recruitment is examined. The study investigates how companies use social media for attracting and assessing candidates, and whether applicants effectively utilize these platforms. Advantages, limitations, and recommendations for improving social media recruitment are discussed based on a literature review.

Shahid Wazed and Eddy S.W. Ng (2015) in their paper "College Recruiting Using Social Media; propose a three-step strategy utilizing Facebook for attracting and recruiting college graduates. The approach involves employing Facebook to draw target students to an employer's Fan page (Step 1), engaging with students to enhance the employer brand (Step 2), and prompting students to apply for job opportunities (Step 3). The strategy offers advantages such as speed, broader access to candidates, reduced recruitment costs, and improved branding. This approach addresses the challenge of recruiting college graduates effectively and is particularly relevant as an alternative to traditional methods.

Kulwinder Singh and Sheetal Sharma (2015) in their study, "Effective Use of Social Media for Talent Acquisition and Recruitment; highlight the 50% increase in social media adoption for talent acquisition since 2013. Platforms like LinkedIn, Twitter, and Pinterest are facilitating connections between job seekers and recruiters. This trend is driven by the growing number of internet users, expedited selection processes, and enhanced convenience. While social media accelerates recruitment, challenges include time-consuming profile screening. The study emphasizes leveraging social media tools for efficient vacancy filling.

Yioula Melanthiou, Fotis Pavlou, and Eleni Constantinou (2015) in their article "The Use of Social Network Sites as an E-Recruitment Tool" explore the role of social network sites (SNSs) in e-recruitment. Their study investigates whether companies use social media to attract and screen applicants, along with legal implications and the potential of e-recruitment as a primary hiring strategy. Combining literature review and primary data from Cypriot organizations, the research highlights the benefits and pitfalls of online recruitment. It emphasizes the need for strategic use of social media information to effectively screen candidates, considering legal concerns. The authors suggest well-designed systems for optimal e-recruitment outcomes.

Hayes, (2015)In his research it is found that a large and limited public can obtain expertise into consumer information and communicate with others through social media, which facilitate interaction with themselves in real-time or eternally. Mayfield believes that social media is a digital medium to spread different types of information, which would include involvement, socializing pushes the boundaries among social media and private citizens by encouraging users to remark as well as provide feedback to enamored people, openness, and participation. The service welcomes criticism and contributions in the form of comments, and it encourages

users to exchange information.

Girard, A., Fallery, B., & Rodhain, F. (2014) investigate social media integration in recruitment through a Delphi study involving 34 French experts. Their chapter reveals the potential benefits, including enhancing HR practices through employer branding and skills development. The study offers recommendations for addressing challenges and highlights the innovative use of the Delphi method, providing valuable insights into the topic's nuances.

Sharma, N. (2014) explores e-recruiting and social media's influence in "Recruitment Strategies: A Power of E-Recruiting and Social Media." The study delves into HR's role in competitive environments, analyzing e-recruitment's tools and trends and its impact on HR activities, particularly E-HRM. The research highlights various e-recruitment methods, benefits, challenges, and limitations, emphasizing the evolving role of technology and globalization. The paper underscores the importance of effective e-recruiting platforms in achieving organizational goals and candidate engagement.

Maureen Sills (2014) in the study "E-recruitment: A comparison with traditional recruitment and the influences of social media: A qualitative and quantitative review" the author delves into the transformation brought about by the shift from Web 1.0 to Web 2.0 in the realm of recruitment, giving rise to E-recruitment. Through a combination of qualitative and quantitative analyses, the study investigates the impact of social media on traditional recruitment processes. By drawing on both empirical and secondary research, the author provides insights into the evolving landscape of recruitment methods and arrives at conclusions that address the research hypotheses.

Sinha & Thaly, (2013) In their research paper it is found that Recruitment is an essential part of talent management and can be defined as 'the process of searching the right talent and stimulating them to apply for jobs in the organization'.

Vaishali Lal and Shruti Aggarwal (2013) In their 2013 study titled "Analyzing the Effect of Social Media on Recruitment," Vaishali Lal and Shruti Aggarwal investigate the growing influence of social media on recruitment processes. They explore the popularity of e-recruitment and the emergence of professional networking platforms like LinkedIn, Facebook, and Twitter for talent acquisition. Through empirical analysis using primary and secondary

data, along with statistical tools, the study evaluates the effectiveness and reliability of social media in recruitment, considering its advantages and limitations. The authors also examine its potential as a supplementary recruitment source.

Kane et al, (2012) In his research paper the study explained advantages with social media as a source of recruitment and identified “active job search” as one of the key features that is articulated by social media platforms and in real world it is very much useful.

Christine Andrews (2012) "Social Media Recruitment" emphasizes the value of integrating social media into recruitment strategies, particularly for challenging endeavors like clinical trial participant recruitment. Andrews's underscores how recruitment plays a crucial role in the product development cycle and outlines its various components, including feasibility studies, target population understanding, geographic considerations, informed consent, and subject retention. The article highlights social media's potential to enhance recruitment efforts and improve the recruitment process for clinical trials.

Benjamin B. Aguenza1, Ahmad Puad Mat Som (2012) A Conceptual Analysis of Social Networking and its Impact on Employee Productivity by Benjamin B. Aguenza1, Ahmad Puad Mat Som (2012) The purpose of the study is to investigate the relevance of collaborative technology such as social networking to employee productivity in the workplace. The conceptual paper examines positive and negative perceptions of social networking sites, provides the relationship between social networking and employee productivity and examines whether social networking is capable of increasing the levels of employee performance and satisfaction.

Sherrie A. Madia (2011) presents insights in "Best Practices for Using Social Media as a Recruitment Strategy," highlighting the strategic incorporation of social media into recruitment efforts. Published in Strategic HR Review, the article advocates for well-defined strategies, resource allocation, and a robust content approach, all informed by a synthesis of practical experiences and literature. Madia emphasizes adaptability to emerging social networks, enabling organizations to efficiently attract top talent while maintaining competitiveness and alignment with recruitment goals.

Kietzmann, (2011) According to his research there is no means of obtaining updates, conversation-traditional media is about transmissions, but new networking is very much about constructive understanding, society allows individuals to build and effectively communicate around common interests, and foster better types of online networking thrive with their interconnectivity, utilizing connections to other sites and communities. Social media is an online, effective way of communication that allows people to create, change, share, and debate internet material through platforms including social networking, file transfer platforms, and forums.

Sandra Abel, (2011) The role of Social Networking Sites in recruitment: Results of a quantitative study among German companies, Sandra Abel, May 2011 The author studies the extent to which the use of Social Networking Sites leads to effective recruitment. The author established a research model in order to find relationships between the qualities of Social Networking Sites and effective recruitment. The author chose various parameters to study the effectiveness like: information quality, popularity, networking scope, ease of navigation and security/privacy.

Kaplan and Haenlein (2010) define social media as “a group of Internet –based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of user- generated content”.Social media is largely a free-to-use medium, which can be harnessed to advertise and recruit professionals for academic projects. It can potentially reach large, targeted populations rapidly, providing recruitment opportunities to interested but unknown individuals who may not otherwise be engaged within standard professional or institutional contact networks.

Bohernt and Ross, (2010) In their research it is found that Social media does play a role in the selection of the desirable candidates for the job. Activities shared and other behavior showed on social media profile of the job seeker put an impact on the selection of the candidates.

Li, (2010) According to Li, the online networking ecosystem has five typical dynamic members: creators, who share and publicize all forms of content, critics, who criticize and rate, collectors, who store and share, joiners, who link up with some other users, articles, and organizations, and viewers, who read the content material.

Stephan ten Kate (2009) Recruitment & social media Building an effective online presence: A first insight in using social media for recruitment purposes, Stephan ten Kate, August 2009
The significance of social media for recruitment communications is underlined by the fact that current and future starters can be typified as digital natives – youngsters which grew up with the Internet and who have fully embedded social media in their daily lives. Social media differ completely from traditional media. Where traditional media could push their messages in a one-way approach to the customer, social media are focused on conversations and dialogues with a two-way communication method. Social media are not introducing new strategies within this context; they only provide extra communication channels with much potential.

Smith and Rupp (2004) reported that earlier recruitment agencies used to spend huge amount of money for advertisements and with advent of social media hiring agencies can save lot of money by simply putting ads on different social media platforms and thus getting the attentions of huge population.

Flippo, (1984) recruitment is identified as the selection process of searching for prospective employees and stimulating and encouraging them to apply for jobs in the organization. However, the recruitment process has to go through different complicated stages to hire the right employees for the right jobs. To build an effective recruitment process, organizations should not define recruitment as an isolated organizational function but understand that recruiting talented applicants is a key role in the talent management strategy.

2.2 RESEARCH GAP

There are many studies done on the role of social media in recruitment but they have mostly relied on selected factors and comparison is made with traditional recruitment. It is also important to study in detail the factors that really attract the candidates in E-recruitment.

Lack of comprehensive exploration into the nuanced effectiveness and limitations of this approach across diverse job categories. The existing discourse predominantly highlights the benefits of social media recruitment, such as enhanced employer branding and cost-effectiveness, while touching on challenges like fake profiles and monitoring. However, there remains a limited investigation into the extent to which social media's impact varies for different types of job roles and industries. The current landscape underscores the necessity for research that delves deeper into the specific suitability and effectiveness of social media recruitment for varying job requirements, shedding light on potential biases, limitations, and best practices for maximizing its advantages across the wide spectrum of employment opportunities.

CHAPTER 3
RESEARCH METHODOLOGY

3.1 RESEARCH DESIGN

This is a Quantitative Research where various facts, figures, pie charts, graphs & graphics will be used to present the collected data. This research is Descriptive in Nature. The objective of descriptive research study is to determine the frequency with which something occurs.

3.2 SAMPLING METHOD

There are mainly two types of sampling methods:

- (i) Probability Sampling
- (ii) Non-Probability Sampling

For this research study, Non-probability Sampling is used. The main focus is primary data analysis. As this study is based on descriptive nature, primary data is collected through survey method using Convenience Sampling Method. There will be no use of particular list of respondents.

The sample size is 110 respondents from age groups of more than 18 years, who have basic knowledge of Social Media. Sample is collected from major cities of Gujarat State.

3.3 SOURCES OF DATA

- Primary Data is collected through a survey among the social media users from major cities of Gujarat State using a Questionnaire method with close-ended questions framed according to the objectives of this study and personal interviews method as well.
- Secondary Data to support the study is collected from different books, journals, research papers and websites over internet.

3.4 DATA TOOLS AND TECHNIQUES

- For Data analysis of this study, Data tables and simple charts are used to present the Descriptive Analysis of all the variables under analysis.
- For Inferential Analysis, Hypothesis testing method is applied by using Non-Parametric tests. SPSS software is used to apply non-parametric tests on the variables to test all the pre-defined hypotheses. Primary research is carried out using a sample of 110 respondents. All the respondents are considered from age group of 18 years and above and are social media users. The sample is collected from major cities of Gujarat state.

3.5 OBJECTIVES OF STUDY

- To study if Gender affects the respondents applying for job through social media.
- To examine the usage of social media in different age groups.
- To check the relationship between gender and social media platforms are effective for selecting candidates during the recruitment process.
- To check the relationship between the main factor attracting job candidates and employment status.

3.6 SCOPE OF THE STUDY

This study focuses on the how social media platform effective for attracting job candidates in India. The study examines how different age groups use the social media platforms and which social media platform is effective for job opportunities. This study also contributes to the understanding of famous sites for recruitment, how does it work, how Social media is relevant and important in today's digital age.

3.7 LIMITATIONS OF THE STUDY

- It was difficult to conduct survey of some respondents who were not comfortable with the form of survey which is through Google form questionnaire.
- The survey is done in major cities of Gujarat and may not represent the opinion of whole country.
- Another limitation was that people were not willing to answer to the survey conducted for primary research considering it as wastage of time.
- The study has to been done within limited time.

3.8 STATEMENT OF HYPOTHESIS

1) To study if Gender affects the respondents applying for job through social media.

H0: There is no significant relationship between gender and its effectiveness of the respondent applying for a job through social media.

H1: There is significant relationship between gender and its effectiveness of the respondent applying for a job through social media.

2) To examine the usage of social media in different age groups.

H0: Usages of social media has no significant effect on different age groups.

H1: Usages of social media has significant effect on different age groups.

3) To check the relationship between gender and social media platforms are effective for selecting candidates during the recruitment process.

H0: There is no significant relationship between gender and social media platforms effectiveness for selecting candidates during the recruitment process.

H1: There is significant relationship between gender and social media platforms effectiveness for selecting candidates during the recruitment process.

4) To check the relationship between the main factor attracting job candidates and employment status.

HO: There is no significant relationship between the main factor attracting job candidates and employment status.

H1: There is significant relationship between the main factor attracting job candidates and employment status.

CHAPTER 4
DATA ANALYSIS AND
INTERPRETATION

1.6 DESCRIPTIVE ANALYSIS

Under descriptive analysis, all the respondents of the primary survey will be classified based on their profiles including age group, gender, employment status, which social media do you actively use , time horizon of social media for job related purposes, whether they come across job opportunities through social media platforms, satisfaction from attracting potential job candidates, main factor make social media effective for attracting job candidates, views on advantages and disadvantages of using social media platforms for selecting candidates, overall satisfaction towards effective tool for recruitment.

GENDER

Gender		
	Frequency	Percent
Male	64	64%
Female	45	45%
Total	109	100

Source (SPSS)

TABLE 1: GENDER

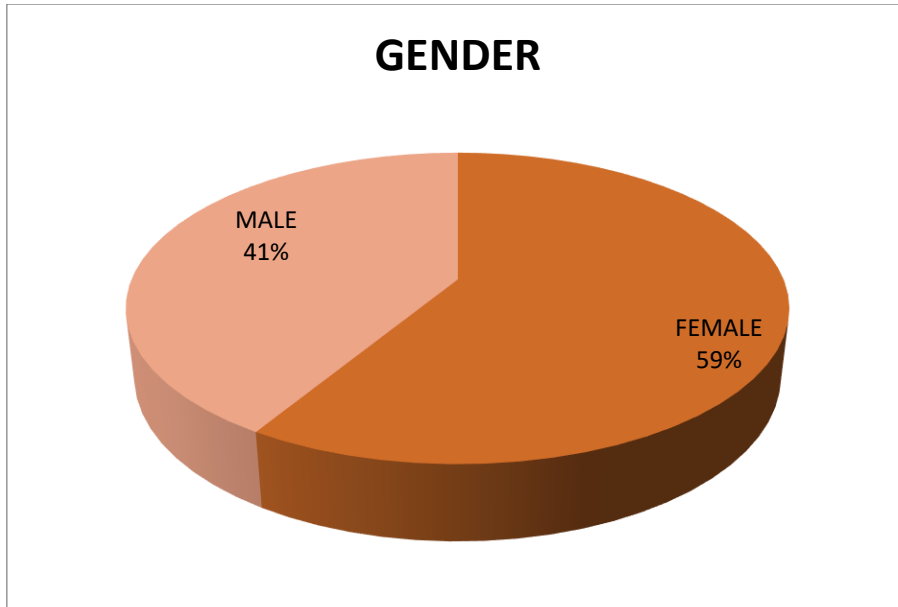


FIGURE 3: GENDER

INTERPRETATION: Out of the total 109 respondents of our survey sample, 64% of the respondents are male while 45% of the respondents are female. The majority of respondents are male here but there is not a significant difference between the two categories.

AGE GROUPS

Age groups		
Source(SPSS)	Frequency	Percent
18-24	67	61.5
25-34	37	33.9
35-44	1	.9
Under 18	4	3.7
Total	109	100.0

TABLE 2: AGE GROUPS

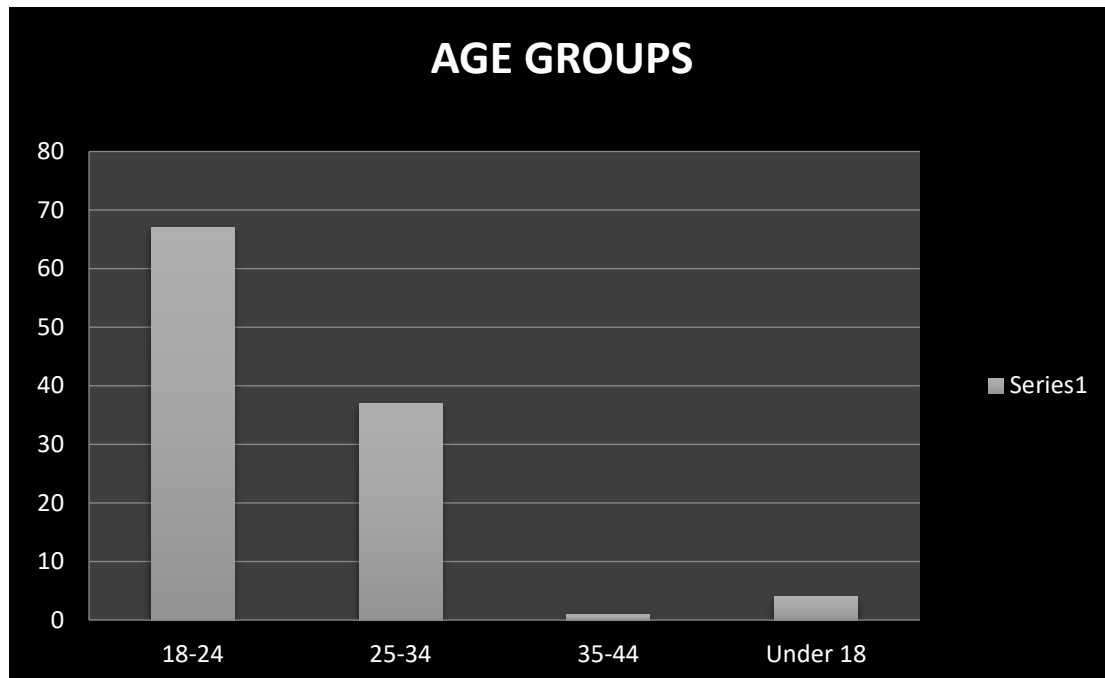


FIGURE 4: AGE GROUPS

INTERPRETATION: All the respondents of our survey are having varied Age groups. Young social media users with age of more than 35 are not considered for this survey. The highest number of respondents is 67% in the age group of 18-24 years which is the most actively using social media age group in our study as all the respondents are using social media platforms. The age group of 25 to 34 years consists 37% of our respondents. The age group of fewer than 18 consists 4% of our respondents. The age group of 35 to 44 years consists only 1% of respondents which is also the least in our sample survey.

EMPLOYMENT STATUS

EMPLOYMENT STATUS		
Source (SPSS)	Frequency	Percent
Employed full-time	38	34.9
Retired	1	.9
Self-employed/Freelancer	12	11.0
Student	58	53.2
Total	109	100.0

TABLE 3: EMPLOYMENT STATUS



FIGURE 5: EMPLOYMENT STATUS

INTERPRETATION: The frequency table illustrates the distribution of respondents' occupations. The majority were employed full-time (34.9%), while students constituted the largest group (53.2%). Self-employed/freelancers accounted for 11.0%, and a small percentage was retired (0.9%). This data showcases a diverse range of occupations, with students and full-time employees being the prominent categories.

USAGE OF SOCIAL MEDIA

USAGE OF SOCIAL MEDIA		
Source (SPSS)	Frequency	Percent
Daily	49	45.0
Never	1	.9
Once a week	15	13.8
Rarely	7	6.4
Several times a month	10	9.2
Several times a week	27	24.8
Total	109	100.0

TABLE 4: USAGE OF SOCIAL MEDIA

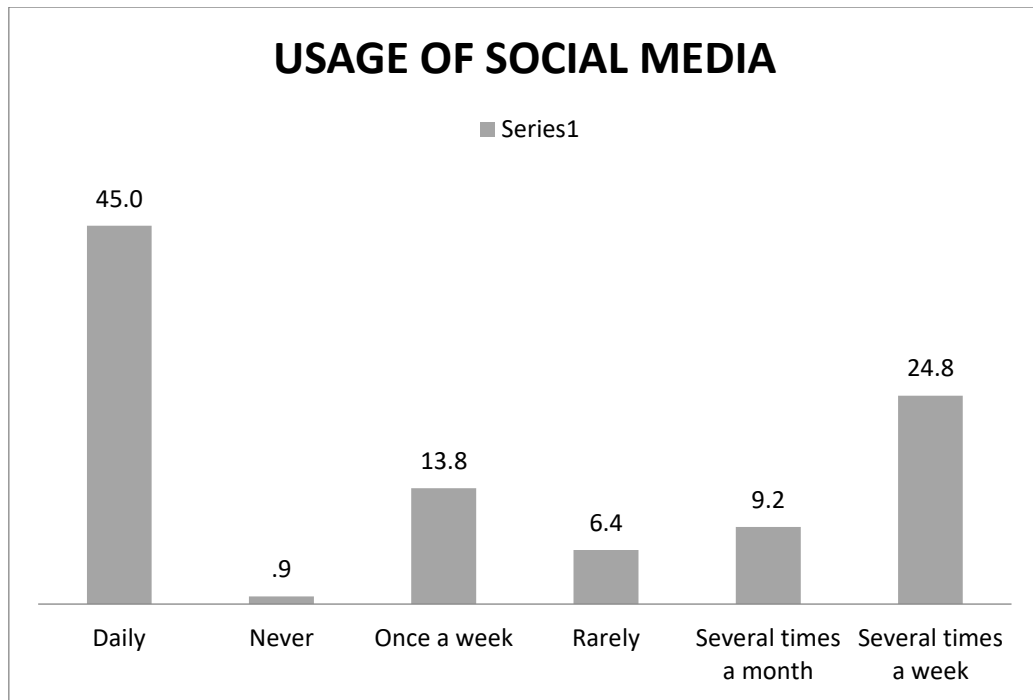


FIGURE 6: USAGE OF SOCIAL MEDIA

INTERPRETATION: The provided frequency table illustrates the frequency of social media usage among respondents. The majority of participants reported using social media on a daily basis (45.0%), with a substantial proportion indicating several times a week (24.8%). A smaller percentage reported using it once a week (13.8%), while some used it several times a month (9.2%). Only a negligible number indicated rare usage (6.4%), and a tiny portion reported never using social media (0.9%). This data reflects a wide range of usage patterns, with a significant portion engaging with social media frequently throughout the week.

EFFECTIVENESS OF SOCIAL MEDIA IN CANDIDATE SOURCING

EFFECTIVENESS OF SOCIAL MEDIA IN CANDIDATE SOURCING			
Source (SPSS)		Frequency	Percent
Valid	1	52	47.7
	2	49	45.0
	3	8	7.3
	Total	109	100.0

TABLE 5: EFFECTIVENESS OF SOCIAL MEDIA IN CANDIDATE SOURCING

EFFECTIVENESS OF SOCIAL MEDIA IN CANDIDATE SOURCING

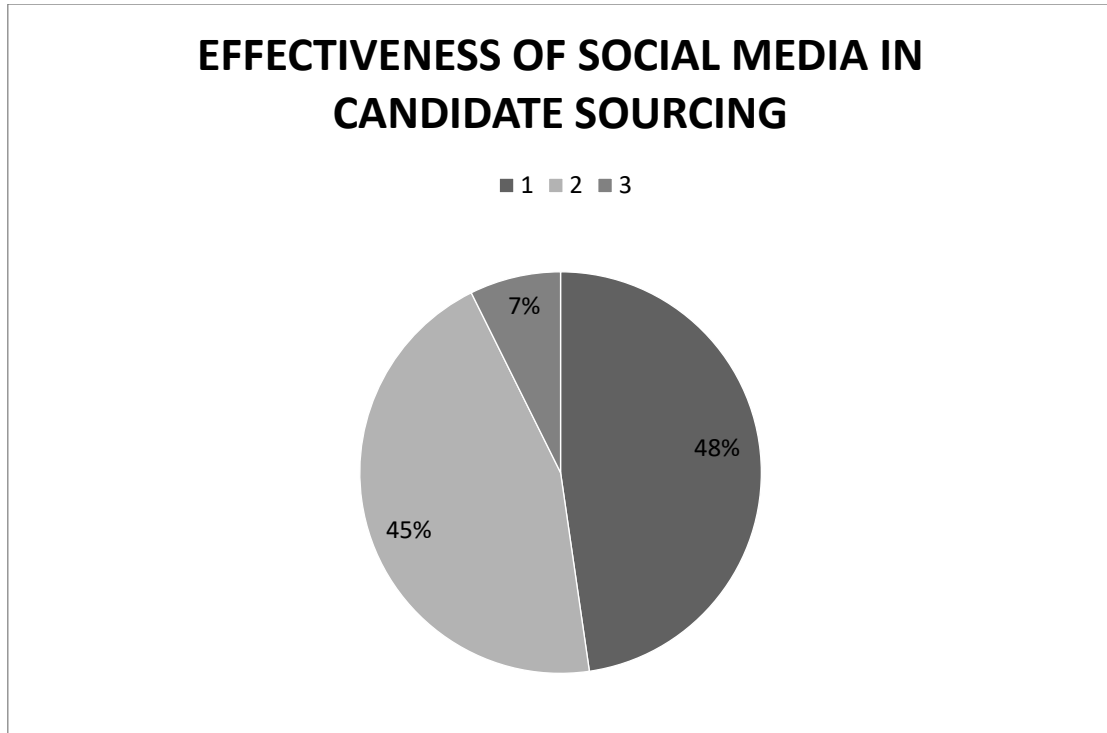


FIGURE 7: EFFECTIVENESS OF SOCIAL MEDIA IN CANDIDATE SOURCING

INTERPRETATION: The presented frequency table outlines the number of times participants reported using social media platforms per day. The data indicates that the majority of respondents reported using social media once a day (47.7%), closely followed by those who used it twice a day (45.0%). A smaller fraction reported using it three times a day (7.3%). This distribution highlights a relatively even spread of usage frequencies, with most participants engaging with social media either once or twice a day.

JOB OPPORTUNITIES THROUGH SOCIAL MEDIA

JOB OPPORTUNITIES THROUGH SOCIAL MEDIA		
Source(SP SS)	Frequency	Percent
No	4	3.7
Yes	105	96.3
Total	109	100.0

TABLE 6: JOB OPPORTUNITIES THROUGH SOCIAL MEDIA

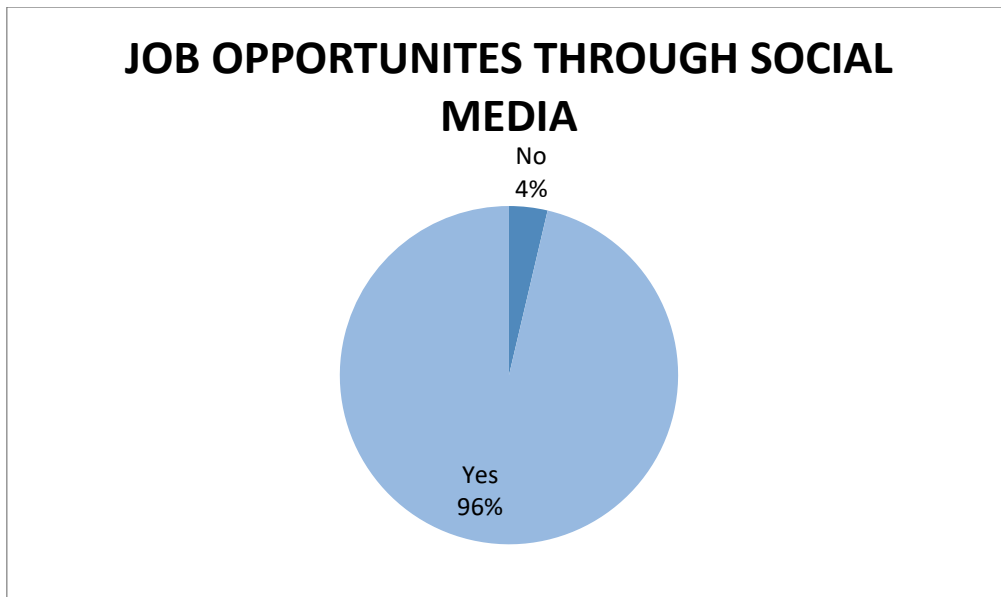


FIGURE 8: JOB OPPORTUNITES THROUGH SOCIAL MEDIA

INTERPRETATION: The data indicates that a significant majority of respondents (96.3%) have encountered job opportunities through social media platforms, while a small minority (3.7%) has not. This highlights the growing role of social media as a channel for job seekers to explore and discover employment opportunities.

APPLIED FOR JOB THROUGH SOCIAL MEDIA

APPLIED FOR JOB THROUGH SOCIAL MEDIA			
Source (SPSS)		Frequency	Percent
Valid	No	20	18.3
	Yes	89	81.7
	Total	109	100.0

TABLE 7: APPLIED FOR JOB THROUGH SOCIAL MEDIA

APPLIED FOR JOB THROUGH SOCIAL MEDIA

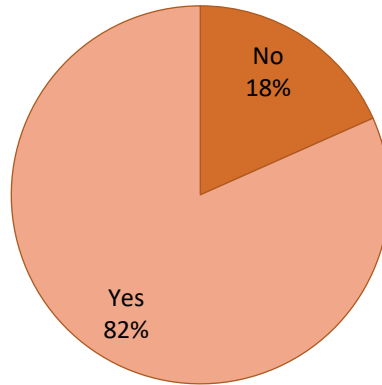


FIGURE 9: APPLIED FOR JOB THROUGH SOCIAL MEDIA

INTERPRETATION: The results reveal that a majority of participants (81.7%) have experienced positive outcomes in terms of job opportunities through social media platforms, while a smaller proportion (18.3%) has not. This suggests that social media plays a significant role in connecting individuals with job prospects and highlights its effectiveness as recruitment tool in the current job market.

SOCIAL MEDIA PLATFORMS FOR JOB OPPORTUNITIES

SOCIAL MEDIA PLATFORMS FOR JOB OPPORTUNITIES		
Source (SPSS)	Frequency	Percent
Easy sharing of job posting	16	14.7
Engaging content	12	11.0
High user engagement	7	6.4
Large user base	27	24.8
Strong professional network	32	29.4
Targeted advertising options	15	13.8
Total	109	100.0

TABLE 8: SOCIAL MEDIA PLATFORMS FOR JOB OPPORTUNITIES

FACTOR EFFECTIVING FOR CANDIDATE SOURCING

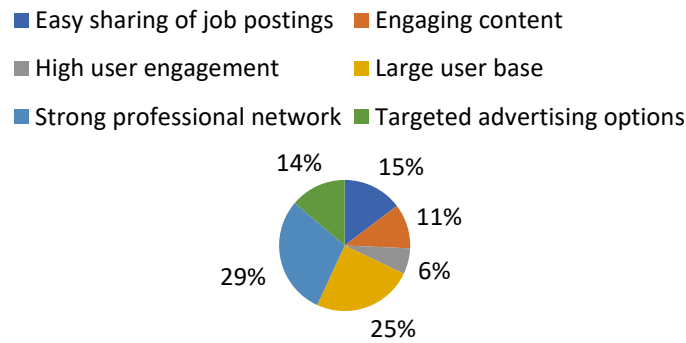


FIGURE 10: SOCIAL MEDIA PLATFORMS FOR JOB OPPORTUNITIES

INTERPRETATION: The survey participants identified various factors contributing to the effectiveness of social media platforms for job opportunities. A significant proportion highlighted the importance of a strong professional network (29.4%) and a large user base (24.8%) in enhancing job-related outcomes. Other factors, such as easy sharing of job postings (14.7%) and targeted advertising options (13.8%), also played roles in facilitating job searches. The findings underscore the multifaceted advantages that social media offers in terms of job exploration and engagement, highlighting the diverse features that contribute to its effectiveness in the recruitment process.

SOCIAL MEDIA PLATFORMS FOR SELECTING CANDIDATES

SOCIAL MEDIA PLATFORMS USED FOR SELECTING CANDIDATES		
Source(SPSS)	Frequency	Percent
Facebook	6	5.5
Indeed	1	.9
Instagram	8	7.3
LinkedIn	57	52.3
Naukri	33	30.3
Twitter	1	.9
YouTube	3	2.8
Total	109	100.0

TABLE 9: SOCIAL MEDIA PLATFORMS USED FOR SELECTING CANDIDATES

SOCIAL MEDIA PLATFORMS USED FOR SELECTING CANDIDATES

Facebook Indeed Instagram LinkedIn Naukri Twitter YouTube

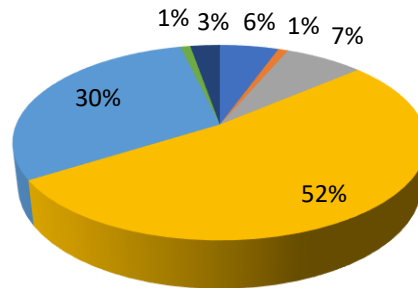


FIGURE 11: SOCIAL MEDIA PLATFORMS USED FOR SELECTING CANDIDATES

INTERPRETATION: The survey participants indicated a range of social media platforms that they have used for job opportunities. LinkedIn emerged as the most popular choice (52.3%), highlighting its significance as a professional networking platform. Naukri, a job portal, was also prominent (30.3%), reflecting its importance in the job search process. Instagram (7.3%) and Facebook (5.5%) were utilized to a lesser extent, while other platforms like YouTube, Indeed, and Twitter had lower engagement rates. The distribution of preferences across these platforms underscores the diverse avenues individuals explore when seeking job opportunities, with platforms like LinkedIn and Naukri serving as key resource.

INFERENCEAL ANALYSIS – HYPOTHESIS TESTING

Inferential analysis is applied on the primary data collected through the survey. Analytical tool named SPSS is used to analyze the desired objectives and hypothesis testing is applied to the data. The findings and results of this sample data can be used to draw conclusions about the population.

1) To study if Gender affects the respondents applying for job through social media.

H0: There is no significant relationship between gender and its effectiveness of the respondent applying for a job through social media.

H1: There is significant relationship between gender and its effectiveness of the respondent applying for a job through social media.

TEST-1 CHI SQUARE TEST

Test Statistics

Source (SPSS)	Gender	Job Related Purpose
Chi-Square	3.312 ^a	43.679 ^a
df	1	1
Asymp. Sig.	.069	.000

a. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 54.5.

(SOURCE: SPSS)

TABLE 10: CHI-SQUARE

INTERPRETATION: The **Chi-Square test** is applied on gender and some factors that affect respondents applying through social media to check if there is any association between them. All the Chi-Square p-values are more than the significance level (0.05). All the p-values are highly significant and there is statistically significant relationship between both variables. So the **Null Hypothesis is Fail to Reject**.

Hence, it can be concluded that there is no significant relationship between factors affecting respondents applying through social media and gender.

2) To examine the usage of social media in different age groups.

H0: Usages of social media has no significant effect on different age groups.

H1: Usages of social media has significant effect on different age groups.

TEST: 2 PEARSON CORRELATION TEST

Correlations

		Age	Usage for Job
Age	Pearson Correlation	1	.057
	Sig. (2-tailed)		.556
	N	109	109
Usage for Job	Pearson Correlation	.057	1
	Sig. (2-tailed)	.556	
	N	109	109

(Source: SPSS)

TABLE 11: PEARSON CORRELATION TEST

INTERPRETATION: Here the **Pearson Correlation test** is applied to check is the age has any relation with usage of social media.

The Correlation co-efficient obtained from the test is 0.57 suggesting that both the variables do not have any relation and that there is insufficient statistical evidence that the correlation between the two variables is significant. So, we **fail to reject the Null Hypothesis**.

Hence, it can be concluded that Age Group has no significant relation with usage of social media.

3) To check the relationship between gender and social media platforms are effective for selecting candidates during the recruitment process.

H0: There is no significant relationship between gender and social media platforms effectiveness for selecting candidates during the recruitment process.

H1: There is significant relationship between gender and social media platforms effectiveness for selecting candidates during the recruitment process.

TEST 3: KRUSKAL WALLIS

Test Statistics ^{a,b}	
	Effectiveness
Chi-Square	.494
df	1
Asymp. Sig.	.482
a. Kruskal Wallis Test	
b. Grouping Variable: Gender	

(Source:SPSS)

TABLE 12: KRUSKAL WALLIS

INTERPRETATION: The Kruskal-Wallis H test is used to check the dependency of gender on effectiveness of social media platforms for selecting candidates during the recruitment process. The p-value obtained by this test is 0.482 which is low than the significance level (0.05). The relation between both variables is insignificant.

So, we Fail to Reject the Null Hypothesis.

Hence, it can be concluded that gender is not dependent on effectiveness of social media platforms for selecting candidates during the recruitment process.

4) To check the relationship between the main factor attracting job candidates and employment status.

HO: There is no significant relationship between the main factor attracting job candidates and employment status.

H1: There is significant relationship between the main factor attracting job candidates and employment status.

TEST 4: CHI-SQUARE

Test Statistics		
	Occupation	Main Factors
Chi-Square	72.761 ^a	24.596 ^b
df	3	5
Asymp. Sig.	.000	.000
a. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 27.3.		
b. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 18.2.		

(Source:SPSS)

TABLE 13: CHI-SQUARE TEST

INTERPRETATION: The **Chi-Square test** is applied on occupation and main factor that attract job candidates to check if there is any association between them.

All the Chi-Square p-values are **less** to the significance level (0.05). All the p-values are significant and there is statistically significant relationship between both variables.

So **null hypothesis is rejected**. Thus, it can be concluded that there is **significant relationship between both the variables**.

CHAPTER 5
FINDINGS AND SUGGESTIONS

FINDINGS & SUGGESTIONS

- This study focuses on the role of social media platforms in the recruitment process across various fields and its working. A primary research has been performed using the sample collected through a survey.
- According to descriptive statistics, the sample data of total 109 respondents consists 64% male and 45% female respondents.
- The respondents are divided into 4 age groups; highest 53% of total respondents fall in the age group of 18 to 24 years. There are 35% respondents in 25 to 34 years group. There are 3.4% respondents in less than 18 years and remaining 0.9% in 35 to 54 years age group.
- Respondents have different occupation, highest 58 out of 109 respondents are students, 38 respondents are employed full time, 12 respondents are self-employed/freelancer and remaining 1 respondent is retired.
- Social media users prefer for usage of social media for recruitment. In this study, 45% respondents prefer to use social media daily, 24.8% prefer to use social media several times a week, 13.8% respondents prefer to use social media once in a week, 9.2% prefer to use social media several times a week, 13.8% respondents prefer to use social media several times a month, 6.4% prefer to use social media rarely while only 0.9% respondents prefer to use social media for recruitment never.
- Respondents were asked effectiveness of social media in candidate sourcing 52 out of 109 respondents were agreeing by most effective in candidate sourcing, 49 out of 109 respondents were agree by neutral while 8 out of 109 respondents were agree by social media platforms are least effective for candidate sourcing.
- Respondents were asked which social media platform do you think is most effective for selecting candidates?
57 out of 109 respondents choose LinkedIn, 33 out of 109 respondents choose Naukri.com, 8 out of 109 respondents choose Instagram platform, 6 out of 109 respondents choose Facebook platform, 1 out of 109 respondents choose Indeed and Telegram.
- Using inferential analysis, Chi-Square test concluded that there is no significant relationship between factors affecting respondents applying through social media and gender.
- It was concluded that that Age Group has no significant relation with usage of social media using Pearson correlation test.
- Kruskal-Wallis H test has concluded that gender is not dependent on effectiveness of social media platforms for selecting candidates during the recruitment process.
- The Chi-Square test concluded that there is significant relationship between factor that attract the job candidates and Occupation.

CHAPTER 6
CONCLUSION

CONCLUSION

In current digital world, networks flourish spontaneously and their impact on different facets on life is increasing day by day. As the economic slowdown continues, millions of job seekers—gripped by the job jitters—are rushing to join online social networks in a scramble to build their social capital. This research study delved into the pivotal role of social media platforms in the recruitment process across diverse fields, shedding light on their operational dynamics. Through a comprehensive primary research approach utilizing a survey, a dataset of 109 respondents was analyzed, revealing noteworthy insights. The demographic composition of respondents displayed varying trends, with a majority falling within the age bracket of 18 to 24 years, encompassing a balanced gender distribution. Occupation-wise, students formed the largest group, followed by full-time employees and self-employed individuals. The study underscored the prominence of social media in recruitment, with a considerable percentage of respondents utilizing these platforms daily or several times a week. One interesting indicator was that in current macroeconomic scenario frequency of changing jobs has come down substantially. The study also reveals that the most popular networking site for seeking employment is LinkedIn because of its large user database and unique features like job highlighter & specialized email alerts. Furthermore, the effectiveness of social media platforms in candidate selection proved to be independent of gender, and factors attracting job candidates were significantly linked to occupation. Overall, this research contributes to our understanding of the multifaceted interplay between social media, recruitment, and individual characteristics, providing valuable insights for practitioners and scholars in the field. However, it is very important to conduct through research and keep the aforesaid points in mind before making any job decision.

CHAPTER 7
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CHAPTER 8
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CHAPTER 9
APPENDIX

THE QUESTIONNAIRE USED TO COLLECT THE PRIMARY DATA IS PRESENTED BELOW –THE ROLE OF SOCIAL MEDIA IN RECRUITMENT

1. Gender *

Mark only one oval.

- Male
- Female
- Prefer not to say

2. Age *

Mark only one oval.

- Under 18
- 18-24
- 25-34
- 35-44

- 45 and above

3. Current Employment Status *

Mark only one oval.

- Employed full-time
- Employed part-time Student
- Self-employed/Freelancer
- Retired

4. Which social media platforms do you actively use? *

Check all that apply.

- Facebook
- Twitter
- Instagram
- LinkedIn
- Snapchat
- Whatsapp

- Telegram
- YouTube

5. How often do you use social media for job-related purposes? *

Mark only one oval.

- Daily
- Several times a week Once a week
- Several times a month Rarely
- Never

6. Have you ever come across job opportunities through social media platforms? *

Mark only one oval.

- Yes
- No

7. Have you ever applied for a job through social media? *

Mark only one oval.

- Yes
- No

8. Which social media platform(s) did you find job opportunities on? *

Check all that apply.

- Facebook
- Twitter
- Instagram
- LinkedIn
- Telegram
- Indeed
- Naukri
- Whatsapp
- YouTube

9. In your opinion, social media platform(s) are the most effective or least effective for
*attracting potential job candidates?

Mark only one oval.

Most Effective

- 1
- 2
- 3

Least Effective

10. What is the main factor make a social media platform effective for attracting job
candidates?

Mark only one oval.

- Large user base
- Easy sharings of job postings
- Targeted advertising options Engaging content
- Strong professional network
- High user engagement
- Visual content capabilities

11. Do you think social media platforms are effective for selecting candidates during the
recruitment process?

Mark only one oval.

- Yes
- No

12. Which social media platform do you think are the most effective for
selecting*candidates?

Mark only one oval.

- Facebook
- Twitter
- Instagram
- LinkedIn
- Telegram
- Whatsapp

- YouTube
- Naukri
- Indeed

13. In your opinion, what is the main advantage of using social media platforms for selecting candidates?

Mark only one oval.

- Access to a wide talent pool
- Ability to assess candidates'
- Social presence and online reputation
- Cost-effectiveness compared to traditional methods
- Faster recruitment process
- Increased diversity in applicant pool
- Ability to showcase company culture

14. In your opinion, what is the main disadvantage or challenge of using social media platforms for selecting candidates?

Mark only one oval.

- Difficulty in verifying information
- Potential for biased decision-making
- Privacy concerns
- Over-reliance on online presence rather than qualifications
- Lack of professionalism on social media
- Increased competition for job seekers

15. Do you believe that social media provides a unique advantage in finding job opportunities compared to traditional job portals or career fairs?

Mark only one oval.

- Yes
- No

16. Overall, do you believe social media platforms are an effective tool for *recruitment?

Mark only one oval.

- Yes
- No