

E-Recruitment practices through social networking sites in India

Sangeeta, Dr. Rajneesh Ahlawat

Department of Business Administration Chaudhary Devi Lal University, Sirsa, Haryana, India

Abstract

Recruitment referred as systematic process of searching the potential employees and motivating them to apply for jobs. Therefore among the large pool of applicants, rightly skilled candidate can be selected for the particular job. With the beginning of social networking sites such as LinkedIn, Facebook Twitter etc., social Media has become an important part of recruitment process; in this way candidate can keep themselves aware about new developments and connect with the world around them. Recruitment through the social networking is a win-win situation for both potential employees and the organisation. Social networking sites are the most prevalent source of hire, tied with corporate career websites. The role of social media does not limited to hiring process, though it also play important role in internal communications, keeping individuals engaged once recruited. The purpose of this study is to find the usage and motivation aspect of the professional for their brighter career prospects. Through structured questionnaire method, a sample of 400 respondents (100 from employer and 300 from employee) respondent's data was collected. The study found that recruitment through the social networking sites provide more facilitates to employer and provide the better opportunity to the employee for their brighter career.

Keywords: Social Networking Sites (SNS), E-Recruitment, Traditional Recruitment

Introduction

The employees, for any organisation are considered to be the most important factor of the organisation. The growth of an organisation is primarily dependent on the people who are working there ^[1]. Doing negligence of talented employees always leads to downfall of organisation's progress and development. In order to achieve the goals, an organisation needs to engage persons with mandatory expertise, qualification and the experience. While doing so employers have to keep in mind about the present versus future requirement. With the shifting of time, recruitment processes also change. Implementation, Innovation and development in technology have affected the means of recruitment process which was carried out from decade to decade ^[2]. Nowadays recruitment trends through social networking sites are gaining popularity. It is also known as social recruiting or social hiring or social media recruitment. The social recruitment is a procedure of recruiting candidates while using social platforms as promotional channels by employers and recruiters ^[3] Over the website on social media, current and potential job seekers are putting their wealth of professional and personal information. It is general for corporate houses to gaze at the social media profiles of potential employees ^[4] Organizations are using social media for job posting, to find and check the profile, skill of potential candidates. With using that information recruiters are doing rejection or foster a relationship with his potential employees ^[5].

The major social networking websites are Facebook, LinkedIn, Twitter, You tube and Google+ which are using for social recruitment ^[6].

Review of literature

According to Mr. Dinesh. N *et al* (2015) examined the job seeker perception on recruitment through the social media application practices through the survey. That paper conducts a reality check between the expectation from the HR sorority

and the employees for whom these applications are embattled in order to bring the overall fulfilment of organizational goals ^[7] Brijmohan Vyas *et al* (2015) studied on recruitment through the social networking sites through the survey. That paper analysis about the awareness about the recruitment through the social networking sites and satisfaction level of job seekers ^[8] Shakti Marhatta (2015) analysed use of social media in recruitment process. That paper was focused to find out the answer whether the social networking sites are beneficial for the recruitment purpose ^[9] Vaishali Lal (2013) focused the effect of social media on recruitment. 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, secondary 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 hand ^[10]

Research methodology

The present study is an exploratory cum descriptive in nature deals with demographic and psychographic profile and the motivations of professionals using Social Networking Sites (SNS) for brighter career prospects. A data sample of 400 respondents (100 employers and 300 employees from different organisation) collected convincing sampling technique through structured questionnaire with five point likert scale used. The secondary data was gathered from various research papers, company websites, and articles from business newspapers. To draw inferences, descriptive analysis and ANOVA statistical tool has been used.

Analysis and Interpretation

Reliability of Research Instrument

The reliability of the measure indicates the extent to which it is without bias (error free) and hence ensures consistent across time and across the various items in the instrument. Cronbach’s alpha reliability coefficient normally ranges between 0 and 1. However, there is actually no lower limit to the coefficient. The closer Cronbach’s alpha coefficient is to 1.0 the greater the internal consistency of the items in the scale [11].

Table 1: Reliability analysis

Cronbach’s Alpha	No. of Items
.89	35

The table no. 1 shows reliability analysis where value is .89 which is greater than .6 hence defines the good consistency of data.

Table 2: Descriptive Analysis of Employer

		Frequency	Percent
Gender	Male	85	85.0
	Female	15	15.0
Qualification	Graduate	9	9.0
	Post- graduate	91	91.0
Preferred SNS	Facebook	22	22.0
	LinkedIn	44	44.0
	Twitter	15	15.0
	Youtube	12	12.0
	Google+	7	7.0
Primary Reason for Using SNS	Networking with friends	33	33.0
	Networking with recruiter	67	67.0

Source: Survey (Data Processed through PASW SPSS 18)

The table no.2 presents the descriptive analysis of demographic variable whereas 85% are the male respondents and 15% are the female respondents. Highest frequency 47% of age group fall comes under 31-40. Similarly the highest frequency 91.0 % among the respondents falls under the category of Post Graduate studies. 44% respondent use linkedIn and 22% respondent use facebook as a recruiting tool. Similarly 33% respondents use SNS as a networking with friends and 67% respondents use SNS as a recruiting tool.

ANOVA analysis for motivation of professional employers based on education of respondents-

i) **H_{0a}:** There is no significance difference between

education of respondent and cost-effective through e-recruitment.

ii) **H_{0a}:** There is no significance difference between education of respondent and time saving through e-recruitment.

iii) **H_{0a}:** There is no significance difference between education of respondent and cost-effective through e-recruitment.

iv) **H_{0a}:** There is no significance difference between education of respondent and psychographic understanding of job aspirant through e-recruitment.

Table 3: ANOVA for education of respondent and motivation of employers

		Sum of square	Df	Means square	F	Sig.
Cost-effective	Between the groups	1.453	1	1.453	.894	.347
	Within the groups	159.297	99	1.625		
	Total	160.750	99	.087		
Time saving	Between the groups	1.235	1	1.235	.782	.379
	Within the groups	154.725	98	1.579		
	Total	155.960	99			
Convenient	Between the groups	8.190	1	8.190	6.080	.015
	Within the groups	132.000	98	1.347		
	Total	140.190	99			
Psychographic understanding of job aspirant	Between the groups	5.663	1	5.663	4.187	.043
	Within the groups	132.527	98	1.352		
	Total	138.190	99			

• **Cost-effective:** As ANOVA analyse from table no.3, F-value for cost-effective is .894 and the corresponding p value is given as .347, which is more than .05. Therefore, the null hypothesis [H_{0a (i)}] accepted and concluded that there is no significance difference between education of respondent and cost-effective through e-recruitment.

• **Time saving:** As seen from table no.3, F-value for time saving is .782 and the corresponding p value is given as .379, which is more than .05. Therefore, the null hypothesis [H_{0a (ii)}] accepted and concluded that there is no

significance difference between education of respondent and time saving through e-recruitment.

• **Convenient:** As concluded from table no.3, F-value for convenient is 6.080 and the corresponding p value is given as .015, which is more than .05. Therefore, the null hypothesis [H_{0a (iii)}] rejected and concluded that there is significance difference between education of respondent and convenient through e-recruitment.

• **Psychographic understanding of job aspirant:** The table no.3 concluded, F-value for Psychographic

understanding of job aspirant is 4.187 and the corresponding p value is given as.043, which is less than.05. Therefore, the null hypothesis [$H_{0a (iv)}$] rejected and concluded that there is significance difference between education of respondent and Psychographic understanding of job aspirant through e-recruitment.

ANOVA analysis for motivation of employer professional based on preference of social networking sites

i) H_{0b} : There is no significance difference between

preference of SNS and cost-effective through e-recruitment.

ii) H_{0b} : There is no significance difference between preference of SNS and time saving through e-recruitment.

iii) H_{0b} : There is no significance difference between preference of SNS and cost-effective through e-recruitment.

iv) H_{0b} : There is no significance difference between preference of SNS and psychographic understanding of job aspirant through e-recruitment.

Table 4: ANOVA for preference of SNS and motivation of employers

		Sum of square	Df	Means square	F	Sig.
Cost-effective	Between the groups	11.690	4	2.922	1.863	.123
	Within the groups	149.060	95	1.569		
	Total	160.750	99			
Time saving	Between the groups	11.278	4	2.819	1.851	.125
	Within the groups	144.682	95	1.523		
	Total	155.960	99			
Convenient	Between the groups	7.240	4	1.810	1.293	.278
	Within the groups	132.950	95	1.399		
	Total	140.190	99			
Psychographic of job aspirant	Between the groups	3.126	4	.781	.550	.700
	Within the groups	135.064	95	1.422		
	Total	138.190	99			

- **Cost-effective:** As seen from table no.4, F-value for cost-effective is 1.863 and the corresponding p value is given as.123, which is more than.05. Therefore, the null hypothesis [$H_{0b (i)}$] accepted and concluded that there is no significance difference between preference of SNS and cost-effective through e-recruitment.
- **Time saving:** As seen from table no.4, F-value for time saving is 1.851 and the corresponding p value is given as.125, which is more than.05. Therefore, the null hypothesis [$H_{0b (ii)}$] accepted and concluded that there is no significance difference between preference of SNS and time saving through e-recruitment.
- **Convenient:** As seen from table no. 4, F-value for

convenient is 1.293 and the corresponding p value is given as.278, which is more than.05. Therefore, the null hypothesis [$H_{0b (iii)}$] accepted and concluded that there is no significance difference between preference of SNS and convenient through e-recruitment.

- **Psychographic understanding of job aspirant:** As seen from table no.4, F-value for Psychographic of job aspirant is.550 and the corresponding p value is given as.700, which is more than.05. Therefore, the null hypothesis [$H_{0b (iv)}$] accepted and concluded that there is no significance difference between preference of SNS and Psychographic of job aspirant through e-recruitment.

Table 5: Descriptive Analysis of Employee

		Frequency	Percent
Gender	Male	245	81.7
	Female	55	18.3
Qualification	Graduate	94	31.3
	Post-graduate	206	68.7
Preferred SNS	Facebook	103	34.3
	LinkedIn	92	30.7
	Twitter	76	25.3
	You tube	20	6.7
Primary Reason for Using SNS	Google+	9	3.0
	Networking with friends	165	55.0
	Networking with recruiter	135	45.0

This table no. 5 present the descriptive analysis of demographic variable whereas 81.7% are the male respondents and 18.3% are the female respondents. Highest frequency 39.0% of age group fall comes under 20-30. Similarly the highest frequency 68.7 % among the respondents falls under the category of Post

Graduate studies. 30.7% respondent use linked In and 34.3% respondent use face book as a recruiting tool. Similarly 55% respondents use SNS as a networking with friends and 45% respondents use SNS as a recruiting tool.

ANOVA analysis for motivation for employees based on the education of respondents

- i) **H_{0c}**: There is no significance difference between education of respondent and usages of SNS through mobile phone affordable along with convenient.
- ii) **H_{0c}**: There is no significance difference between education of respondent and SNS uses to spread a quick word about job vacancies.

- iii) **H_{0c}**: There is no significance difference between education of respondent and upgrading the scope as well as speed of employment for employee through e-recruitment.
- iv) **H_{0c}**: There is no significance difference between education of respondent and availability of better quality job through e-recruitment.

Table 5: ANOVA for education of respondent and motivation for employees

		Sum of square	Df	Means square	F	Sig.
Usages of SNS through mobile phone affordable along with convenient	Between the groups	.006	1	.06	.008	.928
	Within the groups	236.990	298	.795		
	Total	236.997	299			
SNS uses to spread a quick word about job vacancies	Between the groups	7.880	1	7.880	5.075	.025
	Within the groups	462.716	298	1.553		
	Total	470.597	299			
upgrading the scope as well as speed of employment for employee through e- recruitment	Between the groups	.014	1	.014	.011	.917
	Within the groups	376.956	298	1.265		
	Total	376.970	299			
availability of better quality job through e- recruitment	Between the groups	.369	1	.369	.496	.482
	Within the groups	221.511	298	.743		
	Total	221.880	299			

- **Usages of SNS through mobile phone affordable along with convenient:** Table No.5 show that F-value for usages of SNS through mobile phone affordable along with convenient is.008 and the corresponding p value is given as.928, which is more than.05. Therefore, the null hypothesis [H_{0c (i)}] accepted and concluded that there is no significance difference between education of respondent and usages of SNS through mobile phone affordable along with convenient.
- **SNS uses to spread a quick word about job vacancies:** As seen from table no.5, F-value for SNS uses to spread a quick word about job vacancies is 5.075 and the corresponding p value is given as.023, which is less than.05. Therefore, the null hypothesis [H_{0c (ii)}] rejected and concluded that there is significance difference between education of respondent and SNS uses to spread a quick word about job vacancies.
- **Upgrading the scope as well as speed of employment for employee through e- recruitment:** As concludes from table no.5, F-value for upgrading the scope as well as speed of employment for employee through e- recruitment is.011 and the corresponding p value is given as.917, which is more than.05. Therefore, the null hypothesis [H_{0c(iii)}] accepted and concluded that there is no significance difference between education of respondent and upgrading the scope as well as speed of employment

for employee through e- recruitment convenient through e-recruitment.

- **Availability of better quality job through e- recruitment:** As seen from table no.5, F-value for availability of better quality job through e-recruitment is.496 and the corresponding p value is given as.482, which is more than.05. Therefore, the null hypothesis [H_{0c (iv)}] accepted and concluded that there is no significance difference between education of respondent and availability of better quality job through e-recruitment.

ANOVA analysis for motivation for employees based on the preference of SNS

- i) **H_{0a}**: There is no significance difference between preference of SNS and usages of SNS through mobile phone affordable along with convenient.
- ii) **H_{0a}**: There is no significance difference between preference of SNS and SNS uses to spread a quick word about job vacancies.
- iii) **H_{0a}**: There is no significance difference between preference of SNS and upgrading the scope as well as speed of employment for employee through e- recruitment.
- iv) **H_{0a}**: There is no significance difference between preference of SNS and availability of better quality job through e-recruitment.

Table 6: ANOVA for preference of SNS and motivation for employees

		Sum of square	Df	Means square	F	Sig.
Usages of SNS through mobile phone affordable along with convenient	Between the groups	1.609	4	.402	504	.733
	Within the groups	235.388	295	.798		
	Total	236.997	299			
SNS uses to spread a quick word about job vacancies	Between the groups	.920	4	.230	.145	.965
	Within the groups	469.676	295	1.592		
	Total	470.597	299			
Upgrading the scope as well as speed of employment for employee through e- recruitment	Between the groups	5.422	4	1.356	1.076	.368
	Within the groups	371.548	298	1.259		
	Total	376.970	299			
Availability of better quality job through e- recruitment	Between the groups	3.370	4	.842	1.137	.339
	Within the groups	281.510	295	.741		
	Total	221.880	299			

- **Usages of SNS through mobile phone affordable along with convenient:** Table no, 6 show that F-value for usages of SNS through mobile phone affordable along with convenient is. 504 and the corresponding p value is given as.733, which is more than.05. Therefore, the null hypothesis [$H_{0d(i)}$] accepted and concluded that there is no significance difference between preference of SNS and usages of SNS through mobile phone affordable along with convenient.
 - **SNS uses to spread a quick word about job vacancies:** As seen from table no.6, F-value for SNS uses to spread a quick word about job vacancies is.145 and the corresponding p value is given as.965, which is more than.05. Therefore, the null hypothesis [$H_{0d(ii)}$] rejected and concluded that there is no significance difference between preference of SNS and SNS uses to spread a quick word about job vacancies.
 - **Upgrading the scope as well as speed of employment for employee through e- recruitment:** As concludes from table no.6, F-value for upgrading the scope as well as speed of employment for employee through e-recruitment is 1.076 and the corresponding p value is given as.338, which is more than.05. Therefore, the null hypothesis [$H_{0d(iii)}$] accepted and concluded that there is no significance difference between preference of SNS and upgrading the scope as well as speed of employment for employee through e- recruitment convenient through e-recruitment.
 - **Availability of better quality job through e-recruitment:** As seen from table no.6, F-value for availability of better quality job through e-recruitment is 1.137 and the corresponding p value is given as.339, which is more than.05. Therefore, the null hypothesis [$H_{0d(iv)}$] accepted and concluded that there is no significance difference between preference of SNS and availability of better quality job through e-recruitment.
6. <http://www.webpronews.com/erecruitment-a-new-paradigm-2004-04> [Accessed Date 12.10.2015 at 11.00 A.M.]
 7. BV. Study on Recruitment through Social Media. International Journal of Commerce, Business and Management. 2015; 04:1140-1144.
 8. Lal V. Analyzing the Effect of Social Media on Recruitment. International Journal of Management and Social Sciences Research. 2013; 2:37-41.
 9. Marhatta S. The Use of Social Media in Recruitment Process- Study of Indian. "ASM's International E-Journal. 2015, 264-269.
 10. Dinesh N. A Study on Perception of Job Seekers on Recruitment through Social Media Application. International Journal in Management and Social Science. 2015; 03(01):430-412.
 11. <http://www.ssnpstudents.com/wp/wp-content/uploads/2015/02/Gliem-Gliem.pdf> accessed

Conclusion

Social networking sites are an important recruiting tool for employer and recruiter to cover a large pool of qualified and potential candidates that might not be possible to reach through traditional method of recruitment. On the other side social networking sites also facilitate the opportunity to the employee that they can keep updated themselves with modern skill requirement and excel themselves in the technology era so that they can make the brighter career with the advantages of social networking sites.

References

1. Roa V. Human Resource Management. New Delhi: Anurag Jain for Exel Book, 2005.
2. MF. Introducing Human Resource Management, 2008.
3. <http://recruitment.naukrihub.com/sources-of-recruitment.html> [Accessed Date 12.02.2015 at 10.00 P.M.]
4. <http://recruitment.naukrihub.com/sources-of-recruitment.html> [Accessed Date 12.09.2014 at 11.00 P.M.]
5. <http://www.bizcommunity.com/Article/196/22/99647.html> [Accessed Date 15.09.2015 at 1.00 P.M.]