Impact of Social Networking Sites on Recruitment For Job Seekers In Trichy Region

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Abstract- *The purpose of this paper explains about the job seekers perception among seeking suitable job by using social networking sites. Social Networking plays a vital role in recruitment activities. Recruitment is the process of hiring the potential candidates for right job to the organization. E-Recruitment is also known as electronic recruitment or online recruitment is the process of hiring the qualified candidates for suitable job by use of electronic resources. Now a day E-Recruitment is one of the latest trends in recruitment methods. The augmentation of Internet users and evolution of new technologies are the main initiation for online recruitment. This paper highlights the concept of electronic Recruitment, usage of social media network sites in e-recruitment, forms of recruitment in organization and analyzes the association between the various factors by using the statistical tools.*

Keywords- E-recruitment, Cost Effective, social networking sites, Job seekers.

I. INTRODUCTION

Recruitment process is one of the foremost activities in human resource management function it is the process of scrutinize the job requirements, magnetize employee to that job, selecting the applicants, hiring and integrating the new employee to the organization. In today's world the traditional method of recruitment only reaches few people due to enhance of electronic gadgets like computer and smart phones. Most of the youngsters are spending their time in Internet and Social Medias to communicate easily and gather news within the short period of time. So that HR managers open up job opportunities via Social networks.

Social media sites such as facebook, twitter, LinkedIn, Google+, YouTube, blogs and some other websites like Naukri.com, monster.com etc., are play a vital role in e-recruitment. These Media networking sites help the organization to share more and clear information about the job openings and to selecting and screening the talent applicants for that job. The applicants send their resumes via social networking sites that help in paper less recruitment process in human resource functions.

II. LITERATURE REVIEW

(MING, 2009) - The social networking sites are widely used by users to connect with friends and relatives while LinkedIn is a business oriented social networking sites where users connect with business contacts in hope of gaining new career opportunities or new business ventures and etc. With the recent economic meltdown and the need to reduce costs, companies are looking for alternative ways to recruit people and have been using social networking sites to connect with the potential passive candidates as well as provide the avenue for employed job seekers to connect with the recruiters of the company and be updated on the latest job openings.

(Ramon, 2011) - Social Medias are adopted by many peoples; it provides a ready-made channel for communication, collaboration and decision support. This kind of communication is competent to the process of talent acquisition, from posting job proclamation online to accepting and evaluating applications, to sharing relevant content with applicants and to finding out more about potential hires through their participation in social networking sites.

(wolmer, 2012) - Identifying the current patterns regarding the use of social media by human resources professionals and hiring managers in the recruitment process, as well as the risks and challenges involved in making use of this practice for the companies that choose to do so, and the future expectations regarding the continuity of this practice in recruitment efforts in the future.

(Prabjot Kaur, 2015) - Bringing the right people for right job will run the business smoothly and efficiently. Recruitment is the process of finding and hire the best qualified candidate for a job opening in a timely and cost effective manner. E-recruitment concepts, benefits and criteria to be high lightened.

(Tanvi Rana & Neha Singh, 2016) - Social media like Facebook, twitter, LinkedIn, etc., are a growing medium of communication and a tool for effective recruitment across the world. In this paper they analyze the pros and cons of social media recruitment methods, and its significance in

organization effectiveness. And also focus on web portal usage and role of social networking sits in recruitment

(Corne de, Sandjai, Rusman, and Leon, 2016) – The internet has substantially changed how organization markets their vacancies and how job seeker looks for a job. This paper explains effectiveness of online recruitment, how data are prepared for analysis and overview of the predictive quality of the methods along with implications.

Objectives of the Study:

* To study about the features of E-recruitment
* To know the satisfaction level of job seekers in Trichy region
* To study the effectiveness of social networking sites in recruitment

III. RESEARCH METHODOLOGY

Descriptive Research is selected for this research and various journals and Research articles have been studied in this regard. Convenience sampling techniques used in this research. In this study 150 samples are taken. The primary data are collected through the questionnaire. Both open and closed ended questions are used in the questionnaire.

Concept of E-Recruitment:

E-Recruitment is also known as electronic recruitment or online recruitment. It is the process of screening and selecting the right candidate for right job by use of electronic resources and web based technologies. E-recruitment used for easy access to the users and it overcome the obstacles of traditional recruitment. Job seekers easily find suitable job to their qualification by this online recruitment methods. It is time saving and cost effective recruiting method. Now a days many organizations implement the online recruitment process for hiring qualified candidates in short period of time and also in effective manner.

Use of Social networking sites in E-recruitment:

There are more number of people using Social media sites like Facebook, Twitter, Blogs, LinkedIn, My Space, you tube, google+, etc., for the purposes of communicating and also share useful information. By that now a days social media network sites are used to share informations regarding job openings in the organization. It is very helpful to job seekers to find out the right job easily by use of internet. Some effective Social networking sites that jobseekers looking for recruitment are LinkedIn, Facebook, Twitter, blogs, etc.,

Advantages of E-Recruitment:

* Cost Effective – The cost of posting advertisement in social network sites is more effective than in newspaper advertisement and some traditional method of recruitment
* Time Saving - Electronic recruitment used to search a job within the short time period. The process is speed and efficient in online recruitment method. It reduces the time for recruiting in the organization.
* More Job opportunities – several number of job openings updated by the organization continually in social networking sites. It gives more opportunities to the job seekers.
* Realizing the competitors – To find out the competitors who are all looking for job in particular organization with equal qualifications.

Disadvantages of E-Recruitment:

* Privacy issues – Everyone can see the candidate profile in social networking sites. Once the applicants upload their profile in social media sites then it is transparent and views to all. There is no privacy to be maintain
* Fake profiles – sometime in online recruitment fake details are given in applications by the applicants. Information and qualification about the applicants to be over positive.
* Stress arises – some youths are addicted to seeking jobs in social media networks. It causes physical and mental problems to the job seekers.

Data analysis and Interpretation:

The data are analyzed by using the statistical tool. To reduce the dimension in the study factor analysis is used where the variables are grouped for rotated component matrix. And chi-square test is used to find out the association between two variables that cross tabulations are given below

Factor analysis:

Table 1. Rotated Component Matrix

Rotated Component Matrix

	Component						
	1	2	3	4	5	6	7
encourage response	.790	.091	.088	.058	.000	.000	.175
Satisfied	.785	.079	-.033	.186	-.084	-.089	.168
Use social media	.627	.070	-.314	.163	-.169	.026	-.042
Realisticinfoworkcod	.621	.161	.260	-.051	.143	.155	-.256
responsetime	.618	.027	.147	.024	.132	-.190	.185
besttoolsocialnw	.586	.059	.279	.297	-.200	.094	-.204
Easyaccesandmoreeft	-.031	.791	-.011	-.029	-.020	.049	.152
whichsiteoftenuse	.221	.769	.079	.166	.066	.146	-.115
siteprovidemoreinfo	.033	.656	.290	.440	.052	-.158	-.166
siteprovidemorejob	.001	.655	-.326	.030	-.138	.074	.250
rankbasedoneffective	.183	.583	.110	-.196	.193	-.215	-.024
timeconsuming	.069	.041	.835	.022	.071	.002	.082
negativeimpact	-.338	-.037	-.519	.207	.487	-.008	-.216
orgfulfillneeds	.168	.025	.017	.874	-.087	.001	.061
morejobopp	.338	.077	-.190	.505	.289	-.071	.108
sitefacemanyfake	.013	.068	.090	-.027	.829	-.021	.021
Unrelatedandunrelevantinfo	-.232	.041	-.019	.043	-.015	.687	.077
Costeffective	.345	.019	.049	-.110	-.056	.666	-.039
Comeanyfakerecruitment	-.257	-.370	-.057	-.016	.309	.408	.221
infogiveninsitesuff	.200	.101	.136	.085	.013	.097	.851

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 7 iterations.

In this factor analysis variables are compressed as 7 factors namely Social Media Usefulness, Sites Effectiveness, Satisfaction Level, Negative Impact, More Job Opportunities, Issues Related to Sites, Network site sufficiency.

Hypothesis Framework:

Hypothesis 1: To check the relationship between age and more job opportunities

H0: There is no significant association between age and more job opportunities.

H1: There is significant association between age and more job opportunities.

age * more job opp Cross tabulation

Table 2.

Count

		Morejobopp					Total
		strongly agree	Agree	neutral	Disagree	strongly disagree	
Age	below 20	2	10	1	0	2	15
	20-30	21	56	21	3	1	102
	31-40	7	11	4	0	2	24
	41-50	0	4	3	2	0	9
Total		30	81	29	5	5	150

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	25.672a	12	.012
Likelihood Ratio	21.975	12	.038
Linear-by-Linear Association	1.043	1	.307
N of Valid Cases	150		

a. 15 cells (75.0%) have expected count less than 5.

b. The minimum expected count is .30.

The test concluded that null hypothesis(H0) is rejected. Hence there is significant association between Age and more job oppourtunities.

Hypothesis 2: To check the relationship between age and use social media

H0: There is no significant association between use social media and age.

H1: There is significant association between use social media and age.

Use social media * age Cross tabulation

Table 3.

Count

		Age				Total
		below 20	20-30	31-40	41-50	
usesocialmedia	Regularly	4	35	9	2	50
	very often	4	34	5	2	45
	Sometimes	5	24	3	2	34
	Rarely	2	3	5	0	10
	very rarely	0	6	2	3	11
Total		15	102	24	9	150

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	24.527ᵃ	12	.017
Likelihood Ratio	20.325	12	.061
Linear-by-Linear Association	2.652	1	.103
N of Valid Cases	150		

a. 11 cells (55.0%) have expected count less than 5. The minimum expected count is .60.

The test concluded that H0 is accepted. Hence there is no significant association between the age and use social media.

Hypothesis 4: To check the relationship between educational qualification and site satisfaction

H0: There is no significant association between educational qualification and site satisfaction

H1: There is significant association between educational qualification and site satisfaction

edu.quali * satisfied Cross tabulation

Table 4.

Count

		Encourage response					Total
		excellent	Good	average	Poor	very poor	
age	below 20	2	1	7	3	2	15
	20-30	14	55	24	7	2	102
	31-40	7	6	6	3	2	24
	41-50	2	4	1	0	2	9
Total		25	66	38	13	8	150

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	28.581ᵃ	12	.005
Likelihood Ratio	28.850	12	.004
Linear-by-Linear Association	.713	1	.398
N of Valid Cases	150		

a. 12 cells (60.0%) have expected count less than 5. The minimum expected count is .48.

The test concluded that H0 is accepted. Hence there is no significant association between the Educational qualification and site satisfaction.

Hypothesis 5: To check the relationship between gender and negative impact

H0: There is no significant association between the gender and the negative impact.

H1: There is significant association between the gender and the negative impact.

gender * negative impact Cross tabulation

Table 5.

Count

		Satisfied					Total
		Strongly satisfied	satisfied	Neutral	dissatisfied	strongly dissatisfied	
edu.quali	10-12	7	10	3	2	0	22
	graduate	24	28	15	6	2	75
	postgraduate	10	22	8	0	3	43
	ph.d	3	4	0	1	2	10
Total		44	64	26	9	7	150

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	15.206[a]	12	.230
Likelihood Ratio	18.186	12	.110
Linear-by-Linear Association	1.213	1	.271
N of Valid Cases	150		

a. 12 cells (60.0%) have expected count less than 5. The minimum expected count is .47.

The test concluded that H0 is accepted. Hence there is no significant association between the gender and the negative impact.

IV. CONCLUSION

This paper concludes that hiring the candidates through electronic medium gives the better results to the organization. Recruitment through social media network is time saving and cost effective to both the job seekers and the organization. By this analysis most of the job seekers in trichy region said that the recruitment through social networking sites are good and very effective to seeking the suitable job.

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