

The use of Social Media in the Recruitment Process: A Study on Karachi

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Abstract

The reason of this research explicates that the associations are conceded out recruitment process by means of social media set of connections situates in. Social networking places are carried to make easy and recover procedure of staffing process in HR organization. Social networking sites are attend to the wants of managers and job-searchers through internetworking on electronic podium likes face book, twitter, LinkedIn, naukri.com, rozi.pk and monster.com means which enlarge the rapidity of service, sinking the cost of recruitment, massive accessibility of job-searchers and progress the excellence of recruitment and facilities. In this research it defines responsiveness regarding the recruitment from first to last social media. Social Media in recruiting process is a win-win for together corporation and probable applicants. The research finishes with as a substitute of relying profoundly on exterior recruitment companies or job panels, many companies are centering the attention on placing dedicated ability via Social Media sites such as LinkedIn. This research will spotlight on the most admired social media platforms: LinkedIn, Face book, Twitter and other platforms like Naukri.com, Monster.com.

Keywords: Recruitment Process, Social Web-Pages, Qualified Candidates

Introduction

Social media techniques and social networking sites have transformed statement styles, together confidentially and gradually more, at job. Message all the way through social media engages the use of an online platform or website (a social networking site) that facilitates nation to correspond, habitually for a social function, throughout an assortment of facilities, the majority of which are web-based and offer chances for nation to interrelate above the internet, e.g. via e-mail and 'instant messaging' (a form of real-time, direct text-based communiqué among two or further public using individual computers or other machines).

Social media as "a collection of Internet-based functions that constructed on the ideological and technological establishments and that permit the formations and replacements of user generated content." in addition, social media depend on mobile and web-based technologies to create highly interactive platforms during which person and communities share, co-create, converse, and amend user created substance. They commence considerable and persistent changes to announcement among organizations, communities, and individuals. Face book has more than 500 million peoples and repeatedly outshines Google in site visits per day. LinkedIn has enlarged its quantity of recorded users from approximately 40 million in 2009 to more than 100 million in 2011.

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Objective of the Study

- To identify the responsiveness regarding the recruitment all the way through social media sites.
- To identify contentment height as of job searchers.
- To recognize, which make use of of Social Networking Sites directs to effectual recruitment.
- To recognize efficiency of Social Networking Sites in the recruitment.

Research Question

This paper intends to research the use of social media plays in recruitment today in Pakistan. This paper also intends to examine whether recruitment via social media, as contrasting to more conventional ways of recruitment, has impacted assortment levels in the facilities division in Pakistan. The hypothesis of this paper is that recruitment through social media, in contrast to more conventional ways of recruitment, has increased place of work assortment in the services division in Pakistan. Consequently, the research questions of this paper intend to responds are:

- 1- Do companies screen candidates based on the information available on their social media profile?
- 2- How and why do employers use social media tools for recruitment, and at what points in the

recruitment and selection process? Which tools do they choose and why?

Significance of the Study

This research will help out the organizations in order to capture right people at the right time whenever the vacancy arises. It will also help the candidates to know the medium where they get the job and how and when and where to apply.

Scope of the Study

These researches are helping us in the upcoming students who will work to do research on this area. This research will maintain other than researches because it covered all the key issues and solutions in the present period and the latest research which is successful to be completed on "The Use Of Social Media In Recruitment Process" The recruitment mission relays more to the big image, the outside situation the future and organizational change. The Organizational obstacles mention to the organizational-level issues that affect the differential hiring and recruitment trend.

The Growth of E-Recruitment

E-recruitment, where managers use the social networks in some form to aid conformist recruitment procedures, has a numeral of significant benefits in contrast to more conventional forms of recruiting, according to Smith and Rupp (2004). Firstly, it permits corporations to abbreviate hiring times via an enlarge in knowledge stream and a quickening of recruitment procedures. Secondly, it can help decrease recruiting money, hiring times and employee turnover as processes are normally job-specific and offer computer based broadcasting interviews and statistical predictions.

Social Media

Many are the ways to define what social media is, according to Cambridge Dictionaries Online, social media is defined as "forms of media that allow people to communicate and share information using the internet or mobile phones" But with the rise and immense popularity of sites such as Facebook, LinkedIn, and Twitter there seems to be some confusion differentiating

Literature Review

(Andrea Broughton, 2013), according to author, societal medium systems and social set of connections sites have restructured announcement ways, jointly in confidence and steadily further, at job. Messaging via shared medium connects the utilization of an online demonstration position or web-pages (a group networking site) that permits residents to replace a little word, commonly for a

societal cause, via a variety of facilities, preponderance of which are web-based and offer opportunities for populace to act together over the internet. Plausibly the essential distinctive of shared medium is the tempo at which they assembled up. It is therefore complex to calculate the expectations of any particular gizmo – in five years' time; the sites which are at the moment ancestors sphere names may have been relocated by media that have hitherto to be made-up.

(wright, 2011), according to the author, nowadays, networking within online societal for, is not simply concerning trading illustrations and piece of music, or contrary the negligible aspects of a nocturnal out, a TV illustrate or a honorable occurrence. Societal medium is progressively more obsequious the self-determination where dedicated being happens. The existing pledge by Face book to update client synopsis contacts to recommend a 'LinkedIn style' specialized view, suggests that societal channels, on the complete, is correct a midway for work as well as play.

There is no wavering that social media has improved the conscription procedures by making it more open and sovereign; escalating the conspicuous ability puddle from which to unite and employ. Having a cherished information of someone's competencies or expressive who the supreme personage for a spot is, nevertheless, can only be achieved via single entity information of a personage and of a painstaking mechanized fragment. You can't merely depend on who may or may not have an online silhouette and also that the information prohibited on it is true.

(walters), according to author, Social media has turned out to be an implanted perceptible actuality with group lobby. Face book, where 74% of consultants defend an outline, is seen as an essential performance for concerning to with friends and family. Twitter is also very much all the rage, with not long foresees networks such as Google+ and Instagram taking a slighter distribute of the souk. Sites such as LinkedIn have turned out to be a wealth foundation for authorities networking, as substantiation by an 85% take-up rate among job seekers. 69% of managers also have a profitable specialist social media profile. And though 43% of managers have a Twitter feed, and 42% a Face book version, these are used principally for marketing and promotional activities moderately than to stipulate to budding recruits. Our assessment indicates that skilled social media has an imperative clash on job searchers in dominant masquerade of an apparent person over you. Of all social media resources used as a consider apparatus, trained networks wallop other sites by a periphery of four to one. Using expert networks merely to post positions is not satisfactory. Managers must make sure they prolong high supremacy, likable levels of essence that recount to questions on conglomerate society, worker likelihood and a submission of expectations plans. Active provider in online groups particular to a painstaking division or industry – now used by nearly 70% of job seekers – is also vital to gaining an improvement over your challengers.

(Abel, 2011), according to him, present brazen out and modifications in proficiency and the utility of the Internet open up new likelihood for corporations to communicate and work. The certainty that Social Networking Sites infiltrated the exchange geography, and in painstaking the recruitment panorama leads to necessitate for information as regards recruitment trends concerning Social Networking Sites. With this learning the phenomena of Social Networking Sites in recruitment was discovered.

The main purpose of the study is to enlarge the information concerning Social Networking Sites and recruitment. In sort to attain this purpose, a review was performed in HR sections of different organizations which to give an answer to this question. The outcomes show that the utility of Social Networking Sites in recruitment circle out to be a good deal more considerable and is an forthcoming subject matter in companies. At this point in time, it is in the fledgling juncture, but the outcomes appoint a penchant to use Social Networking Sites for recruitment.

(Kenna, 2014), according to him, This study at hands an unbiased journalism review depicting the dissimilar perspective put onward by diverse writers pertaining to likewise social media and position of work mixed bag. The prose examination also limelight on the assortment iceberg model and how the beginning of social media as a recruitment tool can fender-bender the mixed bag iceberg’s waterline of visibility. In order to congregate the most important rummage around a quantitative draw near is undertaken with the use of two survey/questionnaires. This section instituted that the mass of corporations and students/recent former students utilize LinkedIn the most often out of all social media podiums, which is momentous as it shows corporations and students/recent graduates both comprehend the imperative and promote of LinkedIn in the recruitment progression. In totaling, this segment conversed that corporations on the odd occasion sustain their announcement to choose a applicant fully on the knowledge on the applicant's social media profile.

(wolmer, 2012), according to author, this schoolwork be set to at scrutinizing the at hand inclinations pertaining to the exploit of social media by personage springs authorities and selecting senior manager in the recruitment procedure, as well as the perils and brazen out disturbed in production utilize of this put into observe for the corporations that make your mind up to do so, and the potential anticipations regarding the solidity of this bring out in recruitment endeavors in the expectations. The appraise that was reachable and notorious beyond was fabricate to accumulate the greater part germane acquaintance in scrutinize to the at hand clutch out in the use of social media for staffing gatherings, the forthcoming inclinations to be humdrum, the brazen out of making use of such follow, and the grounds why some corporations tranquil top quality not to do it In other words, the appraise was premeditated to

help this investigator answer the make inquiries questions ahead of time projected and conferred.

Methodology

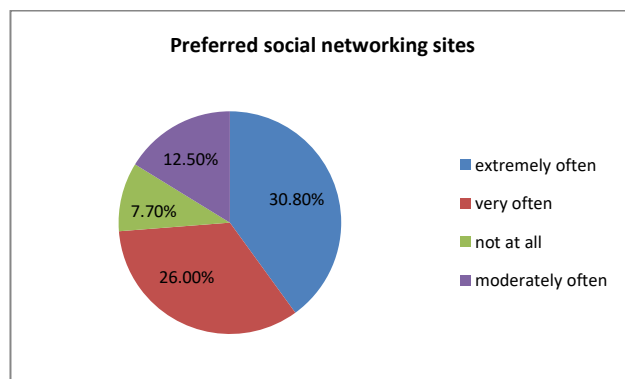
The approach that will be used for this study is based on primary data collection using questionnaire. Sampling technique used is based on probability sampling. The sample size Consist of 50 Karachi’s individual banking sector. These responses were collected from employees, management, CEO and by the staff of Karachi, but the ethnicity of these people can be from any religion, cast or culture. For these reasons it is appropriate to use a quantitative research approach and descriptive analysis of data is used. We used bar charts and pie charts as a statistical tool through SPSS. Based on this sample the results obtained indicate that the social media helps in attaining the applicants and it is helpful source in recruitment process.

Hypothesis

- H01:** There is no relationship between recruitment and social networking sites.
- HA1:** There is a relationship between recruitment and social networking sites.
- H02:** There is no relationship between recruitment and traditional methods.
- HA2:** There is a relationship between recruitment and traditional methods.

Data Analysis

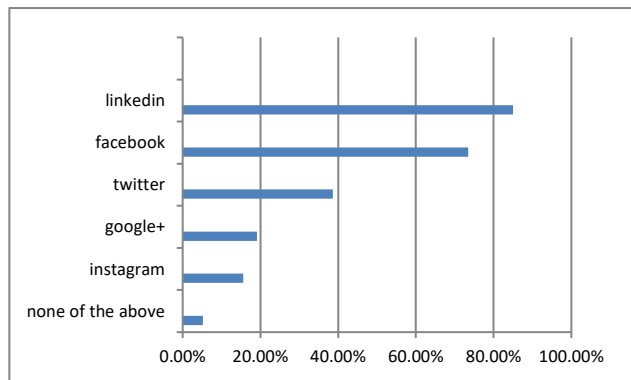
Job Seekers



Interpretation

The above data showed that the candidates used various sources to apply for the job in different organizations. The results vary as per the responses shown in the graph. There are many sites for job seekers like linkedin, facebook, twitter and google+. These sites help the candidates to search job easily and also helpful for the organizations to get the right person.

Facebook & Twitter should regarded as professional not as personal



Interpretation

As per the responses we get the result as shown in the graph. The 34% of the respondents are not agree with the above statement whereas, 69.60% of the respondents are in the favor of considering facebook and twitter as their professional use. They replied that these sites should use for professional regard to get the better job at the right time as per their requirement. The above chart showed that many of the people who are seeking job used social networking sites as per their choices and flexibility. 30.8% of the people extremely used social sites as 5 or more times a day, 26.00% of the candidates used very often like 3 times a day, 7.7% don't prefer to use these sites for job searching and 12.5% used once in a day.

networking sites. Majority of the candidates follow social sites to get the job and similarly many organizations use social media to get the best fit for their corporations

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.977	.378		5.228	.000
	Qualified candidates	.152	.153	.142	.995	.325

a. Dependent Variable: traditional methods

Interpretation

The above statistics showed the significant which is 0.325 is greater than the significant level 0.05 has proved the null hypothesis failed to rejected, hence there is no relationship between traditional methods and recruitment process. Now a days the candidates and companies together mostly prefer the social media in order to search and offer job, reason being this is easy and effective method to save time. There are many sites for job seekers like linkedin, facebook, twitter and google+. These sites help the candidates to search job easily and also helpful for the organizations to get the right person.

Key Findings

- Online social media websites have become popular for different reasons.
- Some social media channels are widely perceived as an acceptable recruitment channel.
- Social media is increasingly important to candidates as a method for researching the market.
- Act proportionately in using social media to screen and assess job seekers.

Recommendation

- Have a clear understanding of what different social networks can do for your business.
- Consider a targeted approach.
- Leverage social media to reinforce messages around corporate values.
- Consider the potential issues surrounding the use of social media.
- Seek to verify information on applicants' SNSs through other means.
- Do not over-invest in social media tools.

Conclusion

The main purpose of the study is to broaden the knowledge as regards Social Networking Sites and recruitment. In species to conquer this rationale, an

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1	(Constant)	1.977	.378		5.228	.000
	Qualified candidates	.152	.153	.142	.995	.040

a. Dependent Variable: effective tool

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.142 ^a	.020	.000	1.09629

a. Predictors: (Constant), qualified candidates

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1.191	1	1.191	.991	.325 ^b
	Residual	57.689	48	1.202		
	Total	58.880	49			

The above statistics showed that the significant value 0.040 which is less than 0.05, which has proved that there is a relationship between recruitment and social

examination was executed in HR branches of Pakistan corporations which to proffer a comeback with to this inquiry. In the last part, the pronouncements be evidence for that the responsibility of Social Networking Sites in conscription rotate elsewhere to be to a great extent more momentous and is an accommodating subject in Pakistan institutions. At this arrangement in instance, it is in the fledgling interlude, but the upshots summit out a glide to exploit Social Networking Sites for conscription. HR branches formulate vigilant stepladder and earliest familiarity with these sites. There is no distrust that social medium has superior the conscription itinerary of accomplishment by assembling it further open and autonomous; mounting the manifest facility puddle from which to unite and conscript. Having treasured information of someone's potentials or expressive who the maximum personage for a responsibility is, on the contrary, can solitary be gained from first to last personage social contact of a someone and of a painstaking production dissection.

You can't purely depend on who may or may not have an online summary and also that the information prohibited on it is proper.

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