Comparative Study of Effectiveness of Social Media Platforms and Online Job Portals for Job-Seekers

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Abstract - *This study attempts to compare the effectiveness of online job portals and social media platforms for job seekers. The lives of the people of this era are completely changed by globalisation and electronic revolution. Before internet the process of e-recruitment was very different. The organisations used traditional channels for finding the candidates. Some of the traditional sources are campus recruitment, newspaper ads, job agencies and many more. Now, thanks to the internet revolution, many are channels have emerged for e-recruitment some of them are various job portals, postings via e-mail, social media platforms and so on. Social media profiles are playing crucial rules recruitment of applicants. Hence, it is important to maintain a good image in individual's profiles. Employers look at these social media profiles to assess the candidates. These sites provide a more personal view of candidates and an informal profile of the applicants. LinkedIn only gives a formal resume- like view. There has been a sincere effort in exploring more and more methods of job search. Also there has been a shift in the whole process of job search. The focus is now on response time and cost effectiveness.*

Index Terms - Electronic revolution, e-recruitment, cost-effectiveness.

I. INTRODUCTION

The lives of the people of this era are completely changed by globalisation and electronic revolution. It will not be wrong to say that internet has become one of the needs for survival. Any information to be accessed is just one click away and at a very affordable cost. Just like any other part of the world. India has also grown and evolved with the internet.

A. CHANGING PREFERENCES OF JOB-SEEKERS

Searching for jobs is also an essential and crucial factor of the employment. There is a huge competition as the vacancies are limited and the number of applications are huge in numbers. There has been a sincere effort in exploring more and more methods of job search. Also there has been a shift in the whole process of job search. The focus is now on response time and cost-effectiveness.

B. USE OF HR IN E-RECRUITMENT

Social media profiles are playing crucial rules recruitment of applicants. Hence, it is important to maintain a good image

in individual's profiles. Employers look at these social media profiles to assess the candidates.

• Facebook and twitter are most often used social media platforms for job search. These sites provide a more personal view of candidates and an informal profile of the applicants. LinkedIn only gives a formal resume-like view.

• Employers look at the profiles at the very first stage of recruitment thus applicants need to be well prepared with their online profile even before they start looking for a job.

• 91% of the employers today go through candidates profile and activity online and his/her everyday digital footprint.

• Even though social media platforms do not entirely decide the acceptance or rejecting of the candidates, they significantly contribute to the decision making.

II. LITERATURE REVIEW

E-recruitment process is starts by posting vacancies on the corporate website or on an online recruitment vendor's website, and allowing applicants to send their resumes electronically through the e-form or email (Galanaki, 2002) hence e-recruitment enable the firm to perform the tasks in speed and improves the process (Tong and Sivanand, 2005). One of the outcomes of the growth of e-recruitment technologies has been that applying for jobs has become simpler and more streamlined (SHRM, 2007). E-recruitment emerges as a handy and advantageous method over traditional methods of recruitment (Tong and Sivanand 2005).

III. RESEARCH METHODOLOGY

A. HYPOTHESIS FOR THE STUDY

H0: The job seeker's preference of choosing Social Media Platform is independent of relevance of job postings, number of job recommendation, response time ,user friendly interface and tracking of application.

H1: The job seeker's preference of choosing Social Media Platforms is dependent of relevance of job postings, number of job recommendation, response time, user friendly interface and tracking of application.

H0: The job seeker's preference of choosing LinkedIn is independent of relevance of job postings, response time and ease of communication with employer.

H1: The job seeker's preference of choosing LinkedIn is dependent of relevance of job postings, response time and ease of communication with employer.

B. TYPE AND SPAN OF RESEARCH

Descriptive research was carried through a questionnaire which had both open and closed ended questions. The data collected is qualitative data. The individuals were both freshers (not working) and professionals who are seeking for better jobs. Interviews were done with industry experts to gain insights and know their opinions. The sampling technique was convenience sampling. 204 responses were collected from individuals. The scope of the study was confined to the social media platforms namely Twitter, Facebook and LinkedIn and online job portals Naukri, Indeed, Monster and Shine. The survey was distributed to job seekers only in Karnataka.

B. FINDINGS OF THE STUDY

- LinkedIn is the only social media platform with active job seekers. Rest of the social media has official pages, job seekers community groups etc but they are not of much help.

- Less than 10% of the resumes are fake in online job portals whereas this number is as high as 40% in social media platforms.

- In the study we found that majority of the respondents (76.9%) who are already employed are active job-seekers.

- Naukri is the most actively used job portal.

- LinkedIn and Facebook are the most actively used social media platform for find jobs.

- The number of job applies on job portals are much higher than the number of jobs applied on social media.

- The frequency of job search is dependent of his employment status i.e. whether they are employed or not. Observations show that freshers are more active on job portals than employed professionals.

- The job seeker's preference of choosing online job portals is dependent of relevance of job postings, number of job recommendation, response time, user friendly interface and tracking of application

- Therefore, the job seeker's preference of choosing social media platforms is dependent of relevance of

- job postings, number of job recommendation, response time, user friendly interface and tracking of application

- Naukri is perceived as the most effective online job portal by jobseekers. Out of 204 valid responses,

- By observing the responses, it can be concluded that jobseekers clear prefer online job portals for job seeking than social media platforms under all given situations.

IV. LIMITATIONS OF THE STUDY

- This limited to India scenario.

- The study considers only popular job portals and social media platforms.

- The study has considered 5 variables to determine the effectiveness. There might be other factors contributing to the perception of jobseekers.

- The study was limited to urban masses

- The span of study was only 6 weeks

V. SUGGESTION
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The e-recruitment has not tapped the mobile segment. It has huge potential as most people now own mobile device. Only few portals have their mobile apps. An app with notifications of job postings is essential for companies to make their presence felt. Government can adapt to e-recruitment and utilise its features. This can be an effective way to attract many job seekers and to save on time. There are certain loopholes in modern methods of recruitment like some employees find it difficult to sit through a Skype interview. Such shortcomings need to be addressed. This can be done by providing tutorials and online guides on how to deal with e-recruitment tools.

There are many redundant job postings by same employers across various job portals and social media device. This increases the difficulty in application tracking. Instead the employers can put up job posting on one platform and just share the link on others. This will also decrease the redundant applications. This study will further help the human resource manager to understand the factors that need to be consider while using job portals and social media for sourcing.

VI. CONCLUSION

In conclusion, its evident by this study when we compare the effectiveness between social media platforms and online job portals, job seekers perceive online job portals as most effective. Naukri is the most preferred choice by employers and employee. Social media might help in recruitment and job search but it is not the go-to-choice both by job seekers and employers. It is also notable that more than 50% of the people who are working professionals are active job seekers. The companies need to come up with better employee engagement practices to keep employees happy. This study will help the company to understand the attributes of the job postings they need to work on for getting more and relevant applications for the particular job position.

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