Social Media Impact on the Recruitment and Selection Process in the Information Technology Industry

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ABSTRACT

The origin of this work stems from the fact that there is a demand to see how information technology organizations are maximizing the potential role of social media in recruitment and selection. This study revealed certain convincing insights into the usage of social media in the recruitment process. A sample of 125 human resource professionals participated in the study, and using principal component analysis, this analysed the impact factors in three broad areas, namely pre recruitment screening, recruitment activities and social media benefits perceived in recruitment and selection. The study resulted in the emergence of eight distinct latent factors, namely the social media involvement, experience and expertise, achievements and endorsements, candidate quality, profile match, efficacy and reachability, target setting and branding. How the organizations make use of social media is not yet explored and this study aims at collecting the industry practices and the factors influencing the adoption of social media.

KEYWORDS
Facebook, IT Industry, LinkedIn, Pre-Recruitment, Recruitment, Selection, Social Media

INTRODUCTION

The internet has paved way to unite people across the world and subsequently there is an unprecedented increase in the role of Web 2.0 in recent years. Web 2.0 grabbed the attention of business organizations because using the WWW as a platform, web 2.0 facilitates interaction with information (Almeida, 2012). Social media as a Web 2.0 technology enables social interaction through a suite of technology based tools and these instruments are largely internet based. The commonly used social media tools are internet forums, networking sites such as Facebook, Twitter, LinkedIn, Google Plus, webcasts, and blogs. It facilitates social graphing and leverages connections between people (Anuradha et al,
Employees are expected to use social networking sites extensively both for professional and personal use, which can impact their relationship with the organizations (Bhattacharya, et al, 2014). Social media delivers a big role to play in business and is known for leveraging the immense opportunity to relate with clients. There are organizations who embraced social media and continually looking ahead for opportunities to use it in line. According to Isaacson and Peacey, (2012) social media can positively impact the organization if it is aligned with organization and strategy. The significance of social networks is understood and accepted in several business functions like HR, marketing, CRM. For instance, the social media platform is found as a promising and viable medium of communication and networking with customers (García-Crespo, et al., 2010). Many organizations have started to realize that social media can contribute beyond engagement, like administration, collaborative learning, and recruitments. According to the study conducted by Wipro in 2012, the Indian organizations use social media, mainly in four areas of HR such as internal branding, collaboration and communication, hiring and talent management. A study on the employee perspectives of employer attractiveness emphasized the need for effective branding as one of the critical factors (Saraswathy, et al, 2011). Social media have entered into the landscape of business in various dimensions and in particular into recruitment and selection landscape which has essentially created a need to understand the social media recruitment trends. It is observed that IT/ITES sector organizations are paving way to social media hiring (Pareek, et al, 2012).

Recruitment is the procedure of searching suitable candidates and stimulating them to apply for the job openings in the organization and thereby filling the vacancies from the pool of available prospects. Selection is the process by which organizations find suitability of candidate for the job position by discovering their qualifications and characteristics (Marsden and Gorman, 2001). A study of existing literature indicates that recruitment and selection process can exploit social media content to a great extent. On the reverse, at that place are so many organizations who believe that social media is a liability and detrimental to employee productivity (Chou et al, 2013). There are organizations where employees have been terminated for misuse of social media. Yet these challenges can be overcome by investing up the right use-policies of the organization (Von Muhlen, and Ohno-Machado, 2012). In the near future these organizations will realize that social media is really a large opportunity to leave out because of the current events and challenges.

**LITERATURE REVIEW**

The internet has grown massively and today hundreds of millions of Internet users are using hundreds of social media tools to articulate their network, be in touch with their acquaintances, find new friends, and to present self-created substance, such as photos, pictures, status, social bookmarks, and blogs (Kim et al, 2010; Bharathi and Goswami, 2014). The number of social websites is increasing day by day, and their features are evolving rapidly. Kaplan and Haenlein (2010) defined 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”.

Facebook and LinkedIn are social networking sites which are highly used by people across the globe for different things like messaging, presenting, networking, sharing photos and so on. The nature of these connections may vary from site to site (Archambault and Grudin, 2012). This kind of technological advancements has even transformed the behavior of people across the globe and professional activities changed in such a manner that internet and social media have become a tool for the same. Antunes and Costa (2014) studied the motivations of people engaging in social network sites and found that the motivations are intrinsic and extrinsic. Adults use social media for self actualization.
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