IMPACT OF JOB SEEKERS' PROFILE ON SOCIAL NETWORKING WEBSITES IN THE RECRUITMENT PROCESS IN INDIAN IT FIRMS

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ABSTRACT:

Recruitment is the process of attracting potential candidates to apply for the vacant positions in an organization and is considered an important activity undertaken by the Human Resource Department of any organization. With growth in technology, recruiters are using social media platforms to advertise jobs, find talent, and communicate with potential recruits about company culture. Social media also provides a medium to post available jobs to a social media website and allows the recruiters to go through the profiles of responders for finding a perfect match for the job. Jobseekers are using social media for active job search as well as networking with recruiters to become a candidate for passive recruitment.

This research explores the significance of social networking as a medium of recruitment in IT industries. The research focuses on jobseekers' perspective of using social media for recruitment. The research covers the various aspects of social media namely assessing the share of social media as a source of recruitment by analyzing the impact of candidate's social media profile on recruiter and impact of social media in different employer branding methods.

For this research the designed questionnaire for jobseekers' had 21 questions. The data was collected from 417 Jobseekers where they submitted their response through google forms.

The mathematical tools deployed in this research to reject the null hypothesis are regression analysis, and anova. The present study has not only extended the theoretical base but also came up with various practically implementable suggestions.

Keywords: Recruitment through Social networking sites, profile update, profile photograph, Job description.

INTRODUCTION

Recruitment is a very important process. A job seekers' profile on social media acts as a pre-screening tool for the recruiter. It helps the recruiter to access the complete information about the job seekers, thus easing their task of going through the complete full text resume by saving their time. (Faliagka, Tsakalidis & Tzimas, 2012).

It has been observed that the amount of information present in a job seekers' profile on social media provides a pre-mindset for the recruiter who can work in favor of the job seekers who are using social networking sites extensively as a tool for job search (Park, Denning & Griffeth, 2014). These social networking websites are perceived as more reliable as compared method as compared to other formal sources. The result is a high perceived job fit and higher organizational attractiveness (Wesselink, 2012).

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Palvinder and Satinerbir (2014), in their study perceived on both positive and negative aspects of posting profile on social networking sites. The data posted by jobseekers can help them to gain a positive impression by the recruiters, but at the same time it can also create a threat on their protection and privacy by disclosing the data.

Alessandro & Ralph (2006), in their study, concluded that though there are protection and privacy concerns while sharing the personal information on social networking websites but on the similar note it also provides different hooks to the users to selectively control the privacy settings for the safe access of their profile.

In today's era, advertisements make the things sellable. Similar is the situation with job seekers' also. Social networking websites acts as a platform where a job seeker can advertise their skills and accomplishments in order to attract the recruiters and create an everlasting impression. Petre, Stegerean & Gavrea (2017)

Social media is a continuous evolving technology when it comes to recruitment. It becomes highly significant to jobseekers by providing them a single platform to brand their profile (Sivertzen, Nilsen & Olafsen, 2013).

The profile on the social media by jobseekers is an important factor and it creates various avenues of study with respect to profiles on social media as mentioned below.

LITERATURE REVIEW
Profile check on social networking websites

Regular profile check is must for the job seeker. This gives a feedback to the users that their profile is being regularly checked by the users like recruiter, friend, colleague etc. (Correa, Hinsley, & De Zuniga, 2010).

The professional websites like LinkedIn are updated with best possible information so as to enhance visibility of the expertise and experience of the job seeker and the regular profile check helps in segregating the candidates from 'beginner' to 'all-star', thus making the task of recruitment easier for the recruiter. (Armstrong, 2013).

Social media profile update

The task of job seeker doesn't ends with creation of profile rather regular updation of profile is also necessary in order to add and advertise the achievements. This helps in conveying latest information about the job seekers to the recruiters (Marwick, 2013).

Websites like LinkedIn makes it convenient to stay in touch and informed about the members in the network. Each time when a candidate changes his job, phone number or e-mail address, it should be updated in the profile so that the recruiters will always have the latest contact information about the job seekers which consequently increases their probability of being recruited (Albrecht, 2011).

Frequency of friend request on profile from HR/consultancies

HR recruiters connect with the candidates by sending them friend requests on Facebook and LinkedIn. This not only gives a greater insight into the person but also helps them in creating the data pool of the candidates which can be used when the requirement arise (Morgan, 2012).

Ollington, Nickolas, Jenny and Mark (2013), in their study, explained about another benefit of sending friend request to the candidates is that it helps in strengthening the ties with them, which is further helpful in performing the recruitment function.

Receiving job descriptions when not actively looking for the job

Job seekers should keep the profile updated even if they are not looking for a job change. This process is called as passive recruitment. Westaby (2005) revealed that job seekers who update the profile regularly have more probability of getting job descriptions by the recruiters even if they not currently looking for a job change.

Adler (2016) mentioned that candidates with enhanced achievements and accomplishments listed in the social media profile acts as an eye catcher for the recruiter. Such candidates are top in the list of the recruiters though not actively looking for the job. This helps recruiters to connect easily with high performing candidates thus making the recruitment process more effective.

Photograph on the professional profile

The first impression which the recruiter gets about the job seeker is through the profile photo. Having a photograph on the professional profile helps in inaugurating credibility and provides a reason to trust the individual profile (Georghiou, 2014).

Though a profile of the job seeker includes various information like biographical information, employment history, educational qualifications, skills, experience, activities, interests, work, hobbies etc. but the addition of a profile picture gives an authentication to the correctness of the profile (Zide, Elman & Shahani-Denning, 2014).

The literature review discussed in the above sections leads to the following research question pertaining to the jobseekers' perspective:

"What is the impact of an individual's profile on the recruiter's decision?"

RESEARCH METHODOLOGY

This research helps in identifying the impact of job seekers profile on social networking sites on the recruiters' decision.

Hypothesis

Hypothesis is a tentative assumption deduced in order to test its logical and empirical consequences. The key objective of this research is to analyze the impact of job seekers' profile on social media on recruiters' decision.

Importance of Candidate's Profile on Social Media for Recruitment

The hypotheses deduced from job seekers perspective are as follows:
The effectiveness of social media usage for recruitment is not significantly related with:
H01J: Frequency of profile checking
H02J: Frequency of profile update
H03J: Frequency of getting friend request from HR recruiters
H04J: Receiving job descriptions on social media
H05J: Photograph on professional profile.

Item Generation

For generating items in order to assess the impact of job seekers profile on social media on recruiters' decision, a simple 5-point Likert scales ranging from strongly disagree to strongly agree was chosen for the study.

Sample Design

Sampling is the process which is used in statistical analysis in which a predetermined number of observations are taken from a large population. The sampling unit for this study is anyone employed in the Indian IT sector. The sampling method should be such that it should practicable and should provide a cost-effective solution. In this research, the data is collected from Noida, Gurgaon, Bangalore, Hyderabad, and Pune since these cities are considered as the hub for IT industries in India.

A separate questionnaire was designed to analyze the impact of job seekers profile on social media on recruiters' decision. The sample was from different IT industries with different levels of experience.

Sample Size

As per the report from NASSCOM (June 2017), there are 2.5 million IT users in India (from the region of Delhi-NCR, Bangalore, Hyderabad, Chennai, and Pune. A survey was conducted by LinkedIn (2017) which showed that 92% of IT users use social networking sites for job search.

In order to calculate the sample size assuming a confidence interval of 95% with 5% margin of error and SD= 0.5, for the population size of 1.8 million, the Z score comes out to be ~1.96. If we apply the formula (as per RaoSoft software) as mentioned below:

$n = Z2*\sigma*(1-\sigma)/e2$

$n = 384$.

Assuming response rate of 63.7% for individuals and standard deviation 18% (Krishnan, 2016), the questionnaire was sent to 700 employees. Those employees were chosen randomly on the basis of different levels of experience. Thus this study used stratified random sampling.

Instrument Development

Online survey/questionnaire method was adopted in order to assess the impact of job seekers profile on social networking sites on recruiters' decision. The reason behind choosing this method was the collection of large amount of data from a sizable population (Saunders et al., 2009). There were 26 questions in the questionnaire designed for the job seekers which focused on various factors pertaining to the impact of job seekers profile on recruiters' decision. The questionnaire was send using Google docs through e-mails and social media channels like LinkedIn and Facebook.

RESULT AND ANALYSIS

Impact of professional profile on social media

This section governs the study covering the research objective about professional profile on social media. The study analyzes the jobseekers' perspectives about importance of professional profile. The independent variables with respect to professional profiles are taken as follows:

• Frequency of Profile checking
• Frequency of Profile update
• Frequency of friend request from HR/Consultancies
• Receiving Job Description (JD) when not actively looking for the job
• Photograph on the professional profile.

Regression analysis was applied to the above independent variables with effectiveness of social media usage being chosen as the dependent variable. Table 1 shows the model summary with R and R squared value of the regression. The R squared value is 0.610 and adjusted R squared value is 0.605. The adjusted R squared penalizes a multiple regression model for including non-significant independent variables. The difference between R squared and adjusted R squared is found to be 0.005 confirming that size of the sample chosen is acceptable and the choice of independent variables is appropriate. The low value of standard error of estimate together with small difference between R squared and adjusted R squared indicate good model fit. Further, in this model, the independent variables can account for 61% variance in the dependent variable, effectiveness of using social media.

Table 1. Regression Model for impact of profile on Social networking websites (Jobseeker)				
Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.781a	.610	.605	.38279
a. Predictors: (Constant), Photograph on professional profile, Frequency of Profile update, Receiving JD when not actively looking for the job, Frequency of friend request on profile from HR/Consultancies, Frequency of profile checking				

Table 2. Regression Coefficient Table (Job seeker)							
Coefficients							
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	95.0% Confidence Interval for B	
	B	Std. Error	Beta			Lower Bound	Upper Bound
1 (Constant)	.668	.093		7.181	.000	.485	.851
Frequency of Profile Checking	.683	.070	.728	9.783	.000	.546	.821
Frequency of Profile update	.122	.045	.123	2.685	.003	.033	.211
Frequency of friend request on profile from HR/ Consultancies	.332	.042	.467	7.858	.000	.249	.415
Receiving JD when not actively looking for the job	.362	.038	.396	9.436	.000	.286	.437
Photograph on professional profile	-.053	.028	-.077	-1.871	.062	-.109	.003
a. Dependent Variable: Effectiveness of social media usage							

Table 2 shows the regression coefficients of the obtained results. As the significance value of the four predictors i.e. Frequency of profile checking, frequency of profile update, frequency of friend request from the HR recruiters and receiving Job descriptions when not actively looking for the job are less than 0.05, thus these independent variables included in the research are significantly important and have significant effect on the dependent variable, "Effectiveness of social media usage". One of the independent variables, i.e. Photograph on professional profile, has the significance value 0.062 which is more than 0.05, therefore this variable is not significantly important and does not have any significant impact on the dependent variable.

The relative importance with respect to beta value decides the order of significance with respect to social media recruitment and is as follows:
• Frequency of profile checking
• Frequency of receiving friend request from HR recruiters
• Receiving job descriptions when not actively looking for the job
• Frequency of profile update

Hypothesis testing

Table 3 presents the results of testing the hypotheses for impact of professional profile on social networking websites from the perspective of jobseekers.

The table 3 signifies that the above four hypotheses are rejected which proves that frequency of profile checking, frequency of profile update, frequency of getting friend request from the HR and receiving job description on social media has a significant impact on effectiveness of social media usage, while the last hypothesis is accepted which signifies that there is no impact of photograph on professional profile on effectiveness of social media usage.

Table 3. Hypothesis Testing for Effectiveness of Social Media Usage for Jobseekers			
Hypotheses	Beta	Sig.	Accepted/ Rejected
H01J: There is no significant relationship between frequency of profile checking and effectiveness of social media usage.	0.728	.000	Rejected
H02J: There is no significant relationship between frequency of profile update and effectiveness of social media usage.	0.123	.003	Rejected
H03J: There is no significant relationship between frequency of getting friend request from HR recruiters and effectiveness of social media usage.	0.467	.000	Rejected
H04J: There is no significant relationship between receiving job description on social media and effectiveness of social media usage.	0.396	.000	Rejected
H05J: There is no significant relationship between photograph on professional profile and effectiveness of social media usage.	-0.077	.062	Accepted

DISCUSSION AND CONCLUSION

This section relates to discussion regarding the impact of a jobseeker's profile on social media on recruiter's decision during the recruitment process.

The study discussed about the importance of professional profile on social media. It was analyzed from the results that consistent profile check on social networking sites like LinkedIn ensures a positive impact on recruiters' decision thereby increasing the probability of getting the job. The study is well aligned with the findings of Correa et al. (2010), where it was deduced that regular profile check makes the candidate more marketable by providing a positive feedback to the recruiter.

Besides regular profile check, updating the profile also plays a very important role in order to get relevant responses from the recruiter. The study correlate with the findings of Marwick (2013) and Albrecht (2011) who suggested that regular updation of profile helps in giving the latest information to the recruiters about the job seekers.

The results acknowledged the fact that HR Professionals send friend requests to potential jobseekers on social media. This finding is well supported by Morgan (2012) and Ollington et al. (2013) who proved that this approach provides an option to have a mutual acquaintance and strengthens the ties between the recruiter and jobseekers.

Another important factor from the study is getting job descriptions when not actively looking for a job. Westaby (2005) and Adler (2016) focused on the importance of top talent and recruiters do attract them by giving them an opportunity to talk and discuss.

Jobseekers acknowledged that putting a photograph on their profile helps in increasing the chances of the profile getting attracted by recruiters. This is in alignment with the finding of Georghiou (2014) who revealed that a profile with a photograph helps in establishing credibility and provides a reason to trust the individual profile.

LIMITATIONS AND SCOPE FOR FUTURE STUDIES

The data analyzed for jobseekers and recruiters was independent in nature with no common connection between them. The hypotheses that were formulated tried to resolve both the cases independently. This current research only focused on the IT sector and there is scope of further extending it to the other industries as well.

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