E-recruitment Via Social Networking Sites : A Comparative Study with Traditional Recruitment Methods

Ms. Sangeeta[1] Dr. Rajneesh Ahlawat[2]

[1]Resaerch Scholar, Department of Business Administration, Chaudhary Devi Lal University, Sirsa, Haryana, India

sangeeta.amity2009@gmail.com

[2]Assistant Professor, Department of Business Administration, Chaudhary Devi Lal University, Sirsa, Haryana, India

ahlawat123@rediff.com

ABSTRACT

E-Recruitment using Social Networking Sites is very emerging topic in modern era. Before the invention of online recruitment organisation have to go through long process of recruitment, which is more costly, and time consuming. Due to lack of spread information recruiter cannot reach to the huge qualified potential candidate. With the invention of internet, Social Media become an important part of the recruitment process. In this way candidate can keep themselves aware about new developments and connect with the world around them. Recruitment through the social networking sites is a win-win situation for both potential employees and the organisation. The role of social media does not limited to hiring process, though it also play important role in internal communications, keeping individuals engaged once recruited. The purpose of this paper is to study the differences between the E-Recruitment (Using Social Networking Sites) and the traditional recruitment. Through structured questionnaire method, a sample of 400 respondents (100 from employer and 300 from employee) respondent's data was collected. The study found that recruitment through the social networking sites is more cost effective, less time consuming, effective and efficient in accomplishing the recruitment objective.

Keywords: E-Recruitment, Social Networking Sites, Traditional recruitment

I. INTRODUCTION

During the last few years, it has been inevitable to get familiar with problems that most industries are facing around the world. The ongoing recession has costs dramatic changes in business world. Words like layoffs, bankruptcies and cutting down the expenses have become more and more familiar. Human resource management has also got its share of phase cut offs. One place where companies want to find more and more efficient and cost-efficient ways to act is recruiting. There is always need for recruiting in business world and companies are spending fortunes while doing it. It is clear that also recruiting processes are all the time thought in new perspectives.

All the time companies are trying to find more conventional ways to recruit people and companies have found out that Internet-based recruiting is more cost-effective than the traditional ways like advertisements on newspapers. Nowadays job-seekers are used to Internet-based job seeking. The Finnish Employment and Economic Development Office publish over thousand new job advertisements every day. At the same time, during these few years, new phenomena called social media has agglomerated to

our society and has became a hot topic all around the world. Social media sites have became rapidly really popular and have gotten millions and millions daily users around the world. Companies have also realized this boost. As the main idea of social media sites is that those are free to enter, companies seem to rush to social media sites like Facebook, LinkedIn. Social networking sites such as Facebook and LinkedIn are some of the most powerful tools available to recruiters today.

Review of Literature: Jennifer S. Evans-Cowley (2010)

analysed the role of social networking sites in planning processes. There has been rapid growth in the use of online social networking sites, such as Facebook and social networking sites. The public is increasingly using these sites for organizing around place-based issues. This research examines the extent to which the public and planners are using social networking sites to organize the public around place-based planning issues. Using content analysis of social networking sites, place-based planning groups are identified and analyzed. The administrators for the groups were contacted to determine their goals and satisfaction with their groups' work. Planning departments in the same communities were then contacted to determine the degree to which the social networking groups influenced the planning process. The results of this study found that the public primarily organizes to oppose development projects. While on average these groups attract hundreds of people, planners and group administrators report that there is minimal influence on the planning process. **Leigh A. Clark (2010)** studied employer's use of social networking sites as internet has drastically changed how people interact, communicate, conduct business, and seek jobs, find partners, and shop. Millions of people are using social networking sites to connect with others, and employers are using these sites as a source of background information on job applicants. Employer's reports decided that people not to hire based on the information posted on social networking sites. Few employers have policies in place to govern

when and how these online character checks should be used and how to ensure that the information viewed is accurate. In this article, researcher explored how these inexpensive, informal online character checks are harmful to society. Guidance is provided to employers on when and how to use these sites in a socially responsible manner. **Dhamija Pavitra (2012)** analysed e-recruitment as a roadmap towards e-human resource management. The study tries to explore the overall concept of e-recruitment. It aims at collecting information regarding methods viz; e-mails, corporate websites and commercial job boards etc. of e-recruitment. The study includes the general advantages and disadvantages of e-recruitment. It has been rightly said that recruitment is not only hiring the best amongst those who applied for a particular post rather it's the question to enroll the right candidate in ones human capital. **Tyagi Aastha (2012)** studied the role of e-recruitment to effective talent acquisition through the interview, survey and the secondary method. The internet has helped in attracting potential candidates to an organization from the recruitment process, which is referred to as E-Recruitment. The practice of issuing a vacant position and applying for a job via a website has increased steadily. The purpose of this paper is to broaden the research on the recruitment practices, with focus on E-Recruitment practices and trends in India, to identify what e-recruitment methods are being used and what benefits are being experienced by organizations using these methods. **Roy Chowdhury Tania (2013)** focused on the applicants' perception of various modes of e-recruitment, namely employment websites (like monster.com or naukri.com) and career sections of corporate websites. The perception was measured based on five constructs, namely perceived efficiency, user-friendliness, information provision, fairness perception and internet selection image of the company. With the help of structured designed questionnaire contained 26 research statements, the perception was measured, among postgraduate students enrolled for three different management programmes of one of the

leading management institutes in India. It was found out that there was a significant difference in perception between career section of a corporate website and employment websites except for the constructs, user friendliness and fairness perception. It was also established that the programme that the student was pursuing and the previous work experience had a significant impact on the perception of online application systems of the candidates. **K. Praveena (2014)** analysed continues intention to use Facebook and study the perceived enjoyment and Technology Acceptance Model (TAM). The use of social networking sites emerged rapidly as an ideal platform for social interaction. Different social networking sites were characterized according to their usage like business networking, entertainment and social interactions. Facebook, the most commonly used site for social interactions has the large number of users worldwide. This study aimed to identify the continuance intention of using facebook, through an extension of the TAM. TAM was one of the most useful models used for predicting user acceptance. Perceived Enjoyment was added to the TAM variables to explain the continuance intention to use Facebook. A survey method was adopted and the sample constituted students of undergraduate and post graduate courses. The results reveal that the model explains 36% variation in the continuance intention to use Facebook. Perceived Enjoyment was seen to be a strong determinant of attitude towards using Facebook in this study. **N. Dinesh and K.R Mahesh Kumar (2015)** studied on perception of job seekers on recruitment through social media application. That research paper aims to understand the Job seekers perception on recruitment through social Media application practices that were identified. This was performed to conduct a reality check between the expectation from the HR sorority and the employees for whom these applications are embattled in order to bring the overall fulfilment of organizational goals. It concluded that recruiters have a large pool from this source from which they can search for prospective employees. In the years to come, social networking will soon be an indispensable part of the hiring process.

Objective: To study the demographic and psychographic profile of professional and how E-Recruitment (using Social Networking Sites) is different from Traditional Recruitment practices.

II. Research Methodology

The present research being exploratory cum descriptive in nature, primary data has been collected from a sample of 400 respondents (100 employers and 300 employees) from diverse socioeconomic backgrounds and regions from the Haryana and National Capital Region using judgmental sampling technique through a structured questionnaire. A 5-interval likertscale from Strongly Disagree (measuring 1) to Strongly Agree (measuring 5) has been employed to measure the demographics of respondents. For hypothesis testing and analyzing significant difference Analysis of Variance test using General Linear Model (Univariate Analysis) was applied employing SPSS 20.

Analysis-

Table No. 1.1 Demographic Profile of Respondents

Variables	Groups	Frequency	Percent
Gender	Male	330	82.5
	Female	70	17.5
Residence	Metro	264	64.0
	Non-metro	136	36.0
Age	$\geq 20 < 30$	207	51.8
	$\geq 30 < 40$	157	39.3
	$\geq 40 < 50$	33	8.3
	$\geq 50 < 60$	3	0.8
Education	Graduate	103	47.7
	Post-Graduate	297	52.3
Family-Income(p.m)	$\geq 10,000 < 20,000$	61	8.3
	$\geq 20,000 < 30,000$	171	32.7
	$\geq 30,000 < 40,000$	122	30.5

	40,000 and above	46	28.5
E-recruitment stakeholder	HR Professional	100	25.0
	Employees	300	75.0

Source: Primary Data

Table 1.1 shows that out of 100 respondent of employer majority of the respondents were male 85 comprising of 85.0% while the female respondents were 15 comprising of 15.0%. On the other side out of 300 respondent of employee majority of the respondents were male 245 comprising of 81.7% while the Female respondents were 55 comprising of 47.2%. There are 64.0% respondents are belongs to the metro and 36.0% are belong to the non-metro. According to nature of job 25.0% respondents are HR Professional and 75.0% respondents are General employees. Most of respondents (51.8%) are belonging to age group of $\geq 20 < 30$, 39.3%

respondents are belongs to age group of $\geq 30 < 40$. On the other side 8.3% respondents are belongs to age group of $\geq 40 < 50$ while .8% respondents are belongs to age group of $\geq 50 < 60$. According to education 47.7% respondents are graduates and 52.3% respondents are post-graduate. If we talk about family-income (p.m) of respondents that 8.3% respondents are belongs to income group of Rs. $\geq 10,000 < 20,000$ whereas 32.7% respondents are belongs to income group of Rs.$\geq 20,000 < 30,000$, 30.5% respondents are belong to income group of Rs. $\geq 30,000 < 40,000$ while only 28.5% respondents are belongs to income groups of 40,000 and above.

H_{01}: There is no significance difference among respondents opinion (demographic-wise and e-recruitment-stakeholder-wise) regarding E-Recruitment (using Social Networking Sites) is more affordable and cost-effective than traditional means of Recruitment for Corporate Recruiters.

Table 1.2 Univariate Analysis

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Model	4975.049[a]	11	452.277	796.266	.000
Gender	.067	1	.067	.119	.731
Residence	.716	1	.716	1.261	.262
Age	4.336	1	4.336	7.633	.006*
Education	.629	3	.210	.369	.775
Family-Income	4.234	1	4.234	7.454	.007*
E-Recruitment Stakeholder	6.780	3	2.260	3.979	.008*
Error	220.951	389	.568		
Total	5196.000	400			

Source: Primary Data

a. R Squared = 0.957 (Adjusted R Squared = 0.956)   *Significant at 5% level of significance

Table 1.2 points to the affirmation of the above mentioned hypothesis by majority of respondents across categories there is no significant difference in respondent opinion (gender-wise, residence-wise, education-wise) with regard to agreement with the research statement E-Recruitment (using Social Networking Sites) is more affordable and cost-effective than traditional means of Recruitment for Corporate Recruiters but there is

significant difference among respondents opinion on the basis of age-wise, family income-wise and e-recruitment-stakeholder (p-value is less than 0.05) with regard to above hypothesis. The value of adjusted R Squared is 95.6%, which represents that percentage of variation explained by all variables.

H_{02}: There is no significance difference among respondents opinion (demographic-wise -wise and e-recruitment-stakeholder-wise) regarding E-Recruitment (using Social Networking Sites) is more time-saving and time-effective than traditional means of recruitment for corporate recruiters.

Table 1.3 Univariate Analysis

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Model	5406.158[a]	11	491.469	511.396	.000
Gender	.280	1	.280	.291	.590
Residence	.216	1	.216	.224	.636
Age	1.859	1	1.859	1.935	.165
Education	.878	3	.293	.305	.822
Family-Income	2.147	1	2.147	2.234	.136
E-Recruitment stakeholder	12.708	3	4.236	4.408	.005*
Error	373.842	389	.961		
Total	5780.000	400			

Source: Primary Data

a. R Squared = 0.935 (Adjusted R Squared = 0.933)   *Significant at 5% level of significance

Table 1.3 points to the affirmation of the above mentioned hypothesis by majority of respondents across categories there being no significant difference in respondent opinion. (gender-wise, residence-wise, age-wise, education-wise, and family income-wise) w.r.t agreement with the research statement E-Recruitment (using Social Networking Sites) is more time-saving and time-effective than traditional means of recruitment for corporate recruiters but there is significant difference with regard to E-Recruitment-stakeholder (p-value is less than 0.05). The value of adjusted R Squared is 93.3%, which represents that percentage of variation explained by all variables.

H_{03}: There is no significance difference among respondents opinion (demographic-wise -wise and e-recruitment-stakeholder-wise) regarding E-Recruitment (using Social Networking Sites) is more creative and imaginative than traditional means of Recruitment for Corporate Recruiters.

Table 1.4 Univariate Analysis

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Model	5406.158[a]	11	491.469	511.396	.000
Gender	.280	1	.280	.291	.590
Residence	.216	1	.216	.224	.636
Age	1.859	1	1.859	1.935	.165
Education	.878	3	.293	.305	.822
Family Income	2.147	1	2.147	2.234	.136
E-Recruitment Stakeholder	12.708	3	4.236	4.408	.005*
Error	373.842	389	.961		

Total	5780.000	400			

Source: Primary Data

a. R Squared = 0.935 (Adjusted R Squared = 0.933)   *Significant at 5% Level of significant

Table 1.4 deficit the affirmation of the above mentioned hypothesis by majority of respondents across categories as there is no significant difference in respondent opinion (gender-wise, residence-wise, age-wise education-wise, and family income-wise) with regard to agreement with the research statement "E-Recruitment (using Social Networking Sites) is more creative and imaginative than traditional means of recruitment for corporate recruiters" but there is significant difference with regard to E-Recruitment Stakeholder (p-value is less than 0.05). The value of adjusted R Squared is 93.3%, which represents that percentage of variation explained by all variables.

H$_{04}$: There is no significance difference among respondents opinion (demographic-wise and e-recruitment-stakeholder-wise) regarding E-Recruitment (using Social Networking Sites) is more convenient and handy than traditional means of recruitment for corporate recruiters.

Table 1.5 Univariate Analysis

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Model	5086.311[a]	11	462.392	682.130	.000
Gender	.110	1	.110	.163	.687
Residence	.042	1	.042	.062	.804
Age	.334	1	.334	.493	.483
Education	.598	3	.199	.294	.830
Family Income	1.128	1	1.128	1.664	.198
E-Recruitment Stakeholder	1.048	3	.349	.516	.672
Error	263.689	389	.678		
Total	5350.000	400			

Source: Primary Data

a R Squared = 0.951 (Adjusted R Squared = 0.949)   *Significant at 5% Level of significant

Table 1.5 points to the affirmation of the above mentioned hypothesis by majority of respondents across categories as there is no significant difference in respondent opinion (gender-wise, residence-wise, education-wise, age-wise, family income-wise and E-Recruitment-wise) with regard to agreement with the research statement "E-Recruitment (using Social Networking Sites) is more convenient and handy than traditional means of recruitment for corporate recruiters". The value of adjusted R Squared is 94.9%, which represents that percentage of variation explained by all variables.

H$_{05}$: There is no significance difference among respondents opinion (demographic-wise and e-recruitment-stakeholder-wise) regarding E-Recruitment (using Social Networking Sites) helps in attracting better quality of workforce than traditional means of recruitment for corporate recruiters.

Table 1.6 points to the affirmation of the above mentioned hypothesis by majority of respondents across categories as there is no significant difference in respondent opinion (gender-wise, residence-wise, age-wise, education-wise) w.r.t. agreement with the research statement "E-Recruitment (using Social Networking Sites) helps in attracting better quality of workforce than traditional means of recruitment for corporate recruiters".

Table 1.6 Univariate Analysis

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Model	5553.672[a]	11	504.879	651.775	.000
Gender	.601	1	.601	.776	.379
Residence	.816	1	.816	1.054	.305
Age	2.867	1	2.867	3.702	.055
Education	5.578	3	1.859	2.400	.067
Family-Income	4.256	1	4.256	5.495	.020*
E-Recruitment Stakeholder	10.921	3	3.640	4.700	.003*
Error	301.328	389	.775		
Total	5855.000	400			

Source: Primary Data

a. R Squared = 0.949 (Adjusted R Squared = 0.947)　　　*Significant at 5% level of significance

But there is significant difference with regard to family income-wise E-Recruitment Stakeholder-wise (p-value is less than 0.05). The value of adjusted R Squared is 94.7%, which represents that percentage of variation explained by all variables.

H06: There is no significance difference among respondents opinion (demographic-wise and e-recruitment-stakeholder-wise) regarding E-Recruitment (using Social Networking Sites) helps in better understanding of 'Psychographics' (Attitudes, Interests, Opinions, Personalities, Motivations and Aspirations) of job aspirants than traditional means of recruitment for corporate recruiters.

Table 1.7 Univariate Analysis

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Model	5120.176[a]	11	465.471	691.565	.000
Gender	.227	1	.227	.338	.561
Residence	.008	1	.008	.012	.912
Age	.423	1	.423	.628	.429
Education	.683	3	.228	.338	.798
Family-Income	.023	1	.023	.034	.854
E-Recruitment Stakeholder	6.493	3	2.164	3.216	.023*
Error	261.824	389	.673		
Total	5382.000	400			

Source: Primary Data

a. R Squared = 0.951 (Adjusted R Squared = 0.950)　　　　*Significant at 5% level of significance

Table 1.7 points to the affirmation of the above mentioned hypothesis by majority of respondents across categories as there is no significyant difference in respondent opinion (gender-wise, residence-wise, age-wise and family income-wise) with regard to agreement with the research statement "E-Recruitment (using Social Networking Sites) helps in better understanding of 'Psychographics' (Attitudes, Interests, Opinions,

Personalities, Motivations and Aspirations) of job aspirants than traditional means of recruitment for corporate recruiters" but there is significant difference with regard to education of respondents and E-Recruitment Stakeholder (p-value is less than 0.05). The value of adjusted R Squared is 95.0%, which represents that percentage of variation explained by all variables.

H_{07}: There is no significance difference among respondents opinion (demographic-wise and e-recruitment-stakeholder-wise) regarding E-Recruitment (using Social Networking Sites) is more effective and efficient in accomplishing recruitment Objectives than traditional means of recruitment for corporate recruiters.

Table 1.8 Univariate Analysis

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Model	5146.122[a]	11	467.829	875.443	.000
Gender	.446	1	.446	.835	.361
Residence	.305	1	.305	.572	.450
Age	.996	1	.996	1.863	.173
Education	2.345	3	.782	1.463	.224
Family-Income	.054	1	.054	.101	.751
E-Recruitment Stakeholder	.891	3	.297	.556	.645
Error	207.878	389	.534		
Total	5354.000	400			

Source: Primary Data

a. R Squared = 0.961 (Adjusted R Squared = 0.960)   *Significant at 5% level of significance

Table 1.8 points to the affirmation of the above mentioned hypothesis by majority of respondents across categories as there is no significant difference in respondent opinion (gender-wise, residence-wise, education-wise, age-wise, family income-wise and E-Recruitment stakeholder-wise) with regard to agreement with the research statement "E-Recruitment (using Social Networking Sites) is more effective and efficient in accomplishing recruitment objectives than traditional means of recruitment for corporate recruiters". The value of adjusted R Squared is 96.0%, which represents that percentage of variation explained by all variables.

H_{08}: There is no significance difference among respondents opinion (demographic-wise and e-recruitment-stakeholder-wise) regarding E-Recruitment (using Social Networking Sites) is more challenging and demanding than traditional means of recruitment for corporate recruiters.

Table 1.9 Univariate Analysis

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Model	5108.723[a]	11	464.429	637.761	.000
Gender	.145	1	.145	.199	.655
Residence	1.156	1	1.156	1.587	.209
Age	.049	1	.049	.068	.795
Education	5.304	3	1.768	2.428	.065
Family-Income	2.528	1	2.528	3.472	.063

E-Recruitment Stakeholder	6.446	3	.815	3.120	.001*
Error	283.277	389	.728		
Total	5396.000	400			

Source: Primary Data

a. R Squared = 0.947 (Adjusted R Squared = 0.946)   *Significant at 5% level of significance

Table 1.9 points to the affirmation of the above mentioned hypothesis by majority of respondents across categories as there is no significant difference in respondent opinion (gender-wise, residence-wise, education-wise, age-wise, family income-wise and) with regard to agreement with the research statement "E-Recruitment (using Social Networking Sites) is more challenging and demanding than traditional means of recruitment for corporate recruiters" but there is significant difference with regard to E-Recruitment Stakeholder-wise (p-value is less than 0.05). The value of adjusted R Squared is 94.6%, which represents that percentage of variation explained by all variables.

H_{09}: There is no significance difference among respondents opinion (demographic-wise and e-recruitment-stakeholder-wise) regarding E-Recruitment (using Social Networking Sites) requires more skill and expertise than traditional means of recruitment for corporate recruiters.

<div align="center">Table 1.10 Univariate Analysis</div>

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Model	5175.681[a]	11	470.516	613.541	.000
Gender	.161	1	.161	.210	.647
Residence	.007	1	.007	.009	.924
Age	1.314	1	1.314	1.713	.191
Education	5.753	3	1.918	2.500	.059*
Family-Income	4.240	1	4.240	5.528	.019
E-Recruitment Stakeholder	7.984	3	2.661	3.470	.016*
Error	298.319	389	.767		
Total	5474.000	400			

Source: Primary Data

a. R Squared = 0.946 (Adjusted R Squared = 0.944)   *Significant at 5% level of significance

Table 1.10 points to the affirmation of the above mentioned hypothesis by majority of respondents across categories as there is no significant difference in respondent opinion (gender-wise, residence-wise, education-wise, age-wise, family income-wise and E-Recruitment Stakeholder-wise) with regard to agreement with the research statement "E-Recruitment (using Social Networking Sites) requires more skill and expertise than traditional means of recruitment for corporate recruiters" but there is significant difference with regard to education-wise and E-Recruitment Stakeholder-wise (p-value is less than 0.05). The value of adjusted R Squared is 94.4%, which represents that percentage of variation explained by all variables.

H_{010}: There is no significance difference among respondents opinion (demographic-wise and e-recruitment stakeholder-wise) regarding E-Recruitment (using Social Networking Sites) requires more patience and perseverance than traditional means of Recruitment for Corporate Recruiters.

<div align="center">Table 1.11 Univariate Analysis</div>

Source	Type III Sum of Squares	df	Mean Square	F	Sig.
Model	5249.319[a]	11	477.211	654.379	.000
Gender	.923	1	.923	1.266	.261
Residence	1.306	1	3.627	.597	.617
Age	1.728	1	1.728	2.369	.125
Education	.666	3	.222	.304	.822
Family-Income	2.378	1	2.378	3.261	.072
E-Recruitment Stakeholder	3.627	3	.435	4.973	.026*
Error	283.681	389	.729		
Total	5533.000	400			

Source: Primary Data

a. R Squared = 0.949 (Adjusted R Squared = 0.947)   *Significant at 5% level of significance

Table 1.11 points to the affirmation of the above mentioned hypothesis by majority of respondents across categories as there is no significant difference in respondent opinion (gender-wise, residence-wise, age-wise and family income-wise) with regard to agreement with the research statement "E-Recruitment (using Social Networking Sites) requires more patience and perseverance than traditional means of Recruitment for Corporate Recruiters" but there is significant difference with regard to E-Recruitment Stakeholder-wise (p-value is less than 0.05). The value of adjusted R Squared is 94.9%, which represents that percentage of variation explained by all variables.

Result of the Research: With wide spread adoption of Internet Social Networking Sites (like Facebook, Twitter, Linkedin etc.) are within easy reach of millions of aspiring workforce and Corporate Recruiters need not invest much time and effort in recruiting *target workforce. U*sing Social Networking Sites which play out to be very cost effective and affordable for even the smallest of Recruiters. The ubiquitous nature of Internet and real-time communication of Social Networking Sites (like Facebook, Linkedin, Twitter etc). make E-Recruitment (through Social Networking Sites) very time saving as well as time effective than other Traditional means of Recruitment. Unlike Traditional means of Recruitment, E-Recruitment (through Social

Networking Sites) helps in creative usage of imagination in engaging target workforce. Recruiters could engage in a *one to one* conversation with potential employees through the creative and imaginative medium of Social Networking Sites. In comparison to other Traditional means of recruitment, E-Recruitment (using Social Networking Sites) is very convenient and handy because of easy access and popularity of Social Networking Sites among *the target workforce*. E-Recruitment (using Social Networking Sites) use word of mouth advertisement and publicity which spread like wild fire and help in attracting better quality workforce who are capable enough to research about the company and the kind of job it is offering, many online surveys inform the interested workforce to know more about the Human Resource practices and work culture prevalent in the organization. E-Recruitment (using Social Networking Sites) more innovative, creative, imaginative, convenient and time saving and thus value effective and efficient in complication recruitment objective. In the present days IT (Information Technology) era that will live today.

III. Conclusion

E-Recruitment (using social networking sites) is very popular in modern era. Most of the

organization wants to reduce their recruitment process and the cost of recruitment. As compare to the traditional recruitment, E-Recruitment save the time, effective and efficient in completion recruitment objective, affordable, make market image and attracting right skilled candidates. E-Recruitment is also effective in terms of managing talent process that is also considered effective. It has been investigated that e-recruitment will likely to grow in coming years.

IV. REFERENCES

[1]. Roa, V. (2005). Human Resource Management. New Delhi: Anurag Jain for Exel Book.
[2]. Wuttke, F. (2013). E-Recruitment Vs. Traditional Recruitment. GRIN Publishing.
[3]. Clark, L. A. (2010). Employer's Use of Social Networking Sites A Socially Irresponsible Practic. Journal of Business Ethic , 507-52.
[4]. Dhamija, P. (2012). E- Recruitment : A Roadmap Toward e Human Resources Management. Journal of Arts, Science & Commerce , III (3(2))
[5]. Evans-Cowley, J. S. (2010). Planning in the age of Facebook: the role of social networking in planning processe. GeoJournal , 75, 407-420.
[6]. Praveena, K. (2014). Continuance Intention to Use Facebook: A Study of Perceived Enjoyment and TAM. Bonfring International Journal of Industrial Engineering and Management Science , 4 (1), 24-29.
[7]. N., D., & K.R., M. K. (2015). A Study on Perception of Job Seekers on Recruitment Through Social Media Application. International Journal in Management and Social Science , 1 (3), 403-412.
[8]. RoyChowdhury, T. (2013). Applicants' Perceptions on Online Recruitment Procedures. 38 (3), 183-199.
[9]. Tyagi, A. (2012). Effective Talent Aquisition Through E-Recruitment: A Study. International Journal of Multidisciplinary Research , 2 (3), 302-312.