One Day Multidisciplinary National E-Conference on "COVID-19: Challenges, Concern and Road ahead"

N. NAGENDRA PRASAD

Jain Evening college, Bengaluru, India.
E-Mail: nagendraprasadnnp@gmail.com.
Phone: +91-9880070398

Abstract- Electronically connected community media has become one of the more universally used methods for institutions to attract some of the best employees. Community recruitment is used to improve and boost human resource management, they address the needs of the employees through the internet. which increases the speed of employment, and improves the quality of recruitment and service. This paper describes the recruitment process that takes place through social media. The role of community medial doesn't stop at hiring rather it also has a role in helping people begin a new job. Overall community media has enhanced the recruitment process by making it more open and autonomous. This paper provides a basis for considering the brunt of online and community recruitment direction and argument and how powerful it is been put into practice by overcoming other recruitment processes.

*Keywords***- Recruitment, Online recruitment, community media.**

INTRODUCTION

The new world which we have already entered is a world with fast-changing automation and these changes open up new freedom for institutions to communicate and work. Employees profit from the fact that community networking sites become crucial. They can gain a lot of personal instruction about the seeker. These sites afford institutions the freedom to search for potential aspirants. The number of community networking sites has emerged in enough in last few years and it still keeps on increasing the constant technology change has opened up new freedom for conservation, but at the same time this leads to turbulence, at present, there are only a few studies regarding community recruitment. Community media can be fast, productive, and cost-effective when used as a recruitment tool. Social media has made the process by making it more open and democratic using this method alone however leads to poor relationship building and candidate identification. This paper looks at the various tools in community recruitment, the other forms of recruitment, the benefits, and the importance of community recruitment, which is considered a fundamental aspect in today's universe.

Definition

- "Social recruitment is a proactive process of sourcing and hiring candidates from across geographies using social media as a recruitment channel".

Literature Review:

Archana L, Nivya V G.(2010), "Recruitment through Social Media area Human Resource, in the Journal of Business Management", denotes the quality and quantity of applicants with a specific focus on e-recruitment this book describes how recruitment takes place through social media which stands as the second most prevalent source

of hire. Employees use sites such as LinkedIn, Facebook .to identify talents, and to find the right candidates for the right job.

Sandra Abel (2011), researched "The Role of Social Networking Sites in Recruitment" in her master thesis on Business Administration. The study highlights the new world in which we are living, which is fast changing day to day life and these changes lead to the emerging of new opportunities in the company to work. The Internet plays a major role in today's modern world, and networking sites have become popular among everyone. Employee finds it easy that the social network sites become an easy and cost-free method to advertise and it has been a tool for the employees to find fresher's and skilled people to find the right job in which they are in need.

Community Media as Tools:

1. Blog.   6.Podcast
2. Facebook   7. Twitter
3. Google   8..Youtube
4. LinkedIn.   9.Wikipedia
5. Myspace   10. Yahoo

Methodology

A quantitative type of research was chosen in this study. This study was conducted by making use of a survey among Human Resources departments in Bengaluru District. To determine the perceptions and experiences of the HR departments, by using social networking for the requirement by distributing the questionnaire to those who work in the HR department. This study reveals the usage and the perception of HR managers in leading organizations. HR departments enter a new terrain and gain their first experiences with community networking Sites in combination with recruitment. Expected outcomes indicate a trend to use the sites for recruitment and it became obvious this issue will gain importance in the future.

Findings

Effective social site recruitment

	Frequency	Percent
Facebook	11	27.5
LinkedIn	24	60.0
Any other	5	12.5
Total	40	100.0

This table shows that more than half of the respondents are using the Linked in application for recruiting.

The source of getting the quality candidates

	Frequency	Percent
Referral	6	15.0
Direct sourcing	6	15.0
Social network site	12	30.0
Campus Recruiting	16	40.0
Total	40	100.0

After the Campus Recruitment, the social networking recruitment fills the more than one-fourth of the source getting the quality candidates.

Genuineness of the applicant through Social media recru

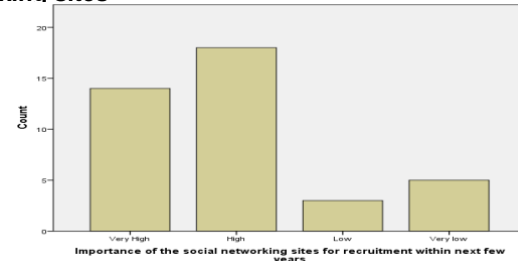|	Frequency	Percent
Strongly Agree	5	12.5
Agree	14	35.0
Disagree	17	42.5

Strongly disagree	4	10.0
Total	40	100.0

More than one-third of the HR's felt disagree with the genuineness of the social media recruitment.

Sufficient information from the social networking sites

	Frequency	Percent
Strongly Agree	5	12.5
Agree	26	65.0
Disagree	6	15.0
Strongly disagree	3	7.5
Total	40	100.0

Two-third of the respondents agree the social networking sites gave sufficient information.

This bar diagram shows one-fourth of the respondents said that the social recruitment method reduces the timing of the whole process.

This pie diagram shows that marketing and advertising cost are reduced by this method and it was agreed by more than half of the respondents.

This pie diagram represents the more than two-thirds of the respondents are agree they get sufficient information from social networking sites.
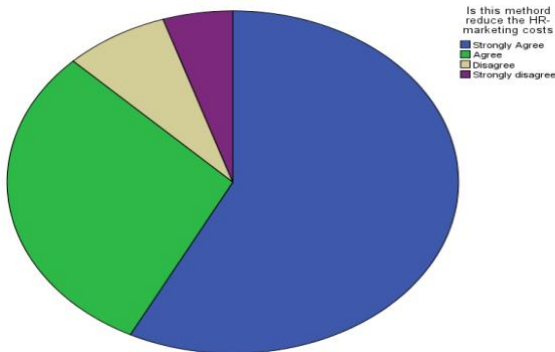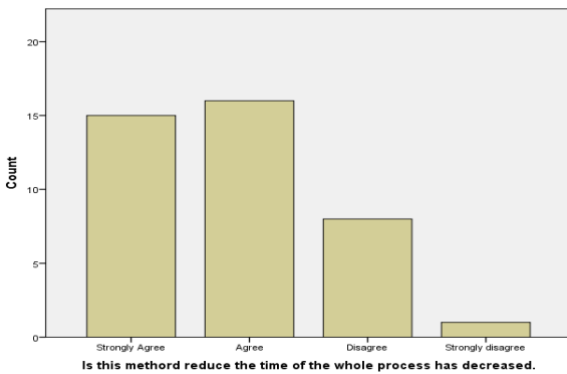

Most of the respondent believes that social networking will play important role in future.

The Four Aspects of Social Recruitment:

Human resources can influence social media for the best and efficient potential recruits which is called social recruiting. It is about the use of social media as a tool to recruit persons with talent and efficiencies. There are four major tools are as follows

- ❖ It's the best way to reach job seekers.
- ❖ It's part of a cultural shift.
- ❖ Transparency goes both ways.
- ❖ It's not the network anymore.
1. It's the best way to reach the job seekers
2. It's part of a cultural shift
3. Transparency goes both ways
4. It's not the network anymore

Social media vs. other forms of recruitment:
The recruitment method can be classified into two types they are:

- ❖ **Traditional recruitment method.**
- ❖ **Modern recruitment method.**

Traditional recruitment method:

Organizations around the world have been benefits of the traditional recruitment method for so long generations. Which have served them well and delivered employees who have played a key role in defining their organization, here are some traditional methods which are as follows:

- ❖ Local paper advertisement:
- ❖ Local employment office postings:
- ❖ Temporary agencies:
- ❖ Internal hiring:

Modern recruitment method:

The rise in technology and the modern lifestyle and trend has influenced and made a difference in selecting candidates for the organization according to the new generation's needs.

Social media: This is an inexpensive and time-saving method the websites such as LinkedIn, Facebook, and Twitter where potential employees submit their resumes to identify a job.

Benefits of Social Media Recruitment:

It increases brand awareness: With millions and millions of cyberspace users on Facebook, Twitter, Linked In, and Google+, etc. the clarity of the institution will increase, which will be recorded by a big number of qualified applicants. It also shows the online association that the institution is succeeding direction of community networking.

1. It is costless
2. It increases the applicants
3. It provides the freedom to reach static applicants
4. The message is quick
5. It gives employees a sense of ownership
6. It ensures a good culture fit for the institution
7. It provides a better applicant screening

Pros and Cons of community Recruiting:

Pros:

- ❖ **Cost less**.
- ❖ **Fast**
- ❖ **Time-saving**.

Cons:

- ❖ **Lacks diversity**
- ❖ **Time-consuming   Transparency Discrimination**

  Limited

Importance of social media in today's world:

community networks are one of the fastest-growing industries in today's world. Studies have found that social media has increased brand awareness by 70% which one can understand how that has been attracted users especially job seekers, this increases the loyalty of an organization in which the customers receive a quick response from the

institution and this can help to suggest the users to their well-wishers and that becomes as a process of cost-free advertisement. Social media creates direct access to candidates without any third-party intervention, so the concept of recommendation becomes less and the right person chooses the right job so the opportunity is bee correctly given to a person who is capable and efficient. community media are the inexpensive way to promote ads and this could reach to persons than any other means.

Suggestions

- It would be good if the college promote community networking as a part of campus interview
- There must be a standard website without confusion in the process of interview through social recruitment
- All manufacturing and IT sectors should make social recruitment mandatory because it helps to find the right person for the right job
- There should be a strict cross-check of every document to reduce fake entry
- These social recruitment applications should bring new updating based on the requirements.
- Social recruitment should be made a part of the curriculum where a person from various discipline must be thought the basics where they can sustain on his/her own

- A suggesting team should be implemented in every organization where they find and suggest the area of improvement for the updating.

Conclusion:

community networking is a powerful tool used by recruiters to obtain qualified personal. There is no doubt that through community media the world of work and jobs has gone to the next level especially in the recruitment process by making it more feasible. community media increases visibility and has made life even simpler. This helps to find the right person for the right job knowing all his backgrounds his likes and dislikes etc. there is a lot of research which s successfully going on social recruitment to make this to reach the next level. This can also be improved by interaction with the costumers, engaging with the employees, etc. the business what we do at present keeps on changing according to its trends and inventions, so it would be better than removing old tradition and implementing new tradition can bring a thrill to the up growing generations.

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