

## **A STUDY OF AN IMPACT OF SOCIAL MEDIA ON EMPLOYEE PERFORMANCE IN SELECTED RECRUITMENT COMPANIES IN PUNE CITY**

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**Abstract:** *The purpose of this paper is to find out impact of social media websites like Facebook, Twitter, Slide share, LinkedIn, etc. at employees' performance in selected recruitment companies in Pune City. Social media affects the knowledge, skills and productivity of employees of recruitment companies. Data is collected from selected recruitment companies like HR Quest Consultants, Man United Management Consultants Pvt Ltd, Skill Expert Consultants. Questionnaire was primarily used for data collection. With the advent of social media, the world of work and jobs has changed forever. Employers can gain a significant advantage by adopting hiring methods that have a social media element. Social media hiring has become an essential part of recruitment process. Most of the job seekers use social media sites in their job search, including Facebook and LinkedIn. However social media will never substitute recruiting agencies and executive search firms. Social media is a tool to add value in the talent acquisition process. Social media has strong impact on employee performance. Social media enhance employee's skills/ability, knowledge, productivity/outcomes. This paper identifies how social media has an impact on employees of recruitment companies specifically the recruiters. It shows the ways in which social media can be used to enhance employee performance.*

**Keywords:** *Social Media; Social Media Recruitment; Employee Performance*

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### **Introduction**

“Recruitment” is the process of attracting individuals on a timely basis, insufficient numbers and with appropriate qualifications, to apply for jobs with an organization (By Myrna L. Gusdorf, 2008). It is the process of finding and hiring the best and the most qualified candidate for a job opening, in a timely and cost-effective manner. “Social Media” is 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 (Andreas M. Kaplan \*, 2010). According to Techopedia, social networking website is an online platform that allows users to create a public profile and interact with other users on the website. Social media is used for personal and professional purposes. Personal social networking sites are aimed at friends, while professional sites focus on business connections. Facebook is used for personal networking whereas LinkedIn is used for professional networking to name a few. Recruitment is generally done through job boards and newspapers. But social media has really given an edge to recruitment. Social recruiting is the process of sourcing or hiring candidates through the use of social platforms as promotional channels by employers. (Vaishali Lal, 2013). The growth in the use of social media sites is phenomenal. Companies and recruiters, therefore, need to be where candidates are in order to engage them in the recruitment process. This involves engaging with talent across a wide range of social networking platforms. To do so effectively, they need to work together. With the advent of social media, the world of work and jobs has changed forever. Social media is here to stay and employers can gain a significant advantage by adopting hiring methods that have a social media element. (The impact social media on recruitment, 2011). Platforms such as Facebook, Twitter and LinkedIn are available for everyone in the world. It was traditionally created to connect with individuals from all over the world. This includes employees, friends and families. However, as the number of users increase to millions, organizations are also trying to connect with employees more so than ever. (Benjamin B. Aguenza1, 2012). There are many varieties of SNS but when it comes to Social Recruitment. LinkedIn in particular is popular with companies hiring directly, but Facebook and Twitter are catching up. Recruiters report they tend to lean towards LinkedIn and other business networks for networking, screening and recruiting. (Taylor, 2014). There was an 82% increase in the time spent on social media sites from December 2012 – December 2014. More than half of world job seekers use social media sites in their job search, including Facebook (18%) and LinkedIn (31%). Social media can prove to be effective and fast mode to recruit prospective employees but every coin has two sides. (Hari G Krishna, 2016). Skills, experiences and abilities which are needed for the organizations are available in diverse and enormous amount. To utilize this opportunity and to maintain competitive advantage studying social media with different organizational is very essential. (Humera Siddiqi1, 2016). This paper looks at if social media has an impact on recruiter's performance in recruitment agencies. It focuses on how recruitment professionals are taking advantage of the social media to promote brands effectively and acquiring talent.

### **Objective of The Study**

1. To understand the utility of social media for the purpose of recruitment.
2. To find out if use of social media for recruitment has an impact on recruiter's performance.
3. To study if social media will have future in recruitment.

### **Scope of The Study**

1. The study would help in gathering the opinion of recruiters on how social media is useful for recruiting.
2. How these sites help them in enhancing their performance.
3. The study further helps in analyzing if social media has future in recruitment.

## Hypothesis

H0: Social media does not have an impact on recruiter's performance.

H1: Social media does have an impact on recruiter's performance.

## Research Methods

To analyze and find the impact of social media on employee performance, a quantitative type of research was chosen. It was conducted by making use of a survey among 5 recruitment companies in Pune city. Primary information was collected through structured questionnaires in electronic form which was distributed through web. Information has been collected from the employees working in recruitment companies. Questionnaire involves close ended questions, multiple choice (yes or no) questions. Secondary data is collected from various research journals, websites etc. Sampling unit - the respondents are the employees working in recruitment companies. Demographic factors & occupational factors have been considered while analyzing the impact of social media. Sample size- 48 filled questionnaires are valid and have been considered out of a total sample of 100 respondents. The respondents comprise of recruitment professionals. Statistical Tools Tables for representing the data collected through questionnaire.

## Data Analysis

This survey includes 31.3% females and 68.8% males. 87.5% use social media for recruitment and 12.5% does not use. 93.5% says that social media is a useful tool for recruitment and 6.3% says it's not (Fig.1).

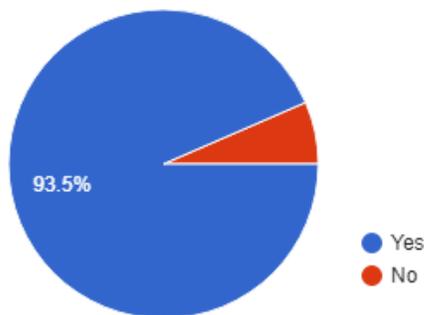


Fig.1

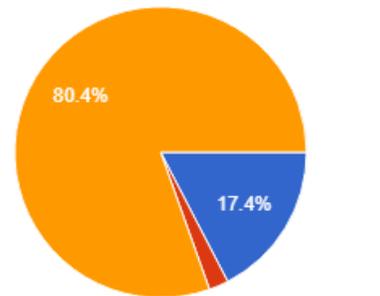


Fig.2

Fig.2 shows social media and job portals are used together for better results for recruitment as per 80.4% of the respondents. 63% of respondents say that social media shortens the application process. 63% of the respondents prefer to publish job opening on social media where as 67.4% advertise on the job boards to find a new candidate Fig.3.

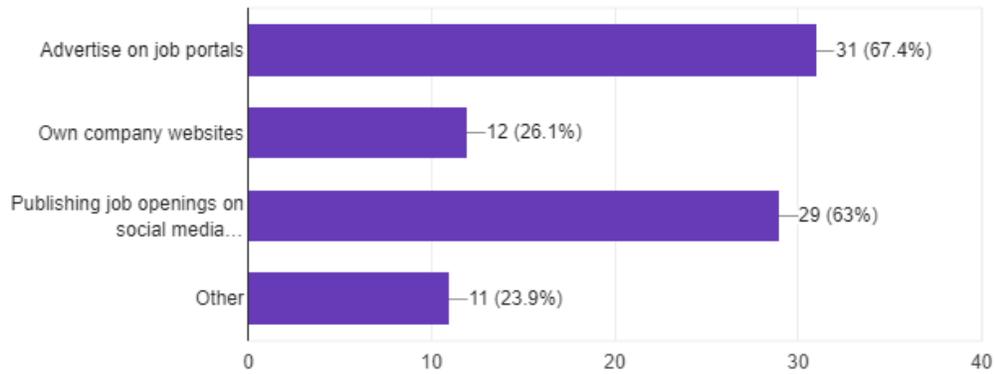


Fig.3

As per the survey 37% of the respondents close more than 10 positions through job portals and 2 -3 positions through social media which shows inclination towards using job more frequently to recruit talent.

78.3% of the respondents feed that social media helps in reaching out to the relevant candidate

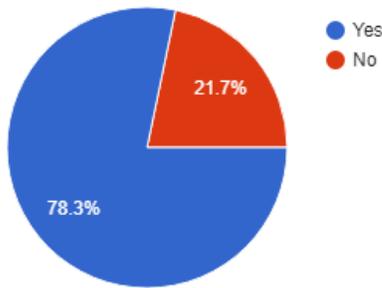


Fig 4

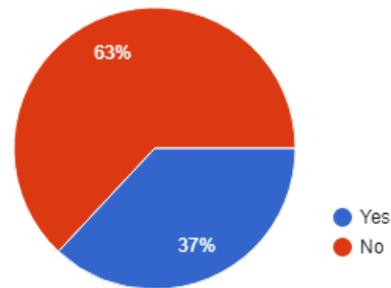


Fig.5

Fig.4.

Fig.5 shows that 63% of the respondents say that social media cannot replace job boards. But at the same time Fig.6 shows that social media has helped to improve parameters such as quality of the candidate, quantity of the candidate, time to hire and employee referrals.

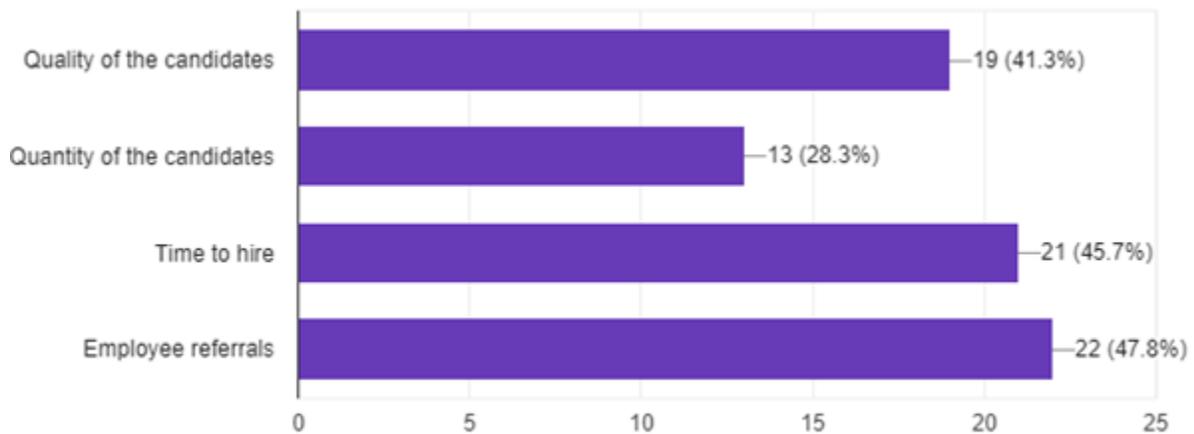
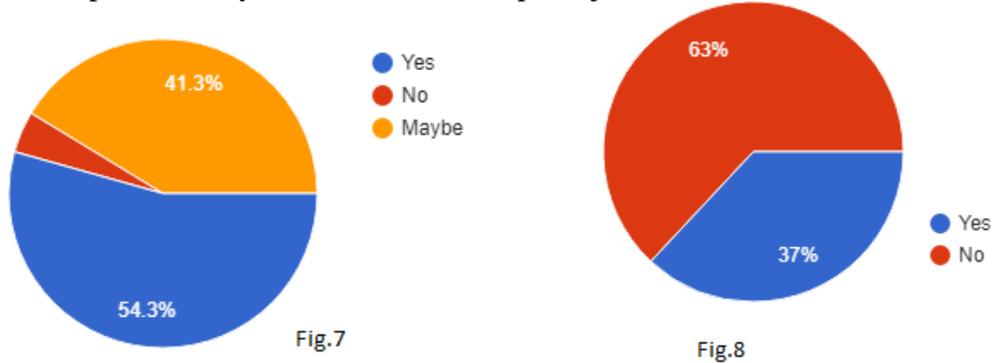


Fig.6

Fig.7 .54.3% of the respondent say that social media has future in recruitment. Fig.8. 63% of the respondents say that social cannot replace job boards.



### Conclusion

Social media has improved the recruitment process by increasing the visible talent pool from which we can recruit relevant candidates. Recruitment professionals are more aware and engaged in social media than anyone else. Majority of the recruiters are using a combination of job boards and social media to reach out to the candidates. Social media definitely has an impact on employee performance as it improves parameters such as quality of the candidate, quantity of the candidate, time to hire and employee referrals, which enhances the performance of the recruiter. Social media has a future in recruitment industry and it will bring innovation in recruitment industry in near future. But it cannot replace the job boards or traditional recruitment methods completely. To conclude this study shows that social media has an impact on employee performance. But they prefer a combination of social media and job boards to recruit talent.

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