E-Recruitment Practices – Perspective of Generation Z Job Seekers

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ARTICLE INFO	ABSTRACT
	This study looks into how the factors that have been found affect job searchers. Both talent and e-commerce now have worldwide marketplaces thanks to the internet. Online employment marketplaces provide an effective conduit to facilitate the matching between job seekers and hirers. The last ten years have seen the introduction of Web technology, which has led to a sharp increase in its use for job searching and recruitment. The last few years have seen a dramatic increase in the use and growth of the Internet, which has altered how businesses conduct business, including human resource management. The goal is to identify the factors linked to using social networking sites for online recruiting and to look into the connection between behavioral intention and these factors. A data of 212 were collected from the northern region of India specifically from Generation Z (20-27 years). It is seen that significant relation found with Behavioural intension and other independent variables.

Keywords: Internet job, Internet job site, Job seeker behavior, e-recruitment, generation z |

1.INTRODUCTION

In the last ten years, e-recruitment has shown to be beneficial for job searchers. The internet serves as a virtual conduit between employers and job seekers for the purpose of recruitment. E-recruitment handles every step of the hiring process, including posting job ads, collecting resumes, and quickly and affordably matching the best applicant to the best position. Online recruitment and internet-based recruiting are other names for online e-recruitment. Numerous theories pertaining to information systems have been formulated by scholars around. Davis' 1986 Technology Acceptance Model is one of the most well-known of these. This model is used in the study to examine and comprehend the factors that contribute to the adoption of e-recruitment platforms. The primary factors influencing recruitment are as follows: external factors include supply and demand, labor market, image/goodwill, political, social, and legal environment, unemployment rate, and competitors; internal factors include recruitment policy, human resources planning, cost of recruitment, and growth and expansion. (Wenberg,2020) The obstacles associated with online recruitment are known as challenges. It will take some time to spread because it is still in its early stages (Solek,2018). Insufficient computer skills can also be an issue for individuals who want to apply online. Employers typically lose staff because of this. Some persons lack computer literacy; hence they are unable to supply reliable information. They often make mistakes such as typing their name incorrectly, putting their hometown incorrectly, entering their credentials incorrectly, etc.(Tyagi,2012). Global adoption of e-recruitment has increased; as of right now, 94% of Global 500 organizations use e-recruitment, up from just 29% in 1998 (Greenspan, 2003). According to Bush and Gilbert (2002), organizations have adopted the Web as a medium more quickly than they have any other in history.

The one who aspires to a job is known as a job seeker. There are two categories of job seekers: a) Active Job Seekers: These individuals look for work on a regular basis for a variety of reasons, such as greater opportunities for advancement, a desire to change careers, or personal or professional needs. Commercial job

boards and portals have been a true match for their requirements. b) Passive Job Seekers: Passive applicants are employees that routinely browse the internet for any number of reasons during their regular workday but do not currently have any plans to change employment. These applicants might just upload their resumes online when they find fresh job openings.

2. LITERATURE REVIEW

(Perrin,2015) defined E- Recruitment in Ghana from HR management perspectives, relevance of Social Networking Sites and achievement, it turned into determined out that E-Recruitment has made the process and the look for applicants very reasonably-priced and clean as compared to conventional strategies and has consequently completed fast achievement.

(Anghel, 2023) suggests that talent acquisition is being transformed by technology. identifies some of the major social media players, including YouTube, Google, Linked In, and Monster Be Known, and analyses their key characteristics, applications, advantages, and problems. Additionally, there are studies that have been carried out in parts of India.

(Malhan, 2013) conducted differentiated research on job find behavior of job searcher towards social media hiring in Delhi NCR and concluded that LinkedIn is considered prime channels of recruitment for job search by applicants.

OBJECTIVE

➢ To examine the relationship between job seekers perceptions and E-Word of Mouth, Perceived Enjoyment, Perceived Privacy, Anxiety.

HYPOTHESIS

➢ H01: E-Word of Mouth is positively related with job seekers perception
➢ H02: Perceived Enjoyment is positively related with job seekers perception
➢ H03: Perceived privacy negatively affects job seekers perception
➢ H04: Anxiety negatively affect job seekers perception

3. RESEARCH METHODOLOGY

Sources of data collection
Primary and secondary sources of data were collected for the study. From secondary data sources, data was collected through previous research works, books, magazines, articles, internet search, etc.

Primary data collection methods:
Questionnaire and direct interview methods were used to collect research material. The questionnaire ensured that only relevant questions were asked and that the questions were properly structured.

Data collection tool:
The only data collection tool was a questionnaire. A Likert-type scale was used to generate information. The importance of using closed questions was to avoid delays in answering the survey, allowing respondents with busy schedules to respond quickly. Another reason for using closed-ended questions was that coding closed-ended questions did not take much time compared to open-ended questions/and also hypothesis testing.

Sample:
A sample of one hundred 212 respondents was taken from North India. Convenience sampling was used to obtain data from active and passive job seekers.

4. INTERPRETATION
SEM ANALYSIS
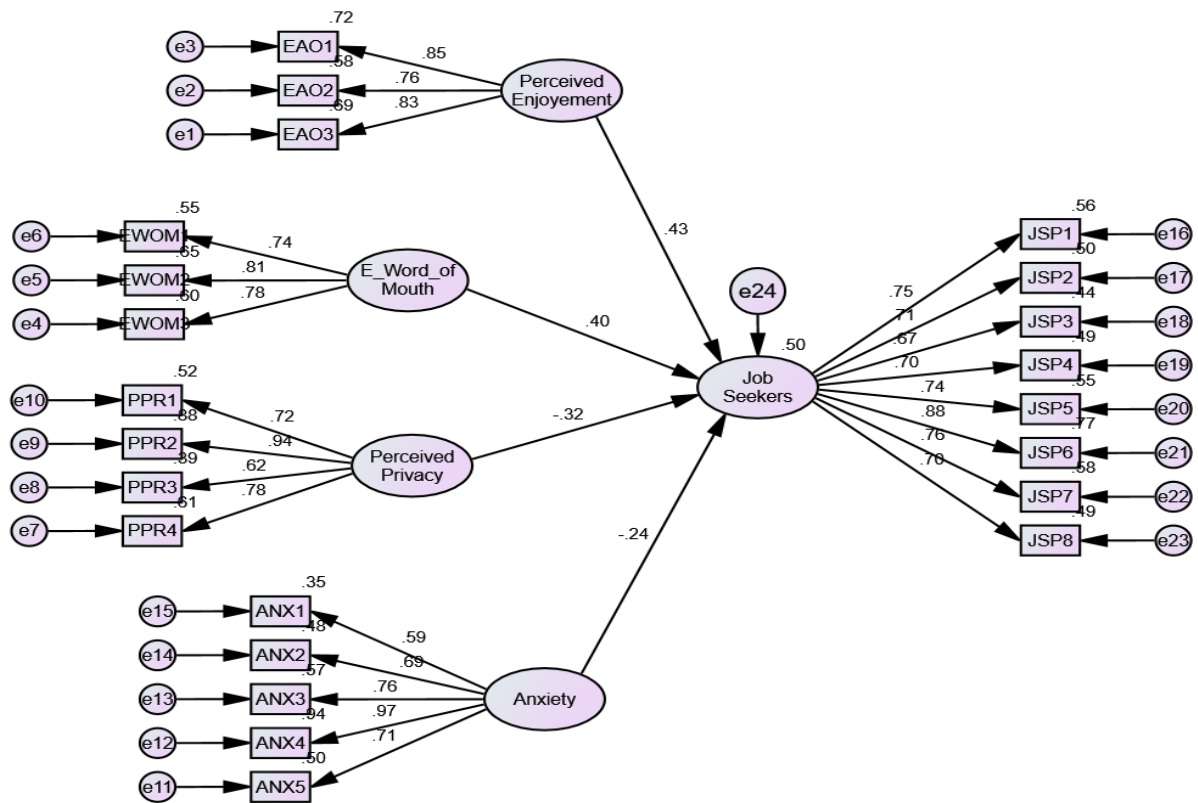
As the above model presented the regression weight which impacted the latent variable JS (job Seekers). As the above figure has four underlying independent factors
which has impact on the job seeker. The model found that the EAO means perceived enjoyment has the greatest impact on JSP (an individual's perception towards enjoying doing a particular task). In the second cofactors EWOM which stands for e-word of mouth has a positive and significant impact on JSP (the positive feedback or reviews about something) Further PPR means perceived privacy risk (The information sought on the online form is intrusive in applicant's privacy) has negative impact on JSP. Whereas ANX means anxiety (process of feeling stressed while using web-based platforms) has also proved to be a challenge as per JSP.

MODEL FIT SUMMARY

CMIN

Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	56	316.343	220	0	1.438
Saturated model	276	0	0		
Independence model	23	3132.323	253	0	12.381

RMR.GFI

Model	RMR	GFI	AGFI	PGFI
Default model	0.048	0.89	0.862	0.709
Saturated model	0	1		
Independence model	0.381	0.227	0.156	0.208

Baseline Comparison

Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	0.899	0.884	0.967	0.962	0.967
Saturated model	1		1		1
Independence model	0	0	0	0	0

Pasrsimony-Adjusted Measures

Model	PRATIO	PNFI	PCFI
Default model	0.87	0.782	0.84
Saturated model	0	0	0
Independence model	1	0	0

NCP

Model	NCP	LO 90	HI 90
Default model	96.343	53.053	147.645
Saturated model	0	0	0
Independence model	2879.323	2702.571	3063.419

FMIN

Model	FMIN	F0	LO 90	HI 90
Default model	1.499	0.457	0.251	0.7
Saturated model	0	0	0	0
Independence model	14.845	13.646	12.808	14.519

RMSEA

Model	RMSEA	LO 90	HI 90	PCLOSE
Default model	0.046	0.034	0.056	0.739
Independence model	0.232	0.225	0.24	0

AIC

Model	AIC	BCC	BIC	CAIC
Default model	428.343	442.717	616.312	672.312
Saturated model	552	622.845	1478.418	1754.418
Independence model	3178.323	3184.227	3255.524	3278.524

ECVI

Model	ECVI	LO 90	HI 90	MECVI
Default model	2.03	1.825	2.273	2.098
Saturated model	2.616	2.616	2.616	2.952
Independence model	15.063	14.225	15.936	15.091

HOELTER

	HOELTER	HOELTER
Model	0.05	0.01
Default model	171	182
Independence model	20	21

From the above values it can be concluded that the model is a good fit as CMIN or chi-square value should be on the lower side means < 2.0 and not significant. RFI 0.90 is considered to be a good fit. In addition to this, RMSEA should be <.05 or .06 and the value of HOELTER should be >200 in order to count the model to be of a good fit.

Correlations						
		Job Seekers Perspective	Perceived Enjoyment	E-Word of Mouth	Perceived Privacy (Security Risk)	Anxiety
Job Seekers Perspective	Pearson Correlation	1	.613**	.548**	-.492**	-.464**
	p-value		.000	.000	.000	.000

Perceived Enjoyment	Pearson Correlation	.613**	1		.430**	-.361**	-.337**
	p-value	.000		.000	.000	.000
E-Word of Mouth	Pearson Correlation	.548**	.430**	1	-.234**	-.302**
	p-value	.000	.000		.001	.000
Perceived Privacy (Security Risk)	Pearson Correlation	-.492**	-.361**	-.234**	1	.354**
	p-value	.000	.000	.001		.000
Anxiety	Pearson Correlation	-.464**	-.337**	-.302**	.354**	1
	p-value	.000	.000	.000	.000	
**. Correlation is significant at the 0.01 level (2-tailed).						

Interpretation of correlation values-

The coefficient of correlation between perceived enjoyment and job seekers perspective has shown .613 value which means there is a moderate and positive relation between these two variables with p value <0.01 making is statistically significant. On the other hand E-word of mouth has also shown positive correlation with JSP (.548).Hence, Perceived privacy(-.492) and Anxiety 1(-.464) has proved to be influencing the perceptions of job seekers negatively which means if there are issues with privacy ,confidentiality of information and job portal is not functioning properly it may result in shaping negative mind set of jobseekers towards E-recruitment process as it may cause them stress.

REGRESSION
Dependent Variable: Job seekers Perspective

Model Summary			
R	R Square	Adjusted R Square	Std. Error of the Estimate
0.754	.569	.561	.54474

ANOVA					
Model	Sum of Squares	df	Mean Square	F-value	p-value
Regression	81.040	4	20.260	68.275	.0001**
Residual	61.425	207	.297		
Total	142.465	211			

Coefficients							
Model	Unstandardized Coefficients		Standardized Coefficients	t-value	p-value	95.0% Confidence Interval for B	
	B	Std. Error	Beta			Lower Bound	Upper Bound
(Constant)	3.017	.347		8.693	.0001**	2.333	3.701
Perceived Enjoyement	.301	.047	.342	6.378	.0001**	.208	.394
E-Word of Mouth	.269	.048	.292	5.664	.0001**	.175	.363
Perceived Privacy (Security Risk)	-.229	.049	-.238	-4.689	.0001**	-.325	-.133
Anxiety	-.200	.058	-.176	-3.460	.001**	-.314	-.086

The above tables shows the value of R square as .569 which is considered relatively strong and sum of squares as 81.040 in anova test as the regression value with p value as .0001 which is less than .05 making it significant.

5.CONCLUSION

This study has accomplished its goals of determining the variables that influence respondents' attitudes towards e-recruitments. Today's employers can't afford not to take advantage of online recruitment, as new

generations, especially university students, are highly receptive to e-recruiting (Parry & Wilson, 2008). Furthermore, today's job seekers are actively searching for work online, and many companies advertise their jobs on their portals. Employers have no choice but to adopt this practice if they wish to attract top-quality human resources, including recent graduates (Parry et al., 2000). The scope of this study is limited to the four independent variables mentioned above. However, future studies should consider other variables such as: Internet Stress, Innovation, skill set required to use technology etc.

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