

A STUDY ON THE IMPACT OF SOCIAL MEDIA IN HUMAN RESOURCE MANAGEMENT

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Abstract: The study aims to measure the impact and effectiveness of social media in human resource management. This paper illustrates all the usages of the social media not in daily life or personal life, but in business especially in HR functions. As everything has both positive and negatives, this also has. Many people use it for faulty or wrong reasons. However this paper concentrates only on the positive things of the social media that too in HR arena. This paper emphasizes to an extent that the scope of social media uses in the business scenario especially in HR functions. The statistical tools are used for the analysis of responses. A sample of 100 HR professionals is considered and a questionnaire was circulated among them to collect the data. The data is again analyzed and interpreted. All the results of the research are presented in this paper with a final conclusion.

1. Introduction

The way of connections among people and organizations in the virtual communities and online networks is termed as social media, where they are used to share, create and exchange information and ideas [1-6]. Andreas Kalpanand Michael Haenle defines the social media as “a group of Internet – based applications that build on the ideological and technological foundations of Web 2.0”. This depends on mobile and Web – based technologies that are used to create highly interactive platforms where the individuals and communities share, communicate, create, discuss, and modify.

2. Research Methodology

The Descriptive research type is used for this Statistical Research. A random sample is a small subset of individuals chosen from a larger set of population. Where each individual is chosen randomly and entirely by coincidence [7-11], such that each of them have the same probability of being chosen at any of the stages during the sampling process. In this research simple random sampling was adopted. This study comprises of 100 respondents as the sample size.

3. Findings

- Majority of the respondents i.e., 89% of the respondents belong to the category of 20 – 30 years of age and 11% of respondents belong to the category of 31 – 40 years of age.
- 39% of the respondents have one year of experience and 61% of the respondents have 2 – 5 years of experience [12-16].
- 54% of the respondents spend 3 – 6 hours on the internet and 36% of the respondents 7 – 10 hours on the internet.
- 21% of the respondents agree that the networking sites are useful for showcasing employees’ talent and 79% of the respondents agree that the networking sites are most useful for showcasing employees’ talent [17-19].
- 46% of the respondents strongly agree that the networking sites are used for surfing and 54% of the respondents agree that the networking sites are used for surfing.
- 66% of the respondents strongly agree that the networking sites are used for verifying job portals.
- 55% of the respondents agreed strongly and 9% of the respondents are in the neutral stage and 1% of the respondents disagreed to that opinion.
- 47% of the respondents from the data strongly agreed and 50% of the respondents from the data agreed that the educational qualifications of the candidates are revealed through social media. 2% of the respondents are neutral and 1% of the respondents disagree to the opinion.
- 52% of the respondents strongly agree and 39% of the respondents agree that the project undertaken details are obtained. 7% of the respondents say neutral and 2% of the respondents from the data disagree about the opinion.
- 5% of the respondents have LinkedIn as a 3rd choice, 34% of the respondents have LinkedIn as a 4th choice and 60% of the respondents feel LinkedIn is a least visited site.
- 62% of the respondents have Naukri.com as most visited site, 29% of the respondents have Naukri.com as a 2nd choice, 5% of the respondents have Naukri.com as a 3rd choice, 2% of the respondents have Naukri.com as a 4th choice and 2% of the respondents feel Naukri.com as a least visited site.

- 80% of the respondents agreed strongly and 18% of the respondents from the data agreed that the social media is an effective force in recruitment process and 2% of the respondents are neutral that the social media is an effective force in recruitment process.
- 29% of the respondents agreed strongly and 62% of the respondents agreed that the HR – Marketing cost have decreased[20-21].
- 29% of the respondents agreed and 65% of the respondents agree that the general recruitment cost have decreased.
- 74% of the respondents agreed and 23% of the respondents agreed that the cost per hire is decreased using social media.
- 40% of the respondents strongly agreed and 54% of the respondents agreed that the time to hire is decreased in recruitment process using social media.
- 39% of the respondents strongly agreed and 58% of the respondents agreed that the time of applicant administration is decreased using social media in recruitment process.
- 61% of the respondents strongly agreed and 32% of the respondents agreed that the time for promotion is decreased using social media in recruitment process.
- It is found that there is significant difference between decreased general recruitment cost and decreased hiring time.
- It is found that there is no significant difference between long time taken for sorting information and data acquired from social network is huge.
- It is found that there is no significant difference between verifying job portals and posting advertisement regarding job vacancy.
- It is found that that Naukri.com is the most visited site, Monster.com is the 2nd choice of site, Shine.com is the 3rd choice of site, Times Job is the 4th choice of site and LinkedIn is the least visited site for Recruitment process.
- It is found, there is no significant difference between the decreased HR – Advertising cost and decreased cost – per hire.
- It is found that there is no significant difference between gathering competitor's information and maintaining company's home page.
- It is found that there is no significant difference between decreased time for applicant administration and decreased time for advertisement.
- It is found that the huge data acquired through social network follows normal distribution.
- It is found that the obtained back ground information of the candidates follows normal distribution.
- It is found that there is a positive correlation between social media usefulness in showcasing employees' talent and social media usefulness in revealing educational qualification of candidates.

4. Suggestions & Recommendations

- ✓ The organization must adopt the modern methods of social interacting sites for recruitment which is low-priced alternative method of appointing instead of giving advertisements in newspapers or any other new channels which lead to more expenses.
- ✓ The companies must have the records and predict about the social interacting sites by fame and usage.
- ✓ The online recruitment process requires site maintaining, in order to ensure that enquiries are answered moderately, promptly and sites are rationalized.
- ✓ To Promote the positive usage of social media by encouraging employees to come up with ideas to use the social site tools to do the jobs effective.

5. Conclusion

The social media provides platforms to the Hiring HR functions. The candidates and the screening of candidates are the areas where social networking is making its existence felt. For recruitment, the organizations can target the candidates, source the passive and active applicants, consistent with the companys' brand and strategy. hencecooperating with the right candidates will give the company an edge over its competitors. Beside this, these sites are good for teamwork and create a brand image. Individual or company can showcase their worth by regularly updating and projecting themselves by strengthening identification with the company promoting the brand.

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