



ORIGINAL RESEARCH PAPER

Commerce

A RESEARCH STUDY ON EFFECTIVENESS OF USING SOCIAL MEDIA FOR RECRUITMENT AND SELECTION OF EMPLOYEES IN BRASS PART INDUSTRY.

KEY WORDS: Recruitment, Selection, Social Media, Human Resource

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ABSTRACT

The study is based on how social media affects human resource functions specially in Recruitment and Selection in this hyper turbulent environment. The changing economy aggressive supply in manpower has led to the dependence on Social Networking sites. A boom in the usage of social media has made recruiters to go the online way. The chain of different people can be useful for present as well as future situations. The main objective of research is to know the effectiveness of using social media for recruiting and selecting employee in brass part industry. To know the effectiveness of social media its merits and demerits of using are been explored. Structured questionnaire is been built for the same. One way Anova test is been conducted to know the results. Thus, it was found that effectiveness of social media usage for recruiting and selecting proves positive. The firms using this tool has received positive impact on managing as well as attracting new talents.

INTRODUCTION

Brass Industry in India has always been playing, a sound role in the development of our economy. Small Scale units, Medium Scale units and Large Scale units has played very important role in creating employment opportunities, more export opportunities in domestic as well as international market and raising standard of living of people. Many surveys has been made by government as well non – governmental institutions to find the performance, problems and prospects of these units. As Brass part industry is established in totally an unorganized sector, the problem of hiring, retaining and training of employee remains unsolved. Thus, personal or unit wise survey is needed for the industry to develop in an organized sector.

Using Social Media in the workplace can affect both the employees and employers. Some of the problems associated with its usages are –

- It is highly addictive
- It could harm privacy
- It makes employee crave for attention
- It could affect general wellbeing
- It can turn problems into work problems
- It could decrease employee relation
- It could also deflate workplace morale

Although, there is still a fierce competition across brass part industry, it becomes important for the employers to hire and select the best talent with minimum or no error as well as try to reduce the cost at the same point of time. This has forced a company to use newer and better tools to track the best talent pool. With this, along with large scale industries, now even medium scale industries have started using social media platform to attract the talent pool.

Literature Review

Nikhil Chhabra, Rudri Mehta and Prof. Nehajoan Panackal (2020) focused on social media as a recruitment tool – a study of concept, practices and theoretical framework. The research focuses on how employers can effectively use social media as a tool to recruit and select the employees. The researchers have tried to high light the attraction tactics of the employers in terms of using WhatsApp and Facebook. Secondary methodology has been used to carry out the research work. The conclusion of the research stated that with the change in time and space companies are now adopting new generation technology to attract the talent. And at the same point of time it helps the company to decrease their cost.

Prakapiene, Dalia, Prakapas, and Romas (2018) focused on

usage of social media in human resource management. The research was carried out from April 2018 to July 2018. The research analysed that social media usage was popularly more for recruitment rather then for communication and for career development. It also found that there has been lack of systematic approach towards adaptation, socialization and cooperation for social media.

Monika Punn and Manosi Chaudhuri (2018) focused on impact of social media usage on recruitment in Indian IT Industry. The research included both perspectives recruiters and job seekers. Recruiters are effectively using social networking sites to connect with potential candidates and to make the work at ease. 417 candidates and 121 recruiters were the respondents of the research. Regression analysis between two variables ie. Social media and recruitment factors, was conducted to find the result. Thus the result obtained was social media usage from recruiters perspective found to be effective and efficient tool.

Tanvi Rana and Neha Singh (2016), focused on social media as a tool for recruitment. The research paper is critically analysed the pros and cons of social media usage and its impact on recruitment. The research found the benefits of using social media like cost, quickness, ample options and opportunities. The cons was that, it does not suit to each and every profile of the organization, it only attracts to those who are technosavy.

Hari G Krishna and Vyshak Mohan (2016) in their research paper analysed that the extent to which the use of social networking sites leads to effective recruitment. The chosen qualities of sites were information quality, popularity, networking scope, ease of navigation and security/privacy. Effective Recruitment is characterized by diversity of applicants, the quality of applicants, the cost and time and the target group orientation. Thus, the research findings showed that recruiters need to be more cautious while investigating the information about the candidate.

Research Methodology

Statement of Problem

Study on Effectiveness of Social Media over Recruitment and Selection in Brass Part Industry in Jamnagar City.

Goals of the Study

- To know the effectiveness of using social media for recruitment and selection.
- To identify the benefits and cons of using social media.

- To identify the usage of social media platforms by the various employers.

Scope OfThe Research

The scope of the research is quite limited. In the study, the main focus is on usage of social media for recruitment and selection by employers. All respondents are proprietor or Partner.

Research Design

Research design is flexible enough to provide opportunity for considering different aspects of problem under study.

Research Type

Research study is based on exploratory research, as it is been explored for the first time in Brass Part Industry.

Population Size

In Jamnagar, more than 6000 brass manufacturers and traders are doing business.

Sample Size

Sample size plays an important role in the research. 236 brass employers are taken as a sample size for the research study.

Sampling Unit

For the research purpose proprietors and partners or family owned business in brass part industry are taken.

Source of Data and Data Collection Instrument

For the research data face to face interview and questionnaire are taken as a data source.

Sampling Method

The method adopted to collect the data is Non – Probability Convenient Sampling method.

Findings

First Objective: To know the effectiveness of using social media for recruiting and selecting the employees. For this Study One Way Anova has been used.

	Strongly Agree	Agree	Neutral	Strongly Disagree	Disagree
It is cost efficient	0	68	2	136	30
It increases the quality of hiring	0	74	161	1	0
It gives the opportunity to reach to passive candidates	0	32	135	157	12
It improves referrals	0	87	5	135	109
It is quick	54	118	89	25	50
It gives a good culture fit for the organization	0	121	121	44	50
It gives company a competitive edge	18	139	100	0	77
It is cost efficient	0	68	2	136	30
It increases the quality of hiring	0	74	161	1	0

ANOVA						
Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	31480.29	4	7870.071	3.335234	0.022535	2.689628
Within Groups	70790.29	30	2359.676			
Total	102270.6	34				

The Outcome states that there is effectiveness of using social media for recruitment and selection.

Other Objectives: To identify the pros and cons of using social media, through responses been collected and analysed it has been found that social media usage with expert search proved more beneficial for employers. As well as skilled labour recruitment and selection is more preferred by employers through WhatsApp.

To identify the usage of social media platforms by the various employers. The most preferred social media Platform for Brass Industry is Facebook. Whatsapp and LinkedIn.

CONCLUSION AND FUTURE DIRECTION

A social media is an online platform which helps people to build social networks or social relations with other people, who share similar personal or career interests, activities, backgrounds or real-life connections. It is becoming clear that social networks have become part of People's lives. Using Social Media in brass part industry for recruiting and selecting is an opportunity for employers to develop more efficiency and effectiveness in their organization. This helps the company also to decrease their cost and increase their productivity level. With the changing time, new generation operating in this sector highly prefer social media for recruitment and selection.

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