

The Impact of Social Networking Sites On Practises for Human Resources Management

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ABSTRACT

The new word "social media," that has infiltrated our everyday lives at rapid speed, comprises of social networking, interactive games, international friendships and global communication. Human resources, on the other hand, are engaged in conditions such as recruiting, career progression, motivation, employability, assessment. The usage of social media is creating new problems and possibilities in many sectors of business and public administration. More emphasis has recently been paid to the adaption and use of social networking websites for the management of human resources. Although companies have long been engaged in social media networks, they have lately begun using this device for human resource management objectives such as internal communication, career management and recruitment. LinkedIn, Facebook, Twitter and Google+ are mainly social networking platforms which are often utilized in the management of human resources.

Keywords: *Social media, human resource management, recruitment, social networking sites, LinkedIn.*

1. INTRODUCTION

In recent years it has become essential to know most of the issues facing industry across the globe. The continuing recession has cost the corporate sector significantly. Words like insolvency, dismissal and reduction of costs have become even more recognizable and frequent. The management of human resources has also absorbed its share of these cutbacks. Recruitment is one area in which businesses seek to discover both more efficient and cost-effective methods of acting. Recruitment in the business sector is constantly needed and businesses spend billions on it. It is also obvious that the recruitment procedure always reflects on fresh prospects. [1]

Advanced technologies and new media formats currently offer favourable possibilities for information sharing, communication and cooperation in a contemporary knowledge society outside the borders of State, race or country and may be used in many fields of human activity. In recent scholarly papers, this phenomenon has been extensively analysed in many spheres of social life. The use of social media in management, in particular human resource management, has impacted companies in many sectors and significantly altered the way people perform their work. [2]

Human resources management operations have otherwise grasped the importance of SM, while future businesses and significant efforts have been taken to integrate social media in its operation. Either recruiting workers or creating a communication group of experts to get input on the policy of the business, social media serves as a primary platform nowadays. The Human Resources department is equally responsible for establishing employee social media policies. This is done to monitor the use of social media and their effect on the reputation of the business. [3]

Social media like Facebook, LinkedIn, Twitter, Google S and Xing have millions of members and the number grows at a healthy rate annually. Social Networking Website (SNS) is a unique kind of social online platform that allows users to connect by uploading photos, videos and remarks, like and hate, and sharing information. Although many writers use SM and SNS interchangeably, they have distinct special meanings. SM is driven by web 2.0 that provides for individual interactions with technical devices such a

desktop, laptop and mobile phone that show that SNSs, social buying, social marketing, social gaming and tracking are all components of SM. (Figure 1) [4]

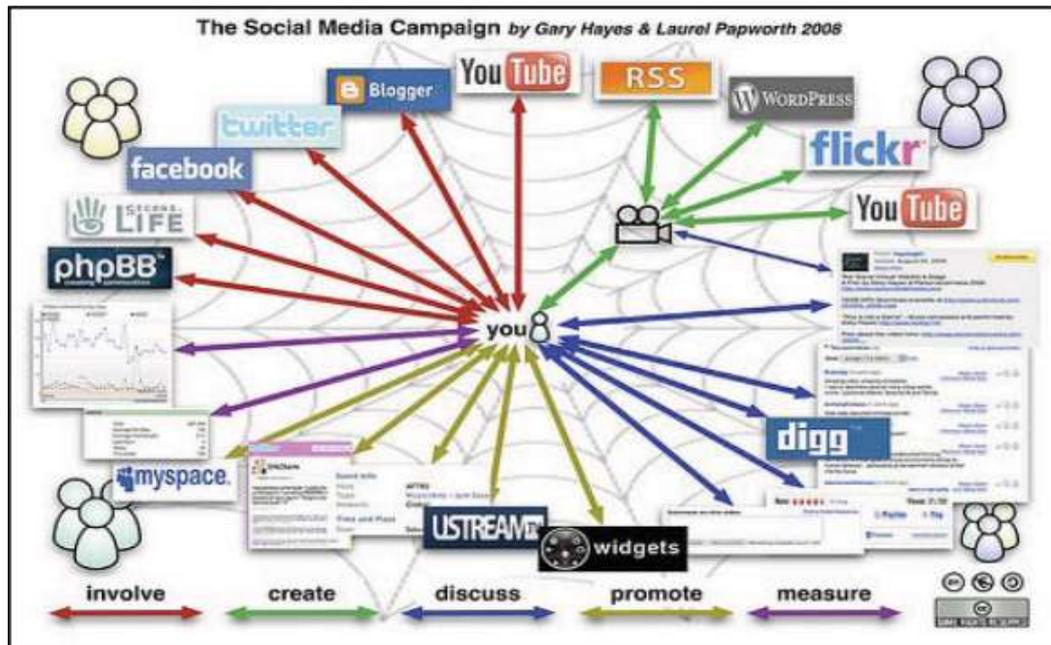


Figure 1. The social media Campaign

SNWs are a subset of social media and fulfil three broad criteria: (1) they are an online service that enables users to establish a profile within the network, (2) allow users to make a list of other connecting users and (3) allow users to see and browse the information produced by other social network users. Due of these unique characteristics, scholarly research in the field of job selection has focused on SNWs.[5]

2. LITERATURE REVIEW

Maryam Haghshenas (2015) The way individuals interact and exchange knowledge is revolutionized by social media. The way we connect, with many companies, changes LinkedIn, Facebook, YouTube, Twitter and other social media. However, the use of social media may generate numerous legal, financial and personal dangers if not handled properly. Due to the potentials and advantages of social media in the workplace, managers need to devise rules and processes that regulate its usage. These important social media leaders, in addition to the external benefits, are even more committed and linked with the business, its purpose and its objectives if done properly. The workers may come from everywhere in the company, from interns, staff, managers, product leaders, managers; but the support and attention needed to avoid the foray falling flat must be done properly. As a consumer and brand-driven toolkit, social media is established. Social media are becoming more available as a creative option for internal efficiency. If strategy and governance are linked with technologies in social media, every company may have a beneficial effect. This paper addresses important problems and strategic concerns that assist managers make better educated choices when they navigate their organisations' social media challenges. The social media and human resources relationships are then explored. The lack of a clear plan for the use of social networks in businesses is the number one reason why some organizations hesitate to use and take advantage of social media. Main factors are then further discussed to create comprehensive business strategy. Finally, we encourage businesses who contemplate the use of social networks and companies that have benefited from such networks to enhance their strategy.[6]

G. Aspridis (2013) The new phrase social networking, the new word that has entered our everyday lives at fast speed, is interactive games, international friendships and communications, generally and globally. Human resources are, on the other hand, dedicated to words such as recruiting, career progress, motivation, employability, assessment. Both appear so distinct, yet today there is a connection and a parallel path. Social media platforms like Facebook, LinkedIn and Twitter etc. are being used at present as a promotional tool for companies under their will to contact each "user" personally or as a potential employer's entry, and cause for dismissal in the same recent instances. But how do they integrate or connect these two? The

second part is the research field of this report, which presents the traditional method of recruitment and selecting as well as the career advancement and assessment throughout this paper, first in terms of how this relationship is widely perceived by potential and existing workers as well as human resources offices in firms. Theory and practice in connection to the desire to examine and study the possibility or not to use social media as a tool to progress into a contemporary human resource world.[7]

Donald Herbert Kluemper (2016) Over the last decade social media have changed rapidly in a number of ways in the area of human resources management. In response, academics and practitioners tried to study the various ways institutions affect social media. To date, evidence of study into a variety of HR-related issues has only begun to develop but has spread across many literatures. The main objective of this Chapter is to evaluate and to combine the current literacy on the study of social media in HRM. During the review, we examine existing research, explain the theoretical basis of these works and synthesize important research results and subjects in a cohesive HRM-related social media framework. Finally, we provide suggestions for future study to improve understanding of the effect of social media in organizations.[8]

Godwin Oscar Offong (2017) This article examines the effects on the confidence, explicit and silent sharing of information, as well as job performance in developing economies, of individual attitudes towards the use of company social media (ESM). The authors utilize data from a survey of 293 employed people who work in ESM systems in Lagos, Nigeria. This article offers empirical proof, which improves trust between colleagues for those who perceive high levels of performance expectations. Human resources managers may claim that ESM can help them build trust and cooperation by engaging workers online. This is essential in developing markets for multinational companies that wish to build confidence in knowledge exchange where local organizations and employees need to build. [9]

Monika Punn and Manosi Chaudhuri (2018) Recruitment attracts prospective applicants for empty jobs inside a company and is an essential function performed by every firm's human resource department. This study focuses on the efficiency of the use of social media in IT businesses in India. The study covers both the jobseekers and the recruiters' prospects. As both jobseekers and recruiters search for the ideal fit, social media connects them. This article focuses on social networking platforms that are developing as efficient ways to attract jobseekers to advertise their skills. Recruiters use social networking sites successfully to interact with prospective applicants to simplify the process. This article covers the study carried out in two surveys by jobseekers and recruiters. This study included 417 applicants and 121 recruiters. After the data were collected, regression analysis was carried out to determine the efficacy of social media recruiting. [10]

3. RESEARCH METHODOLOGY

Quantitative research is utilized as primary data, literature and secondary data hypotheses.

Quantitative research

Quantitative research was conducted to study the popularity of LinkedIn and use of it in job searching. Target group for this research was the present and former students of CMS Business School. Trends in recruitment are shifting towards using social networking sites (SNSs) in recruitment. LinkedIn's popularity is ever increasing, and more and more companies and employees find their way to this platform.

Survey

The poll was performed in Google Forms and transmitted via social media, Facebook groups of CMS. These channels were selected to study for CMS Business School students and alumni. There were 100 responses to the survey. Questions were closed, with just one open-end question. Either the questions were mcq or checkboxes. Most of the issues were compulsory.

Job search channels

Participants were asked what outlets they used to look for jobs. The inquiry included many questions and an open-end question where participants may indicate additional channels, they utilized in job hunting. The work sites were the most utilized job search channel such as Monster, indeed, Glassdoor. 95% of participants utilize job-search sites. The second most often utilized medium is social media, with 82 percent in employment searches using social media. 75 percent of participants utilized the company's own websites.

The OMA intranet of the CMS Business School was utilized by 45% of participants. LinkedIn was mentioned individually. Each channel was utilized by one participant.

Linked In

For participants using LinkedIn, the following questions were addressed. The questions are on why individuals use LinkedIn and utilize it to look for jobs. Nearly all participants utilize LinkedIn, 95 percent. This result demonstrates LinkedIn's popularity among Generation Y. The number of LinkedIn users in this research is much higher than the overall usage of LinkedIn in Finland. At the beginning of their working lives, the participants were either student, graduates and post-graduates, who might boost the usage of LinkedIn for the group. These LinkedIn participants, now called LinkedIn users, use LinkedIn primarily for networking (85 per cent) and job-seeking (78 percent). Use LinkedIn for 59 percent to discover information.

59% of LinkedIn users requested a LinkedIn job. 35 percent of individuals who asked for a job at LinkedIn were invited to interview. Eventually, 25% of the individuals who applied for a job at LinkedIn were hired. 60% of LinkedIn members were contacted by recruiters and 25% were interviewed. Only 3,4 percent of the participants approached by recruiters were finally hired.

4. ANALYSIS AND DISCUSSION

69% of the participants were female and 31% male. The largest age group was between 25 and 30 years with 45%. The second was 20 to 25 years, 30%, and the third 30 to 32 years, 20%. The lowest group with 5 percent was +32 years. 40% of all participants graduated. Most of the participants were students in the third year (25%) or fourth year (25%). 10% of participants graduated after graduation. There were no pupils in the first year and second year. (The first table)

Table 1 Personal data of Respondents (100 persons)

Personal data		Respondents	Percentage
Gender	Male	69	69%
	Female	31	31%
AGE	20-25	30	30%
	25-30	45	45%
	30-32	20	20%
	32 Above	5	5%
Education	Third year	25	25%
	Fourth year	25	25%
	Graduate	40	40%
	Post graduate	10	10%

Employment rates are rising in India and more jobs are accessible. Recent grads have also improved their employment rates. The objective was to investigate how students and graduates use LinkedIn in job search, and how the usage of SNSs in recruiting is popular.

Recruitment methods have evolved in technological development, social media and globalization. Companies have used SNSs in their recruiting procedures and online recruitment. As mentioned before, social networking sites are becoming the most common route to discover and attract applicants in recruiting

procedures. Recruiting research has shown that LinkedIn and Face Book are India's most preferred recruitment platforms.

The study performed for this article examines how CMS Business School students discovered that 95% of participants use LinkedIn. This result also indicates LinkedIn's increasing popularity. The study showed that individuals were more likely to get hired when they applied for the job instead of being approached by the employers. LinkedIn may be more popular among Y students or new graduates compared to the general usage of LinkedIn in India.

The use of recruiting social networking sites offers numerous benefits, but a number of problems may emerge. SNSs in recruiting may raise the danger of prejudice, because more information is given to the recruiters than is customary. Recruiters should examine recruiting variables exclusively. The recruiting processes should be strategic, procedural and policy processes. There are numerous modifications to discrimination when recruiting social networking sites. The recruitment process needs effective and beneficial strategic strategy and procedure.

A research study has shown that LinkedIn is quite popular among students of the CMS Business School. LinkedIn is used by 95 percent of participants. The difference in the popularity of LinkedIn in both these surveys may be explained by the profession.

Recruitment on SNSs is often drastically rising. Society for Human Resources Management's research discovered that 84% of companies use SNSs and 9% are planning to apply SNSs for recruitment practices. According to Statistics, 63% of businesses utilize social media. Companies are primarily using social media for brand development and marketing, although there is a growing trend towards social media recruiting. Study on recruitment in India found that 51% of inhouse recruiters and 41,6% of outsourced recruiters have recruited employees from social media. LinkedIn is extensively utilized by all parties, recipients and candidates according to this research.

5. CONCLUSION

Social media have altered the society in which we live. Recruitment and procedures have been modified to the use of social media and social networking websites (SNSs). The HRM has changed from employer instructions given to workers and the employer regarded a commodity, to employees considered a human asset and HRM a competitive advantage to the business.

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