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THE IMPACT OF SOCIAL MEDIA ON RECRUITMENT IN KINGDOM OF SAUDI ARABIA

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ABSTRACT

Social media have become increasingly popular in recent years. The use of social media is becoming a major hit for both personal and professional use. Many companies in the Kingdom of Saudi Arabia (KSA) are using social media such as Facebook, Twitter and LinkedIn to advertise their jobs so that job seekers can apply for a job. Companies using social media for recruitment may have a good or bad effect on recruitment process. Therefore, this study was done to analyze the impact of social media usage for recruitment purpose. This work was done based on quantitative method. The sample population consisted of 38 human resource managers from various companies in Saudi Arabia. Questionnaire was utilized for data collection. The findings of this work have shown that companies in KSA are using the social media for recruitment purpose. Furthermore, the results have shown that HR social media is an effective tool in finding job vacancies. Moreover, results have shown that companies in KSA are having policies while using social media to recruit employees. HR managers stated that social media helps in managing the recruitment process.

INTRODUCTION

Social media is taking over the world in the 21st century. Nowadays, people of different ages have an account in one of the social media and hardly anyone who has not registered in any of the social media such as Facebook, Twitter, or LinkedIn. Social media that have been used by different ages for entertainment purposes are now being used for professional purposes [1].

Social media sites such as Facebook, Twitter and LinkedIn have become more popular over the last five years, allowing organizations to build a public

profile [2]. The popularity of social media sites, especially social networking, has shifted not only to the personal, but also to many businesses, such as employees or recruitment management [3]. Recruitment is one of the main human resource management (HRM) activities affected by the rapid development of social media that opens up new opportunities for businesses [4]. With the advent of social media platforms such as LinkedIn, Facebook and Twitter, the recruitment process has undergone a dramatic transformation. Proper organizations not only throw a broad web across these locations, but also narrow down their quest to precisely what they want with excellent convenience [5].

Kluemper et al. [6] stated that social recruitment means recruiting candidates through social programs. Popular social media such as LinkedIn, Facebook, Twitter and Google+ have been used for recruitment [6]. Social recruitment uses social networking profiles, blogs, and online connections to find and search for candidate information. It also uses social media to advertise jobs through HR vendors where job seekers and others share job openings within their online social networks [6].

Social networking is one of the most explored ways of sourcing and recruiting employees in companies. Rutter et al. [7] found that recruitment of employees has become more challenging as the market for qualified job applicants is shrinking. Putting job advertisements in the newspapers and the internet is expensive, and it is an ongoing challenge to narrowly identify the types of candidates [7]. Gravili and Fait [8] found that recruiters carry out more than 30% of their sourcing activities through social networking sites. They have a team of social media recruiting specialists to look for potential job seekers. Furthermore, Jeske, and Shultz [9] stated that there is a high level of competition in the global market, and recruitment has stood out as a high factor in the effectiveness of organizations.

Social networks meet the needs of a wide range of age groups, not just the younger generation. People have been found to spend more time on social networking sites than on email, and they are growing steadily. Furthermore, Holland and Jeske [10] found that companies have realized the benefits of using social networking for recruitment purposes. To attract the best talent, it is clear that the use of social media in recruitment is becoming increasingly necessary. Furthermore, Rao [11] found that the career-oriented social networking websites such as LinkedIn are changing the recruitment landscape in terms of evaluation and sourcing for both recruiters and job seekers. Moreover, the availability of relevant information on these sites enables recruiters to evaluate large numbers of prospective employees quickly and effectively without having to dig into CVs or conduct interviews [11]. Social media recruitment helps the employer to attract more candidates to their open positions [10-11].

Recruitment through social media has played a major role in the world and has been seen in the Middle East. The usage of social media in among the community of Saudi Arabia has augmented over past decade [12]. The younger generations are currently attracted to social media to locate for latest

news, information, and job opening. This has enabled job hunters in Saudi Arabia to fully utilize the advantages of social media for job seeking purposes [13]. Furthermore, job recruiters in Saudi Arabia are on constant hunt for potential candidates and they see the social media as a main platform for head hunting [13]. Therefore, this study was done to analyze the impact of social media on recruitment process in Saudi Arabia.

METHODOLOGY

This work was done based on quantitative research technique. The sample population of this work consisted of expatriate male and female HR employees from different organizations in Saudi Arabia. This sample population of employees was necessary to achieve the objectives of this research and to be able to popularize the results on a scale. The sample consisted of 38 human resource managers, recruiters and other majors who use social media. The data was collected using survey questionnaire. There were two sections to the questionnaire. The first section asked about the name of the company, gender, educational level, experience and job position. The second section asked employees if their company is using social media for recruitment purposes, what social media tools they are using, and if there are policies to hire employees while using social media. The collected data were analyzed in terms of basic statistic and were presented in accordingly in chart forms.

RESULT AND DISCUSSION

Demographic Analysis

Based on Figure 1, 63.20% of the respondents were males and 36.80% of the respondents were females.

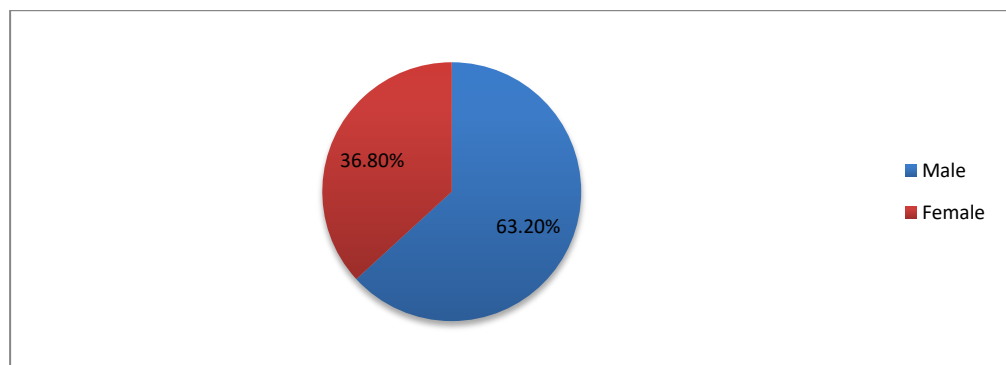


Figure 1. Gender

Based on Figure 2, 57.90% of the respondents have completed bachelor's degree and 42.10 % of the respondents have completed master's degree.

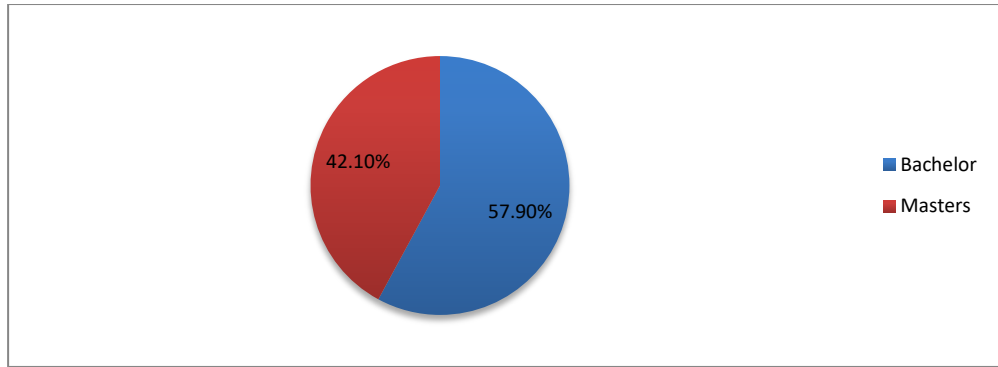


Figure 2. Level of education

Based on Figure 3, 13.2% of the respondents had work experience between 0 to 3 years, 21.1% of the respondents had work experience between 4 to 6 years, and 65.8% of the respondents had working experience from 7 years and above.

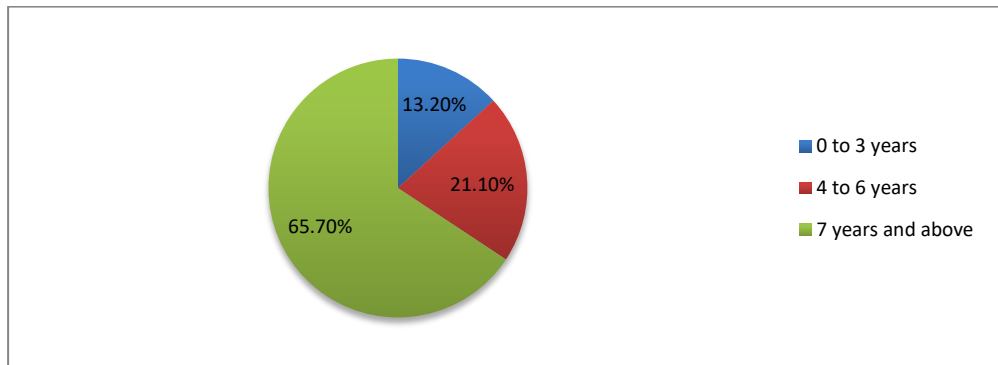


Figure 3. Working experiences

Questionnaire Analysis

The respondents were asked several questions related to social media and recruitment process. The result of each question is presented accordingly in this section. The respondents were asked “Does your organization use social media for recruitment purposes?”. The purpose of this question is to see how many companies use social media for recruitment purposes. Based on Figure 4, 81.60 % of the respondents stated yes and 18.40 % of the respondents stated no.

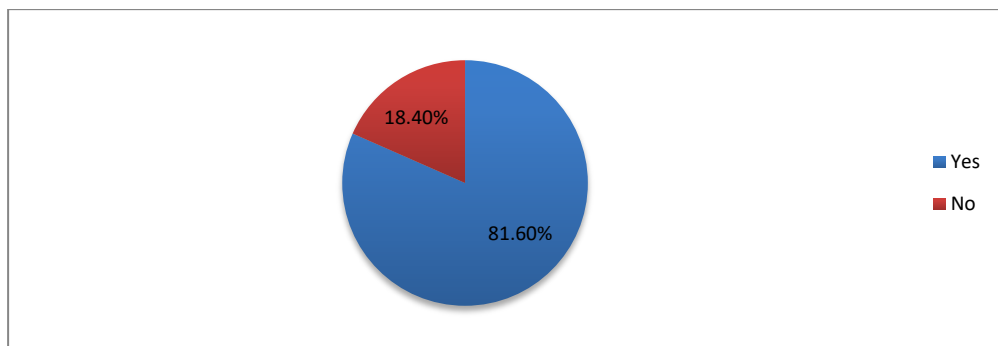


Figure 4. Organization use social media for recruitment purposes

The respondents were asked “Do you think that social media is an effective tool in finding job vacancies?” The purpose of this question is to see if social media is effective tool or not in finding jobs. Based on Figure 5, 94.7 % of the respondents stated yes and 5.3 % of the respondents stated no.

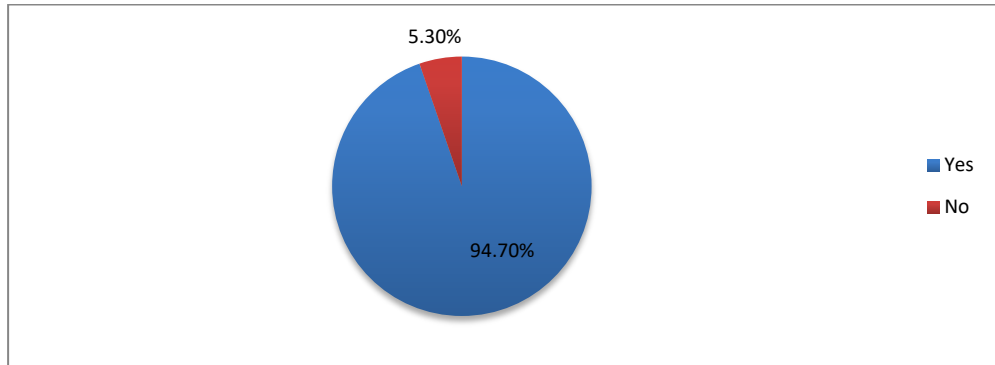


Figure 5. Social media is an effective tool in finding job vacancies

The respondents were asked “What social media tools are you using for recruitment?”. The purpose of this question is to see which social media platform is being used the most for recruitment. Based on Figure 6, 60 % of the respondents stated LinkedIn, 15 % stated Facebook, 10 % stated Twitter, and 5 % stated Google+.

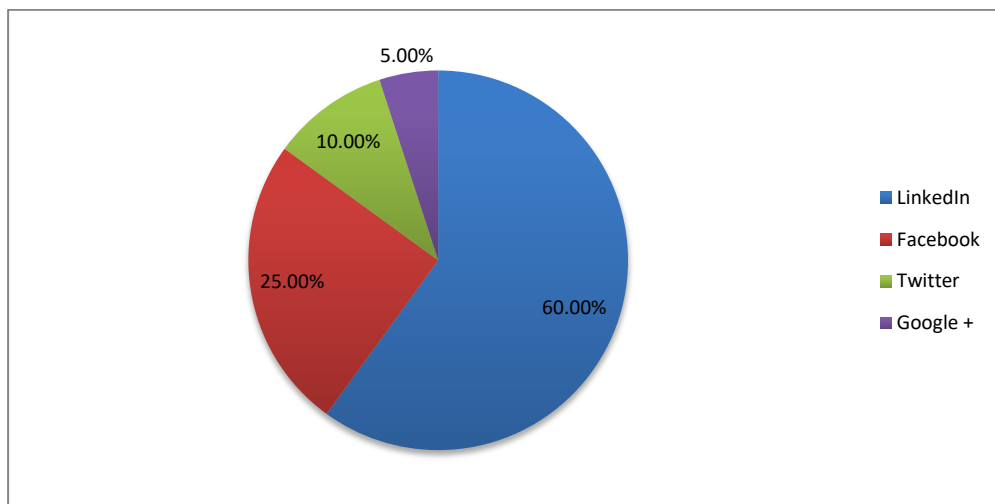


Figure 6. Social media tools used for recruitment

The respondents were asked “Does your company use social media to support your recruitment efforts?”. Based on Figure 7, 84.2 % of the respondents stated yes and 15.8 % of the respondents stated no.

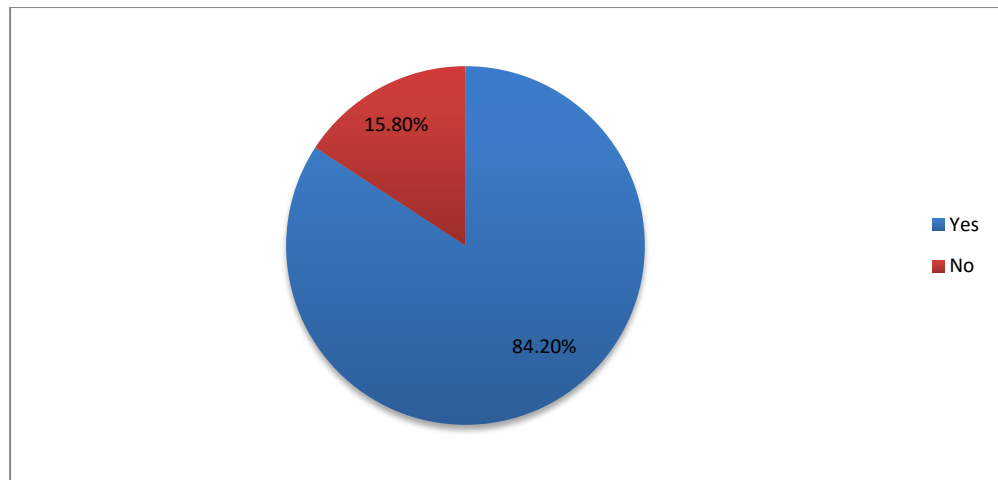


Figure 7. Company use social media to support recruitment efforts

The respondents were asked “Do you consider social media tools useful to exploit your organization's intellectual assets?”. Based on Figure 8, 86.8 % of the respondents stated yes and 13.2 % of the respondents stated no.

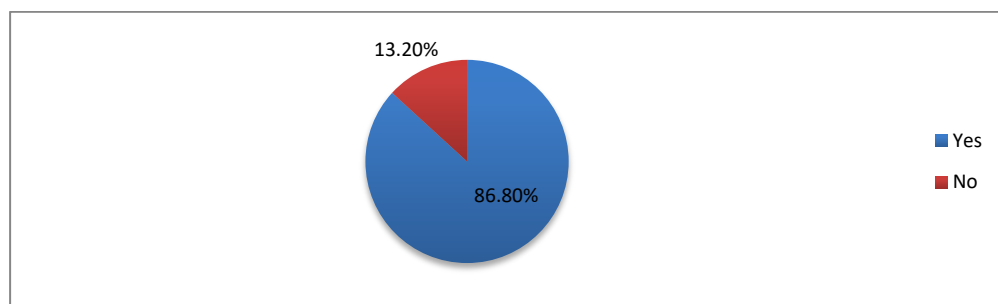


Figure 8. Consider social media tools useful to exploit organization's intellectual assets

The respondents were asked “Was if there any policies when using social media to recruit employees?”. Based on Figure 9, 71.1 % of the respondents stated yes and 28.9 % of the respondents stated no.

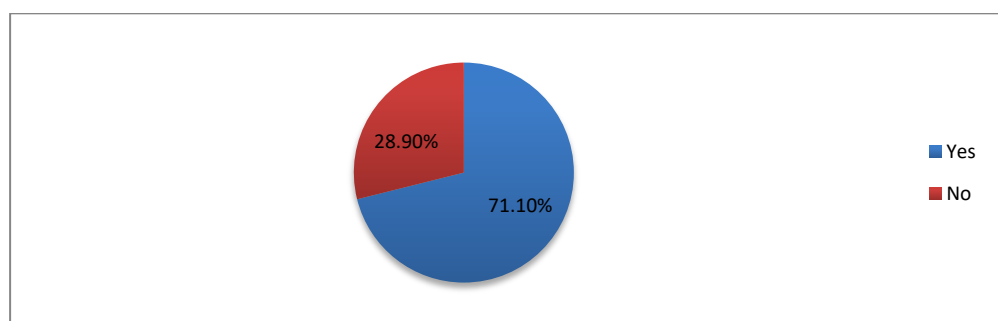


Figure 9. Any policies when using social media to recruit employees

The respondents were asked “Which way is the best to advertise about job vacancies?”. Based on Figure 10, 65 % of the respondents stated social media, 20 % stated recruitment companies, and 15 % stated direct advertisements.

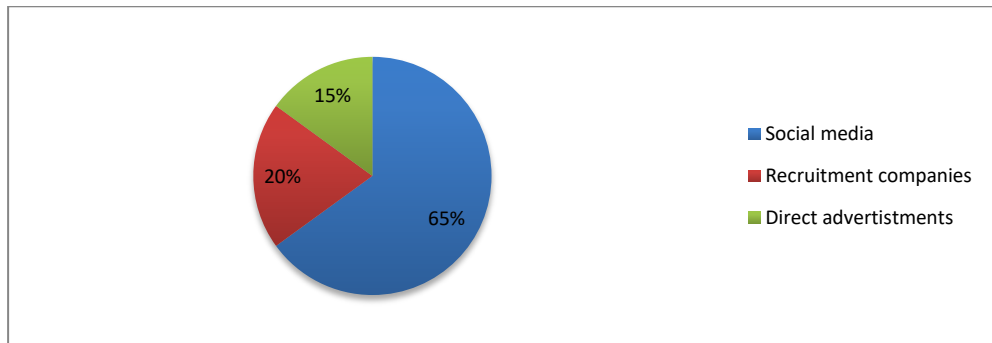


Figure 10. Best way to advertise about job vacancies

The respondents were asked “How long have you been using social media as source of recruitment?”. Based on Figure 11, 31.6% % of the respondents stated 0 to 2 years, 39.5% stated 3 to 4 years, and 28.9 % of the respondents stated they were using it for more than 5 years.

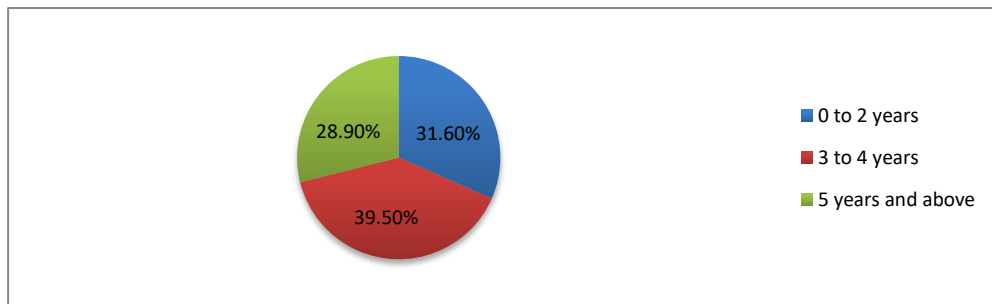


Figure 11. Period of using social media as source of recruitment

The respondents were asked “Do you think that social media networks help in selecting the right employee?”. Based on Figure 12, 89.5% of the respondents stated yes and 10.5 % of the respondents stated no.

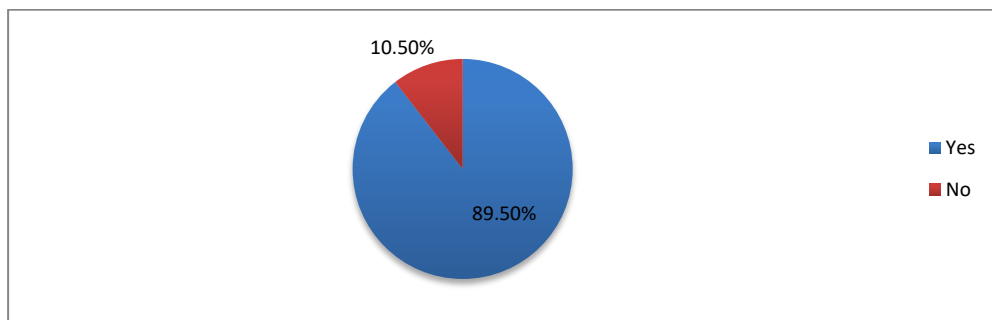


Figure 12. Social media networks help in selecting the right employee

The respondents were asked “Do you think that social media helps in managing the recruitment process?”. Based on Figure 13, 76.3 % of the respondents stated yes and 23.7 % of the respondents stated no.

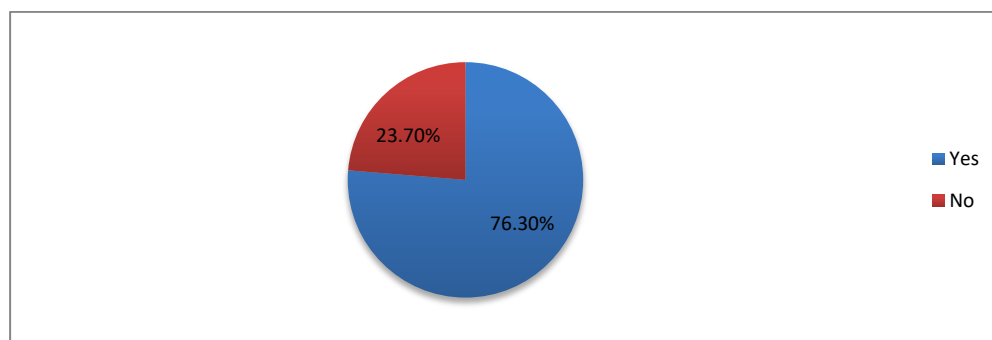


Figure 13. Social media helps in managing the recruitment process

Overall Discussion

The findings of this work have shown that the majority of the respondents agree that the organizations in Saudi Arabia use social media for recruitment process. Likewise, 94.7 % of the respondents have agreed that social media is an effective tool in finding job vacancies. Furthermore, the findings of this work have shown that majority of the respondents agree that LinkedIn is most popular social media platform that is used for job recruitment. Moreover, the findings of this work have shown that 84.20 % of the respondents have agreed that company use social media to support recruitment efforts. Besides, 86.80 % of the respondents have agreed that they consider social media tools useful to exploit organization's intellectual assets. In addition, 71.70 % of the respondents have agreed that policies are used whenever social media is used to recruit employees. Furthermore, 65 % of the respondents have stated that social media is the best way to advertise about job vacancies. Likewise, majority of the respondent have used social media as a source of recruitment for more than 3 years and above.

Moreover, 89.50 % of the respondents have agreed that social media network assist in selecting the right employee during the recruitment process. Finally, 76.30 % of the respondents agree that social media helps in managing the recruitment process. The findings of this work are in line with the work of Ladkin and Buhalis [14] where it was confirmed that recruitment companies are utilizing social media network as one of the main sources for recruiting potential employees. Furthermore, the work of Koch et al. [15] found that LinkedIn is currently a leading social media platform among recruiters to hunt for potential employees and this is in accordance to the finding of this work. In addition, the work of El Ouiridi et al. [16] has agreed that social media network assist headhunters in their recruitment process and it assist in locating the appropriate personal for hiring. These findings are similar to the outcome of this work.

CONCLUSION

This study has examined the impact of social media on recruitment process in Saudi Arabia. Based on the findings of this work, the statistics indicate positivity in response to the chances of using social media for recruitment. It is

concluded that the impact of recruitment through social media has shown a great advantage, and recruiters believe that social media is becoming a very useful tool for selecting the right employee. The role of social media has been identified and the impacts have been positive. With the help of technology, people are making successful use of social media.

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