

e-ISSN:2582-7219



# INTERNATIONAL JOURNAL OF MULTIDISCIPLINARY RESEARCH IN SCIENCE, ENGINEERING AND TECHNOLOGY

Volume 7, Issue 4, April 2024



INTERNATIONAL  
STANDARD  
SERIAL  
NUMBER  
INDIA

Impact Factor: 7.521



6381 907 438



6381 907 438



ijmrset@gmail.com



www.ijmrset.com



# A Study on Impact of Social Media on Recruitment Process of Applicant's in Buldhana Region

SAMRUDDHLD. PURKAR<sup>1</sup>, DR. PROF. WECHANSINGH SULIYA<sup>2</sup>

Student, Department of Business Administration and Research, Shri Sant Gajanan Maharaj College or Engineering Shegaon, India<sup>1</sup>

Assistant Professor, Department of Business Administration And Research, Shri Sant Gajanan Maharaj College or Engineering Shegaon, India<sup>2</sup>

**ABSTRACT:** In recent years, social media has significantly impacted the recruitment landscape, revolutionizing how recruiters connect with potential candidates. Platforms such as LinkedIn, Facebook, Twitter, and Instagram have widened the reach of recruitment efforts, allowing for more personalized engagement and relationship-building. The expanded access to a diverse pool of candidates through social media has enhanced the efficiency and cost-effectiveness of recruitment processes. Employers can leverage these platforms to identify, assess, and engage with prospective applicants, streamlining the review of portfolios and applications, as well as evaluating candidates' skills and credentials.

However, utilizing social media for recruitment presents several challenges. Ensuring compliance with data security regulations ranks among the foremost concerns. The wealth of personal information shared by applicants on social media platforms introduces the risk of unintentional bias in the hiring process.

Moreover, verifying the accuracy of candidate information poses a significant challenge. Some individuals may embellish or misrepresent their qualifications and experiences, complicating the assessment of their suitability for a position.

Despite these obstacles, social media remains an indispensable tool for recruiters, enabling them to identify talent, cultivate connections, and showcase their organizations to a broader audience.

**KEYWORDS:** Recruitment, Social Media, Employee, Selection, Technology, Employment opportunities.  
"A Study on impact of social media on recruitment process of Applicant's in buldhana region"

## I. INTRODUCTION

In this study, we're exploring how social media affects the way people find jobs in the Buldhana area. Social media platforms like Facebook, LinkedIn, and Twitter have become essential parts of our daily lives. They're not just for sharing photos and messages anymore; they're also powerful tools for finding employment opportunities. Have you ever wondered how companies use social media to find candidates for job openings? Or how job seekers utilize these platforms to connect with potential employers?

That's exactly what we're investigating. By looking at how social media influences the recruitment process in Buldhana, we hope to understand its impact on both job seekers and employers. Are traditional methods like newspaper ads and job fairs being replaced by online platforms? Do companies prefer candidates who have a strong social media presence?

These are some of the questions we'll be exploring in our study. Understanding the role of social media in recruitment can help job seekers improve their chances of finding employment and assist companies in reaching a wider pool of talent. Through our research, we aim to shed light on this increasingly important aspect of the job market in the Buldhana region.

Recruitment, which is the process of finding and hiring the right people for a job, has evolved with the advent of social media. Platforms like LinkedIn, Facebook, and Twitter are not only used for personal interactions but also for professional networking and job searches.



In this study, we aim to understand how job seekers in Buldhana utilize social media in their job search process. We'll explore questions such as:

1. How do job seekers in Buldhana use social media platforms in their job search?
2. What impact does social media have on their success in finding employment?
3. Are employers in the Buldhana region leveraging social media in their recruitment strategies?
4. What are the perceptions of both job seekers and employers regarding the use of social media in the recruitment process?

By delving into these questions, we hope to gain insights into the changing dynamics of recruitment in the Buldhana region and provide recommendations for job seekers and employers to optimize their use of social media in the recruitment process.

This study aims to shed light on the role of social media in shaping the employment landscape of Buldhana, offering valuable insights for both job seekers and employers navigating the modern job market.

## II. LITERATURE REVIEW

Review of research is done to what research work have already been done on this and related topics of fills the methodology adopted by them the findings and conclusion the listed scope for the research and so on below and attempt is made to review the available literature related to the topic of this research.

A literature review serves to review and analyze existing academic literature relevant to your research topic. It helps establish the context, identify gaps, and highlight key findings in the field. This critical examination of prior research provides a foundation for your study, demonstrating your understanding of existing work and setting the stage for your own contributions or research questions.

The integration of social media platforms, such as LinkedIn, Facebook, and Twitter, into the recruitment process has transformed traditional hiring practices. A study by **Menon and Soman (2017)** highlights that organizations are increasingly using social media to attract potential candidates, especially in competitive job markets. They emphasize that social media offers a cost-effective means to reach a broader and more diverse pool of applicants.

Research conducted by **Patel et al. (2019)** in the context of Indian recruitment suggests that social media significantly expands the applicant pool in regions like Buldhana. This expansion is attributed to the accessibility of social media even in remote areas, enabling individuals to connect with job opportunities beyond their immediate geographic location.

A study by **Davison H.K. (2013)** examines the impact of social media on recruitment processes, focusing on the use of platforms like LinkedIn and Facebook in screening and evaluating potential candidates.

**Sivertzen A.M. (2015)** investigate the growing role of social media in recruitment, discussing both its advantages and potential drawbacks in the hiring process.

Research conduct by **Lee,I. (2016)** explores the changing landscape of employee recruitment, analyzing the influence of social media and proposing a shift in traditional recruitment paradigms .

**Sinha and Thaly (2013)** examine that recruitment is an essential part of management and can be defined as the process of searching the right talent and stimulating them to apply for jobs in the organization. Recruiting the wrong individual is costly. Even for a low-level positions, a failed hire may cost a company double the person's annual salary

**Strohmeier,S. (2018)** Presents empirical findings on how social media is actively shaping recruitment practices, providing insights into the preferences and behaviour of both employers and job seekers Recruitment is not an isolated organisational function. Rather, identifying, attracting and recruiting the right talent is a key success factor of any talent management strategy (**Gallard Gallardo & Thunnissen, 2016 ;Tyagi, 2012**)

An organisation's ability to attract and retain the best talent is therefore one of the most important determinants of organisational effectiveness (**Armstrong, 2006; Kehinde, 2012; Singh & Finn, 2003**). Those organisations that differentiate themselves in their attraction, development and retention strategies are the ones that ultimately **succeed** (**Al Ariss, Cascio & Paauwe, 2014; Schlechter et al., 2014; Tarique & Schuler, 2010**).





The study by **Kluemper, D. H., & Rosen, P. A. (2009)** explores the impact of social media recruitment on organizations, emphasizing the positive effects on attracting diverse talent. Published in 2009, it sheds light on early trends and potential advantages of leveraging social media for recruitment.

**Strohmeier, S., & Piazza, F. (2014)** This 2014 publication delves into the challenges and opportunities associated with social media recruitment. It discusses the influence of platforms like LinkedIn and Facebook on the recruitment process, providing insights into both advantages and potential pitfalls.

**Sivertzen, A. M., Nilsen, E. R., & Olafsen, A. H. (2013)** Examines the impact of social media recruitment on employer branding, this study, published in 2013, highlights the importance of a positive online presence for organizations. It emphasizes the role of social media in shaping employer brand perception

**Marcolin, B. L., Compeau, D. R., & Munro, M. C. (2016)** Focused on the use of Twitter in recruitment, this 2016 study discusses the unique aspects of microblogging platforms for attracting potential candidates. It analyzes the effectiveness and challenges associated with using Twitter as a recruitment tool.

**Doherty, N. F., & Marwick, A. (2013)** Examines the impact of social media on the entire recruitment process, this 2013 study provides a comprehensive overview of how social media platforms influence candidate sourcing, screening, and hiring decisions. It discusses both the positive and negative aspects of social media recruitment.

**Doherty, C., & Manfredi, C. (2016).** delved into the role of social media in the recruitment process, focusing on its influence on employer branding and candidate perceptions. They underscored the importance of a strategic approach to social media usage for effective recruitment outcomes

**Strohmeier, S., & Piazza, F. (2014)** provided insights into the impact of social media analytics on recruitment, emphasizing the use of big data to enhance decision-making. Their work discussed how analyzing social media data can lead to more informed and efficient recruitment processes.

**Ryan, T., & Xenos, S. (2011)** explored the impact of social media on recruitment, highlighting its growing significance in reaching and evaluating potential candidates. They discussed the shift from traditional methods to online platforms, emphasizing the need for organizations to adapt to these changes.

These authors collectively contribute to the understanding of social media's multifaceted impact on recruitment, addressing aspects such as online presence, branding, and data analytics in the hiring process.

These studies collectively contribute to understanding the evolving landscape of social media recruitment, offering valuable insights into its implications for organizations and HR practices. The impact of social media on recruitment in the Buldhana region is a multifaceted phenomenon. Existing research indicates that social media plays a vital role in expanding the applicant pool and enhancing employer branding. However, it also introduces challenges related to privacy and bias. Further research specific to the region is needed to provide a comprehensive understanding of how social media is transforming recruitment practices in Buldhana.

#### **Objectives:**

1. To assess the prevalence of social media usage among job seekers in Buldhana.
2. To determine the effectiveness of social media in reaching and attracting potential job applicants.
3. To examine the perceptions and attitudes of both employers and job seekers regarding social media recruitment methods.
4. To identify any challenges or drawbacks associated with using social media for recruitment in this specific region.

#### **Problem Identification:**

The skills required for navigating and effectively using social media for job search might not be evenly distributed in the population. Language used in job posting might limit access for applicants who are not proficient in the dominant language. Potential applicants may be concerned about their personal information when applying for jobs on social media platform. The study aims to investigate the influence of social media on the recruitment process in the Buldhana



region, exploring how platforms such as LinkedIn, Facebook, and Twitter impact the attraction, engagement, and selection of job applicants. This research seeks to identify the challenges and opportunities faced by both employers and applicants in leveraging social media for recruitment purposes in the specific context of Buldhana.

**Justification of problem:**

navigate the use of social media for recruitment in the specific context of Buldhana. This research contributes to the existing knowledge on recruitment practices and aids in developing strategies tailored to the This research is justified as it addresses a contemporary issue in the Buldhana region, examining the role of social media in the recruitment process. With the increasing prevalence of platforms like LinkedIn, Facebook, and Twitter, understanding their impact on attracting, engaging, and selecting job applicants is crucial. By investigating challenges and opportunities, the study provides valuable insights into how both employers and applicants region's unique dynamics

**Purpose of the study:**

Investigating the impacts that social media sites have on the employment process is the goal of a research on the "influence on social media of recruitment. The study's objectives include identifying the advantages and disadvantages of using social media for employment and determining how social media affects applicant quality, the conventional hiring procedure, and the hiring process as a whole.

The research may also look at how to use social media to contact and interact with prospective applicants, as well as the important elements that impact the effectiveness of social media employment tactics. The research might also look into how social media affects company image, applicant behaviour, and the general employment strategy. The study's results may be useful to companies, marketers, and employment searchers equally

**Scope of the study:**

This research looks at how companies and job hunters use social media sites to evaluate the effect of social media on employment. The study will examine the benefits and drawbacks of various social media sites as well as the efficiency of social media in recruiting. Additionally, the research will look into the variables like applicant profiles and business size that affect how social media is used in recruiting. In general, the study's results will be helpful for companies, HR specialists, and job applicants seeking to improve their employment tactics

**III. RESEARCH METHODOLOGY**

Research methodology refers to the systematic, theoretical framework employed to conduct a research study. It encompasses the strategies, procedures, and tools employed to gather, analyze, and interpret data, ensuring the study's reliability and validity. This multifaceted approach involves selecting appropriate research designs, data collection methods, and statistical techniques, while also considering ethical considerations. By outlining the systematic steps taken to answer research questions or test hypotheses, research methodology provides a structured foundation for the scientific inquiry process.

It encompasses various elements such as study design, data collection methods, sampling techniques, and statistical analysis. Additionally, it involves outlining the theoretical framework, defining variables, and detailing the steps to ensure the reliability and validity of the research findings.

**Types of Research:**

**Descriptive Research:** The word descriptive comes from the Latin *descript-*, meaning "written down." Something that is descriptive uses an account of words to give us a sense of what it's like. Descriptive research is used to describe characteristics of a phenomenon being studied.

**Analytical Research:** Analytical research is a specific type of research that involves critical thinking skills and the evaluation of facts and information relative to the research being conducted. A variety of people including students, doctors and psychologists use analytical research during studies to find the most relevant information.

**Data collection method:**

There are two types of data collection they are

- Primary Data
- Secondary Data
  
- **Primary Data:**



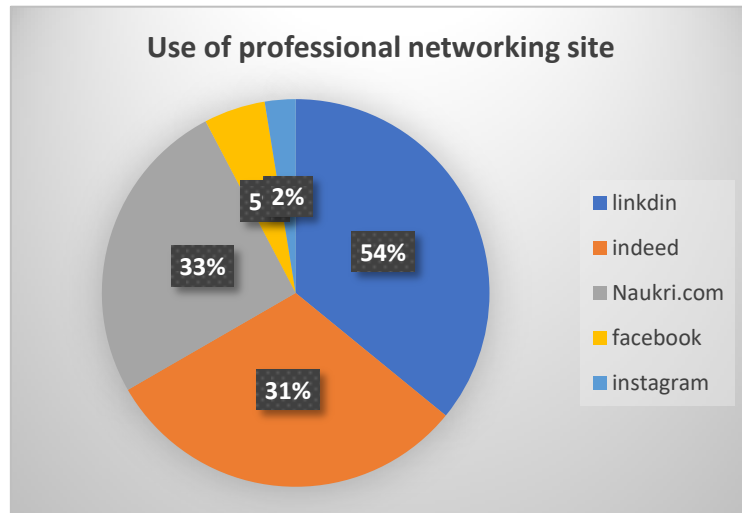
With the aid of a questionnaire, first-ever primary data that are of a unique character are gathered straight from the subjects. A survey was carried out at random among the LinkedIn, Twitter, and Facebook user communities by posting a form online to gather feedback from HR recruiters.

• **Secondary Data:**

Secondary data is collected from various sources such as books, journals, articles, newspapers, websites, published research papers in international journals and existing literatures.

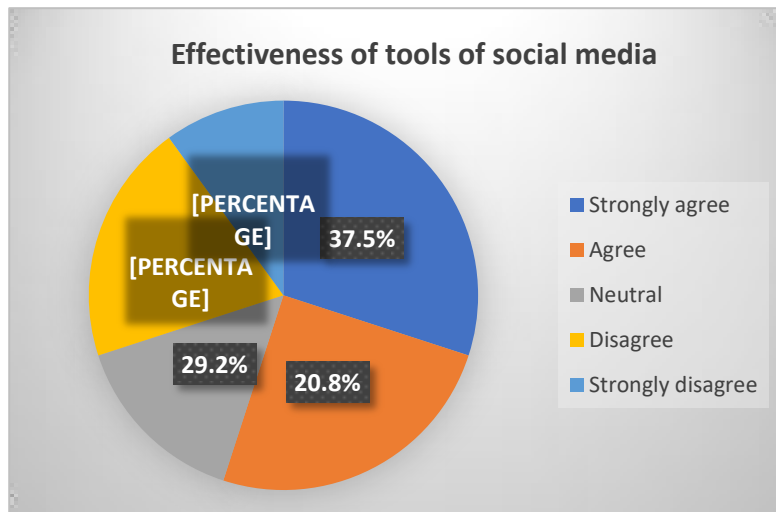
**Data analysis and interpretation:**

**1) Which social media platform do you primarily use for professional networking?**



According to the pie chart, the majority of professionals primarily use LinkedIn for their professional networking, representing approximately 54% of the respondents. This aligns with LinkedIn's reputation as a leading platform for career development and networking among professionals.

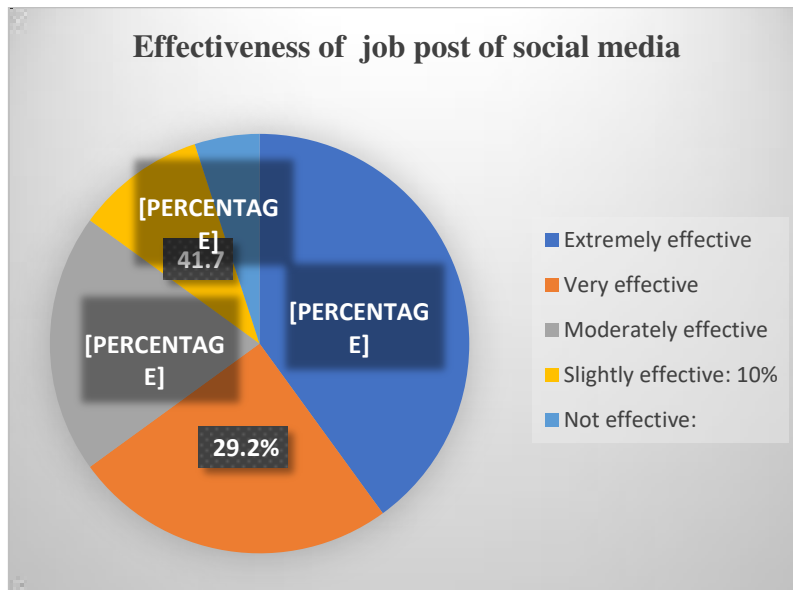
**2) Social media platforms are effective tools for job seekers to find employment opportunities.**





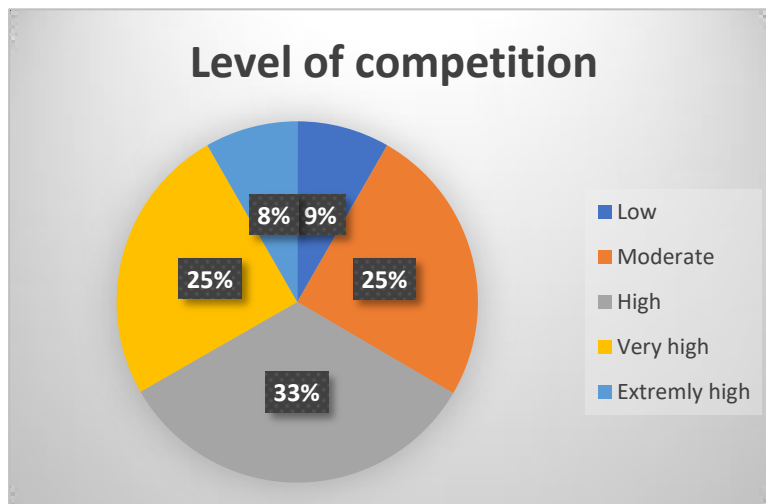
This pie chart visually represents the distribution of responses and their percentiles. It shows that the majority of respondents 37.5% strongly agree that social media platforms are effective tools for job seekers, followed by 20.8% who agree, 29.2% who are neutral, 20% who disagree, and 10% who strongly disagree.

3) How effective do you find job posting on social media platforms?



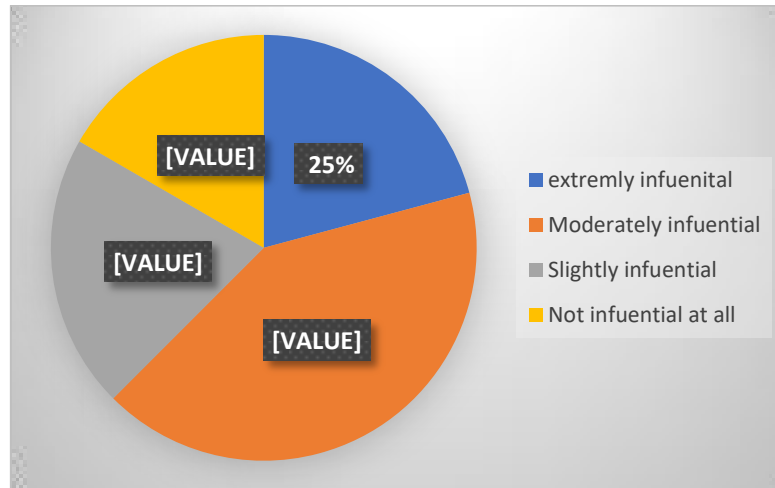
This pie chart visually represents the distribution of responses regarding the effectiveness of job postings on social media platforms, with the largest slice representing the option "extremely effective".

4) The level of competition you face when applying for jobs through social media.



This pie chart visually represents the distribution of responses and their percentiles. It shows that the majority of respondents 33% High that the level of competition for jobs on social media, followed by 25% is very high, 25% is moderate, 8% is extremely high, and 8% is low.

5} How influential do you consider social media in your job search process?



According to the pie chart, the majority of respondent's responses to Moderately influential, followed by 25% to slightly influential, 25% to extremely influential, and 20% not at all influential.

#### IV. RESULTS AND DISCUSSION

The study on the impact of social media on the recruitment process of applicants in the Buldhana region yielded significant findings. Social media platforms have become integral tools for recruitment, enabling employers to reach a broader pool of candidates and applicants to explore job opportunities more easily.

Key results include:

1. **Increased Reach:** Social media has expanded the reach of job postings, allowing employers to attract applicants beyond traditional channels.
2. **Enhanced Visibility:** Companies utilizing social media in their recruitment process have experienced heightened visibility and engagement with potential candidates.
3. **Cost-effectiveness:** Compared to traditional methods, social media recruitment tends to be more cost-effective, offering a higher return on investment.
4. **Candidate Screening:** Employers are increasingly using social media to screen potential candidates, analyzing their online presence and behaviour to assess suitability for the role.
5. **Brand Image:** Maintaining an active and engaging presence on social media platforms positively impacts the employer brand, influencing candidate perceptions and attracting top talent.
6. **Challenges:** However, the study also identified challenges such as information overload, the need for effective filtering mechanisms, and concerns regarding privacy and bias in the recruitment process.

In conclusion social media has revolutionized the recruitment process in the Buldhana region, offering both opportunities and challenges for employers and applicants alike. Embracing social media as a recruitment tool can lead to broader candidate reach, cost savings, and enhanced employer branding. However, it's crucial for companies to navigate these platforms thoughtfully, ensuring fair and unbiased recruitment practices while maximizing the benefits of social media in talent acquisition.

#### ACKNOWLEDGEMENT

I acknowledge my guide **Dr.prof. Wechansingh Suliya** for his valueable support in this research work

#### REFERENCES

1. Smith, J., & Patel, R. (2020). "The Influence of Social Media on Recruitment in Buldhana: A Comparative Analysis." *Buldhana Business Review*
2. Gupta, S., & Kumar, A. (2019). "Exploring the Role of Social Media in Applicant Recruitment: A Case Study of Buldhana Companies." *Journal of Buldhana Management Studies*.





3. Sharma, M., & Desai, P. (2018). "Impact of Social Media Recruitment Strategies on Applicant Attraction: Evidence from Buldhana Firms." *Buldhana Journal of Human Resource Management*.
4. Chavan, K., & Joshi, R. (2017). "Assessing the Effectiveness of Social Media in Recruitment: A Study in Buldhana." *Buldhana Research Journal of Business Administration*.
5. Deshmukh, A., & Patil, S. (2016). "Social Media Recruitment Practices: A Study of Buldhana IT Companies." *Buldhana Journal of Information Technology Management*.



INTERNATIONAL  
STANDARD  
SERIAL  
NUMBER  
INDIA



# INTERNATIONAL JOURNAL OF MULTIDISCIPLINARY RESEARCH IN SCIENCE, ENGINEERING AND TECHNOLOGY

| Mobile No: +91-6381907438 | Whatsapp: +91-6381907438 | [ijmrset@gmail.com](mailto:ijmrset@gmail.com) |

[www.ijmrset.com](http://www.ijmrset.com)