

USE OF SOCIAL MEDIA FOR RECRUITMENT IN CORPORATE SECTOR OF KARACHI

By

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A thesis presented to the Department of Management Sciences, Bahria University,
Karachi Campus, in partial fulfillment of the requirements
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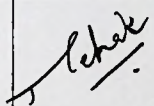
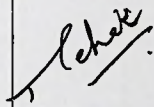
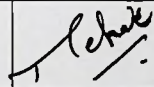
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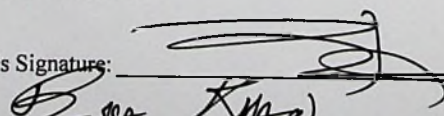
No.	Date	Place of Meeting	Topic Discussed	Signature of Student
5	17 th NOV 2014	FACULTY OFFICE 10	Analyzed the Gathered Data Through SPSS	
6	01 st DEC 2014	FACULTY OFFICE 10	Discussed the Thesis Critical Debate	
7	09 th DEC 2014	FACULTY OFFICE 10	Discussed the Conclusion and Recommendations of the Thesis	

APPROVAL FOR EXAMINATION

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I hereby certify that the above candidate's thesis has been completed to my satisfaction and, to my belief, its standard is appropriate for submission for examination. I have also conducted plagiarism test of this thesis using HEC prescribed software and found similarity index at 12% that is within the permissible limit set by the HEC for the MBA thesis. I have also found the thesis in a format recognized by the Department of Management Sciences.

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Abstract

Purpose – This study has aimed at exploring out the emerging role of social media for recruitment used by different organizations in Karachi. Therefore, data gathered about features which make social media superior than other traditional recruitment tool, exploring the organization behaving in using social media for recruitment purpose and furthermore about the challenges recruiters face while using social media for recruitment.

Design/methodology/approach – A quantitative approach is taken, involved using a questionnaire which filled from 41 HR Professionals who currently use social media as a recruiting tool in their organization through Google Doc. The respondents' individual selected belonged to different corporation despite their business sector or the size of the company to get the absolute idea about the corporations. To analyze the data, different Compare Means Tests and Non-Parametric Tests applied. The findings are discussed and presented with reference to the literatures and primary gathered data on using social media in the context of recent recruitment practices.

Findings – The study discloses that the use of social media for recruitment is increasing over which they save cost by also providing the upturn in the pool of reached candidate among which LinkedIn is consider on top. The employer uses their organization website, employee referrals and traditional newspaper while using social media for recruitment. The progressive influence of employers to use social media for recruiting quality candidates Responses also exhibit that employer most evenly uses social media for their job openings and also they perceive it an effective recruitment tool from which they can recruit more reliable candidates..

Research limitations – The research findings are limited by the sample size used as it is based on convenience sampling. The selected sample was biased in favor of those companies in Karachi using social media as their recruitment tool

Practical Implications – The findings, which grounded on gathered data results and the recommendations which are established on an educated assumption might help the HR professionals, recruiters and also top management to understand the increasing positive impact of social media as a recruitment tool.

Keywords Human Resource, Social Media, Recruitment, Social Recruiting, E-Recruitment.

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