THE EFFECTIVENESS OF ONLINE RECRUITMENT

NAJATTUL HUSNA BINTI MAHMUD

BACHELOR IN OFFICE SYSTEMS MANAGEMENT (HONS)
UNIVERSITI TEKNOLOGI MARA

2013

ABSTRACT

This purposed of this study is to understand the effectiveness using online recruitment system at *Pusat Kerjaya Amanjaya*, UTC Kinta, Perak. The respondents were employees and employers in government sector.

This study consists of demographic questions and ten questions that are related regarding with the usage of online recruitment.

Respondents agreed that professional sites or career bank is mostly used to attract future employees. Majority of them also stated that social networking sites are better in attracting future employees compared to professional sites or career bank and third party staffing. The main reason for using e-recruitment is the accessibility broader pool. Most of the respondents prefer job matching system being used to screen for future employees. They also agree that e-recruitment system should replace the traditional approach and the system evolved to be more effective way to develop competitive human capital by overall.

ACKNOWLEDGEMENT

Alhamdulillah. Thank to Allah SWT because at last my Research Method (OSM 601) research is completely done. The grateful thanks goes to my parents because of their understanding and support. The supervision and support that they gave truly help the progression and smoothness of the assignment.

Thanks to my Research Method (OSM 601) lecturer, Madam Dr. Ramnah Abdul Thani for the big contribution and work hard from during complete this research is very great indeed. All projects during the program would be nothing without the enthusiasm from you.

Lastly, thank you to my supervisor, Madam Zatul Himmah Abdul Karim for always guiding me throughout the completion of this research. Thank you for the time spent. Not to be forgotten to my co-supervisor Mister Norazlan Anual who also helps in guiding me throughout this research.

Last but not least, much thank you to the employees at *Pusat Kerjaya Amanjaya*, UTC Kinta for spending their precious time in answering the survey. This research makes me realized the value of working together as a team and challenge me every minute. The whole project really brought me together with everyone to appreciate the true value of relationship and respect to each other.

1.

TABLE OF CONTENT

CHAPTER 1

INTRODUCTION

1.1 Background of Study

The rapid advances in technology have dramatically changed the way business is conducted and this increasing use of and reliance on technology is clearly demonstrated by the number of organizations and individuals who utilize the Internet and electronic mail (e-mail). The impact of technology on business is further reflected by the continuous rise in the amount of literature exploring the effects of new technology development and implementation of the efficiency of business, including the impacts on human resource practices (Cullen, 2001; Dessler, 2002; Dineen, Noe, & Wang, 2004; Smith et al., 2004). In particular, the adoption of the Web as a medium by organizations has been faster than any other medium in history (Bush et al., 2002). This is demonstrated by the fact that while it took more than 30 years for radio as a medium to reach 50 million listeners, the Internet reached 50 million users within five years (Kerschbaumer, 2000).

The importance of effective human resource management practices of organizations has been highlighted by the increasing amount of research published within the media. Recruitment is a key element of human resource management; this function generates the human capital that forms the foundation of companies. The