



THE EFFECTIVENESS OF ONLINE RECRUITMENT

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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.

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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