

THE EFFECTIVENESS OF ONLINE RECRUITMENT

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ABSTRACT

The research objective is to understand the effectiveness using an online recruitment system at *Pusat Kerjaya Amanjaya*, UTC Kinta, Perak. To narrow down the scope, I was decided to choose employees and employer that worked in private sector at Pusat Kerjaya Amanjaya. Besides, I am going to study the whether the size of organization gives an effect to the usage of online recruitment, how the flow of communication going well when using online recruitment and the attraction of web design and its contents when user use online recruitment.

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

The proposals have been divided into 5 main sections. Chapter 1 will explain about the introduction to the research. The content of these sections explains the research background, statement of the problem, research objectives, research questions, and etc. In Chapter 2, I was explaining on Literature Review. I had provided the information of elements that I have studied and supporting details from those who has do the research previously as guidance.

While in Chapter 3, it is about the methodology of this study. The questionnaire had been distributed to the sample that had selected.

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TABLE OF CONTENT

	Page
ABSTRACT.....	i
ACKNOWLEDGEMENT.....	ii
CHAPTER 1	
INTRODUCTION	1
1.1 Background of study	1
1.2 Statement of the Problem.....	3
1.3 Research Objectives.....	3
1.4 Research Question.....	3
1.5 Significance of the Study.....	4
1.6 Limitation of the Study	4
1.7 Definition of Terms.....	5
CHAPTER 2	
LITERATURE REVIEW	7
2.1 Technology Brings New Change for Recruiting Worker	7
2.2 E-recruitment Becomes Global-wide.....	7
2.3 Communication and Information Flows Smoothly	8
2.4 Website Design and Its Contents	9
2.5 Attraction Using Own Website for Recruitment	10
2.6 Size of the Organization	10
2.7 Advantage and Disadvantage of Implementing Online Recruitment	11
2.8 Conclusions	11
CHAPTER 3	
METHODOLOGY	13
3.1 Introduction	13
3.2 Research Design	13
3.3 Sampling Frame	14
3.4 Population	14
3.5 Sampling Technique	14
3.6 Sample Size	15
3.7 Units of Analysis	15
3.8 Data Collection Procedures	15
3.9 Instrument	16
3.10 Validity of Instrument	16
3.11 Plans for Data Analysis	17
3.12 Data Analysis	17

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).