

Social media in Recruitment

Tamar Stepanashvili

Tamar Janiashvili

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Academic Supervisor: Nino Patariaia, Associate professor

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ABSTRACT

Social media can be interpreted as an effective and efficient recruitment tool pertaining to the traditional recruitment methods, namely printed advertisements, job boards and executive search agencies. Social media allows both employees and employers to connect for business purposes quickly and cost-efficiently. Integrating social media into daily work of recruiters and managers requires finding both the right channels and resources. The given study is significant as it examines an important area of HR processes considering that the recruitment and hiring processes are some of the most important in any company.

The current research analyzes the role of social media in recruitment both from employers and job-seekers position. Two types of questionnaire and semi-structured interviews were used for the research. The results revealed that job-seekers along with HR managers of Georgian small and medium-size companies (including banks) felt that social media was beneficial for whole recruitment process, yet had considerable disadvantages. Furthermore, the interviewees felt that social media is a valuable supplement for recruitment, while online recruiting is basically the nature of modern recruiting.