

**Examining the role of social network in recruitment:
Results of a qualitative study among Georgian small, medium and large companies
and Generation Y**

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Abstract

Advancements in technology have created a more dynamic and connected world. Organizations started using social platforms which have allowed both employees and employers connect/interact for business purposes quickly, cost-efficiently and in real-time. Organizations are adopting social media and trying to incorporate them into their overall business strategy for keeping up with their competitors and “hunting” for talented employees. Social networking sites, which are popular form of social media, are transforming the ways how organizations and individuals interact with each other.

In order to attract and retain high performing employees, organizations are expected to adapt their human resource practices to the changing business environment, which subsequently affect the overall organizational performance. Moreover, these technological changes have affected the ways how job seekers are pursuing employment.

Human capital is considered as one of the most important factors for any successful organisation. In order to find and attract professionals, various companies draw on social media for their recruitment processes. Since recruitment and hiring process are considered to be crucial areas for any organization, we believe that this study can be of a great value.

Social media has become an inseparable part of daily life for most young people, defined as Generation Y. They actively use social media platforms for personal and professional purposes.

The given research examines e-recruitment as social networking sites (SNS) have become an important part of recruitment process lately. 90 small, medium and large private organisations operating in Georgia mainly from trade, finance and real estate, renting and consumer services and 190 job seekers were selected for examining this topic.

The main objectives of the given research is to :

a) Unpack the current recruitment/job search trends and views on using social networking sites for recruitment purposes;

- b) Investigate to what extent private companies/employers representing primary sectors mainly from trade, finance and real estate, renting and consumer services and job seekers utilize social media for recruitment purposes in Georgia;
- c) Outline new opportunities and key challenges encountered by employers and job seekers in relation to e-recruitment.

This study used a mixed method approach, including both structured interviews and two types of online survey for better understanding the viewpoints of the Human Resource professionals and job seekers in regards to e-recruitment.

The given research revealed that there is a growing trend in using SNS in job search and recruitment processes. 66 companies are supporting their recruitment through social media, and 45 of them uses social media networks in recruiting process. The research showed that social media is a valuable tool used for recruitment. In spite of having many advantages, online recruitment has become a modern type of recruitment.

The limitation of the study is that it focuses only on few industries. Future research should address broader audience to get the full picture of the usage of social media in e-recruitment.