

**Online Recruiting:  
From the viewpoint of Jobseekers and Recruiters**

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## **Executive Summary**

Recruiting and job hunting have become wildly different in recent years with the use of technology. For example, online classified pages have made them more accessible to wider audiences in other cities, states, and countries. Technology has also helped jobseekers with time saving searches and expanded information. While recruiters can do searches in ever expanding databases for candidates with very specific qualities more quickly. As well as the ability to update, track, and keep in touch with applicants with databases, e-mail, and web pages.

There are many types of recruiting methods currently used some are, online job searches, online resumes, e-mailing resumes, scanable resumes, telerecruiting, want ads, employment agencies, college placement offices, word-of-mouth, and the world wide web. Of 4,000 executives 67% said their companies post job openings on the Internet in a survey by BrillianPeople.com (Pastore, March 29, 2000) showing online recruiting to be an important method of recruiting to examine. Looking at online recruiting from a jobseekers point of view is very different from a recruiter's point of view and therefore it is important to look at both. Some of the disadvantages for jobseekers such as higher competition for jobs would be an advantage to recruiters. While some things would be important to both groups, such as ease of use. Key points to look at from the jobseekers point of view are, who uses online recruiting, how is it used, why they use it, what jobseekers expectations are, and what is changing in the future. Who the companies are that are using these technologies, why they use it, what the drawbacks are, how recruiters use online recruiting, what their expectations are, and what is changing in the future are important things to look at from a recruiters point of view.

Because of the cost of training and technology learning curves, "The message for all employers who want their organizations to run smoothly and stay competitive is to become more adept at recruiting and retaining the best, most qualified, and most productive workers they can find. Constant turnover will be too expensive and too disruptive for organizations striving to compete in today's business world" (Cook 2-3). To stay competitive HR and recruiting will have to keep up to provide better service for locating and keeping good employees. To do this, it becomes more and more important to keep up with technologies and methods that help achieve these goals, such as online recruiting.

## Introduction

Finding a job has greatly changed in the past few years. Newspapers, recruiters, headhunters, college placement offices, career advice books, and word-of-mouth were the only ways. Now the Internet and World Wide Web are changing much of the job seeking and recruiting process. "The Web provides fast, free, convenient, and up-to-date resources and information—any time of the day or night" (Cardis 1). The dot com industry full of high tech and internet companies, like many of the job hunting companies on the web, are now creating much of the interest online job sites. In a article by office.com it was stated that, "Traffic at job sites like Monster.com, HotJobs.com and CareerBuilder has increased dramatically since last year [1999], boosted by resumes from recently laid-off dot-commers as well as employed workers eager to hedge their bets. 'More companies are using Internet recruiting,' says Richard Johnson, chairman of HotJobs.com in New York. 'Our site's traffic has expanded more than 500 percent over the last three years.'"<sup>1</sup> Not only has finding a job changed, but HRM (Human Resource Management) has also changed. HR has many new technologies at their fingertips: databases that can hold thousands of resumes, computer resume searches, e-mail communication when recruiting, online applications, and automated tasks like payroll make recruiting less costly and move more quickly.

## What are various types of recruiting?

It has been predicted that online recruiting would soon replace, newspaper classifieds, recruiters, headhunters, college placement offices, and career advice books. Even though the best form of job-hunting (networking or word of mouth) will probably always be important. Monica Thompson<sup>2</sup>, an undergraduate career advisor in the University of Texas at Austin Red McCombs School of Business agrees, estimates that 70-80% of graduated students from the Business School found their jobs through networking and only 30% through college placement offices and on-campus recruiting. Ms. Thompson, however hasn't heard of any found online through resume collection databases. She points out that the numbers of students getting jobs any way is decreasing farther with the slowing of the economy, as seen in the numbers of companies reducing interview schedules while still visiting campus for mock interviews and company nights to keep their names in circulation. Because of the degreasing in on-campus recruiting, she re-emphasizes that networking is still the most important source for job leads on campus. Christopher Miller, CEO of 6FigureJobs.com is quoted, in the article *Online Recruiting Gains Popularity Worldwide*, as saying 'the bad economy has been good for the growth of online recruiting' he says because of tighter budgets and lower manpower in recruiting online recruiting appears to be one solution because of their cost effectiveness (Pastore), Figure 1 shows the average cost per hire, using different sources.

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<sup>1</sup> ©1999-2001 Office.com

<sup>2</sup> From a personal interview in her office on 9/17/2001 at 3pm