

# Online Job Seeking Behaviour for Employment Opportunities: an analytical study

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**Abstract:** E-commerce is playing an important role in job and talent search in the global economy. Market dealing with online employment is creating an active way for both the job seekers and the job recruiters. With the help of online behavior dealing with job recruitment, the recruiters are able to employ more people within a shorter period and that is an important part of the global market dealing with recruitment and employment. The paper has presented an analytical study dealing with online job seeking behavior for employment globally. The paper also contains future challenges that may arise due to the online employment opportunities.

**Keywords:** Job and Talent search; Market Dealing with Employment

## Introduction

A global market is created for e-commerce and employment and it has become possible for Web. In a market dealing with employment job and talent search are playing a major role which is creating opportunities for people globally. Job search actually refers to the process of searching for employment. This process is performed when the individual is without a job or not satisfied with his present job. Talent search refers to the searching of people by the company or the recruiter via resumes and personal information that will help in identifying the people who are eligible or interested for the particular post within the organization [4]. In this paper, an analysis will be presented to show whether online job seeking behavior is proper for creating employment opportunities. The assumptions made would be successful and true for job and talent search or not will also be considered in particular.

## Literature Survey

According to the author [1], internet is a significant resource of employment for the job seekers in today's market as per the survey made by Pew Research Centre. As per the survey majority, adults in the U.S prefer online for seeking employment information, 45% of the job seekers applied for jobs based on online networking and mostly the job seekers in America prefers internet for searching jobs based on their professional or personal networks. However, it is also seen that few people are lacking confidence while seeking jobs in the digital era. As the research is done it is found that the internet is at the top among the resources for most of the job hunters. It is seen that majority of the job seekers took help from online resources in the job search made recently and 34% of them said that online resources are the most important tool for seeking jobs in the employment market.

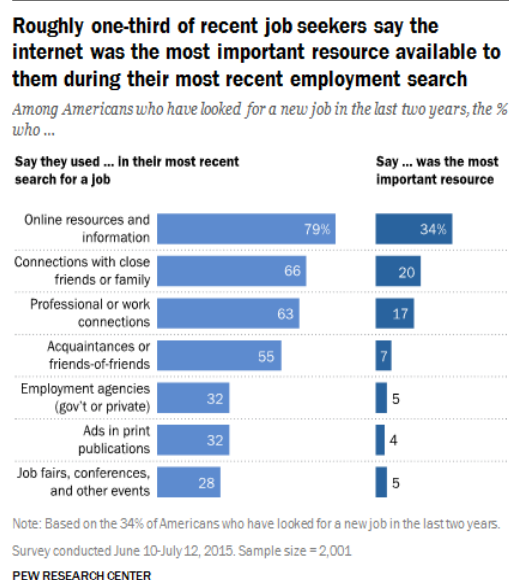


Figure 1: Job Seeking Activities

According to the authors [3], it is clear that the majority of people like giving an interview via networking method. Networking behavior includes person networking, creating a relationship with the recruiters, virtual networking, etc. It is also seen that in RiseSmart, a Randstad company networking plays an important role in job seeking and talent search. In the given chart of the company, it is seen that the majority of the interviews originate from networking. It is also seen that online networking is becoming successful and creating majority job opportunities in the global market. It is also seen that job seeker give their most of the time in online networking and most of the conversation is made online related to the interviews.

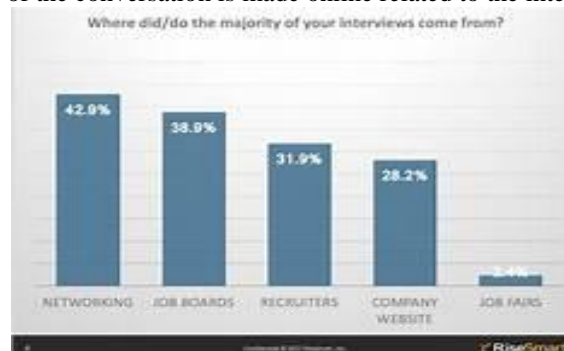


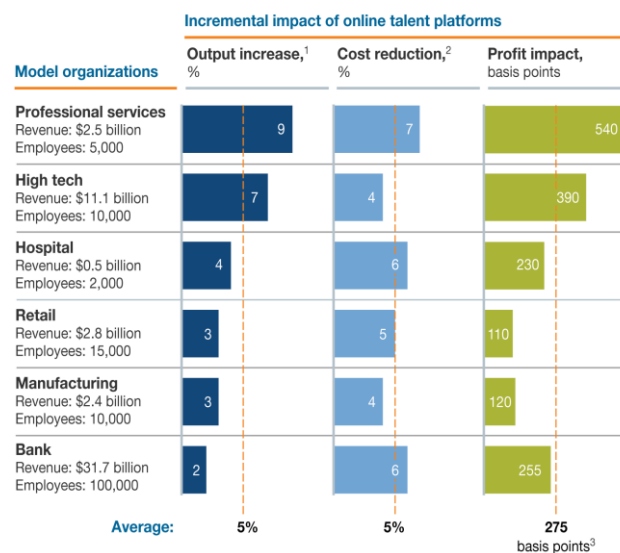
Figure 2: Interviews done by Networking Method

The above-given chart by the RiseSmart Company shows that the majority of the interviews are done via networking method and this shows that online networking is playing an important role in job and talent search in the global market.

### Job and Talent Search

The paper takes help of the other surveys done on online job and talent search globally. The research is done by taking help of online networking which is playing a major role in the job market and also it is examined to see that the majority of people are preferring internet sources for seeking jobs. Moreover, the recruiters are also more interested in online searching of talents in order to reduce the time associated with manual interviews within the organizations. The employers include website attributes, fair online recruitment process and also company's reputation [7]. The paper mainly tries to show the impact of the online source in job and talent search and why today's job seekers are preferring online interviews in the employment market. The paper mainly tries to answer to the following questions related to online job search such as how people are searching for job-related information from the web, how the searches are mainly helping the people in the job market to seek job as per their satisfaction and how effectively the job seekers are finding the job as per their satisfactory position in the marketplace [6]. Such questions are mainly answered with the help of online networking which tries to show that people are seeking jobs via online referral or online networking via company's website or outside recruiters are helping the people know about the particular company's job whose information is available online [5]. These tactics mainly involve simple methods such as giving add-on websites asking people to upload their resumes accordingly. In this way, online recruitments also become possible not only in the short run but also for long-run periods. Thereby presenting a figure to show how online job recruitment is helping search talent and giving jobs to the people as per need and the diagram is also showing that it is increasing profit and reducing overall cost using online talent search globally.

Using online talent platforms can increase revenues by up to 9 percent and reduce costs by up to 7 percent.



<sup>1</sup>Includes productivity gains in front- and middle-office workers. These can translate into revenue or other increased-output opportunities.

<sup>2</sup>Includes productivity effect for middle- and back-office workers and savings in recruiting, interviewing time, training, onboarding, and attrition costs.

<sup>3</sup>Figures do not calculate to average, because of rounding.

McKinsey&Company | Source: Bureau of Labor Statistics; company annual reports; McKinsey

Figure 3: Online Job Recruitment

From the figure, it is clear that online job recruitment not only helps in hiring the candidates but also improves the productivity of the company as the overall cost gets reduced.

### Future Challenges

From the analysis, it is clear that most of the job seekers prefer online job recruitments and it is also clear that it reduces overall costing of the company so it is productive for the long run as well. However few challenges might arise because many people find it difficult to adapt to the new job market and an increase in competition in the online job market is another challenge that may exist in the future. Many candidates might lack their confidence in online job search and hence these challenges are to be considered that may create problems in online job platforms.

### Conclusion

Thus from the analysis, it can be concluded that online recruitment is easy and organizations can use the platform for long run effectively as compared to the traditional method. There will be recruitment within a shorter period and will also reduce the overall expenditure of the companies in the global market. Internet sources related to recruitment and online networking will be adopted by the majority in the global market and the challenges should be considered as well to carry on with the online recruitment process.

### Acknowledgment

The analysis is made possible with the help of model provided by the RiseSmart Company, Pew Research Centre and also the data available in the Bureau of Labour Statistics.

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