

A Study on Social Media in Human Resource Management

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Abstract: *The study builds on two theoretical approaches, the theory of planned behavior (TPB) and the technology acceptance model (TAM), to comment on the current trends Indian organizations are adopting for people management (TM). Through an examination of numerous MNCs, this study will analyze the expanding role that social networks are playing in talent management (TM). Due to the labor market's competitive alternatives and ongoing economic transformation, social networking has become more and more important as a quick way to interact with talent that is dispersed around the globe. This article responds to the research question in order to advance the study's goal*

Keywords: Social Media, Human Resource, Management, Recruitment

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