

# 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

## I. INTRODUCTION

Social media technologies, such as blogs, wikis, social networks, video sharing, and community websites, among others, have altered the Internet's environment over the past several years and are now essential resources for forming networks, working together, and exchanging knowledge. These tools are now being used in the workplace more frequently for those very same goals. Business organizations in Barbados are no longer able to pass on the formation of networks through social media since the advantages of social media have reached the point where they are valued in human resources circles. Organizations all over the world now depend more than ever on social media as a fantastic tool for extended communication and the growth of social relationships. They utilize YouTube, LinkedIn, Facebook, Twitter, and their own internal social networking platform.

## IMPACT OF RECRUITMENT

The particular component of recruiting and its subsequent processes of screening and selecting have evolved along with the general HRM's expansion in terms of scope and themes. For instance, around 75% from the 1950s to the 1980s ads in newspapers brought together of applicants (Hebberd, 2017). At the close of the 19th century, several online recruitment site websites like careerbuilder.com, hotjobs.com, and monster.co greatly facilitating the path for internet job seekers, which raised by 96% in 2006, up from 6% in 2002. (Hebberd, 2017). The current degree Internet has become the p The topic of hiring through social media is currently quite popular, with numerous articles being published everyday. Regarding the efficacy of social between these media for recruitment, they frequently oscillate between polar opposites. The truth is somewhere two. The usage of social media in the business world is expanding. Examples include blogs, networking sites, and microblogging. Benefits have been noted, especially in the areas of branding and recruiting, and some businesses have reported greater revenues as a result of implementing a targeted online strategy. It not only had a favorable effect, but it is also reasonably priced.

## IMPACT ON KNOWLEDGE CREATION AND INNOVATION

"Social networking opens up a whole new frontier of organizational dialogue, laying the groundwork for continuous knowledge creation and organizational agility," says one expert (Jue, Marr & Kassotakis, p.105). Because social networking sites are internet-based, they are accessible to the entire world, which contains an incredibly diverse pool of talents and capabilities. As a result, multiple people can access and exchange information generated by users in the most convenient way possible. As conversing users become socially connected, this exchange of information facilitates the development of ideas. Knowledge creation can be advanced further through social networks by utilizing on-demand

work-based learning. This is learning that occurs at the point of need. Business organizations engage their employees in on-demand learning to meet their needs, which are difficult to meet by providing information from the top down (Shepherd, 2011, p. 5). Employees can use social networks to source expertise or even provide their expertise to others, similar to how Oracle, the enterprise software giant, currently does. Oracle employees use wikis as one of their working tools to collaborate with colleagues all over the world and to develop products (Jue, Marr & Kassotakis, p.107). They are convinced that using this social media tool allows their employees to generate innovative and creative ideas.

## II. LITERATURE REVIEW

The concept of "welfare to work" developed by Robert Owens in the 1800s, which called for the requirement of enhancing the working environment for staff, is where human resource management (HRM) got its start (Dead rick & Stone, 2014). Around Fredrick Taylor's time, from 1900 through the 1970s, HRM expanded with an emphasis on boosting production efficiency. HRM was clearly tied to relationship movement throughout this time. The welfare, safety, and psychology movements were closely related to the main HRM idea (Kaufman, 2014). In actuality, HRM is now recognized and recognized as a set of methods that greatly boost business success as a whole. The current definition of human resources management is "policies, methods, and systems pertaining to the incorporation of employee performance to the broader company strategy" (Noe et al., 2014). Recruiting and selection, training and development, performance reviews, incentive programmers, remuneration and benefits, and even creating and carrying out manpower policies are all sub-functions of human resource management.

Finding and hiring competent workers to fill suitable organizational positions is one of HRM's key responsibilities. Recruitment goals vary from the time needed to fill each post, the type of individuals needed, and the number of positions to fill. An organization's recruitment strategy consists of who, where, and how to hire. The next steps involve actual recruitment efforts and a comparison of the outcomes with the intended outcomes.

Using social media for staffing can provide a number of difficulties and problems, which are discussed in the Social Media in Employee Selection. It highlights six potential problems that could occur when SNSs are used in the hiring and selection process. Reliability and soundness of the applicant are two of the six issues when using SNSs in staffing and selection processes. Care must be used in choosing what and how to value. The selection procedure may bring up legal and moral difficulties. How businesses should apply the principle of priority in the selection process, and ultimately, what impact does knowledge transformation have [11]. On the other side, in the SNSs process, recruiters want to know how reliable the applicant is on social media.

LinkedIn is used by 97% of recruiters for hiring and screening purposes. For instance, Salesforce.com blogs about potential candidates' first day of work after graduation to maintain contact with them between the hiring process and social networking sites like Facebook and LinkedIn. As they believe "it is a more sincere, genuine recruitment method," they have indicated that social media has improved their hiring process (Jue, Marr & Kassotakis, p.102). The Central Intelligence Agency (CIA) also uses social media networking sites to find potential employees since they think these platforms can generate the most qualified applicants. This claim is supported by the fact that social media will eventually replace "job boards and employment fairs," which have proven ineffective in a competitive market (Madia, 2011, p.19). At this point, the possibility of raising brand recognition may be the most significant use of social media for recruitment. The brand of an organization can be brought to the attention of individuals through the use of a variety of channels, and these individuals can be encouraged to visit the organization's website to learn more about opportunities. Furthermore, many researchers stated that the advancement of online and social media technologies is having a significant impact on professional employers' and jobseekers' recruitment strategies (Shepherd, 2011, p.3). Others have predicted that online recruitment will replace traditional methods of attracting and recruiting employees such as newspaper ads, job fairs, campus recruiting, and word of mouth (Tulgan, 2007, p. 3). According to Verhoeven and Williams (2008), with the advancement of the internet and social media, the practise of online recruitment has spread across the world and the majority of employers are now more effectively taking advantage of it..

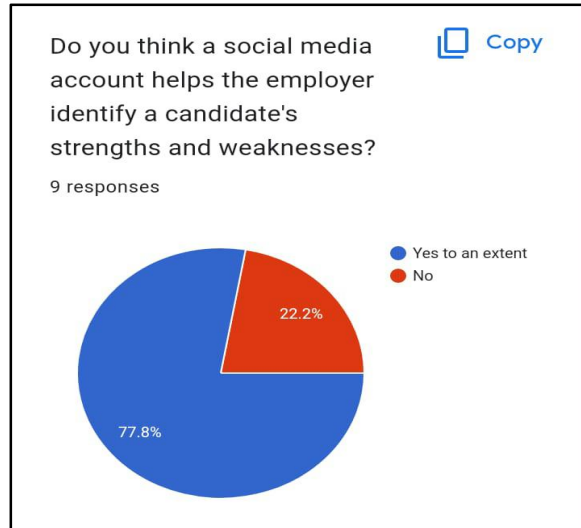
## III. DATA COLLECTION

The research challenge can be approached methodically using research methodology. It can be viewed as a science that studies the methodological aspects of research. In actuality, research is a form of artistic scientific inquiry. A researcher

typically follows these several phases to analyze his problem and the reasoning behind it. "Methodology" refers to the processes used by researchers to approach their work of describing, understanding, and forecasting occurrences.

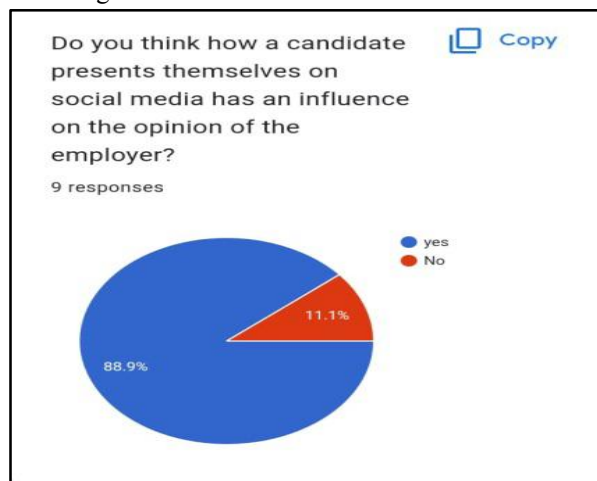
**IV. RESEARCH METHODOLOGY**

"Methodology" refers to the processes used by researchers to approach their work of describing, understanding, and forecasting occurrences

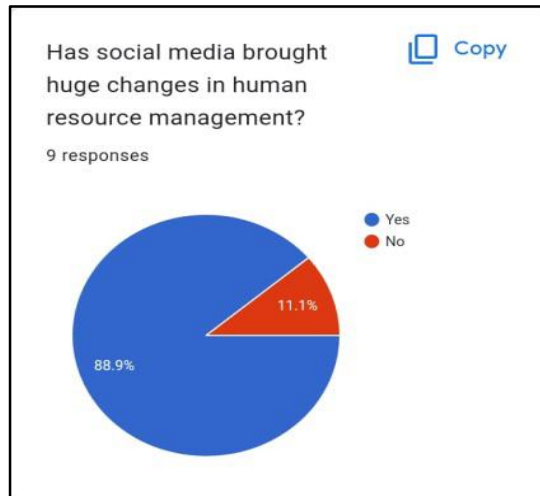


This consists of the data pie charts that show us about the Research done.

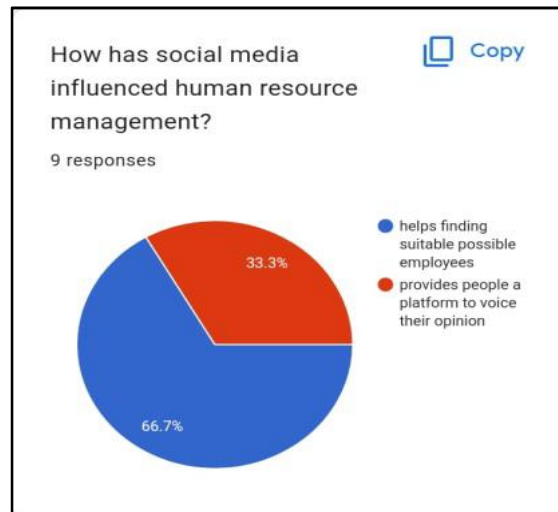
**INTERPRETATION:** The above pie chart shows that 77% of survey takers have thought that social media helps the employers to identify a candidate's strength and weakness.



**INTERPRETATION:** The above pie chart shows that 88% of survey takers think that candidate presents themselves on social media has influence on the opinion of the employer



**INTERPRETATION:** The above pie chart shows that 88% of survey takers think that social media brought huge changes.



**INTERPRETATION:** The above pie chart shows that 66% of survey takers think that social media influenced human resources.

**V. CONCLUSION**

The essays that make up this volume, in our opinion, highlight some of the most significant conceptual and methodological ambiguities, contradictions, and uncertainties that social media has brought about for HRM theory and practice. However, we also observe strong evidence for constructive optimism, which points the way to the next stage in the advancement of social media-enabled HRM research. The central issues in this book prompt us to draw the conclusion that this research is undergoing a transformation and is currently moving toward crystallizing its theoretical underpinnings and enlarging its methodological approaches, as also shown in our prior volume (Olivas-Luján&Bondarouk, 2013)

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