Research Regarding the Social Media Recruitment Tools in Romania

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The study performed in this article is a quantitative marketing research aimed to find out how useful the social media recruitment tools are for companies. Based on this, we wanted to measure the level of satisfaction offered by these instruments. The purpose of our research is to see if the social media recruitment tools really help companies in making decisions about employment. Questionnaire was designed and promoted. 100 respondents had answered. The respondents were HR specialists and we have taken into consideration only the answers of organizations that use social media recruitment tools. After results and analysis, we discover that the vast majority of the respondents declared themselves satisfied about social media recruitment tools.

Keywords: *Social Media, Recruitment Tools, Research, Companies, Human Resources Specialists*

1 Introduction

We live in a time of sudden changes to which we must quickly adapt, so that it affects our entire conduct. This change has also contributed at a large extent to the purchasing behavior of the consumers. Given that society depends even more on computer systems, software developers have tried to understand the needs and requirements of organizations to design professional software on their demand. This study refers to a quantitative research, targeting organizations behavior regarding recruitment software tools based on social media in Romania.

This paper is structured in five parts, beginning from literature review that includes a critic analysis of scientific information about social media recruitment tools. In the second part, we approach the subject by establishing the methods of our study is based on. The third part includes our quantitative research results analysis, after systematizing data of HR specialists' companies from Romania. In the fourth part, we created some discussions about our study and other specialists that approach the subject of social media recruitment tools. In the end, we conclude that the purpose of our research was achieved and conclusions were in accordance with the objectives set.

That software tools are very important for an organization human resources department because these are designed to simplify their work and help them achieve the best results, fast.

The change has no beginning and no end. Therefore, attracting talent practices must keep pace with the evolution of society and technology. To survive, companies must always choose new and innovative practices.

2 Literature Review

In order to be effective, any decision should be based on a rigorous analysis of the factors that are known and possible variants of results.

Recruiting via Social Media is a hot topic, especially in the West where new tools available to recruiters digital age lead to the formation of a new paradigm in providing workforce (Maxim, 2012, p.2). Although in United States most of employers are using or plan to use social media in recruiting but in East these recruitment tools are still in the stage of initiation.

However, the subject about recruitment software tools were approached by many researchers. Some of their ideas are summary illustrated in what follows.

Most students use online networking in their day by day lives. Online networking relies on upon portable and electronic innovations to make exceptionally intelligent stages through which people and groups offer, co-create, talk

about and alter client created content. A study was developed in purpose to recognize the strategies utilized by students when looking for a situation for their temporary job and whether they discover online networking as a powerful instrument to apply for their entry level position arrangement. In terms of the implication of this study, associations might utilize the best practices while selecting understudies for a modern preparing in the associations. While levels of awareness and adoption continue to create both for selection representatives and student's temporary job programs, organizations must consider adding social media to their general online enrollment procedure to meet the objectives of being cost-effective, competitive, focused on and strategic when sourcing for top talents. ([9], p.856-860).

Another study refers to a developing pattern in the hospitality industry which is transparently reassuring candidates to join their long range informal communication locales as a component of their enlistment process. However, there is a shortage of studies inspecting how candidates see and respond to the utilization of interpersonal interaction sites in in the recruitment and selection procedure. Along these lines, the motivation behind this study was to analyze how candidates respond to the utilization of long range interpersonal communication sites as a choice device. The results of this study demonstrated that apparent decency and employment interest goals of candidates were lower for an organization that utilized informal communication sites as a selection tool than an organization that did not utilize social networking websites as a selection tool. ([8], p.1276)

This part of another study discusses about how online networking can be utilized by people to discover openings for work, and by organizations to discover potential candidates for job. This study refers to possible risks identified with these tries, and how to minimize them. This incorporates password security, settings in LinkedIn, and legitimate issues identified with utilizing online networking to discover employment or candidates. ([3], p. 56)

On the other hand, authors Holtsnider and Jaffe make the case that recruiting through social media becomes a key tool, even though many companies do not have clear policies for their use. Their study shows that over 60% of companies claim that plans to use social media platforms. Their efficiency is higher in promoting open positions in organizations, but the information available in social media about the candidates cannot be included in the decision-making process. ([6], p.76)

Another study about social technologies shows that these social media tools are progressively utilized as a part of a few hierarchical capacities, including human resource administration. The center of this study is on online networking appropriation in worker enrollment and determination in Central and Eastern Europe (CEE). The hypothetical lens utilized as a part of this study is the Unified Theory of Acceptance and Use of Technology (UTAUT), reached out to incorporate the effect of the scouts' administrative position and instructive level on innovation selection. Results got from halfway minimum squares way demonstrating, utilizing cross-sectional information gathered from 224 recruiters, demonstrated that the center theories of the UTAUT were supported, to be specific the positive effect of execution hope, exertion hope and social impact on behavioral goal, and in addition the positive effect of encouraging conditions and behavioral goal on use conduct. Of course, the selection representatives' attributes activated numerous communication impacts, however none of them affected encouraging conditions. ([4], p. 241)

Berkowitz also makes her point about social media tools. She suggests that social media should not be used to make final employment decisions, but it can be used as an extension of the resume, a conversation starter that gives the interviewer a deeper understanding of the candidate. ([1], p.2)

Putting together studies in the field, we synthesized information about three tools of social media used in recruitment process.

Evernote (Freemium) is a cloud-based note taking framework that permits users to get to notes on the go from any gadget. Social spotters are versatile; working between workplaces, gatherings, and systems administration occasions. Evernote (www.evernote.com) permits them to get to the greater part of their notes and assets wherever they are. Users can make schedules, meeting notes, enrolling methodologies, notes on competitors amid meetings and so on. They can likewise work together with other colleagues through making notes on the same archive or application, and sharing notes about candidates. ([5], p.2-3)

Jobvite (www.jobvite.com). Selecting is extreme work. Overseeing competitors and attempting to fill positions in a quickly developing association is intricate Online networking and the Web have given hopefuls access to more data around an organization before they even consider applying. Jobvite's enlisting stage was developed starting from the earliest stage make the employment of enrolling less demanding, making procuring forms more proficient with the goal that associations can get the right hopefuls in the right positions rapidly. Jobvite Hire has kept pace with the occupation business sector's massive social changes, giving the social and hopeful driven elements spotters request, including: video interviewing, home page dashboard, smart scheduler and reporting. Jobvite additionally incorporates completely coordinated social selecting that gives the recruiter a chance to share jobs to every single social network tremendously augmenting the scope of his enrolling endeavors and permitting him to source and contract hopefuls with phenomenal rate ([12], p.1).

Talent Xray (http://www.careercloud.com/talent-xray/) is custom-built as a sourcing device for selection representatives, offering them some assistance with tapping into social networks to discover applicant on-the-go. It is ideal for sourcing on portable devices. Enrollment specialists can look through Linkedin, Twittter and Google Plus for applicants without confinements or signing into those platforms. Talent Xray gives user a chance to enter catchphrases, then passes the inquiry through Bing to convey indexed lists. The capacity to spare and share seeks, and to inquiry social media by occupation title and area make this a helpful expansion to the voyaging enrollment specialist's tool compartment. ([11], p. 1-2)

Should employers use social media to screen job applicants? Opinions are divided and diverse. Taking all these aspects into consideration, the purpose of our research is to see if the social media recruitment tools really help companies in making decisions about employment.

3 Methods
This survey is based on a quantitative research of how useful are the social media recruitment tools for companies. Based on this, we wanted to find out the level of satisfaction offered by these instruments.

The main objectives developed for the research conducted are:
1. The frequency of using social media recruitment tools by companies;
2. Identify favorite social media instruments used by companies;
3. Identify the type of information companies are looking for;
4. Level of satisfaction offered by social media recruitment tools.

Taking all this into consideration, we have established the method of data collection and equipment and materials used.

One of the most used tools for collecting information, in any research, is the questionnaire, because it can easily get information about consumer habits, attitudes toward certain products and other useful information. ([2], p.325)

Thus, for the implemented research we have chosen as a tool for data collection, the questionnaire. The questionnaire is composed of 8 questions, and includes also questions for the process of identification of the responder. The technique used in the questionnaire is the "funnel" technique (passing from general questions to more detailed questions). ([2], p.327)

Regarding the collect information needed to carry out research, we used email to send questionnaires to companies' human resources department, randomly, all over the country (Romania). The respondents were HR specialists and we have taken into consideration only the answers of organizations that use social media recruitment tools. We used email addresses to collect information and we sent the questionnaire in order to be completed.

However, we selected the information and the research was conducted on a sample of 100 respondents, which is not significant. The method of sampling that we choose was simple random sampling.

After the questionnaires were completed, the database was processed with both Excel, and SPSS program. First, we started with processing data with SPSS, program that facilitated my operations necessary to quantify data. In addition to complete the final results, we used Excel program where we made charts and graphs related databases studied.

4 Results Analysis

After systematizing data of the 100 HR specialists' companies from Romania that responded to our questionnaire, we present the main results further.

Regarding the frequency of using social media recruitment tools, 61% of those 100 companies studied use social media recruitment instruments only if they need to check some information from candidate's CV, 15% use every time they select a candidate, 13% use only if the director requires that and 11% rarely use these instruments. In the chart below we can see that the vast majority just use the tools to verify information about candidates (Fig. 1).
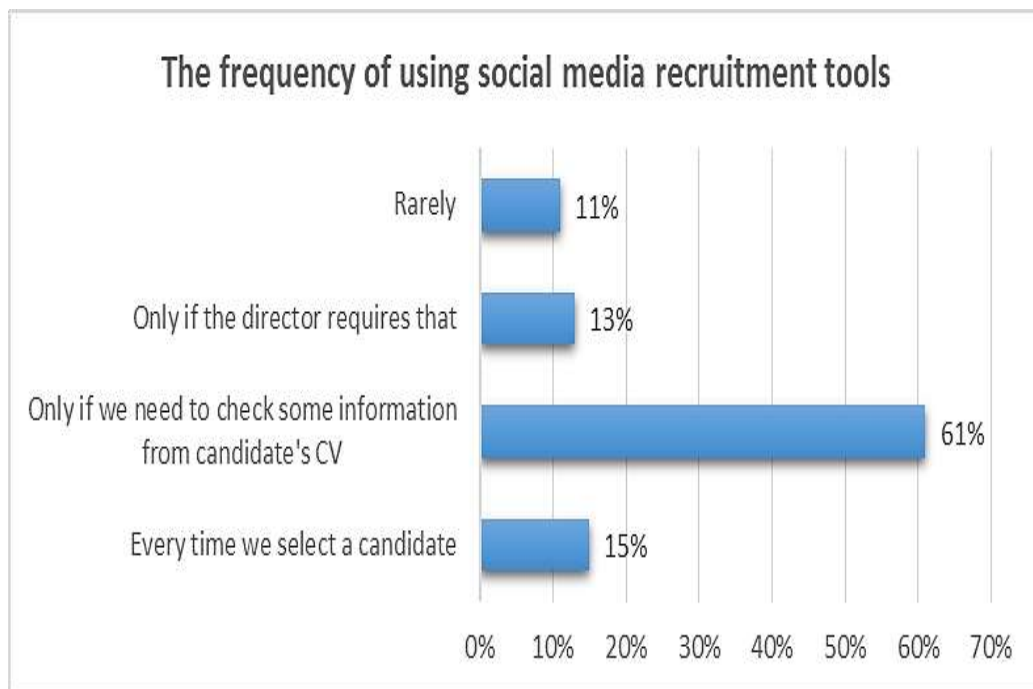
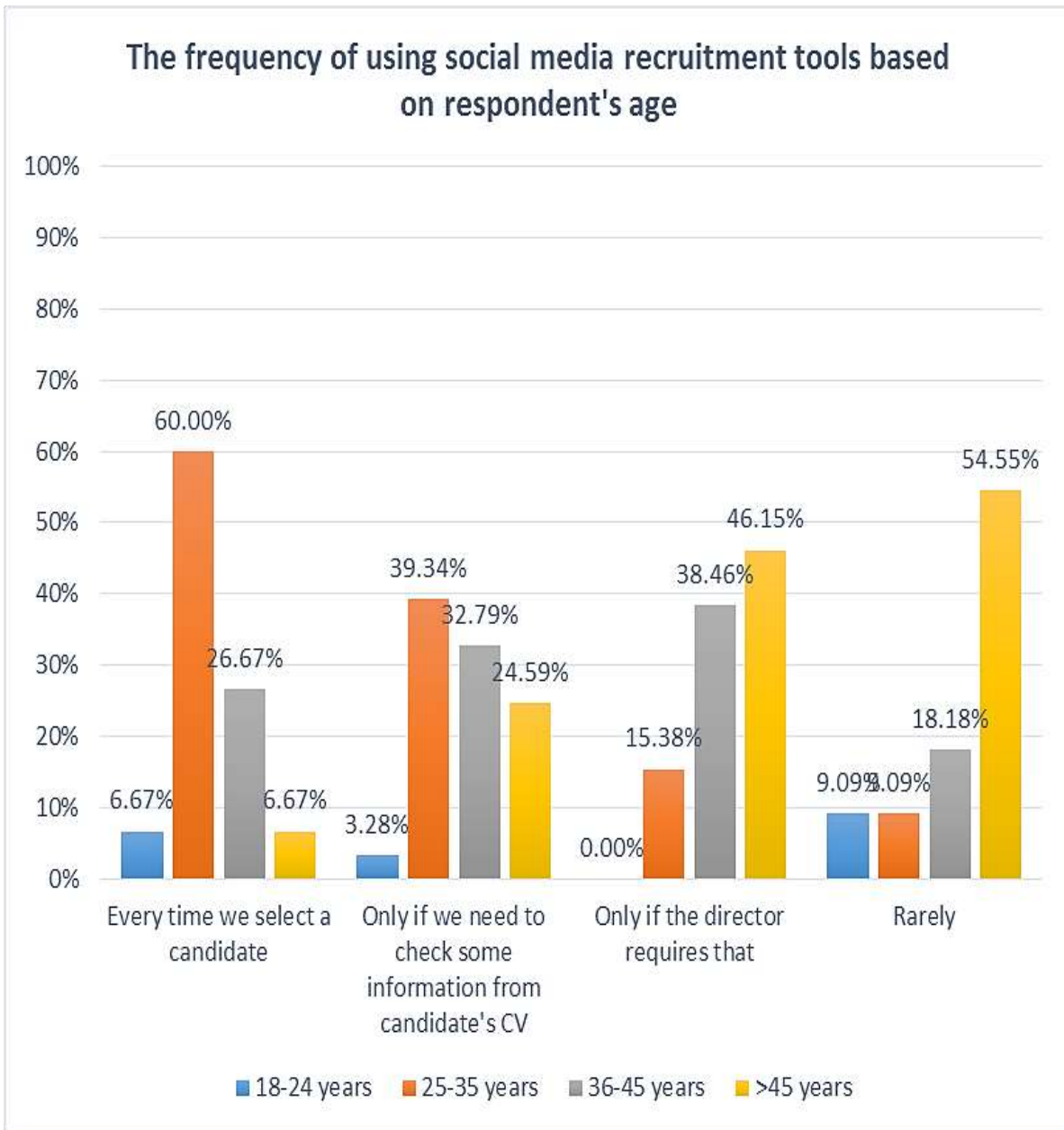**Fig. 1.** The frequency of using social media recruitment tools by companies

For a more detailed analysis of the frequency of using social media recruitment tools, we take into consideration the answers of the respondents according to their age. Thus, we find out that 60% of the respondents that use social media recruitment tools every time they select a candidate are between 25-35 years old. Also, 39.34% of respondents that use recruitment tools only if they need to check some information from candidate's CV are between 25-35 years old.

Another result indicates that the vast majority (46.14%) of the respondents that use social media recruitment tools only if the director requires that are more than 45 years old. Also, 54.55% of respondents that rarely use social

media recruitment tools are more than 45 years old.

This analysis is presented more detailed in the followed chart (Fig. 2).

Fig. 2. The frequency of using social media recruitment tools based on respondent's age

In what follows, we identify favorite social media instruments used by companies. The question had multiple answers and the results is presented in the figure number 3.

It is noticed that the vast majority had chosen Evernote as favorite social media recruitment tool (57%), followed by Jobvite with 33%.
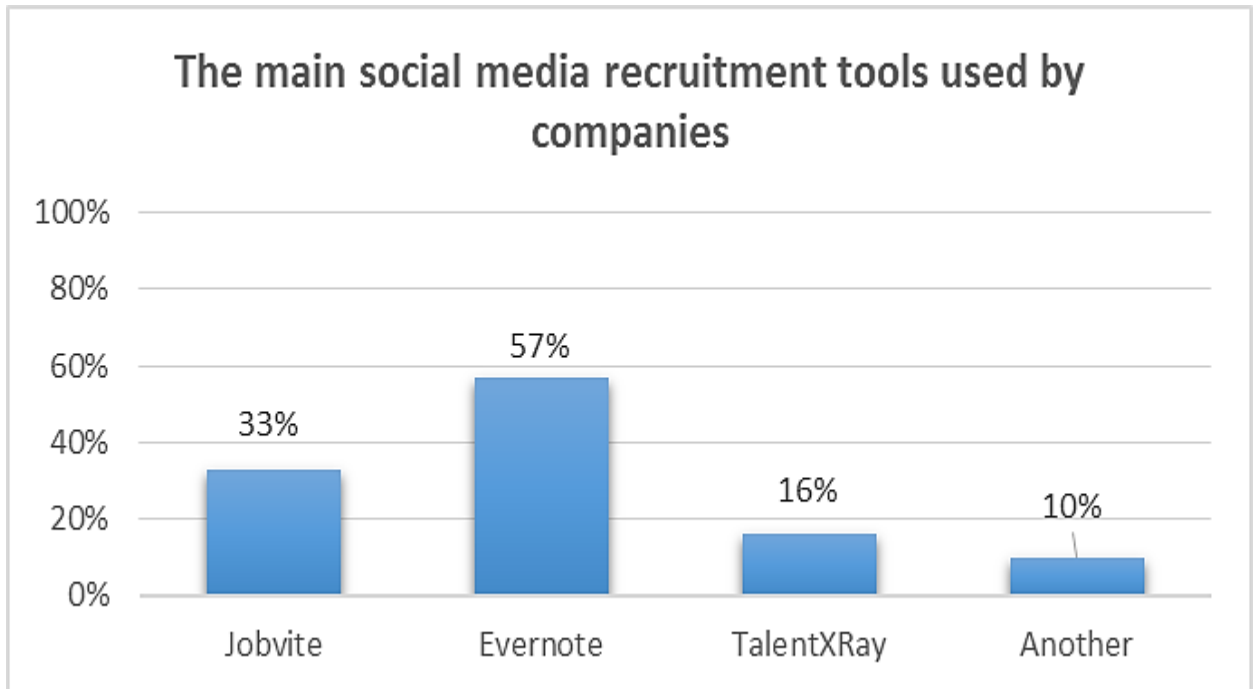
Fig. 3. The main social media recruitment tool used by companies

Another important result is the main type of information that companies are looking for on social media. In the bellow chart (Fig. 4), we can observe that information about candidate's appearance counts the most (47% of respondents) in choosing the ideal employee.
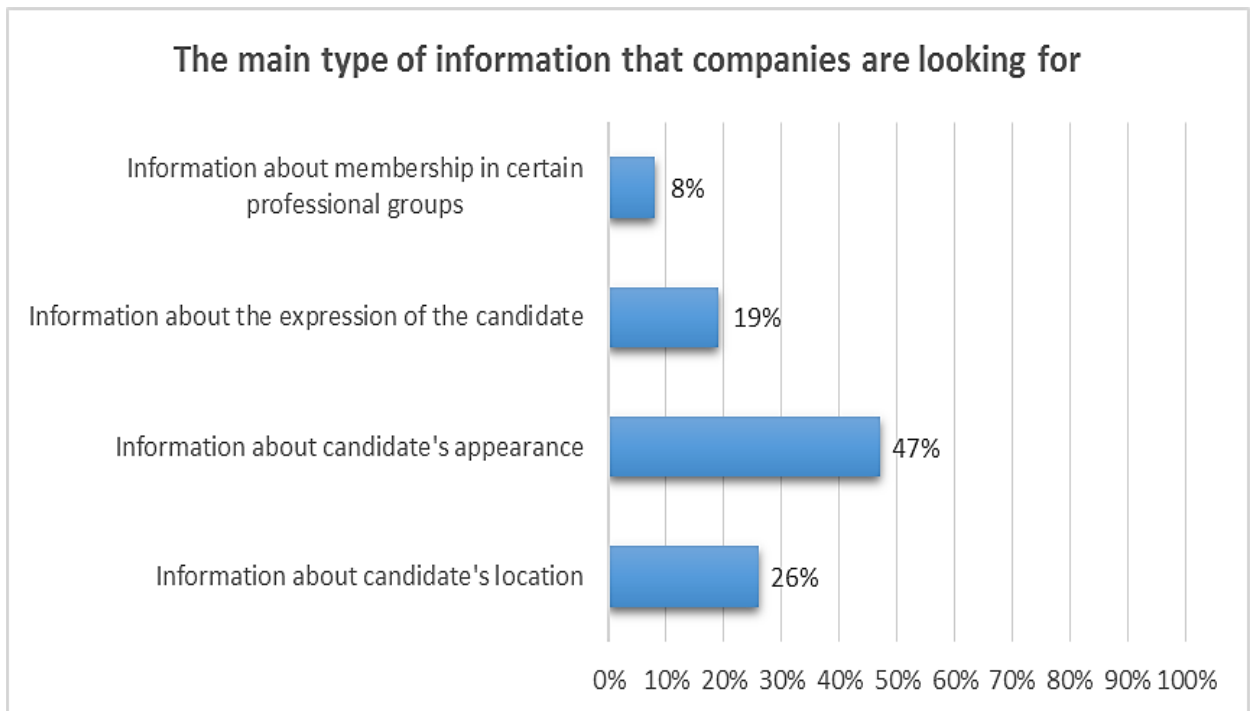
Fig. 4. The type of information that companies are looking for when are searching an employee.

Regarding testing companies' satisfaction about social media recruitment tools, we composed a question with semantic differential scaling method. Thus, between the

two poles of each pair, we have inserted a scale which has 5 levels as follows: 1 represents the total dissatisfaction, 2- discontent, 3- neither satisfied nor dissatisfied, 4 - satisfied, and 5 total satisfaction. With this scale, we could indicate the direction and intensity of opinion where the pair studied is satisfaction.

Analyzing the answers of 100 respondents, the average response we got is 4, which means that the respondents declared themselves satisfied about social media recruitment tools.

5 Discussions

In today's recruiting space, there is a broad selection of best software for every step of the recruiting funnel, yet many recruiters are still stuck using a generic HR suite. While suites have long been seen as the safe and easy choice, the rise of excellent standalone software means that recruiters can now choose the best solutions for each aspect of their HR and recruiting process.

There's always that tipping point when the future turns into the present; novelty becomes the new normal. In recruiting process, that's the case with social media. If you are not building social media into your recruiting efforts at this point, you are not really recruiting on par with the industry standard.

There are many benefits of using social media recruitment tools. First of all, social media can increase candidate applications a lot. Another advantage is that transparency goes both ways and the fact that recruiters are learning to follow a different kind of gut reaction.

This study refers to a quantitative research, targeting Romanian organizations' behavior regarding recruitment software tools based on social media. After results and analysis, we find out that vast majority just use the recruitment tools to verify information about candidates. This is understandable given the fact that in Romania are a few companies that use social recruitment tools. In opposite of this, about 77 percent of companies in United States are using social networking sites to recruit candidates for specific jobs, according to a 2013 survey by the Society for Human Resource Management (SHRM).

(https://www.shrm.org/publications /hrmagazine/editorialcontent/2014/1114/page s/1114-social-media-screening.aspx)
Also, we identify favorite social media instruments used by companies in Romania and we find out that 57% of respondents uses Evernote as a main recruitment tool. In opposite of that, the literature discovers that in United States Jobvite is the most known and practicable recruitment tool. (http://blog.capterra.com/top-15-recruiting-statistics-2014/).

Another important result is the main type of information that companies are looking for on social media. So, we find out that information about candidate's appearance counts the most in choosing the ideal employee.

Taking all this into consideration, the software tools are very important for an organization human resources department because these are designed to simplify their work and help them achieve the best results, fast.

6 Conclusion

The purpose of the research was to achieve concrete results showing punctual conclusions in accordance with the objectives set, about recruitment tools based on social media.

Regarding the answers of 100 respondents, we identify the frequency of using social media recruitment tools and we find out that vast majority just use the recruitment tools to verify information about candidate. Despite of that, in Romania are companies that use social media recruitment tools in order to be more accurate when choosing the candidate. Also, analyzing the answers, we concluded that the respondents declared themselves satisfied about social media recruitment tools.

The change has no beginning and no end. Therefore, attracting talent practices must keep pace with the evolution of society and technology. To survive, companies must always choose new and innovative practices, so in the future Romanian companies should use social media recruitment tools more often.

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Annex: Questionnaire

Hello! We are Adrian Gabriel Sav and Mihaela Saros. We are students of Bucharest University of Economic studies, at Faculty of Economic Cybernetics, statistics and informatics, Master of Economic Informatics and we are realizing a research of how useful are the social media recruitment tools for companies.

Based on this, we wanted to find out the level of satisfaction offered by these instruments. Please give us 5 minutes to answer the questions of the questionnaire. All information is confidential and its processing is done only for academic purposes. We are looking forward for your responses. Thank you!

1. Are you used to work with social media recruitment tools in order to select a candidate for your company?
   a) Yes (the survey continues)
   b) No (STOP)

2. Chose from the following list the social media recruitment tools that you have heard about (multiple answers):
   a) Jobvite
   b) Evernote
   c) TalentXRay
   d) Zenefits
   e) The Resumator
   f) Another.

3. What are the social media recruitment tools that you had been using so far? (multiple answers)
   a) Jobvite
   b) Evernote
   c) TalentXRay
   d) Another.

4. How frequently are you using social media recruitment tools?
   a) Rarely
   b) Only if the director requires that
   c) Only if we need to check some information from candidate's CV
   d) Every time we select a candidate

5. What type of information about the candidate are you looking for the most?
   a) Information about membership in certain professional groups
   b) Information about the expression of the candidate
   c) Information about candidate's appearance
   d) Information about candidate's location

6. How satisfied are you about social media recruitment tools?
   Total satisfaction (very satisfied)   5   4   3   2   1   Total dissatisfaction

7. Your age is between:
    a) 18- 24 years
    b) 25- 35 years
    c) 36- 45 years
    d) > 45 years

8. Your genre is…
    a) Male
    b) Female