

# **EXPLORING THE EFFECTIVENESS OF INTERNET AS A RECRUITMENT SOURCE**

**By**

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## MBA Thesis

2<sup>nd</sup> Half-semester Progress Report & Thesis Approval Statement

## Supervisor-Student Meeting Record

No.	Date	Place of Meeting	Topic Discussed	Signature of Student
5	22-10-14	University	Findings, Interpretation & Analysis	Beena
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7	3-12-14	University	Recommendations & Conclusions	Beena

APPROVAL FOR EXAMINATION

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I hereby certify that the above candidate's thesis has been completed to my satisfaction and, to my belief, its standard is appropriate for submission for examination. I have also conducted plagiarism test of this thesis using HEC prescribed software and found similarity index at 18.1% that is within the permissible limit set by the HEC for the MBA thesis. I have also found the thesis in a format recognized by the Department of Management Sciences.

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## ABSTRACT

**Purpose:** The main purpose of this research is to understand the effectiveness of internet for recruiting candidates as a recruitment source and to understand the value of internet technology for sharing and exchange of information in terms of jobs available in the market that can easily locate by job seeker through internet.

**Methodology:** Exploratory design of study and inductive approach has been used in this research. Employees of UBL and internet users that are currently employed are involved in data collection. 400 respondents took part in electronic survey for measuring Candidate perspective and 5 year longitudinal data of UBL is used for investigating organizational perspective that enlightens the numbers of job advertized through internet and number of resumes generated per job. Questionnaire and report of HR Practitioners of UBL were used to capture data. The data type includes quantitative and integrated by MS Excel and SPSS Software, using Cronbach Alpha, T-test, Friedman Test.

**Findings:** The analysis shows that internet is the effective recruitment source because the number of resumes generated with the help of e-recruitment in UBL is increasing yearly and UBL is relying on internet for recruiting candidates for vacant positions because of positive results , cost efficiency, easy access, mass recruitment, time saving as compare to newspaper, referrals and so forth but the second hypothesis showed that people are still more focused to use traditional sources than e- recruitment source but at the same time usage of internet with different factors played a vital role on candidate's intention to apply for the job.

**Future Implications:** The outcome of the research indicates that in Pakistan E-recruitment should be encouraged and practiced in organizations because it is cheaper than traditional sources and easy to manage vast of candidate pool globally and also facilitates candidate perception to apply for an advertised jobs through internet.

**Key Words:** E-recruitment, Recruitment sources, Candidate perception, Candidate intention.



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