

EXPLORING THE CONTRIBUTION OF SOCIAL MEDIA IN RECRUITMENT – A CASE STUDY ON PAYU

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ABSTRACT

With rising usage of the internet, the recruitment process has more dependency on various portals than personal meetings and references. The globalized market has opened the vast ocean of talented manpower through various domes, where social media has a lot of importance. Social media refers to the collection of online communications channels which are keen to community-based input, interrelations, content-sharing and teamwork. Web sites and presentations dedicated to forums, social networking, social bookmarking and social corruption, are among the different types of social media. The paper is an effort to offer an insight into the significance and ways of social media recruitment. It also brings out the relative importance of various social media recruitment options, their popularity and the guidelines required for obtaining the best results from such portals. It opens the opportunity for the recruiters, by emphasizing its productive usage and suggesting a safe model for the ethical social recruitment process.

KEYWORDS: Human Resource, Internet, Recruitment, Social Media