

CHANGES IN APPLICATION AND RECRUITMENT PROCESSES DUE TO BEHAVIORAL CHANGES RESULTING FROM THE USE OF SOCIAL NETWORKS AND MEDIA

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ABSTRACT

Particularly until the 1960s, it was common for employees to spend their entire working life in one company. The meanwhile frequent change of jobs is made possible on the one hand by modern methods of personnel recruitment, on the other hand by the fact that workers can easily compare different companies with each other. Communication between companies and potential applicants will be further optimized, as will the reconciliation of work and family life. The workplace and working hours will also become more flexible in the future. The importance of teamwork, the joint solving of difficult issues, will increase. In particular, the attitudinal patterns of job applicants towards these changes using social media for job application processes were investigated by using a questionnaire for American respondents and a similar questionnaire for German respondents. The respondents include professionals in both countries without age restrictions. The key findings are that in the U.S., the amount of time spent using social media is much more extensive than in Germany. Americans cite fewer technical difficulties and use private social media more frequently for application processes. In Germany, the behavior of job applicants towards social media in future will be like the current behavior in the USA.

KEYWORDS: Employer Branding; Human Resources; Application; Recruitment; Social Media