IMPACT OF SOCIAL NETWORKING ON TALENT ACQUISITION

J. JENY RANI MARY[1], K. PERIYASAMY[2], Y. VIJILA[3] & J. MICHAEL RAJ[4]

[1,2]Scholar, PG & Research, Department of HRM, St. Joseph's College, Tiruchirappalli, Tamil Nadu, India

[3,4]Assistant Professors, PG & Research, Department of HRM, St. Joseph's College, Tiruchirappalli, Tamil Nadu, India

ABSTRACT

Social networking is the important form of the communication used by the younger generation for communicating with their friends, relatives, neighbours, and also to find new friends, e-business, learning, e-transfers etc. In the last two decades, the online usage has grown rapidly. Many students are spending countless hours in social networks, such as Face book, twitter, LinkedIn etc. However it also the helps students to create and share information, develop knowledge and skills. As social networking sites continue to grow in popularity throughout the world, India is seventh largest social network sites visitors. Technology is a vital part of today's student's success equation. Hence this descriptive study aims to find out the impact of social networks on talent acquisition among the post graduate students of Arts and Science colleges affiliated to Bharathidasan University, Thiruchirappalli. The finding shows that the social networks have a significant say on the talent acquisition.

KEYWORDS: Social Networks, Talent Acquisition, Postgraduate Students

INTRODUCTION

Today the internet has become an important source to find and share the information.

We use the internet to stay connected with each other. The introduction of Social Networking Sites (SNSs) makes the work easier where we can become a member at free of cost and without any other extra needs. Within few years there was a rapid growth in the social networking sites there are thousands of sites are available. Social Networking Sites have been defined as "web based services that enable individuals to construct a Semi-profile within a bounded system, articulate a list of other users with whom they Share connections and views". Talent Acquisition is defined as "the process of finding, acquiring, assessing, and hiring candidates to fill roles that are required to meet company goals and fulfil project requirements"

Benefits of Talent Acquisition Through Social Networking Sites

Social networking sites offer many benefits. Now it has become easier to keep in contact with old friends and colleagues. One of the professional networking sites LinkedIn even allows users to request introductions to business people who are known to their contacts. The potential of this enhanced connectivity for a huge, whereas once you would be left sifting through business cards after a networking event, trying to remember details about each person, you can now easily look up a connection's credentials and business interests on their social media profile.

Students and Talent Acquisition Through Social Networking Sites

Students share personal information, links to other sites or comment on someone's post. By doing this, they get engaged with each other instantly. The use of social networking sites has made it easier and faster to interact with peers or

teachers about class-related topics. These days online engagements are very important for businesses, where students are already experts at developing an online presence. Students are also experts in interacting with others on the internet. They know how to use basic as well as complex functions on various social media sites

REVIEW OF LITERATURE

Jeong (2005) noted that internet addiction is significantly and negatively related to students' academic performance, as well as emotional attributes. **Seo (2004)** corroborates Jeong's assertion when he opined that the negative influence of internet is only on excessive users and not on all users. **Rather (2013)** avers that: The Social networking sites and blogs which are being used today with tremendous passion and zeal have transformed the way of using internet in recent years by describing online tools and utilities which allow users for communication, participation and collaboration of information online. Today's young generation, especially teens and youth use technology through innovative ways due to which they are referred to as Millennials and have changed the ways we think, work and communicate even though they are in formative years of their life. Today's youth because of these social networking sites have become technology addicts and are quite introverted. **Yoon (2000)** observed that the type of social media or network subscribed to by a teenager exerts influence on him or her to visit the internet. **Abu-Shanab and Al-Tarawneh (2013)** explored the advantages and disadvantages of Face book utilizing university students.

A sample of 206 students responded to a survey containing 10 advantages and 10 disadvantages of Face book, and yielded interesting results. The study did not focus on students 'academic performance, but took the issue as a general view of social media influence. This study will explore the relationship between performance and Social Network use. **(Rouis, 2012)** Social network is a strong tool for social interaction and connection, where it can improve families and friends in a rich social context. A study on 161 Tunisian students concluded that performance was improved because of students' satisfaction with their family and friends relations. **(Alexander & Salas, 2008).** the other side of the issue, there are other adults and many professionals, including teachers and school faculty, who encourage the use of social networking sites like Face book because they allow students to connect with one another and discuss school related issues Teens can form online communities in order to plan for a project, have group discussions about class material, or use the SNS as a way to keep in contact when a student has been absent and needs to be updated concurrent academic information.

METHODOLOGY

Objectives of the Study

- To find out the demographic profile of the respondents.

- To analyse the influence of Social Networks on Talent acquisition.

- To identify the influence of gender in the usage of Social Networks.

Hypothesis of the Study

- There is a significant difference between age group of the respondent and their usage of social networking websites.

- There is a significant association between reading and watching online news and percentage earned by a student.

- There is a significant difference between gender of respondents and the importance given to the social networking websites.

Study Area

It is a descriptive study. The primary data has been collected through interview schedule from 106 PG students of 11 different Arts and Science colleges affiliated to Bharathidasan University, Tiruchirappalli, Tamil Nadu. Secondary data were collected from books, research articles and websites.

DATA ANALYSIS AND INTERPRETATION

Table 1: Classification of Respondents on their Demographic Profile

S. No	Demographic Profile	Particulars	No of Respondents N=106	Percentage
1	Gender	Male	47	44
		Female	59	56
2	Age	18-20	23	22
		21-23	60	56
		24-26	19	18
		26-29	4	4
3	Percentage	51-60	21	20
		61-70	48	45
		71-80	25	23
		81-90	12	11

The above table shows 56 percent of the respondents are female students and 44 percent of male students. The 22 percent of the respondents between 18-20 years of age, 56 percent of them between 21-23 years of age, 18 percent of respondents are between 24-26 years of age and other 4 percent of the respondents between 26-29 years of age. Where 20 percent of them have 51-60 percent marks in exams,45 percent of them have 61-70 percent marks in exams 23 percent of them have 71-80 percent marks in exams, 11 percent have 81-90 percent in their exams.

Table 2: Difference between the Age Group of the Respondent and Usage of Social Networking Websites

S. No	Usage of Social Networking Websites	Mean	S.D	SS	DF	MS	Statistical Inference
	Between Groups			8.889	4	2.222	
	18-20 (N=23)	3	1.168				
1	21-23 (N=60)	2.5	1.295				**F= 1.629** .187>0.05 Not Significant
	23-26 (N=19)	2.16	1.772				
	27-29 (N=4)	2	0				
2	**Within Groups**			185.526	105	1.819	
	Total			**194.415**	**109**		

H_1: There is a significant difference between the age of the respondent and usage of social networking websites.

H_0 1: There is no significant difference between the age of the respondent and usage of social networking websites.

Statistical Test

One way ANOVA test was used

Findings

The result of the test with df value 4, f value 1.629 and p value .187. Stream that the calculate value is .187 greater than table value 0.05. Hence there is no significant difference between the age group of the respondent and usage of social networking websites. Thus, the research hypothesis happen to be rejected and the null hypothesis is accepted.

Table 3: Association between Percentage of the Respondents and the Habit of Reading and Watching News Online

X_1 (Variable)	Y_1 (Variable)	Reading and Watching Online News						Total	Statistical Inference
		Every Day	3 days in a Week	Once in a Week	Once in 15 Days	Monthly Once	never		
Percentage	51-60	6	4	3	1	4	3	21	X_2= **6.150** Df = 15 .977>0.05 Not Significant
	61-70	12	11	4	4	11	6	48	
	71-80	9	4	0	2	8	2	25	
	81-90	4	2	1	1	3	1	12	
Total		31	21	8	8	26	12	106	

H_2: There is a significant association between percentage of the respondents and their habit of reading and watching online news.

$H_{0\ 2}$: There is a no significant association between percentage of the respondents and their habit of reading and watching online news.

Statistical Test

Chi square test was used

Findings

The result of the table shows no significant association between percentage of the respondents and their habit of reading and watching online news.. Because the p value is .977 it is greater than 0.05, hence the research hypothesis is rejected and null hypothesis is accepted.

Table 4: Difference between the Gender of the Respondent and the Level of Importance Given to the Social Networking Websites

S. No	Importance Given to the Social Networking Websites	Mean	S.D	SS	DF	MS	Statistical Inference
1	**Between Groups**			4.38	1	4.38	**F= 6.714** .011>0.05 Not Significant
	Male (N=46)	1.96	0.965				
	Female (N=60)	2.37	0.663				
2	**Within Groups**			67.846	104	0.652	
Total				72.226	105		

H_3: There is a significant difference between the gender of the respondent and the level of importance given to the social networking websites.

H$_{0\ 3:}$ There is a no significant difference between the gender of the respondent and the level of importance given to the social networking websites.

Statistical Test

One way ANOVA test was used

Findings

The test results indicates that there is no significant different between the gender of the respondent and the level of importance given to the social networking websites. The df value 1, f value 6.714 and p = .011, the calculate value .011 it is greater than table value 0.05. Hence the null hypothesis accepted and research hypothesis is rejected.

RECOMMENDATIONS

The social networking domain has become one of the fastest growing online environment connecting hundreds of millions of people worldwide. It gives new ways in all walks of life. However its opportunity and limitations should be carefully studied.

Talent is one of the key factors that will differentiate successful individuals, so youth of the present generation can use social networks to strengthen the competencies.

CONCLUSIONS

On the basis of research, students are mostly using the social networking websites to communicate with other while comparing to their studies even though they feel that by using the social networking sites they are acquiring more talent where they are discussing, searching and finding many things with the help of social networking sites. By comparing the advantage and disadvantage of the social networking websites, it is more helpful for them to acquire talents.

REFERENCES

1. Abu-Shanab and Al-Tarawneh, (2013). The Influence of Social Networks on Students' Performance, Journal of Emerging Trends in Computing and Information Sciences, Vol. 5, (3), 53-62.

2. Alexander & Salas, (2008)**.** Human Factors and Ergonomics Society, Journal of Human Factors, Vol. 2, (5), 93-102.

3. Ben wnim-pam, (2014). Employee core competencies for effective talent management, Human Resource Management Research, Vol. 4 (3), 49-55

4. Papacharissi, Z. (2009). The virtual geographies of social networks: A comparative analysis of Facebook, LinkedIn and ASmallWorld. *New Media & Society, 11*, 199-220.

5. Roberts, B. (2010, October 1). Developing a social business network. *HR Magazine, 55* (10).

6. Rouis, (2012). Impact of Facebook usage on student's academic achievement; Roles of self-regulation and trust.

7. Rozelle, A. L. & Landis, R. S. (2002), „An examination of the relationship between use of the Internet as a recruitment source and student attitudes‟, Computer in Human Behavior.

8. Teo yijing; Hosam, A., samarraie (2013) A Review towards the use of social networking sites (SNS's as E-

commerce Platform, Human Resource Management Research, Vol. 3, (5), 188-193.

9. Yakubovich, V, Lup, D (2005), "Hiring on the Internet: Do social networks matter?" University of Chicago.

10. Young, J., & Foot, K. (2006). Corporate e-cruiting: The construction of work in Fortune 500 recruiting web sites. *Journal of Computer-Mediated Communication, 11* (1), 44-71.

11. Zusman, R. R., & Landis, R. S. (2002). Applicant preferences for web-based versus traditional job postings. *Computers in Human Behavior, 18,* 285-296.