

Almaty Management University
бакалавриат студенттері,
магистранттары
мен докторанттарының
Бірінші Коллоквиумының
материалдар жинағы

29 мамыр 2018 жыл

Undergraduate and Graduate Colloquium

Proceedings
of the 1st Colloquium
of undergraduate
and graduate students
of Almaty Management
University

May 29, 2018

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Social media as a new recruiting tool in hospitality

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Resume. One of the main traits of hospitality industry is inconsistency and being people-oriented, which means that the quality of the product entirely based on interactions between people and same hotel/restaurant, can be perceived differently due to the different mood of the employees during the work [1]. As a result, it is important to hire people with developed soft skills that are good communicators, more stress-resistant and have better analytic mindset that can objectively process the situation.

In addition, hospitality industry is an industry with a high turnover rate that can be up to 70% [2]. Therefore, recruiters in human resources should be able to promote opening correctly and increase the number of engaged candidates, analyze all candidates' resumes and choose the right one to the right job in short period of time.

The 21 century has changed how people connect and engage with each other. People started to spend hours in social media networks each day having conversations, posting photos, videos and sharing interesting, useful information with each other. Thus, social media has become the perfect place to sell and promote products, services and other offerings, because that is where you find your targeted audience. Consequently, we can increase the applicant numbers by promoting an opening throughout the social platforms. Since, everyone is using social media we can find our audience, which are candidates to the job, on the social platforms and examine their soft skills by surveying content of their account. Moreover, there is an opportunity to increase the number of applicants by effectively promoting the opening through social media [3].

The aim of this study is to determine how usage of social media can affect to length of recruiting and quality of the candidates. Research answers to the following question: Is using social media as additional recruitment tool beneficial? How does social media work as a recruiting tool and how to use it? In this context, social media is a social platform where people share their personal life to the public. In addition, things like job experience, length of job experience, education, trainings and other background information usually are not being posted in social media, and consequently we cannot use social media as main recruitment tool that is going to replace resumes.

Objectives of our research:

- Examine secondary information related to the social media recruitment
- Analyze current recruitment situation in the restaurant where internship took place
- Give suggestions about improving recruitment in the restaurant

The research question is answered by conducting a recruiting experiment with usage of social media and instruction on using social media in recruitment process is created. Thus, process of recruiting was analyzed, opening was closed, and guidelines of new tool were made.

On this basis, it is recommended to use social media in recruiting as an additional tool to increase the efficiency of hiring process and reduce the turnover rate by selecting appropriate candidate to the opening.

1.1 Analysis of foreign survey

What are the top trends that will shape the recruiting industry in the next few years?

- Recruiting more diverse candidates 37%
- Soft skills assessments 35%
- Innovative interviewing tools 34%
- Company mission as a differentiator 33%
- Using big data 29%

Recruiters mentioned that hiring diverse candidates is going to be primary trend, because employee diversity boosts efficiency and innovation in the company. Soft skills assessment is

going to be trendy, because the ability to communicate, interpret big scours of information and being creative is becoming more valuable than hard skills. In addition, innovative interviewing tool are going to help to understand candidates better, company mission is going to become more meaningful, as a result candidates are going to consider differentiation of mission and companies are going to focus on big data more than ever [4].

Figure 1 shows us satisfaction of recruiters that used social media in hiring process from non-management positions to executive management. As people can see in this figure, there is only little percentage of recruiters that evaluated stuff hired with usage of social media was ineffective. Results show that consequences of using social media are more positive than negative.

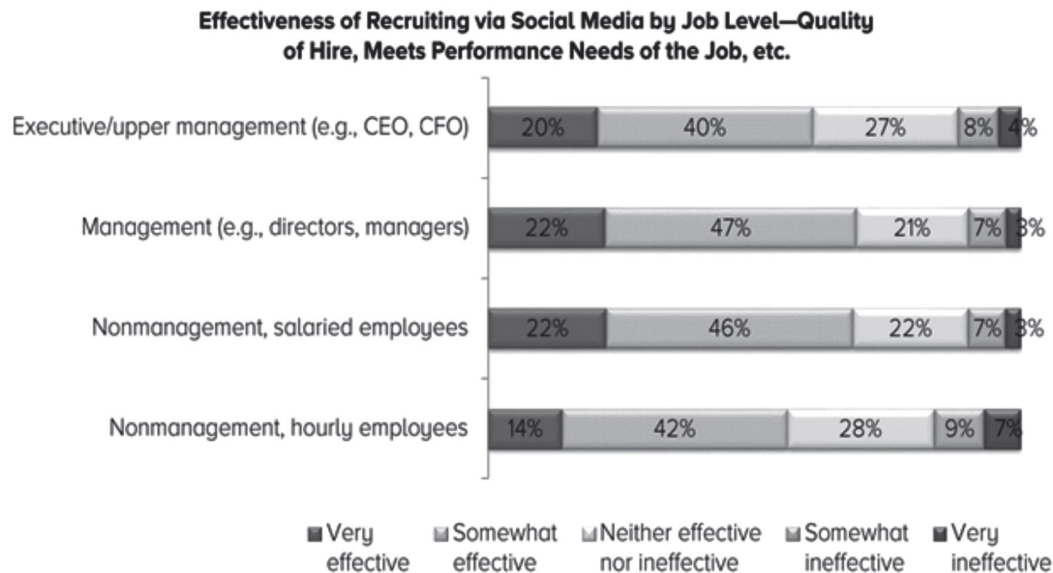


Figure-1 – Effectiveness of Recruiting via Social Media

Note – Based on reference [5]

One of the problems that usage of social media can solve is that resumes have some sort of bias that affect to the recruiters. The bias is that when you look to the resume you can see the job experience of the candidate, which is going to drag more attention if you hire manager or someone to the higher position [17]. However, the experience that candidates get from their past cannot be credible, because it not necessarily mean that they were good at their job. Of course, they gathered some experience and do not need trainings, but usually experience in the resume shows what kind of hard skills person may have. As we all know, it is easier to learn hard skills than soft skills, because usually it is technical knowledge, qualification, competence that need only some practice.

Due to the inconsistency and for being people-oriented hospitality industry needs people with developed soft skills. Consequently, when you are going to hire manager it is crucial to assess their soft skills simultaneously with hard skills[6].

1.2 Advantages of using social media

The 21st century is century of social media. Generation Y and Z has skills in online research, technological savants, entrepreneurship and innovation. They are “always on” generation [7]. All they do is through social media, which is why we need to consider social media as a good recruiting tool.

Here are some benefits of using social media in your recruiting efforts:

- Reach the elusive passive candidate [8]
- See talent and passion firsthand.

- Targeted ads [9]
- Efficiency [10]
- Get resumes details without a resume [11]

2.3 Willingness to implement new tool

Recruiting process in hospitality industry needs to be deeply explored, because new tools have not been examined in Kazakhstan officially yet. Alternatively, best way to explore this issue is to go to restaurants and hotels in Almaty, and visit directly human resources managers and directors.

By exploring the general, we created phenomenal questions and sub questions:

1. How do you usually hire employees?
2. Which tools do you use to hire? Which of them in your opinion is the most effective?
3. With which tool did you find your best employees?
4. Do you agree that nowadays-social networks are the key instruments of modern recruiters?
5. How do you think which kind of drawbacks can exist while hiring through social media?
6. Is it enough to use only social networks to find a right candidate?
7. Would you like to use method of searching candidates through social media? Why?
8. What are the criteria for evaluating a candidate in social networks?
9. Are you going to use social media for servers and line staff or only for managers and other highest positions?
10. Do you think that employer branding will help you with recruiting?
11. Do you think that Kazakhstan's Labor market is ready for implementing new tool?

Overall, the researchers opinion was that interview are very successful. In conclusion, the findings have to say that recruiters in Kazakhstan keep pace with world, which means that Kazakhstan is open for new possibilities of social media as a recruitment tool. As it said time changes and recruiters should be adapted to this, time of perfect resume is just disappearing; people tend more to use social networks as selection of a right employee. If couple decades ago, ideal candidate had a big experience in international companies, different certificates and diplomas – he is perfect and he would be best candidate. Nowadays, people appraise more soft skills, which can be seen by his profile at social networks. It also a lot easier and faster to find right person for your company. However, as one of the interviewees said recruiting through a social media has also drawbacks, one of them is the search for candidates may be distortion of information and lack of recommendations. Which means it is not always a best tool, sometimes recruiters have to use traditional methods. We also had questions about the criteria for evaluating a candidate in social networks, and in our opinion this question could be discussed more deeply, as another interviewee said individual approach is one of the keys, it is very important to have a conversation with a candidates, it gives an opportunity to evaluate soft skills, desires and goals of person.

3 Enhancement of recruiting process in “kolkovna” restaurant

3.1 Creating guidelines of using social media as a new recruitment tool

It needs to create a plan from writing an advertisement until job invitation. Planning seems easy at first, but not at all and needs guideline (before companies can start the recruitment):

- Investigation of social platforms. Features and differences between them. Understanding what social platform is best for your social brand.
- Using Social media marketing tools. Once you created the job post, make sure it will go viral and will have sufficient coverage.
- Differentiation of ways of information delivery.

Ask your experts to share a recruitment ad or publication via their individual social media profiles. You will get amazing results, especially if people in the respective department get involved in the process. They will be the first ones to increase the scope of the message. If people have completed some of the previous steps correctly beforehand, chances are that the message will have a viral potential.

In order to get the best possible results, people need to put together a corporate social media policy. This set of guidelines will make it much easier for workers to get the right message out there without influencing the brand reputation in a negative way.

A good social media policy is about a team approach and creating the right culture. How often should people post corporate updates? What should the tone and style be? Will only certain people be involved? These are crucial questions to answer in advance. You may also use verified existing job posting groups in advance. That group has certain quantity of people who are interested in job.

Now we will show the steps of hunting talents through social media:

- Write a marketed job advertisement
- White a portrait of an ideal candidate
- Publish an advert
- Promote it
- Find a way to filter candidates
- Screening social media profiles
- Collecting data
- Interview
- Job invitation

Conclusion

The research questions: Is using social media as additional recruitment tool beneficial? How does social media work as a recruiting tool and how to use it? The results of the research is based on the experiment the researcher did in facilitating with Kolkovna restaurant. Restaurant made good use of social media to recruit. In order to achieve that results researchers have analyzed foreign experience, studied specificity of the topic, implemented general institutions of using social media as a new recruiting tool, and applied in practice. The method of the investigation of the problem was quality type of the research especially interviews taken from Human Resources managers whose points of view were taken to consideration.

Despite the fact that research reached its goal there were expectations of possible causes of and consequences of the results, possible limitations and suggestions for follow-up research. The researcher mentioned about people who use their social media pages, in addition, there might be who is not using and even don not have accounts in social media. Many users of social networks do not want to post any information about themselves, which makes data collection more difficult. For many users, Instagram and Facebook may seem like a frivolous place-to-place vacancies, or they cannot even believe that this is possible to find job in such platforms. Especially we should mention that Kazakhstan is developing country and it will be uneasy to change their views about social media as additional recruiting tool. Nowadays, there is a tendency of placing vacancies in such web sites as Headhunter, LinkedIn and so on. Consequently, people will search for jobs on that, kind of web sites, whereby Facebook and Instagram. With passive users in social networks, it will be very difficult to go to a contact with them or to search for information.

For the same reason, we offer a recruiting process through the social media not as the main tool, but as an additional one. In our case, a person comes with his own resume or resume and then recruiters collect information via the social media. Also during the research, we were able to identify two types of people who come for an interview. First, who can easily pass the interview, sociable and communicative person. However, maybe in real life they could be different. Second, people who are not easily pass an interview, but in real life, they could have skills that we just need for exact position. That is why recruiting process must be taken seriously, because this will determine the duration of the company's work.

One thing to remember is that doing a background check is not the same as snooping around. You should be checking for omissions and blatant exaggerations. The information that is shared only with friends and is not a part of the person's public presence is none of your business. While social media can give you a lot of power and opportunities, it is of paramount importance to refrain from abusing those. Otherwise, you will risk destroying the trust before a person has even come to your company. Checking social media profile directly depends on Human Resources manager's competence and objectiveness. These drawbacks are

relevant only if recruiter is not experienced in any other case you definitely benefit from using social media. In conclusion, there can be no doubt that social is recommended as a recruiting tool in Kazakhstan.

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