

ADOPTING SOCIAL MEDIA AS A TOOL FOR RECRUITMENT AND SELECTION- A QUALITATIVE ANALYSIS OF E-RECRUITMENT IN BANGLADESH

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Abstract:

Purpose: This study investigates the critical success factors influencing the adoption of social media as a tool for recruitment and selection in Bangladesh. It further examines the benefits and challenges HR professionals and job seekers face in utilizing social media within a developing country's unique socio-economic and infrastructural constraints.

Design/Methodology/Approach: Guided by an interpretivist philosophy and an inductive research approach, this study employs a qualitative methodology. Primary data was gathered through Semi-Structured Interviews (SSIs) with HR professionals and job seekers in Bangladesh. Additionally, secondary data was obtained from existing literature and online reports. The data analysis was conducted using the six-phase thematic analysis framework proposed by Braun & Clarke (2006) and further operationalized by Maguire & Delahunt (2017).

Findings: The findings underscore significant advantages of social media as an e-recruitment tool, including enhanced reach, efficiency, and access to diverse talent pools. However, the study highlights persistent barriers such as inadequate infrastructure, limited technological capabilities, and the absence of robust regulatory frameworks. These challenges impede the full realization of social media's potential for recruitment in Bangladesh.

Originality/Value: This research addresses a notable gap in empirical literature by exploring the challenges faced by HR professionals in Bangladesh when leveraging social media for recruitment. It provides valuable insights into the opportunities and limitations of e-recruitment within a developing country context, offering practical implications for policymakers, HR practitioners, and job seekers.

Keywords: Social Media, Recruitment and Selection, E-recruitment, HR Professionals, Bangladesh.