



world. Technology is a growing presence in our everyday lives and cannot be ignored when looking at potential candidates for positions in a business. What a person chooses to display on their social media can have a big impact on the way they are viewed by others. It is important that as job recruiters, they are looking at social media to understand just what an individual is like outside of a professional setting and how they choose to portray themselves to others. It is also important in understanding why social media can play a huge role for and generate interest in a job opening.

Subsequently the development and assignment of projects and further HR recruitment discussions could include some of the following.

## Assignments and Lessons

A project theme focusing on e-recruiting systems and job matching procedures could provide a unique learning experience and be beneficial to the job search process. Instructors can ask students to assess and analyze various online recruitment systems and or use professional social network system such as LinkedIn, to assess themselves and others to job match for specific positions. Provide other examples of e-recruitment software and or systems, for example.

**Top Recruitment Systems:** Recruiterbox, Crelate Talent, Workable, Big Biller, iCIMS Recruit, Greenhouse, SignalHire, ApplicantStack, Workpop, Mighty Recruiter [http://www.capterra.com/sem-compare/recruiting-software?headline=Top%2010%20E%20Recruitment%20Systems%20Software&gclid=Cj0KEQiAlsrFBRCAXcCB54XEILEBEiQA\\_ei0DB7GOS7bO\\_946v51R30CUdh\\_SfPxYLZTk74-Ar9GcoaAr-JO8P8HAQ](http://www.capterra.com/sem-compare/recruiting-software?headline=Top%2010%20E%20Recruitment%20Systems%20Software&gclid=Cj0KEQiAlsrFBRCAXcCB54XEILEBEiQA_ei0DB7GOS7bO_946v51R30CUdh_SfPxYLZTk74-Ar9GcoaAr-JO8P8HAQ)

**Hire Vue** <https://www.hirevue.com/blog/build-blog/five-of-the-most-common-interview-questions-and-how-to-answer-them/>

**ZOHO Recruit** [https://www.zoho.com/recruit/lp/recruitment-software.html?gclid=Cj0KEQiAlsrFBRCAXcCB54XEILEBEiQA\\_ei0DK9L-qQ3OTQIDL5VPRybsNm7RE1\\_OqDB\\_XOPHN2BMrUaAr-Nu8P8HAQ](https://www.zoho.com/recruit/lp/recruitment-software.html?gclid=Cj0KEQiAlsrFBRCAXcCB54XEILEBEiQA_ei0DK9L-qQ3OTQIDL5VPRybsNm7RE1_OqDB_XOPHN2BMrUaAr-Nu8P8HAQ)

## Other Resources

Sylva H. & Mol, S. (2009). E-Recruitment: A study into applicant perceptions of an online application system, *International Journal of Selection and Assessment*, 17(3), 311-323 [Accessed from <http://onlinelibrary.wiley.com/doi/10.1111/j.1468-2389.2009.00473.x/full>, 2-26-17].

Li, Chun Ngai, (2015). E-Recruitment System, [Accessed from <http://dspace.cityu.edu.hk/handle/2031/8399>, Department of Computer Science, CityU Institutional Repository, 2-26-2017].

1. Using examples resumes and instructions focused on resume organization, assessment and e-recruitment systems exercises could follow. Additionally, a discussion of how to manage a

resume in the online arena for optimal consideration of a candidate would be a useful exercise. Students could all apply for positions on line. This discussion could include key skills, terms, education, certifications etc. In this topic module, the instructor can provide instruction on how to research a prospective job and identify key words associated with that job, if possible.

2. Another exercise that will be helpful for students is to learn how to research a potential employer and position in the hospitality industry, preferably one that an individual is interested in. Once the student has located a potential position with a company, they should create a list of requirements and read about the company or brand mission that is usually listed on the homepage. Understanding the requirements and the company's mission will help create a students' personal introduction and goals.
3. Discuss with students why job matching is so significant to a business and its success. Ask them if they fully understand the issues at hand and what can occur from consistent improper matching. Employee turnover is something that can stem from this. This is another issue that student's need to understand. These harmful issues can continuously affect the success of a company and can cause various issues between employers and employees. Have students talk about what they learned from this case study and why they believe it is relevant to the course and their knowledge of human resources.

## Wrap Up

Even though an individual's talents could shine through their resume, an applicant may not believe that they can be able to show off their prospective talents unless they engage with a recruiter or human resource professional. One hypothesis then, is that the hospitality industry's high and ongoing turnover rate, and lack of talent management systems could be related to the increase in online application systems being used, therefore this would eliminate prospective candidates solely based on their application and resume information (Hughes & Rog, 2008). Ideally, some of these eliminated candidates could have potentially been great assets for a company.

Education and experience are very important for an applicant. Unfortunately, if applicants do not know how to properly position themselves and market their strengths on a resume they can be overlooked. In order to properly complete a resume for an online application, each position can be researched and a resume can be individually directed to a target company. The success and attractiveness of an individual's resume will mirror onto their application. The chances for an applicant's online package and resume will surpass the standards of the online application system will be enhanced.

## References

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