

RECRUITMENT AND THE INTERNET: POSSIBILITIES AND PITFALLS

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Abstract

From a strategic human resource management perspective, having the right people in the right place at the right time is fundamental to a competitive advantage and organisational performance (Huselid, 1995; Pfeffer, 1995). In this context selection and planning are seen as the key aspects in this process. The area of recruitment has often been seen as part of the 'mechanics' of the process of selection and not a strategic issue in itself. However, along with the globalisation of the world economy and labour markets, the Internet has created a potential paradigm shift in the traditional processes, policies and practices associated with recruitment. To the extent that e-recruitment or cybercruiting is increasingly being seen as a source of competitive advantage (Greer, 2001), particularly in tight and highly mobile labour markets. This paper examines the development of recruiting on the Internet as source of competitive advantage to organisations, the potential, pitfalls and problems associated with the management of the process.

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