HRM: TO STUDY THE EFFECTIVENESS OF USING SOCIAL NETWORKING SITES FOR RECRUITMENT AND STAFFING

ARCHANA SURYWANSHI

ASSISTANT PROFESSOR
SHIKSHAN MAHARSHI DR. D.Y. PATIL COLLEGE CENTER FOR MANAGEMENT,
CHIKHALI, PUNE, MAHARASHTRA

ABSTRACT
The social networking services is the online service which focuses on building social network and relations among people to whom we know and to whom we don’t know. The paper focuses on the use of social networking sites for recruitment in an organization. It also focuses on how it is beneficial for the organization to reach the candidates very easily, which sites do organization use more frequently. Social networking plays a very important role in any organization. This has become the trend, the attraction to all students, academicians, business man, entrepreneurs etc. The methodology used to collect the data is both primary and secondary data as well. The primary data is collected from the structured questionnaire form which is open ended; the secondary data is collected from library, journals, magazines etc.

KEYWORDS: social networking, recruitment, organization, entrepreneurs.