

Methods of Looking for a job in the Modern Labor Market- Analysis of Research on Professional Drivers

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Abstract

The development of solutions in the field of ICT and the ever-wider range of opportunities to use the internet made it difficult to imagine today the area of a company's operations, in which this potential will not be used. Additionally, the growing number of private users, who also dynamically use ICT capabilities, including the internet to implement their own needs is a factor that determines the need to apply information and communication solutions in every modern enterprise. The recruitment process also clearly shows changes in the approach to the ICT methods and tools used, both from the side of the employer who looks for an employee and from the side of a potential employee who looks for employment.

The aim of this article is the characteristics of the recruitment process and the presentation of own research on the job search done by professional drivers.

Keywords— *Recruitment, social media, teleinformatics (ICT)*

I. INTRODUCTION

The employee selection process is a complex procedure aimed at selecting the right employees with the right qualifications and best matching the profile of a candidate for a given position. Currently, we have access to many channels enabling both reaching potential employees and announcing themselves. Access to the internet and thus, new contact opportunities - e-mail or electronic contact forms to some extent automated the recruitment process [1]. The employer has the opportunity to contact potential employees via social networks or websites. The persons applying for a job also have a greater share in the recruitment process - because they can use the available tools themselves (announcing themselves on social media, and using electronic forms of contact with the employer).

II. LITERATURE REVIEW

According to the definition of B. Jamka, recruitment is "the process of identifying and attracting a pool of candidates, from which selected individuals will be later submitted job offers" [2]. J. Woźniak wrote about recruitment, "recruitment is often considered as the basic HR process (personal) who decide about the competitive position of the company" [3]. Ekwoaba, Ikeije, and

Ufoma [4] defined recruitment as a process of identifying and attracting candidates from within the organization as well as from outside to assess them for future employment. According to A.S.Gamage, recruitment and selection are key elements of human resource management. These terms relate to the process of acquiring and selecting the right people for work [5]. In the case of recruitment, it is important to reach people who meet certain requirements important for a given profession and choose a future employee who meets the criteria set by the owner of the company to submit him a job offer. Choosing the right employee can increase the competitiveness of the company thanks to the knowledge who he brings [6]. Innovative ideas combined with experience can help you grow your business.

Recruitment consists of the following activities: selection of the appropriate recruitment method, analysis of the position for which we look for candidates are searched, job description, creation of a recruitment advertisement, and recruitment [7]. The last process (recruitment) consists of elements: verification of applications sent, interview with the candidate, assessment of skills and competence control, decision on employment, employee implementation [8].

Selection is the second element of choice for employees. It is the selection of the right employee from among the candidates [9]. The selection consists of:

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choice of an appropriate selection method- analysis of provided CVs and documents, interviews, evaluation of candidates and selection.

Recruitment tasks include ensuring an adequate number of employees with the required competences, when there is a demand or it may occur as a result of labor shortages in the near future. The better the companies prepare themselves for the recruitment process, the easier it will be for them to retain valuable candidates. It is important that the time from the moment a vacant position appears to the employment of a new employee is as short as possible. Some positions may function in a short period of time without a suitable employee, for example, through replacement, but this is a solution that makes sense for positions that do not require specialist skills [6]. In the case of, for example, a transport company, it is difficult to quickly replace an employee because the profession of a professional driver requires holding a C + E driving license, a driver card and other documents necessary for this profession.

We distinguish two sources of recruitment: internal recruitment - searching for a suitable candidate among own employees and external recruitment, i.e. selection of an employee from outside the enterprise. The owner of the company, after analyzing the advantages and disadvantages of particular types of recruitment and the situation in the market, the specificity of the position, and available financial resources should decide on the selection of the appropriate source of recruitment [2]. Many recruiters prefer to conduct internal recruitment first, and only when that fails, they start external recruitment [10].

Informatisation allowed for a significant automation of the recruitment process and made it possible to reach a larger number of candidates thanks to advertisements on social networks and websites enabling contact between: an employer and an employee. Most companies which look for employees already use electronic job application forms, which save time and money.

To summarize, it should be stated that the task of acquiring a new employee for the company is not easy. Before the company finds the ideal candidate for a given position, it must carry out a number of activities - recruitment, selection, and (usually) incur related costs. The whole process is fraught with risk because a new employee, despite having qualifications, may not be able to perform the tasks entrusted to him, which exposes the company to losses and results in the necessity of repeating the process. This is why, the recruitment of a new employee should be carried out carefully and

persons with appropriate competencies should be delegated to this.

III. NEW TRENDS IN RECRUITMENT

With the development of information and communication technologies, new trends and recruitment methods have emerged. Enterprise owners looking for employees can use not only traditional methods, but also those that allow them to save time and money - electronic recruitment forms, video chat calls or telephone interviews to determine whether it is worthwhile to invite a given person to a job interview [11].

Recruiters not only use data about a future employee in paper form, but also the internet and websites enabling contact between an employer and an employee; for example, LinkedIn or Goldenline, have become a good source of information. There are also one-way interviews, i.e. a video showing a potential candidate who is seen by recruiters before they make a decision to invite him for an interview [12]. Access to information about the future employer and the opinions of employees has also become easier. Therefore, companies which look for candidates should take care of their image on the network, because the potential employee is now more involved in recruitment; the same as recruitment companies who collect information about him and check whether he is suitable for the position. The same employee can check the company by reading the opinions other employees or even contacting them directly, looking for information about the company and following the website or fanpage on Facebook and other portals. According to the 2014 Employer Branding Global Trends Study Report, many of the surveyed companies are readily to show and promote their brand on the internet in order to attract potential employees. 58% of surveyed enterprises use social media to present their activities, website development is also important (56% of responses) and recruitment / marketing ads (51% of responses). As many as 76% of the surveyed enterprises used social media to get in touch with their candidates; in communication also helped. The career section on the company's website (64% of responses), training and development programs (43% of answers), company newsletters (40%), employee recommendation programs (39%), and websites enabling advertisements (38%) [13].

The internet opens new paths in the recruitment process. It provides tools and methods for more effective

and less costly recruitment than traditional forms. Video interviews, one-way interviews and electronic forms save time of both, the recruiters and people who apply for a job. Social media and other websites make it easier for both, a potential candidate and a potential employer, to know more about the other.

IV. THE SCOPE AND RESULTS OF RESEARCH

To determine how professional drivers look for job offers and whether the opinions of other employees about their future employer are important to them, a survey was conducted. 60 professional drivers constituted a research sample. As a result of the study, 53 correctly filled questionnaires were obtained.

The questionnaire contained questions about gender, age, seniority, education, and type of routes performed by the surveyed group, and 6 questions regarding the subject of the study.

Only men participated in the study, the largest group are people aged 30-40 years - 53% (28 respondents), people aged 40-50 years account for 23% (12 respondents), those aged 18-13 years is 20% (11 people). The smallest group are people over 50 (4%). The respondents are mostly people with 5-10 years of experience - 45%, people with seniority upto 5 years account for 24%, with a seniority of 10-15 years account for 20%, while people with seniority over 15 years account for 11%. The respondents are primarily drivers engaged in international routes - 43%, and those in international and national are 45%.

Table I presents the range of the answer to the question: "How did you find out about the possibility of starting work in the current company?" The respondents could select more than one answer.

As can be seen from Table I, the most popular source of information regarding job offers are friends (41% of responses). This is justified because there are usually other drivers working in different transport companies among acquaintance professional drivers. Drivers also look for information on the internet (42% of the sum of the answers "from the internet (internet forums, fanpage for drivers, eg. on Facebook, etc.)", and "from the internet (information on the company's website). This shows the growing popularity of the internet. In "others", there were such responses as the Labor Office, an e-mail from the company regarding the search for employees.

The growing popularity of social media leads to its widespread use not only by private Internet users, but

TABLE I.
SOURCES OF INFORMATION ABOUT THE POSSIBILITY OF TAKING UP A JOB AS A PROFESSIONAL DRIVER

How did you find out about the total possibility of starting work in the current company?	Number of answers	Percentage of
From friends	38	41%
From the Internet (Internet forums, fanpage for drivers, for example on Facebook, etc.)	23	25%
From the Internet (information on the company's website)	16	17%
From ads in newspapers / billboard / company advertisements	7	8%
From family	6	7%
Other (What?)	2	2%
<u>In all</u>	<u>92</u>	<u>100%</u>

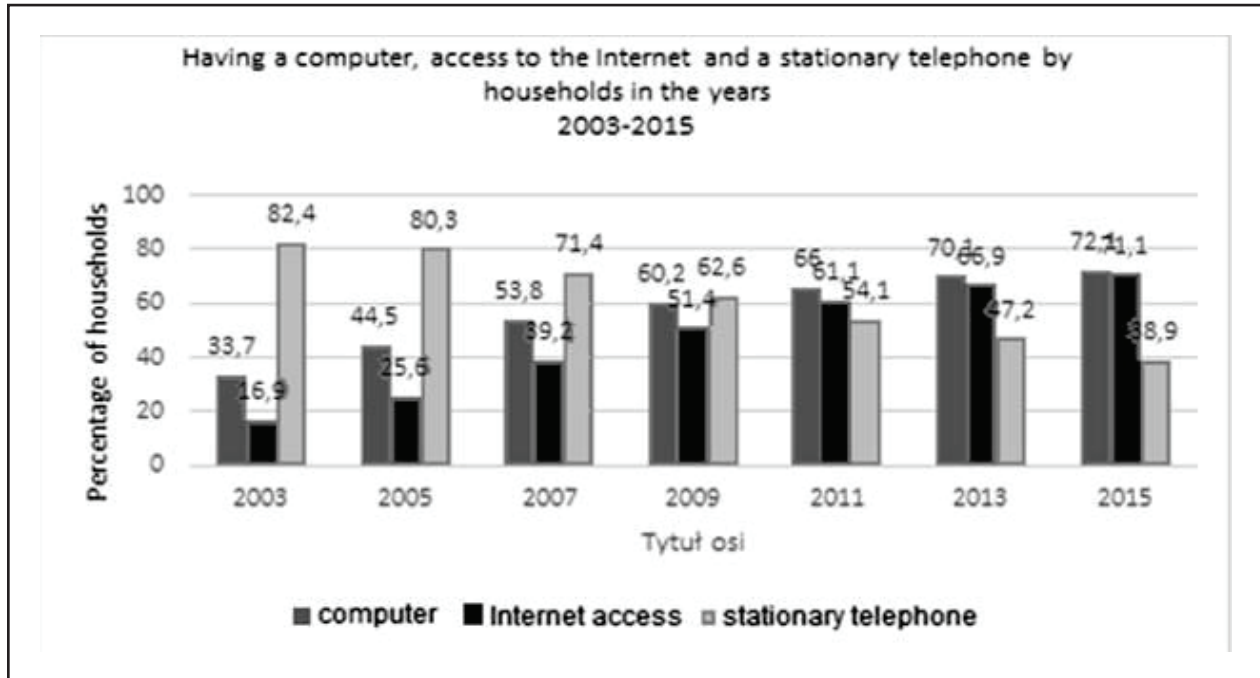
Source: Author's calculation

also by enterprises. Enterprises owners use the potential of social media beyond promoting their brand to search for potential employees [14]. Actually, most people have access to the Internet in virtually any place and at any time, which makes it easier to search for job offers. According to the report *Diagnoza społeczna 2015. Warunki i jakość życia Polw*, in the first half of 2015, 72% of households had a computer, while 71% had access to the Internet [15]. Fig. 1 shows that each year the number of households having a computer and access to the Internet is growing, while the number of landline telephones is decreasing. It can be deduced, that more and more people use the available modern solutions, slowly supplanting older, less practical and much less capable, in this case fixed-line telephones. In addition, it should be emphasized that devices such as smartphones, which are more and more common, allow unlimited access with respect to place and time).

With the decline in the use of landline phones, we can observe a change in preferences in ways of connecting to the internet as shown in Table II. Currently, users of mobile phones can use permanent access to the internet through a mobile network. This way potential employees can be reached more easily and faster because they can browse job offers virtually anywhere, anytime using the internet. It is a more convenient solution than the traditional channels of reaching people seeking work - for example through advertisements in newspapers, billboards or employers advertisements.

According to Eurostat data, the number of enterprises

Fig. 1. Polish households having a computer, Internet access and landline telephone in 2003-2015



Source: Author's calculation based on J. Czapiński, and T. Panek, Diagnoza społeczna 2015. Warunki i jakość życia Polaków, Wydawnictwo Rada Monitoringu społecznego, Warszawa, 2015 [15].

using mobile internet connections is growing every year. In Poland in 2017, 70% of surveyed enterprises used this type of connection, which is 5% more than in 2016. The best result was achieved by Denmark and Finland, where 92% of surveyed enterprises used mobile connections to the Internet last year. The weakest result is in Romania (50%), Bulgaria (51%) and Greece (52%) [16].

Employers can place ads on websites that enable finding a job / employee and on social networks to reach as many potential candidates as possible, which is justified considering the growing number of internet

about the company. Opinions about future employer are very important for the drivers surveyed. For the question "Are the opinions of other employees about your employer important to you?", 55% of respondents answered "definitely yes" and 32% "rather yes", "I have no opinion" answered 9%, and "rather not" 4%. As above, the answers for the question look similar : "Do you consider internet sources such as websites of companies, forums, etc. on which you can find opinions on employers useful?" The answers are as follows: "definitely yes" for 42% of the respondents, "rather yes" 28%, "I have no opinion" 22% and "rather not" 8%. Therefore, it can be concluded that drivers take into account the opinion of other employees of a given company and read opinions willingly using online sources. Such action is justified because decisions about taking up employment with an unverified employer may result in many unpleasant consequences.

In the opinion of the respondents, starting work with an unverified employer may result in:

- ❖ lack of payments or delays in payment of remuneration (24%);
- ❖ starting a job in a company with a less modern / not meeting the requirements of the transport fleet (18%),
- ❖ unfriendly atmosphere at work (18%),
- ❖ lack of investment in the employee (14%),
- ❖ exploitation of employees (14%),

TABLE II.

ACCESS TO THE INTERNET THROUGH A MOBILE NETWORK IN HOUSEHOLDS IN THE YEARS 2007-2015

Year	2007	2009	2011	2013	2015
Households using access to the Internet via a mobilenetwork	3%	10%	15%	18%	25%

Source: Author's calculations based on J. Czapiński, and T. Panek, Diagnoza społeczna 2015. Warunki i jakość życia Polaków, Wydawnictwo Rada Monitoringu społecznego, Warszawa, 2015 [15]

users.

Actually, social media is also a tool for expressing / finding opinions about the employer [17]. Among the respondents, 93% use the opinions of other employees

❖ unlawful practices (12%).

The research shows that people who want to work as a professional drivers are willing to use the potential of ICT, including the internet to look for job offers and opinions about a potential employer. Factors that may lead to the use of these communication channels are primarily their increasing popularity, ease of information retrieval, independence of place and time, attractiveness of the offers presented both on the part of the employer and the employee, and the economic efficiency of these solutions.

V. CONCLUSION

This paper describes the recruitment process and presents methods of job seeking by professional drivers based on my research. It can be seen that the ways of looking for a job change all the time. Traditional advertisements in the press are slowly being dominated by more modern methods that are based on potential online solutions (own company websites, social networks or forums). The research results show that in the transport industry drivers search for job offers not only among friends, but also on social networks, a fanpage for drivers or websites of a potential employer. Therefore, it can be said that it is worth using the opportunities offered by internet solutions during the recruitment process, because they not only provide information about potential candidates, but also help recruiters reach more people interested in a given job and those who are the most suitable for the needs of a company. The research presented in this article is a pilot and should be extended to other professional groups of jobseekers. It is also worth to follow employers and their actions, both in the aspect of using modern recruitment tools and implementing appropriate marketing campaigns to reach the best / right candidates for a given position.

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