An analysis of the factors that hinder the use of the internet as a medium for recruitment: a case of banks in Nairobi

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Abstract: The Internet (or Net) is quickly changing the way employers and job seekers find each other. Job seekers now have easier access to advertising and more information about employers than ever before (Wilson, 1966). Recruiters can now reach more people faster and at a fraction of the cost of traditional recruitment methods. Net recruiting, online recruiting, cyber-recruiting or e-recruiting as it is sometimes called, is becoming a popular solution to the labor shortage and an invaluable addition to any HR recruitment strategy, in the world today. The Net's massive reach already extends into talent pools never before available, and offers favorable demographics. The increased candidate reach, faster hiring turnaround, minimal recruiting cost and favorable candidate demographics may make the Net a potential solution to the labor shortage (Weddle, 2002). Internet recruitment is still in its infancy in Kenya. For online recruitment to really take off in Kenya, certain realities need to be taken into account. One of these is the extent of Internet access and PC penetration. This research therefore, sought to explore the factors that hinder the use of the Internet as a medium for recruitment, which have contributed to poor Internet recruitment by Kenyan firms. The study revealed that cost of technology and developing an Information architecture and technology were the most important factors that hindered the use of the Internet as a medium for recruitment. The least important factor was lack of sustainable competitive advantage whereas lack of management support and commitment had very little effect as a factor.