CHAPTER 6

FINDINGS OF THE STUDY

Following are the conclusions that have been arrived upon based on analysis of the job seekers’ responses to survey:

1. Job seekers use online job portals and corporate career websites frequently and find them useful and easy to use. The job recommendations and other data analytics related to visitors, similar user activity and salary provided by online job portals are considered relevant and helpful. They would like to see more data analytics by these sites. Though company’s internal job posting and referrals claim for most of the jobs in companies especially at higher experience levels.

2. Online job portals are being used by job seekers more than half the time. 64% of the job seekers visit online job portals about half the time or more, 28% visit these job portals very rarely while 9% never visited these online job portals at all. Online job portals need to find innovative techniques to get more visits from passive job-seekers and job-seekers with higher job experience.

3. Uploading resume on online job portals is considered useful by most job seekers with 86% of the job seekers who feel that uploading their resume on online job portals highly increases their chances to get interview calls.

4. Job search on online job portals is considered easy by most job seekers with 75% of the job seekers finding job search on online job portals easy while 17% finding it difficult.

5. Job recommendations provided by online job portals are considered relevant by job-seekers in general with 90% of the job seekers responding that they found job suggestions provided by online job portals relevant.

6. The analytics like “visitors to your profile”, “jobs applied by others with similar designation as you” etc provided by online portals are considered helpful by job seekers with about 60% of them indicating that they found these very useful or
extremely useful. However there needs to be improvement to make them more helpful by addressing the concerns of 28% of job-seekers who found them only slightly helpful.

7. The “future salary calculators” and “salary benchmarking data” data provided by websites like Glassdoor, Naukri & Monster are considered useful by job-seekers with overall 81% of the job seekers who find these salary related analytics useful out of which 26% find them only slightly helpful.

8. Corporate career websites are being used by job seekers more than half the time though they need to find innovative techniques to get more visits from passive job-seekers and job-seekers with higher job experience. Overall 67% of the job seekers visit corporate career websites about half the time or more, 24% visit these websites very rarely while 9% never visited these websites at all.

9. Corporate career websites are considered moderately easy for job search by most job seekers from all experience levels and job-functions. About 61% of the job seekers find job search on corporate career websites easy while 27% find it difficult.

10. Job-seekers are using online shopping websites often and this is not linked to their job functions or experience levels. 73% of the job seekers visit online shopping websites often or extremely often, 25% visit these websites rarely while 3% never visited these websites at all.

11. Most job-seekers think it will be very helpful if job portals or corporate career websites provided information on how well a person’s resume fits a specific job opening before he/she applies for it.

12. Job-seekers think it will be very helpful if job portals or corporate career websites provided information on when a specific job opening that is not currently available will be available in future.

13. Job-descriptions given in corporate career websites and job portals provide correct and complete information about the job most of the time as per job-seekers with
87% of the job seekers thinking that these job-descriptions provide correct and complete information about half the time or more.

14. Online resume builders are not very popular among job-seekers. On an average job seekers use online resume builders only half the time though job seekers with < 3 years of work experience are using them more than others. Among all job-seekers, 30% have never used online resume builders, 29% use it half the time or lesser and remaining 41% use it regularly.

15. The resume-templates offered on resume builders are only slightly useful to average job-seeker though lower experience job-seekers and active job seekers find them very useful. 47% of job-seekers find these resume templates extremely useful or very useful.

16. Online resume builders are considered only slightly effective in saving time to build resume with most job-seekers responding as “can’t say”.

17. Job seekers customize their resumes about half the time though active job seekers and those with lower experience do this more frequently.

18. Job seekers were neutral on whether tailoring or customizing their resumes using online resume builders is easy or difficult. 46% of job-seekers find it easy to customize their resumes with online resume builders, 20% find it difficult while remaining 34% can’t say.

19. Job seekers agree that their chances of getting shortlisted at companies using “Automated Resume Screeners” or “Applicant Tracking Systems” are lower than at companies not using them. 66% agree, 18% disagree, while remaining 17% don’t know.

20. Job-seekers are asked to fill survey about their satisfaction with the hiring process after completing the interviews and selection process less than half the time though there is a higher presence of such surveys in recruitment of lower work experience candidates and engineering / IT professionals.
21. Job seekers receive and read only few e-newsletters sent by companies, where they worked earlier or attended an interview, promoting their products, processes and successes. Therefore the medium of e-newsletters is not being utilized to its fullest extent and its spread is very low especially for higher work experience groups.

22. 44% of job-seekers have attended interviews over video conference using apps like Skype etc.

23. Job seekers find video interviews better than interviews conducted at employer’s office premises and telephonic interviews.

24. 62% job-seekers think video interviews are better than interviews conducted at employer’s office, 22% think they are about the same while 9% think they are worse than interviews conducted at employer’s office. Therefore most job-seekers find video interviews slightly better than interviews conducted at employer’s office premises.

25. 78% job-seekers think video interviews are better than telephonic interviews, 14% think they are about the same while 3% think they are worse than telephonic interviews. Therefore most job-seekers find video interviews slightly better than telephonic interviews.

26. Most job-seekers think that company’s internal job posting and referrals claim for most of the jobs filled at their respective levels more than half the time.

27. Most job-seekers find searching and applying for jobs on their present company’s internal job posting website moderately easy.

28. Social networking is widely popular among 0 to 3 years experienced job seekers. They use it to share job openings related information, follow companies of interest, as means to get contacted by companies and to some extent also to promote their present employer’s products, services or events.
29. LinkedIn is the most widely mentioned social networking site in job seekers’ resumes followed by Facebook, Google+ and then Twitter.

30. Job-seekers share job openings related information over social networking websites about half the time with comparatively higher usage from active job-seekers and lower experience job seekers. 66% of job-seekers share job-openings information over social networking sites about half the time or more while 17% of them share such information once in a while. Remaining 17% don’t share such information over social networking websites at all.

31. Job-seekers follow companies on social networking sites about half the time with comparatively higher frequency from active job-seekers and lower experience job seekers. 69% job-seekers say they follow companies on social networking sites about half the time or more while 15% of them follow companies on social networking sites once in a while. Remaining 16% don’t follow any companies on social networking websites at all.

32. Job-seekers get contacted by companies on social networking sites about half the time with comparatively higher frequency with active job-seekers and lower experience job seekers. 56% job-seekers have been contacted by companies on social networking sites about half the time or more while 22% of them have been contacted by companies on social networking sites once in a while. Remaining 21% haven’t been contacted by any companies on social networking websites at all.

33. Most job-seekers promote their present employer’s products, services or events on social networking sites less than half the time with comparatively lower frequency by passive job-seekers and higher experience job seekers. 35% of job seekers responded that they never promote their present employer’s products, services or events on social networking sites.

34. Job-seekers use mobile phones for job-search frequently and find mobile versions about the same as desktop versions of job portals.
35. Job-seekers use mobile phones for job-search about half the time with comparatively lower frequency by passive job-seekers and higher experience job seekers. 64% of job-seekers use their mobile phones for job-search about half the time or more, 19% use mobile phones only once in a while 18% never used mobile phones for job search.

36. Job-seekers find mobile versions about the same as desktop versions of job portals. 55% of job-seekers find mobile apps of job-portals better than their desktop versions, 23% find them similar while 6% of them find the mobile version worse.

37. Online examinations are highly utilized as means of evaluation followed by personality profiling questionnaire, puzzles and video gaming.

38. Job-seekers are neutral on puzzles being considered appropriate as a selection method for their type of job. 47% of them find puzzles appropriate for them while 37% don’t.

39. Job-seekers find personality profiling questionnaire as an effective tool to judge personalities and base a hiring decision on. 90% of them find personality profiling questionnaire effective while 4% don’t.

40. Talent communities are not a popular means of bringing job seekers together at this time with 19% of them not being even aware about them, 43% saying they are not part of talent communities and only 38% saying that they are part of talent communities.