

Impact of E-Recruitment and Job-Seekers Perception on Intention to Pursue the Jobs - A study of University Undergraduates

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This study investigates the impact of e-recruitment practices on university undergraduate students' job intentions, emphasizing the need to enhance recruitment strategies and understand students' inclinations towards e-recruitment. Drawing from reviewed literature, a conceptual framework was developed, highlighting the pivotal role of e-recruitment platforms in connecting job seekers with relevant opportunities and influencing their perceptions and intentions. The interplay between e-recruitment, job sources, and job seeker intention emerged as crucial in this context. The research focused on the Faculty of Commerce and Management at the University of Kelaniya, selecting 359 students as the sample population for data collection. Despite facing limitations related to subject scope, geographic location, and resources, the study successfully improved student perceptions and remained both ethical and financially sound. The positive correlation found between independent and dependent variables underscores the potential of e-recruitment to shape students' job intentions. However, caution is warranted in generalizing these findings, given the study's specific focus on a single academic discipline and geographical context. Additionally, resource constraints may have influenced the extent of data collection and analysis. These limitations necessitate careful consideration when extrapolating the results to a broader and more diverse population or global context.

Keywords: *E-Recruitment, Job-Seekers Perception, Intention to Pursue The Job, University Undergraduates*

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