

## **6.5 Influence of internet on recruitment function: with reference to commercial banks in Sri Lanka**

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### **ABSTRACT**

Internet has transformed our lives and the way we communicate, how we learn, how we work and spend free time, in essence – it has more or less changed every aspect of human society one can think of. This paper analyses the use of the Internet in recruitment processes and the impact of the changes due to the Internet. Therefore the purpose of this study is to empirically examine the influence of the internet to recruitment function and needs of the internet to support recruitment function. The independent variable was Internet and dependent variable was Recruitment Function. The study is a cross-sectional in time. A structured questionnaire developed by the researchers was used to collect data from all commercial banks in Sri Lanka. The validity and the reliability of the instruments were tested against the survey data. The type of this study is hypothesis testing and it was conducted in the natural setting with less interference of the researcher (non-contrived). The unit of analysis was at organizational level. To test the hypotheses, correlation analysis and regression analysis tests were performed. Findings of the study reveal that internet positively and significantly affect on Recruitment Function of commercial banks in Sri Lanka. Specially, the most important reason for adopting the internet for recruitment function is the help given to organization to stay informed the interested candidates.

**Key Words:** Internet, Recruitment Function, Commercial Banks