

Integration Sozialer Netzwerke In Recruiting-prozesse - K r Oder Pflicht? - Ines Zehner

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Wie im allt glichen Leben gewinnt das Social Web auch im Recruiting zunehmend an Bedeutung. Die gezielte Personalsuche im Internet stellt her mmliche Suchmethoden, wie z. B. Printanzeigen, Messen und Hochschulmarketing sowie den Einsatz eines Personalberaters unter Ber cksichtigung von Kosten- und Zeitfaktoren, langfristig weit in den Schatten. Um im zunehmenden Kampf um qualifizierte Mitarbeiter, dem sogenannten 'War for Talents' wettbewerbsf hig bleiben zu k nnen, nutzen immer mehr Unternehmen die M glichkeit, potenzielle Kandidaten dort abzuholen, wo man sie antrifft: in Sozialen Netzwerken. Hier k nnen im Gegensatz zu den 'klassischen Methoden' nicht nur aktive Bewerber identifiziert, sondern auch latent wechselwillige Kandidaten ausfindig gemacht werden. Zudem dienen Soziale Netzwerke umgekehrt im Rahmen des sogenannten 'Background Checkings' als Quelle weiterf hrender und vor allem stets aktualisierter Informationen. Die Diplomarbeit 'Integration Sozialer Netzwerke in Recruiting-Prozesse: K r oder Pflicht?' stellt die vier gr  ten Sozialen Netzwerke im Detail vor und gibt anhand einer Befragung von Personalverantwortlichen einen Einblick, inwiefern Soziale Netzwerke in deutschen Personalabteilungen derzeit bereits eine Rolle spielen und welche zuk nftige Entwicklung erwartet wird. Author: Zehner, Ines Publisher: GRIN Verlag Illustration: N Language: GER Title: Integration Sozialer Netzwerke in Recruiting-Prozesse - K r oder Pflicht? Pages: 00052 (Encrypted PDF) On Sale: 2010-01-01 SKU-13/ISBN: 9783640694037 Category: Business & Economics : Marketing - General

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