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MANAGEMENT - LEADERSHIP - STRATEGY - COMPETITIVENESS

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THE AWARENESS OF UNEMPLOYED PEOPLE TOWARDS ONLINE RECRUITING SERVICES AND AN INVESTIGATION FROM TURKEY

Orhan Koçak, Didem Usta
Yalova University, Yalova, Turkey
Email: okocak@yalova.edu.tr

Summary: Information and communication technologies are becoming an integral part of many processes in every sector. These technologies changed the way workers do their businesses and the structures of jobs. Also, these technologies transformed the practices of human resources implementations at the micro level. At the macro level, information technology such as internet helps unemployed people and businesses that looking for workers to find and match each other more easily than it was without. With the emerging of online technologies, the number of online recruiting businesses is increasing. Many companies exist which are also called as private employment agencies working on recruiting services via either online and classic methods or just online in the global and national arena. There are many online recruiting companies in Turkey, but a few of them are known by Turkish people. In this study, it is tried to understand the level of awareness of Turkish unemployed people if they know and use or not the online recruiting companies. In the first part of the paper, the literature is reviewed about both private employment agencies and online recruiting companies. In the second part of the paper, the data is examined by using statistical methods.

Keywords: HRM, Recruiting, Unemployed, ICTs, Internet

1. INTRODUCTION

International competition, which has been rising with globalization process, has closely affected labor market as well as economic and social life. The change of requirements of workers in the labor market and prevalence of work flow internationally lead to unemployment problems. Thus, employment politics has an increasing importance in order to solve these problems. One of the unemployment policies is activating intermediary operations. Principle of state monopolie employment agencies which were introduced in order to eliminate workforce exploitation is still important actor. In addition, private agencies that can operate as intermediary, match employees and jobs. Collaborating public and private employment agencies undertake an important role against to the increasing unemployment problem. The strategy of adjusting to rapidly changing environment has also implemented by companies and internet-based private employment agencies have been established (Krugman, 2000:3). Actions of internet based intermediary agencies have been prevailing recently as well in Turkey. But private agencies’ level of awareness from the perspective of job seekers is unknown. It is anticipated that in the near future internet based job seek will increase incrementally, so it is worth to examine these developments which triggers employment services to change deeply.

In the first section of study where intermediary actions are explained, public and private job intermediary processes and reasons are also identified. In the second section, private employment bureaus’ responsibilities and activities explained and internet based Turkish private employment agencies examined. At the last section, a research has been conducted in city of Yalova, is placed.
2. CONCEPT OF JOB INTERMEDIATION

Action of job intermediation is defined as "action of finding job for job seekers, finding employee for employee seekers, to pool job seekers and employee seekers together in order to set relationship (Selek, 2005: 14). Core meaning of the job intermediation is matching. Aim of this transaction is to recruit true person for the job by taking employers or jobs conditions and requirements into consideration. Job intermediary is matching system of meeting employers’ labor force needed and job seekers job needed (Erkan, 2008: 6).

Job intermediation actions are divided into two groups according to who they are operated by: public employment agencies and private employment agencies. Services of these agencies are fundamental for matching of job seekers and employee seekers at economical crisis times when unemployment rates are increasing (Kuhn, 2002: 2).

1.1. PUBLIC EMPLOYMENT AGENCIES

Public employment agencies are state-run non-profit organizations by which job seekers and employee seekers are matched each (Bilgin, 2007: 9). These institutions basic mission is to record job and labor demands and match, and to maintain the balance in labor market. Once, free jobs are identified to system. Then jobs, which are appropriate to job seekers competencies, are searched. If any considerable result is found, job seeker is directed to employee seeker as a candidate.

Public employment agencies are also responsible for giving consultancy about occupational issues, increasing workforces’ qualification, preparing and implementing labor market programs, managing and paying unemployment insurance (Firat Yönay, 2001). The reasons of state-run employment services are explained by these; moral reasons, economical reasons, legal reasons and training policy of human resources.

1.2. PRIVATE EMPLOYMENT AGENCIES

Private employment agency concept may be used in other sources such as “waged private employment agencies”, “private employment services”, “private bureau”, “private employment agencies”. But ILO preferred “Private Employment Agencies” (PREA) in order to guide the international literature (Sayın, 2002: 132). According to ILO, The rapid growth of PREA has been due to a number of factors: a rapidly changing and flexible labor market; constraints in the operations of public employment services; and, the use of other networks for placement. There are few industries in the world that have changed their image as profoundly as the private recruitment industry. With companies increasingly seeking more flexible and mobile staff, and with workers willing to move across borders under varied work arrangements, private recruiters have become even more important to the efficient functioning of labor markets (ILO, 2007: 1).

Basically two points distinguish PRAE from public agencies. The first difference is due to their legal status. While PRAE operations are subject to private law, public agencies’ are subject to public law because of belonging to government institution. The second clear difference is fee of employment service. While public employment agencies operate totally free; PRAEs charge fee. Charging all fees to employee seekers rather than job seekers is the fundamental of the system (Erkan, 2008: 16). Flexibility implementations which have been used since beginning of 1980’s, become more important today by implementing new technologies to production, change in the structure of employment, technological development, globalization and rapidly solidifying competition environment (Ennis, 2008: 4).
To be successful or manage the change in today’s global economy, it is needed to be flexible. In the new working order, disappearance of rigid working hours, tendency of individual bargaining rather than collective bargaining in order to manage working relations, fixed term employment contracts, consideration of job descriptions and classifications for compensations are compelling (Bilgin, 2007: 35).

Besides new developments adaptation and training of present work force is becoming important (Türkmen, 1998: 220). PRAE’s can operate more rapid than public agencies and be more successful at positioning right person to the right job. Furthermore, these bureaus are interested about programs like training, orientation and tests. The requirement of cost reducing for competition activates recruiting intermediaries and especially private employment bureaus. These bureaus provide best quality with minimum costs although the job is not the core operation. Firms increasing demand for usage of outsourcing is developing private employment bureaus operations. Change in the industrial relations system, which came with globalization, undoubtedly influenced businesses organizational structure. For both businesses' desire to find right person and job seekers desire of selecting right job, reveals importance of private employment bureaus existence (Sanal, 2002). Private employment bureaus are helping in finding and recruiting qualified workforce through collaborating with businesses’ human resource divisions. In time, the number of PRAE has increased by the subsidies for private sector applications. Moreover, workforce flow passes country borders when unequal population increase added into economical troubles. In this context, internationally working employment agencies are having importance which brings job applicants or find jobs overseas (Öğüt, 2007: 18).

2. INTERNET-BASED PRIVATE EMPLOYMENT AGENCIES

An increase in internet usage in 1990ies also soared number of firms servicing on the net. Internet was also being used for introducing their products and their institutional information such as vision, mission and values. It is also used to facilitate customer services and business processes. At last internet has been used for recruitment a process which is one of support activities of businesses in human resource management. The potential advantages of using the Internet for recruitment are many. Recruitsoft.com/iLogos Research indicates that in a 1998 survey of 45 companies that are “at the leading edge of Internet recruiting” that companies can achieve the following: 1) lower recruiting costs, 2) faster recruiting cycle and 3) higher caliber recruits. Internet recruiting reduces costs and streamlines the process of reviewing thousands of resumes and conducting hundreds of interviews (Carl, 2001: 15).

With the purpose of resolving lack of knowledge and to provide more applications, online job finding web sites were started in 1990’s. While in 1998 amount of online job finding web site was 500, it increased to 6500 in 2000 (Koçak, 2011). The Internet has made searching for a job easier, providing freer access to a profusion of job listings, as well as company and career information. Data from the 1998 and 2001 CPS computer usage supplements confirm once people have access to the Web they do indeed turn to it for job information. Data shows in a survey, 5.7% of adults searched online for jobs, rising to 9.4% by 2001. Of those online, over half of the unemployed and 17% of the employed engaged in online job search in both 1998 and 2001. Overall, 16.9% of those online used the Internet to search for jobs and this proportion was unchanged between 1998 and 2001 (Stevenson, 2003: 4). According to the research made by “Sales Türkiye” Research Company, four of every five people in Turkey (80%) uses internet densely. In year of 2008 the same company make another complementary research and found that internet usage has expanded. While the uptrend in the usage of internet is receiving attention, usage of teens and job seekers is increasing. It is determined
that almost half of all job seekers, one-fourth of job seekers are using internet with the purpose of business. Moreover, it is revealed that those who are anxious about their current job and wants to find a better job are using internet to search jobs (Yenibiris.com, 2011).

2.1. INTERNET-BASED PRIVATE EMPLOYMENT AGENCIES IN TURKEY

While internet based intermediary agencies, which were started globally in beginning of 1990ies, started at the end of 1990ies in Turkey. Internet-based private employment agencies’ establishment has taken more time, which started with the Policy of Private Employment in 19.02.2004. Although a lot of internet based private employment agencies exist on the internet, only four of them which are called as Kariyer.net, Secretcv.com, Monster.com, Yenibiris.com are operating with permit of Turkish Employment Agency.

Kariyer.net is founded in 1999 as first human resource web site in Turkey. Since 2004, it has been operating as internet based private employment agency and provided employment of more than 600 thousands of people. In the last Kariyer.net press bulletin throughout the October 2011, 11.122 new job ads are published and by these ads 39 thousands of people are employed. Comparing to October 2010 there is an increase in number of ads with 33% (Kariyer.net, 2012). Today Kariyer.net has totally 38.347 ads and it is shown that 103.287 personnel are being sought. Secretcv.com started operations in September 2000 with the philosophy that right people to right jobs. Secretcv.com has grown up 72% throughout the year of 2011. In this context in the meaning of number of ads, secretcv.com increased 91% for first quarter and 49% for second quarter relative to last year. Therefore, they have 23.500 member firm and 12.000.000 candidate. Moreover, in the first half of 2011, 186.000 people had a job via 62.000 ads from Secretcv.com (DHA, 2011). Monster has grown rapidly after its start in 1994 and operating 53 countries all over the world. They initiated their Turkey business in 1999. Monster also has the reputation of having biggest CV pool, which is over 80 million. One month after operating in Turkey, it reached highest single guest amount. Its number of guest globally is over 100 million for a month. Moreover, day by day more than 50.000 new CV are being added its database (Monster.com, 2011). Yenibiris.com has initiated operations in 2006 and today has regional offices in Ankara, İzmir, Antalya, Bursa. 103 people are working at Yenibiris.com (Uzmantv.com, 2011). Yenibiris.com’s number of guest daily is 12.000 and CV showing is 1.900.000 (Yenibiris.com, 2011).

2.2. EVALUATION OF INTERNET-BASED PRIVATE EMPLOYMENT AGENCIES

Realizing employment transactions based on internet has provided many advantages for both employers and job seekers. In this way, employers can reach lots of worker who have attributes they demand. On the other hand, other methods such as newspaper ads have almost disappeared today and internet based employment agencies take over their place because of its range. And gathering CV’s in companies’ computer databases both reduced costs and increase speed and quality of recruitment process.

Internet usage also provides advantages for job seekers because they can send their CV’s to lots of ads instead of which they exactly know the company name. They can scatter their competencies to the market rapidly. Furthermore, workforce flow is increased going beyond cities, regions, and even country borders by the possibilities internet gave. And labor market is getting more transparent. Thus, workforce which was remaining inside the country won an international character and increased job seekers possibility to find a job (Ekin, 2001: 144).

On the other hand, fist of the criticisms is about information’s reliability. According to critics both CV sending job seekers and ads giving employers may declare wrong or missing
information. Job seekers may add untrue information in order to find a job quickly. Employee seeking companies may also give ads to create a perception of expanded production capacity in the market. Sometimes companies may give fake ads in order to be reminded by job seekers. Whereas job seekers are concerned about reliability of secrecy of their personal information, companies are thinking about their shared information of production capacity to rivals. Companies think that this situation leads to unfair competition.

3. THE EVALUATION OF COLLECTED DATA

The population of the study is unemployed people in Yalova and sample of study is 244 actively job seeking unemployed people in Yalova. 297 surveys have been collected during the study but 53 of them were thrown away because of their missing responds.

3.1 AWARENESS OF PRIVATE EMPLOYMENT AGENCIES

In the survey, a question of “Are you aware of existence of employment agencies which are private other than İş-Kur?” has given place. Following Table 1 explains the awareness of Private Employment Agencies.

Table 1: Are you aware of existence of employment agencies, which are private other than İş-Kur?

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>85</td>
<td>34,8</td>
</tr>
<tr>
<td>No</td>
<td>159</td>
<td>65,2</td>
</tr>
<tr>
<td>Total</td>
<td>244</td>
<td>100,0</td>
</tr>
</tbody>
</table>

Data related to respondents awareness about private employment agencies existence is shown in Table 1. When it is examined it is revealed that 65,2% of participants are not aware of private employment agencies. This may be because of that there is no private employment agency in Yalova and these agencies are initiating recently.

3.2 RELIABILITY OF PRIVATE EMPLOYMENT AGENCIES

Ethical dimension of intermediary concept is being argued today. Private employment agencies, which possess such lots of personal data in hand, causes to question if they use those data commercially or not. This situation make job seekers worried about prevention of their individual personal information distribution.

In this context, survey’s 13th and 16th items are prepared to measure participants’ reliability perceptions about private employment agencies. In addition, data revealed from Table 2 proves that people take heed of agencies’ reliability.

Table 2: I believe internet based private employment agencies reliability.

<table>
<thead>
<tr>
<th></th>
<th>Frequency</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strongly agree</td>
<td>15</td>
<td>6,1</td>
</tr>
<tr>
<td>Agree</td>
<td>49</td>
<td>20,1</td>
</tr>
<tr>
<td>Partially Agree</td>
<td>116</td>
<td>47,5</td>
</tr>
<tr>
<td>Disagree</td>
<td>50</td>
<td>20,5</td>
</tr>
<tr>
<td>Strongly Disagree</td>
<td>14</td>
<td>5,7</td>
</tr>
<tr>
<td>Total</td>
<td>244</td>
<td>100,0</td>
</tr>
<tr>
<td>Mean</td>
<td></td>
<td>2,9959</td>
</tr>
</tbody>
</table>
In Table 2 participants conviction of internet based private employment agencies reliability is rated. When the table is examined, it is seen that most of participants express themselves as agreeing partially. Whereas 20% of respondents selected agree, strongly disagree and strongly agree portions constitute 6,1% and 5,7% respectively. This represents that internet based employment agencies could not establish a trust on job seekers. As a matter of fact that the mean is over 2,5 (which is median of 5 point Likert scale) verify our proposition. Because it is closer to “5” which means strongly disagree.

<table>
<thead>
<tr>
<th>Table 3. May your CV be used commercially?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequency</td>
</tr>
<tr>
<td>Strongly agree</td>
</tr>
<tr>
<td>Agree</td>
</tr>
<tr>
<td>Partially Agree</td>
</tr>
<tr>
<td>Strongly agree</td>
</tr>
<tr>
<td>Agree</td>
</tr>
<tr>
<td>Partially Agree</td>
</tr>
<tr>
<td>Disagree</td>
</tr>
</tbody>
</table>

In the Table 3 answers are shown given to item of that “I think that my CV which I have created on internet-based employment agencies is rarely being used out of its aim (commercially)”. The mean is realized as 3,004 which mean that while job seekers do not trust to agencies, they do not presume that agencies use their information commercially.

3.3. EFFECTIVENESS OF PRIVATE EMPLOYMENT AGENCIES

By the survey it was questioned participants how often they benefit from private employment agencies other services.

<table>
<thead>
<tr>
<th>Table 4. Does anyone exist around you who find job via internet?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Frequency</td>
</tr>
<tr>
<td>Never</td>
</tr>
<tr>
<td>Rarely</td>
</tr>
<tr>
<td>Sometimes</td>
</tr>
<tr>
<td>Often</td>
</tr>
<tr>
<td>Always</td>
</tr>
<tr>
<td>Total</td>
</tr>
<tr>
<td>Mean</td>
</tr>
</tbody>
</table>

In table 4, internet based private employment agencies situation in participants’ opinion has measured. However the distribution of percentages is almost normal, the mean value is over.

3.4. THIS REFERS TO PARTICIPANTS’ WELL OPINION ABOUT PRAE.

When Table 5 is examined, we can see almost a normal distribution as well. Responds to this item are dense in points of rarely, sometimes and often. The mean value is over 2,5 again. This value represents participants’ positive opinion about private employment agencies effectiveness although the value is not high so much. Closer results of Likert Values of Table 4 and Table 5 proves that this study has consistent results.

434
Table 5. Do you believe PRAE's Effectiveness?

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Never</td>
<td>24</td>
</tr>
<tr>
<td>Rarely</td>
<td>46</td>
</tr>
<tr>
<td>Sometimes</td>
<td>122</td>
</tr>
<tr>
<td>Often</td>
<td>45</td>
</tr>
<tr>
<td>Always</td>
<td>7</td>
</tr>
<tr>
<td>Total</td>
<td>244</td>
</tr>
<tr>
<td>Mean</td>
<td>2,8566</td>
</tr>
</tbody>
</table>

3.5. INTERNET BASED PRIVATE EMPLOYMENT AGENCIES

It is known that not all internet based intermediary agencies are a private employment agency. Because of that to be a private employment agency, those are obliged to have permit from İş-Kur. And conditions of that permit are determined in the law. Therefore, only those agencies' which operate as private employment agency, frequency of usage is questioned in the study. Participants are asked how often they use which of the agencies of Kariyer.net, Secretcv.com, Yenibiris.com and Monster.com.

Table 6 How often do you use of those internet based PRAE?

<table>
<thead>
<tr>
<th></th>
<th>Monster.com</th>
<th>Secretcv.com</th>
<th>Yenibiris.com</th>
<th>Kariyer.net</th>
</tr>
</thead>
<tbody>
<tr>
<td># of people</td>
<td>%</td>
<td># of people</td>
<td>%</td>
<td># of people</td>
</tr>
<tr>
<td>Never</td>
<td>164</td>
<td>69,8</td>
<td>133</td>
<td>56,8</td>
</tr>
<tr>
<td>Rarely</td>
<td>25</td>
<td>10,6</td>
<td>26</td>
<td>11,1</td>
</tr>
<tr>
<td>Sometimes</td>
<td>27</td>
<td>11,5</td>
<td>36</td>
<td>15,4</td>
</tr>
<tr>
<td>Often</td>
<td>11</td>
<td>4,7</td>
<td>20</td>
<td>8,5</td>
</tr>
<tr>
<td>Always</td>
<td>8</td>
<td>3,4</td>
<td>19</td>
<td>8,1</td>
</tr>
<tr>
<td>Total</td>
<td>235</td>
<td>100,0</td>
<td>234</td>
<td>100,0</td>
</tr>
<tr>
<td>Mean Values</td>
<td>1,613</td>
<td>2,000</td>
<td>2,377</td>
<td>2,699</td>
</tr>
</tbody>
</table>

When Table 6 is examined it is seen that Kariyer.net is the most frequently used internet based private employment agency. Reason of the Kariyer.net's being most used agency is plugged into that it is the first agency started in Turkey and has largest Ads and CV pool.

4. CONCLUSION

Unemployment is becoming an important problem for today's world. In order to solve or decrease the effects of unemployment, many policies are used. With the increasing usage of the internet, companies want to serve on the net for unemployed people. In Turkey, these companies take a certificate from State Office are called Private Employment Agencies. In this study, the perceptions of unemployed people are investigated in Yalova city. Is is founded that although much of the unemployed people know State Agency, but they do not know Private Agencies. 65,2 % of the respondents don't know and have any information about Private Employment Agencies. About 75 % of the respondents do not believe their effectiveness. And also it is an important perception that Private Employment Agencies and internet web sites that match companies and employees are not understood and separated easily. Finally, the awareness of people about Private Employment Agencies should be increased by using different alternatives such as traditional media and the internet in Turkey.
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