

# **A Preliminary Investigation into Online Recruitment in Developing Economies**

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## **ABSTRACT**

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The job market is particularly sensitive to the increasing pace of globalization and technological development. Against this changing backdrop, there has also been a rapid increase in the practice of online recruitment, with recruiters going on the Internet, especially social media, to seek and hire candidates for job positions. This not only allows them to accumulate a highly qualified pool of talent but it also ensures a smooth recruitment experience for the candidate. The result is a win-win situation that facilitates the swift and low-cost recruitment of candidates with the right service mindset who are ready to serve their new organizations. However, one challenge is presenting itself to the HR managers of both public and private service organizations, namely identifying the best candidates through a job application process that is inherently impersonal. Using Kuwait, a developing country, as a case study, this work examines the attitudes and perceptions of HR employees and managers concerning online recruitment.

**Keywords:** Online recruitment, Recruitment, Human resource management, Perceptions.