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ROLE OF JOB PORTALS AND SOCIAL NETWORKING SITES IN E-RECRUITMENT: AN ANALYSIS

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ABSTRACT

Job Portals and Social media play a leading role in recruitment activity in the competitive world. Based on recruitment tools both employers and jobseekers can get more advantages. This paper examines the positive and negative aspects of the Job portals and Social networking sites in e-Recruitment and examines to what extent the job portals and social networking sites can be used as a source of recruitment. The main aim of the present study is to identify how the job seekers utilize the job portals and social media for getting their jobs.

Key Words: *e-Recruitment, Social Networking, Job portals, Job seekers.*
