

燕郊链家公司网络招聘有效性研究

摘 要

在当今社会中随着互联网的大力发展，人力资源管理的层面也是地逐渐步入了网上办公的新时代，传统的招聘模式也逐渐地被网络招聘模式所取代，成为各企业招聘社会人才主要模式。在互联网的大数据时代中，我们可以清晰地看到我们以前所用到的招聘模式缺点暴漏无疑首先是覆盖率很低、效率不够、成本却很昂贵等诸多弊病，而随着网络对各种行业企业的逐步渗透，即便是传统行业也更喜欢用新颖的网络招聘模式。第一在网络招聘当中他的成本会大大降低，第二是在网络招聘中可以让更多的人认识到看到你所要表达的招聘内容，第三是招聘信息发布的快捷他的时效性很高、招聘的时效性也可以在中体现，为企业和应聘者都带来了快速便捷的方式，同时也对本地区的人才流动方向起了指导作用以及规范作用。因此，我们初步分析网络招聘以及成为了当下的一个不可被取代的招聘方式。与此同时网络招聘的不完善性也为其带来了巨大的挑战存在信息过于海量、通过率不高、招聘效果达不到预期，从而并不利于公司人力资源部门的实施。

为了提高网络招聘的有效性各个公司的人力资源部门都想了一定的对策，但整体效果却是欠佳的。总的来说我们人力资源部门对现有的招聘有效性的研究还是缺乏系统的客观的了解因此我们有了一项重要的使命，那就是对网络招聘进行更加系统客观的研究从而给诸多企业提供研究的参考。

本论文通过文献分析法而后进行实证分析对国内外网络招聘以及网络招聘有效性的一系列文献的研究进行了比较客观系统的研究和梳理，为我们后续的论文创作提供了理论上的支撑以及文献体现。然后我们分析了现有的网络招聘模式下存在的诸多问题。本文将从企业方面求职者方面以及专业网站层面展开探讨提出对于网络有效性影响因素最为巨大的几个假设。并分析各种影响对于有效性的占比是多少从而达到我们研究网络招聘有效性的目的。最后部分使本论文根据实证分析研究的解决方案，可以当作参考。

关键词：燕郊链家网络招聘 有效性 大数据

Abstract

In today's society, with the vigorous development of the Internet, the level of human resource management is also gradually stepping into the new era of online office, the traditional recruitment mode is gradually replaced by the network recruitment mode, which has become the main mode for enterprises to recruit social talents. In the era of big data on the Internet, we can clearly see that the shortcomings of the recruitment mode we used before are undoubtedly the following: firstly, the coverage rate is very low, the efficiency is not enough, the cost is very expensive and many other disadvantages. With the gradual penetration of the network into various industries and enterprises, even the traditional industries prefer to use the novel online recruitment mode. First, the cost of online recruitment will be greatly reduced. Second, more people can realize the recruitment content you want to express in online recruitment. Third, the timeliness of recruitment information release is very high, and the timeliness of recruitment can also be reflected in it. It brings fast and convenient ways for enterprises and candidates, as well as talent flow in the region Direction plays a guiding role as well as a normative role. Therefore, we initially analyze online recruitment and become an irreplaceable recruitment method. At the same time, the imperfection of online recruitment also brings great challenges, such as too much information, low passing rate and unsatisfactory recruitment effect, which is not conducive to the implementation of human resources department.

In order to improve the effectiveness of online recruitment, the human resources departments of each company have thought about some countermeasures, but the overall effect is not good. Generally speaking, our human resources department lacks systematic and objective understanding of the effectiveness of the existing recruitment, so we have an important mission, which is to carry out more systematic and objective research on online recruitment so as to provide a reference for many enterprises.

In this paper, through literature analysis and empirical analysis, a series of literature studies on

the effectiveness of online recruitment and online recruitment at home and abroad are studied and combed objectively and systematically, which provides theoretical support and literature embodiment for our subsequent paper creation. Then we analyze many problems existing in the current network recruitment mode. In this paper, from the perspective of enterprise job seekers and professional websites, we will explore and put forward some assumptions that have the greatest impact on the effectiveness of the network. And analyze the proportion of all kinds of influences to the effectiveness, so as to achieve the purpose of our research on the effectiveness of online recruitment. In the last part of this paper, according to the solution of empirical analysis, it can be used as a reference.

Keywords : Yanjiao lianjia network recruitment Validity Big data

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