
佛山苏宁易购网络招聘存在问题及对策研究

摘 要

随着互联网的快速发展，企业利用互联网技术进行招聘活动已快速普及，传统招聘网站是企业进行招聘不可缺少的第三方网站，社交网络招聘在近几年也迅速崛起，互联网在企业招聘活动中发挥着极大的作用。然而互联网有其优势也有劣势，企业的招聘也面临挑战。本文指出佛山苏宁易购销售有限公司的网络招聘存在移动社交平台招聘运营模式未进行革新、招聘需求预警方案不足、招聘人员综合能力有所欠缺、招聘网站未能合理利用、在线测评参考性不高、线上招聘宣传效果不理想等问题，并提出了通过社交媒体对雇主品牌进行打造、建立健全需求预警方案、从实操培训中提高招聘人员能力、选择合适的招聘网站、适当使用网络测评工具、加强与目标院校之间的联系这些合理化的建议。

关键词：网络招聘；招聘渠道；问题；对策

ABSTRACT

With the rapid development of the Internet, companies have used Internet technology for recruitment activities. The traditional recruitment website is an indispensable third-party website for companies to recruit. Social network recruitment has also risen rapidly in recent years. The Internet has played a role in corporate recruitment activities. Plays a great role. However, the Internet has its advantages and disadvantages, and the recruitment of enterprises also faces challenges. This article points out that the online recruitment of Foshan Suning Ego Sales Co., Ltd. has no innovation in the mobile social platform recruitment operation model, insufficient recruitment demand early warning schemes, lack of comprehensive ability of recruiters, failure to use the recruitment website reasonably, and low online evaluation reference , The problem of unsatisfactory online recruitment publicity effects, and proposed to build the employer brand through social media, establish a sound demand warning program, improve the ability of recruiters from practical training, choose the right recruitment website, and use the online assessment tool appropriately 1. These rationalized suggestions for strengthening the connection with the target institutions.

Key words:Internet recruitment; recruitment channels;problems; countermeasures

目 录

1 引言	1
1.1 研究背景及意义	1
1.2 研究方法	1
2 概念界定、理论分析与文献综述	2
2.1 相关概念的界定	2
2.1.1 招聘	2
2.1.2 网络招聘	2
2.2 相关理论分析	2
2.2.1 招聘渠道分类	2
2.2.2 网络招聘的优劣势	4
2.2.3 能岗匹配原理	5
2.3 文献综述	5
2.3.1 国内研究现状	5
2.3.2 国外研究现状	6
3 佛山苏宁易购销售有限公司网络招聘现状	7
3.1 佛山苏宁易购销售有限公司简介	7
3.2 佛山苏宁易购销售有限公司网络招聘现状	8
4 佛山苏宁易购销售有限公司网络招聘存在问题	10
4.1 移动社交网络平台运营模式未进行革新	10
4.2 招聘需求预警方案不完善	10
4.3 招聘人员综合能力有所欠缺	10
4.4 未能合理利用招聘网站	11
4.5 在线测评参考性不高	11
4.6 线上宣传效果不理想	12
5 佛山苏宁易购销售有限公司网络招聘优化策略	13
5.1 通过社交媒体对雇主品牌进行打造	13
5.2 需求预警方案要建立并健全	13
5.3 在实操培训中提高招聘人员能力	14

以上内容仅为本文档的试下载部分，为可阅读页数的一半内容。如
要下载或阅读全文，请访问：

<https://d.book118.com/886013014132010144>