THE RELATIONSHIP BETWEEN GENERATION Y’S
CHARACTERISTICS AND ACCEPTANCE OF SOCIAL
NETWORK AS JOB SEARCH ENGINE

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By

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Acceptance of social network as job search engine is based on the determinations of Generation Y’s characteristics. The aim of this study is to determine the relationship between Generation Y’s characteristics of technology savvy, diverse, impatient and ambitious and acceptance of social network as job search engine. This cross-sectional study was conducted among 344 final year undergraduates from University of Malaya (UM). Random sampling technique was the sampling technique used in this study. Four adapted questionnaires were used to measure the Generation Y’s characteristics of technology savvy, diverse, impatient and ambitious and acceptance level of social network as job search engine. Regression analysis was applied to test the hypotheses. The result showed that technology savvy, diverse and impatient are the influencing characteristics of the respondents to accept social network as their job search engine. Technology savvy has been found as the strongest characteristic in influencing the acceptance level of social network as job search engine. Finally, discussion, limitation of the study, suggestion and conclusion also were discussed in order to create platform for future researcher to enhance this study.

Keywords: Generation Y’s Characteristics, Social Network and Job Search Engine.
ABSTRAK


Kata kunci: Ciri-ciri Generasi Y, Rangkaian Sosial dan Enjin Carian Pekerjaan.
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CHAPTER 1
INTRODUCTION

1.1 Background of Study

In this twenty-first century, the usage of social network has geared up where most of people are being connected with social networks sites in their daily routine. Nevertheless, social network also has drawn attention in human resource management practices and become employers’ inclination tool in the recruitment process. Most of the companies have started to exercise social network such as Facebook, LinkedIn and Twitter as their recruitment tool. According to Colao (2012) as reported in Forbes Magazine, Hard Rock Café was intended to open its new outlet in Florence in year 2011. In regards with this expansion, the company was needed to hire 120 servers up to managers just in four weeks to start up the operation. Hard Rock Café made the hiring process possible through Facebook. Hard Rock Café fans were invited to the join their Facebook page and allow them to share the jobs opportunities at Hard Rock Café among their friends. As the result, they could drove viral fan growth, where it shoots up from 0 to 1,000 fans in less than 24 hours and even pull off about 6,100 fans in four days. They received about 4,000 applications in four weeks and about 1,000 applicants were invited for interview session. Finally, the outlet was successfully hired 120 staff in four weeks and started the operation without further due (Boorman, 2011). In short, social network plays important role and act as an important tool in the recruitment process.
The contents of the thesis is for internal user only
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