



Notice for the PhD Viva Voce Examination

Ms Jude Ashmi E (Reg. No. 1620075), PhD scholar at CHRIST (Deemed to be University), will defend her PhD thesis at the public viva-voce examination on Saturday, 10 July 2021 at 11.00 am on the WebEx Meeting platform.

Title of the Thesis : **Virtual Trust and Online Personal Brand Image with Reference to Social Media Recruitment**

Discipline : **Management**

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The members of the Research Advisory Committee of the Scholar, the faculty members of the Department and the School, interested experts and research scholars of all the branches of research are cordially invited to attend this open viva.

Registrar

Place: Bengaluru
Date: 5 July 2021

ABSTRACT

Social media recruitment is trending in the E-recruitment arena. Internet based electronic recruitment such as email and job sites had been advantageously contributing to the HR world from the early 1990s. Compared to traditional recruitment methods, e-recruitment and social media recruitment have proven cost-effective, paperless and affordable. This research aims at alerting the job seeker to make efficient use of the social media networking platforms. The entire research is carried out in the recruiter's perspective.

The basic expectation of a recruiter with respect to online personal brand image and virtual trust on a social media profile is identified from an employer perspective in this study. The influence of online personal brand image and virtual trust on social media recruitment success is studied from the perception of a recruiter. The identified relationship and the influencing factors are highlighted for the benefit of a job seeker. The research offers an insight to the job seeker in building an online personal brand image and virtual trust with conscious efforts. The identified relationship is analysed on the basis of company types (Multi-national and domestic companies) to customize a jobseeker's social media profile beneficially.

As the ultimate objective of a job seeker's profile is to match the recruiter's expectation, the research was designed with the purpose of developing an instrument. A research instrument to measure the variables were built on the basis of an expert interview. After validation, the instrument was used in a quantitative survey process. A factor analysis revealed three sub constructs to each independent variable. Professional competencies, business skills and personal attributes were the factors of online personal brand image. The three factors under virtual trust were cognition-based trust, institution-based trust and identification-based trust. There were eight critical factors which measured the social media recruitment success. These factors measured the satisfaction of the employer with respect to employee behaviour. A structural equation model revealing the positive relationship between the sub-constructs of online personal brand image, virtual trust and the social media recruitment success was achieved. This positive relationship in domestic companies was positively stronger than in multi-national companies in Bangalore zone. Virtual Trust expectation of the recruiters in domestic companies were high, when compared to Multinational companies, and the online personal brand image relationships. The research contributes prediction, testable proposition and causal explanation to information system's theory. The explanation of in-depth relationship contributes to improve job seeker's social media profile building practically.

Keywords: Social media recruitment, online personal brand image, virtual trust, personal attributes, identification-based trust, recruiter's perspective, social media profile.