

HRM Undergraduates' Perceptions of Online Job Postings

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Because of technical advancements, job seekers are more interested in electronic media than printed media. As a result of this new development, businesses are increasingly posting job positions on online job boards in an attempt to attract applications. However, the businesses' ultimate objective couldn't be achieved if the internet portal didn't provide high-quality information. The goal of this research was to identify how human resource management-focused interns currently using online recruiting interfaces perceive them. The population of the research consisted of HRM undergraduates who actively searched for internship openings on internet job postings. A self-administered questionnaire was used to survey 157 third- and fourth-year HRM interns at the University of Kelaniya in Sri Lanka, totalling 113 respondents. Data were gathered using the convenience sampling technique. The questionnaire was developed by incorporating elements from earlier studies such as information relevance, information accuracy, information timeliness, and website usability. The findings indicate that elements like information relevance, information correctness, information timeliness, and website usability affect how HR interns are perceived. The findings of this research, however, cannot be applied to all job portals since it is limited to only job portals. However, employment portals may draw more visitors to their sites if they provide pertinent, accurate, and up-to-date information and if the portal is simple to use.

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