Title:
APPLYING TECHNOLOGY ACCEPTANCE MODEL TO E-RECRUITMENT CONTEXT

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Abstract:
Nowadays, online recruiting has become a major recruitment tool for many organizations. However, little is known about jobseekers' reactions to this new technology. This article uses Technology Acceptance Model as the core research framework to identify factors influencing applicants' intentions in using organizations' recruitment websites. Data gathered from 233 job applicants at System Group Corp. show perceived usefulness and perceived ease of use –as core constructs of TAM model – are two main factors that predict jobseekers' behavioral intentions to use recruitment websites. The paper provides an insight for HR practitioners on the effective use of e-recruitment website and the strategy to attract potential job seekers for employment.

Keywords:
E-recruitment, Technology Acceptance Model, Perceived Usefulness, Perceived Ease of Use

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