INCORPORATING USER'S TRUST IN BUILDING E-RECRUITMENT SYSTEM

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ABSTRACT

The lack of user trust is one of the focused issues today as the world moves toward advanced information and technology era. The present study extends the research on user trust to the area of e-recruitment. It aims to find a practical solution on how to incorporate trust during the design and development process of an e-recruitment system, focusing specifically on the importance of perceived privacy and perceived security to evoke user trust and self-disclosure. The research treats users' trust by understanding the concept of trust, reviewing several related trust models, mechanisms and technologies proposed and recommended by other scholars. Also this Project has been proposed a model that shows how user trust is built. As well, is found that there are seven categories of trust elements, mechanisms and technologies that web recruiters can utilize in order to integrate trust in their systems. Furthermore, the research provides guidelines for web recruiters to understand more about user trust in order to build a secured and trusted e-recruitment system.

ABSTRAK

Kekurangan kepercayaan merupakan suatu isu penting sejajar dengan era perkembangan teknologi maklumat masa kini. Kajian terkini adalah lanjutan dalam kepercayaan pengguna terhadap bidang E-Recruitment. Kajian ini dijalankan bertujuan untuk mencari penyelesaian yang praktikal dalam menggabungkan kepercayaan semasa proses rekabentuk dan pembangunan sesebuah system E-Recruitment, yang memfokuskan kepada kepentingan dalam hak persendirian dan hak keselamatan bagi menerapkan oleh kepercayaan pengguna dan pendedahan kendiri. Kajian ini membangkitkan kepercayaan oleh pengguna melalui pemahaman terhadap konsep kepercayaan, mengkaji beberapa model kepercayaan yang berkaitan, mekanisma dan teknologi yang dicadangkan oleh pihak sarjana lain. Selain itu, projek ini juga mencadangkan sebuah model yang menunjukkan bagaimana kepercayaan pengguna dibina. Sehubungan itu, terdapat tujuh kategori dalam elemen kepercayaan,mekanisma dan teknologi yang mana pengrekrut web boleh gunakan menggumakan dan menggabungkan kepercayaan dalam system mereka. Selain daripada itu, kajian ini menyediakan garis panduan kepada pembangun web untuk memahami dengan lebih mendalam bagi membina system E-Recruitment yang selamat dan dipercayai.

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LIST OF ABBREVIATIONS

UTM	University of Technology Malaysia
HCMD	Human Capital Management Department
UML	Unified Modeling Language
CRC	Class-Responsibility-Collaboration
HR	Human Resource
SDLC	System Development Life Cycle
OCL	Object Constraint Language
ASP	Active Server Pages

CHAPTER 1

PROJECT OVERVIEW

1.1 Introduction

The prolific development of Internet use on a global scale is having far reaching effects in many areas of management. The rapid advancement in the technology helps the organizations, institutes and companies to use it for their growth and at the same time it enables the people to access the world in just on one click. The use of technology in personnel selection and recruiting is evolving rapidly with the advances of the information technology, and the advent of the internet.

In business, the recruitment process for a new employee to join a firm has been completely changed and revolutionized by the internet, and today all the traditional and slower process of recruitment have been by passed in favor of the new process that is known as E-Recruitment.

E-Recruitment also referred to as Internet recruiting, online recruitment. It is the use of the internet for attracting, hiring and retaining job seekers. This involves matching candidates and validating their skills and qualifications. As the number of people searching online for jobs increases, companies are taking advantage of e-recruiting software to manage the entire recruitment process and reduce recruiting-related costs.

E-Recruitment also known as online recruitment, Internet, Internet recruiting or cybercruiting refers to the practice of advertising job vacancies online, also is the process of integration of the recruitment and internet technology to improve efficiency and effectiveness in hiring the new employers from all over the world (Galanki, 2002). Though E-Recruitment initially began as a simple method for finding talent online, it has evolved to incorporate all aspects of candidate management. Now companies and organizations are using it to manage job postings, candidate applications and even conduct online interviews.

Another term which is very important in E-Recruitment is the trust, where the disclosure of sensitive data is demanded of the user. Trust plays a major role in any interaction between entities Trust has several applications in both social and business activities. With the current booming of web-based applications, especially e-business, and e-negotiation, trust has become a major component for the success of these applications. Therefore, there is a great need for understanding the trust concept. In addition, trust has become an integral component in future network infrastructures (Fayad & Hamza, 2006). Trust has recently been recognized as a crucial and central property of modern systems that provide e-services in a variety of contexts. Because failing to address this issue correctly may have a profound and costly impact on the e-service development, the issue of trust must be tackled early during the development, so as to identify and mitigate it as early as possible (Lo Presti et. al, 2007).

Trust defies traditional analysis in that it encompasses a wide range of other issues at a high level of abstraction, for example security, privacy, risk, social engineering or the law, in an ever-increasing complex arrangement (Lo Presti et. al, 2007). The recent literatures on trust show a number of ways with which trust can be dealt. But the literatures lack a holistic point of view that can help understand which techniques or technologies are best in various contexts and circumstances.

1.2 Problem background

In a traditional method of recruitment, the organization would have to initially invest an amount for the advertising of a 'situations vacant' column in the official website, newspaper or a magazine or elsewhere, after which the candidate must apply, after which the candidates who have applied would have to be sifted through carefully, their various qualifications analyzed and adjudged, and then called for an interview. That is exactly the way of recruitment that the department of Human Capital Management Dept. of University of Technology Malaysia (UTM) conduct to recruit and hire the employees all over the university. There will be many people involved in the entire process, like for example, the advertiser, the agency that handles the advertisement, and so on and so forth.

Today, however, the entire process has been reduced to a simple enough procedure, wherein all the company has to do would be to include a short advertisement into their already existing website. The traditional method of recruitment has been revolutionized. In the past few years, the Internet has dramatically changed the face of human resource recruitment and the ways organizations think about the recruiting function. In the coming years, digital recruiting and hiring are expected to continue their explosive growth.

E-Recruitment is becoming increasingly popular among employment services as well as individual companies looking for qualified applicants to fill their open positions. In order to successfully screen candidates and match them to the jobs available, it is indispensable that applicants enter informative profiles including a substantial amount of personal data into a job database. Yet, many studies conclude that Internet users have serious doubts about data security and e-privacy and are hesitant to disclose personal data via the Internet (Laukka, 2000; Hoffman, 1999). E-privacy and e-security is seen as a crucial factor for building user trust in Internet applications, specifically in e-commerce websites (Chellappa, 2003; Egger 2000).

Because e-recruiters on the one hand are necessarily interested in getting as much valid information of their customers as possible and because users on the other hand increasingly distrust data collection on the Internet the ability to build user trust will be a decisive competitive advantage of E-Recruitment sites in the future (Nickel & Schaumburg, 2004).

Finally, the bulk of existing studies has been conducted in the area of online shopping (Marchewka & Mackie, 2000), while there is almost no research investigating E-Recruitment, where the disclosure of even more and more sensitive data is demanded of the user (Nickel & Schaumburg, 2004). The present study was designed to shed light on the importance of user trust in E-Recruitment.

1.3 Problem Statement

When dealing with an untouched and unseen environment, the users tend to question the trustworthiness of this electronic environment. This will trigger their trust feeling towards it. The main question that requires an answer is “How to build an E-Recruitment system that take into account issues that are associated with user trust?”. This question leads to another sub questions:

i. How the E-Recruitment can be developed based on Trust analysis?
ii. What are the trust elements for E-Recruitment?

1.4 Project Objectives

The objectives of this project are as follow:

i. To identify trust indicators for E-Recruitment system.
ii. To study the different kinds of trust models.
iii. To propose a suitable trust model for E-Recruitment.
iv. To develop E-Recruitment system for UTM human capital management department based on trust analysis that supports the research findings.

1.5 Scope of the Project

The scopes of the project are:

i. Identifying the trust elements for E-Recruitment.
ii. The main priority of the prototype in the development process is user trust.
iii. Research findings presented regarding to trust analysis for building E-Recruitment system in UTM human capital management department.

1.6 Importance of the Study

The Importance of the study is to develop a prototype by coalesce the trust with the E-Recruitment to get the higher benefit for the organization. This research explored the benefits of E-Recruitment system when integrating trust in constructing an E-Recruitment system and provided few guidelines for incorporating trusts elements in the system. The model and system prototype developed will hope to guide developer organizations to build a trusted recruitment based on the project findings. It is also hopes to give a better understanding about trust related technologies and gives good knowledge about the adaptation of trust in E-Recruitment system to increase the satisfaction level of the user or the job seeker.

1.7 Organization of the Project

This project report is organized into seven chapters. Chapter one discusses the overview of the project, brief introduction to the E-Recruitment and trust, the project objectives, scope, background of the problem, problem statement, importance of the project and the organization of the project is also presented in this chapter. Chapter two covers the literature study related to the E-Recruitment , technologies, benefits and drawbacks of E-Recruitment, methodologies of E-Recruitment, limitations and risk of E-Recruitment, the concept of trust, trust models, security and privacy issues that are related to the trust, recent trust mechanisms and technologies and incorporate trust in web design is also the part of this chapter.

Chapter three covers the project methodology that used to develop a system, Implementation of objectives, development of prototype, employing of the system, testing and analysis, the research findings and the proposed model are included in chapter four. System implementation and testing is the title of chapter five that's discuss of the testing phase of the system, user acceptance and unit testing have been conducted to insure that the system work as proposed. The Implementation strategies, the impact towards organization, Employer and job seeker, suggestions and future works are the main topics of chapter six. Chapter seven concludes the project, the summary and work achievements also include in this chapter.

1.8 Chapter Summary

This chapter discussed the overview of this study where a brief introduction was explained concerning the trust issues that are related to E-Recruitment. The problem of this study and why it is initiated are discussed in the problem background section. Problem statement is the main question that needs to be answered after the completion of this project. There are three main objectives of this project that require a complete understanding if they’re to be achieved successfully. It is hope that this project will contribute some knowledge in the study field.

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