
Role of Job Portal and social media in students' life to achieve Quality of Life (QOL) - A review

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Abstract

This review article concentrates on novel aspects of involvement of job on Quality of Life (QOL). Drastic change in modernized devices and technology almost all people uses social media and Internet. Due to advancement corporate companies and business organization also changed their recruitment process through job portal and social media. Hence this paper presented about detailed review of role of job portal and social media for career selection or opportunity for students. By the adoption of desire job one will able to achieve satisfaction which enhances quality of life (QOL). Review of existing related works on job opportunity through social media and Job portal provides desire job satisfaction which enhances the quality of life.

Key words: Job Portal, Job Satisfaction, Quality of Life (QOL), Social Media.

Introduction

Recent years youths are highly interested to pursue higher education to obtain excellent skills. Major motto of the students to improve skill is to be in a place of excellent job with pleasing skill. The increase in skill and knowledge of the students is motivated drastically web portal through excellent knowledge management as key source by providing information about universities and organization. Even universities and companies developed their own web portal links to provide compressive links and resources to gather information (Alavi&Leider., 1999; Su., 2012). Web portal provides different services and resources through providing solutions to different problem. Other than this main target of the portal is to share information via Internet. Now a days, in almost all colleges facilitate with portal and provided assess to students and faculty to acquire information and selection of courses, study materials so on. The major key requirements for this kind of portal of students are due to wandering of data collection.

In another aspects among developed and developing countries graduates with jobless is really a serious problem but in other hand corporate also looking for appropriate candidate(Rafter et al., 2000). This requirement of candidate and companies are bridged by job portal links. Through this candidate can effectively search the vacant job available for their qualification in effective manner through Internet. In this job search their are some issues which will impact on both candidate and employer among those fewer pertinent issues are pointed below which leads to the development of job portal links:

1. Lack of knowledge among job seekers about selection of specialized job.
2. Expectations of job seeker often deviate from company perspective based on job specifications.
3. After graduation many students does not find right job.
4. Graduates lack in skills which are wanted by companies which poses a big challenge worldwide (Scholl et al., 2007).

With the same solution for unemployment social media also accompany with job portal links social media network. In several years ago it is widely accepted that every organizations are cited with

different channels for reconciling among themselves rather than preferring social media. In today's changing environment this fact is no longer sit out since many organizations observed that documentation of their business in social networking leads to success (McCann, 2010). As a part of recruitment strategy organization's uses social media.

Recruitment through social media is formulated and being adopted for different layers of angst and apprehension. At present context many companies are in minimal economic growth hence companies planned to spend minimal amount for hiring process. The companies have the thought that recruitment through social media will be efficient and cost-effective. As said earlier job boards and employment offers minimal success for glutted market. Some companies and corporate recruit minimal qualified person due to process of finding appropriate candidate details collection which motivates companies to process recruitment through social media.

Social media offers connection to millions of people to connect, share and meet (Ellison et al., 2007). Most popular sites for social media are Facebook, MySpace, Orkut, Bebo, Twitter and so on. In this social media college students, teenagers and young and energetic people are predominantly engaged. Through the prior researches it is observed that user groups are connected with friend through this social media network (Boyd., 2006; Ellison et al., 2007; Joinson., 2008; Lampe., 2006). This emergence motivated the specific target for the user group of professionals to hire appropriate person through social media from the specified user groups (Vascellaro., 2007), which indicates that social media provides advantages to different community in various aspects (DiMicco et al., 2008).

As discussed earlier it is observed that job portal and social media provides job opportunity to the graduates. Here comes the concept of quality of work life (QWL) which is defined as subset conceptualized with quality in life and work (Lawler E.E, 1982). Quality of life is defined as person's standard of living, public health, safety and general surrounding. In terms of quality of work life encompassing of person with working day, salary facilities and work - life balance (Ballouet al., 2007). In earlier researchers authors demonstrated that both quality of life and quality of work life are interconnected (Elizur&Shye., 1990) but it is argued in few researches alone. Hence in this research concentrate on review about role and impact of quality of work life (QWL) in quality of life (QOL). With the assumption of job satisfaction provides effective QWL in this research reviewed about sources involved for effective job search. Sources involved in job search considered in this research are job portal links and social media. The review has been carried out to find out the answer for how job portal and social media influence on job satisfaction which impacts on QWL and QOL.

Job Portal

Sehgal et al., 2013 developed a web portal which facilitates the employer of the company to share data, information about online- recruitment with job seekers. The design objectives of this developed web portal are design and implementation of web portal with appropriate knowledge management system. By uses of knowledge management system companies and job seekers need to incorporate with updated information. The developed web portal provides knowledge management system as feature and categories for web portals. Further the developed web portal allows employers on-line recruitment design and job advertisement. This designed job portal express the exact requirement of the industry needs. Another research by Bizer et al., 2005 facilitated the job seekers with appropriate requirement of the company with exact requirement to provide clear understanding of job seekers. This developed framework is based on consists of three users with various privileges which performs different operations through applications which is show in figure 1.

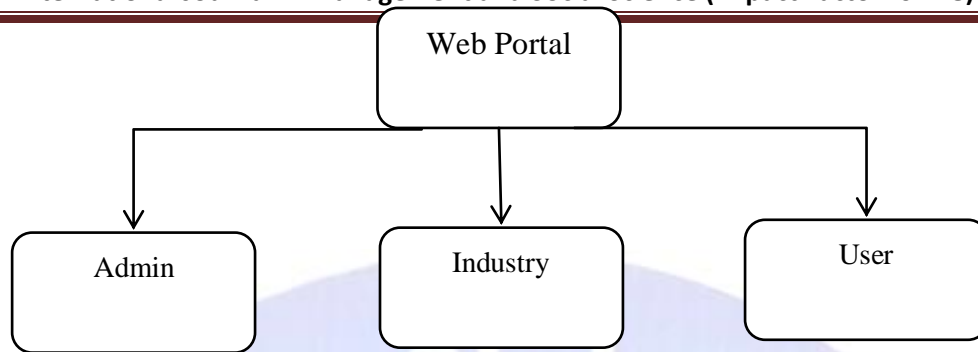


Figure 1: Job Portal Framework (Source: Bizer et al., 2005)

User involved in this framework are under the control of administrator and administrator can performs following tasks like

1. Add new company-
2. Addition of new user
3. To provide user name and password for registered users.
4. Deletion of existing users
5. Edition in existing account
6. Allow chat with one another

In the developed framework employers or companies also perform certain tasks on their own without administrator.

1. Employer/Company can edits own account
2. Upload the document for view of job seekers
3. Able to chat with other members and administer
4. View their own profile

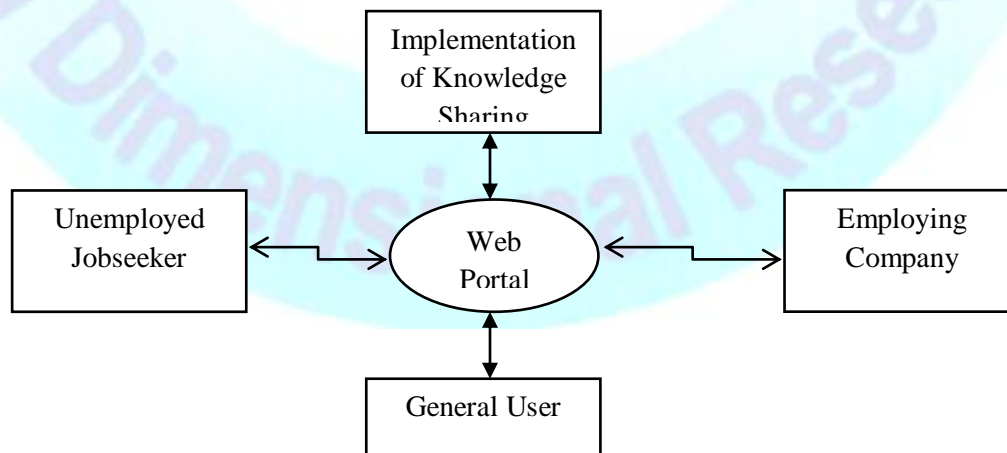


Figure 2: Schema of Web Portal (Source: Bizer et al., 2005)

As shown in figure 2 each and individual have their role on web portal based on this job seekers also able to modify their profile view and other function without administrator.

1. User able to view profile of particular company
2. List of companies can be viewed
3. File download from the company profile
4. Able to contact company directly by details provided by them.

Evolution of Social Media

Social media are the wide extensive and explosive word of mouth traditional network. While disseminating information word of mouth has been more effective and trustworthy means. With the rapid development of technology anyone with Internet will become the part of social media this cultural shift reckon the companies to adapt changing environment. In world wide their are 500 million users are active in Facebook. By 2010, about 70% of Facebook users are outside the United States with active users. Twitter has been launched by the year of 2006 alone but in 2010, March about 10 billion messages or tweets are been sent in Twitter. In July 2011 it gets doubled to 20 billion which implicates the drastic growth in social media (Heller Baird&Parasnis., 2011). A report stated that in the Asia-Pacific region about 50% of population visited social networking as on February 2010 it reaches around 240.3 million visitors (Beaumont., 2010). Social media are not ignored since it is more conversation for fans, cities, competition which can be manipulated easily (Radwanick., 2010).

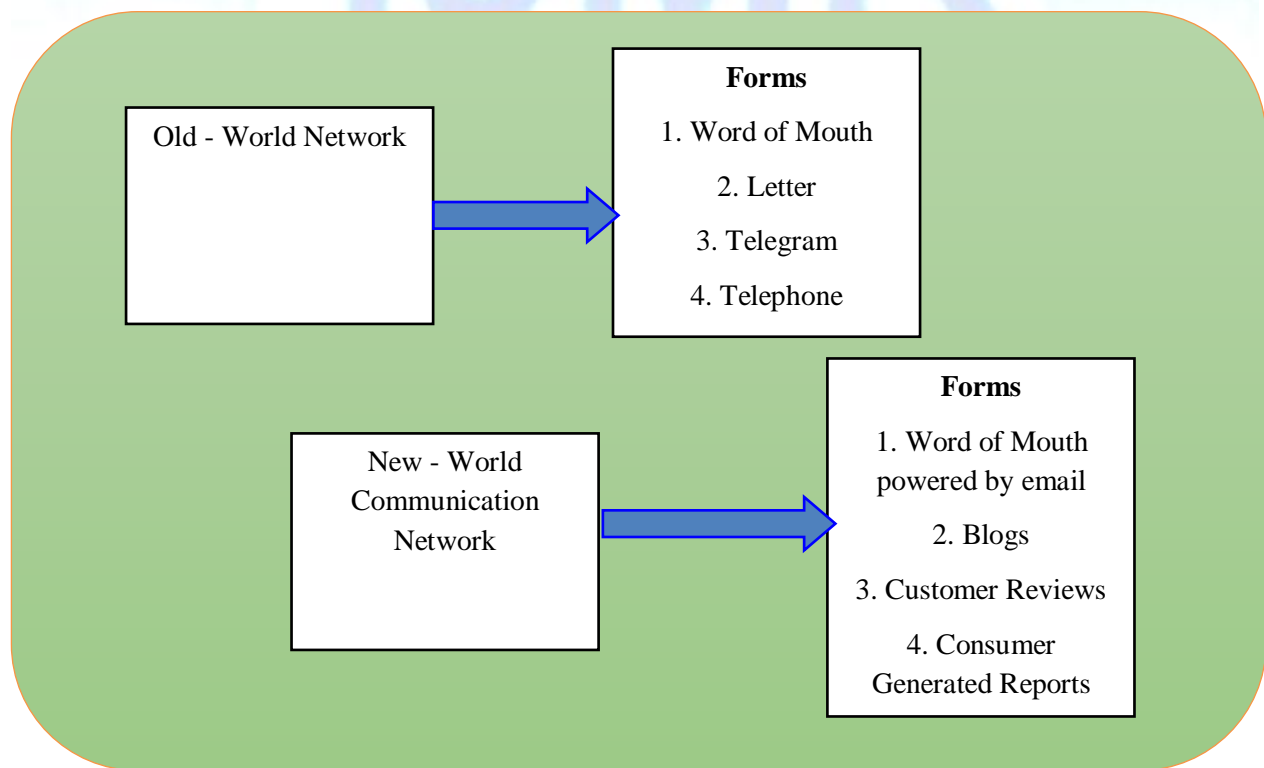


Figure 3: Social Network Characteristics (Source: Beaumont., 2010)

In the history manipulation of history is phenomenon among this social media comes with appropriate novelty hence with appropriate novelty to trace the origin of Social media (Sajithra et al., 2013).

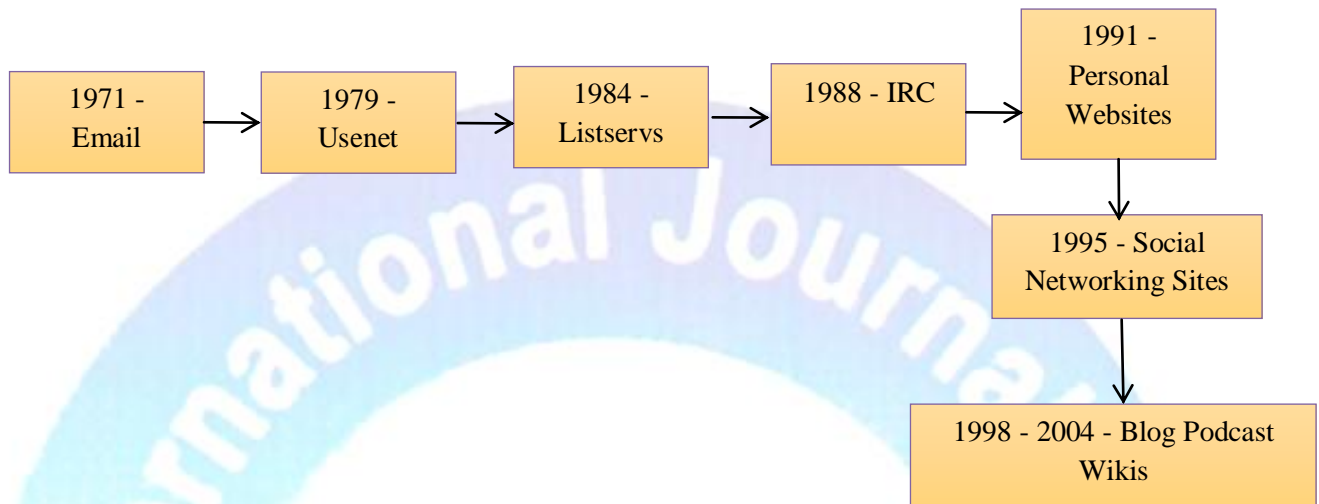


Figure 4: Evolution of Social Media (Source: Sajithra et al., 2013)

Social Media Links

Several social media sites are created and make avail for new users at the time of creation. But still, among several social media three sites standards as giant which provides effectiveness in job search (Mansfield et al., 2011). Creating a social media account is easy with simple steps which are discussed as follows:

Facebook

In the year of 2004, Facebook has been launched but by September 2012, it reaches about one billion active users. About half of the Facebook users used in mobile devices like iPads, iPhones and smart phones. In this sites user need to register by creating personal profile and add friends to exchange messages. Even it have facility to automatic notification of when friends or users update or post in their profile. Also users can join with common-interest workplace, school, college or through other characteristics. Finally Facebook used to categorize list of available friends as close friends or people from work. Now recruiters target Facebook as a recruitment medium for selection of appropriate candidate for desired job requirement.

LinkedIn

In the year of 2003, social networking website LinkedIn has been launched for professional occupations people. This network is widely used for professional networking. As on 2012, June LinkedIn contains 175 million users registered in about 200 countries and territories. Previous work history and interest for employment are allowed to enter in LinkedIn. It facilitates the individual to endorse the specified skill set with familiar skill. LinkedIn provides excellent platform for job seeker to accompany with employers of individual through acknowledge and update to specified skill sets.

Twitter

Twitter is also an online service for social networking which enables users send and receive message with text based with 140 characters. These texts are generally known as “tweets”. As mentioned earlier Twitter has been launched in 2006 but by 2012 it gains 500 million active users with worldwide popularity. Twitter report stated that it produces 340 million tweets with 1.6 billion search queries in a day. Twitter is observed as one of top 10 most visited website in Internet which is mentioned as “the short message service” in the Internet. In twitter even unregistered members able to tweet on registered user through website interface. By creating account Twitter have advantage of extending the company profile or it can be used as tool for job search.

State of social media for Recruitment

According to the survey of Jobvite in 2010, social media can be used corporate recruiters and 83% of respondents of this research stated that they are planning to uses social media as recruitment or job search medium. LinkedIn is widely accepted network choice for recruitment with successful hiring for many companies also Facebook and Twitter also viable for recruitment channel (Jobvite, 2010). Due to drastic traffic in sites decided lackluster economy for recruitment process in January 2010. As per comScore 2010 report online traffic is reached about about more than 51 million visitors for career resource category including Monster visitors of 19.3 million, Yahoo! HotJobs (19 million) and Career Builder (18.3 million). Bureau of Labor Statistics’ Job Openings and Labor Turnover Survey (JOLTS) reported that by 2010 December ratio of job applicants for job searching are 4.7 for every single opening (BLS, 2011). About concern of recruiters through social media job boards for traffic increases drastically. In job board sites about twice as many job seekers visiting the social media half of them are placed and get into the job. In this scenario recruiters also faces challenge of reception of many unqualified and unwanted applicants from people (Light, 2011). Job boards are shifting the strategies with social networking sites to recruit more appropriate candidate for job boards with excellent talent candidate in efficient ways.

Integrated Strategy for Social Media Recruitment

Integrated strategies are applied by recruiters for recruitment process to recruit talented candidate for specified job profile. It is observed that TiVo, Inc stated that 11% increase in the referrals through LinkedIn and other social networking sites (Lauby, 2010). Smart social-media practice is applied for effective social - media recruitment with several elements. Social media provides effective center for talent sourcing by “networking the networks” by which it provides entry way for communities and platform for talent across. Additional benefits of this social media are it have ability to conquer companies with abundant pool of potential from available applications with effective precision. Evaluation of blogs, niche communities and groups with larger network provide options to HR with all information needs where plant to seeds for most qualified applicants. Many recruiters opted for social media for recruitment process since it becomes cost-effective and faster to faster recruitment within time frame with certain control over recruitment. In this case when recruiter provided with job opening and re-tweeted for recruiter. This type of social media recruitment by recruiter minimizes spending in job-board and focused on industry-specific communications for targeted communications. This kind of efforts on job-boarding reduces the spending and facilitates the recruiters by targeting communication with industry-specific communities. Most important aspect is both social network and job boards works together. Facebook page recounts client for Dan Temps through staffing agency with 600 users interest and increase in 50% of applications for Career Builder with page for Job posting.

Review of Social Media on Recruitment

DiMicco et al., 2008 examined about professionals view on examining role of internal social network for bonding for stronger job selection with employees. The findings of this research stated that through social networking for recruitment provides career advancement, personal connection with coworkers by advancing career with organization. Further this study motivated that inside social network and enterprises motivates in different aspects of users. The table 1 provides the view of respondents on social media for recruitment is tabulated. With garden of enterprises employees are provided with connection with abundant number of graduates rather than evaluating individual alone.

	<i>Caring</i>	<i>Climbing</i>	<i>Campaigning</i>
Lists	Hobbies, outside interests: <ul style="list-style-type: none"> - Cities I've lived in - 5 Instruments I've played - Favorite American Idol Contestants 	Skills, background: <ul style="list-style-type: none"> - My Practice Areas - 5 IBM Sites I've Worked At - 5 Big Lessons Learned at IBM - My Team (and extended team) 	Thoughts on professional topics and advice: <ul style="list-style-type: none"> - Must See Presentations at [Conference] - What list topics could buzz up a new angle on local growth markets? - Seeking top 5 IT technical skills in demand in AU
Photos	Personal: <ul style="list-style-type: none"> - Family holiday picture - Vacation pictures - The team socializing 	Work-related photos: <ul style="list-style-type: none"> - Headshot - Important conference - Meetings with key people 	Variety of photos: <ul style="list-style-type: none"> - Related to project or campaign
About-you's	Hobbies, outside interests: <ul style="list-style-type: none"> - What do I do when I'm not at work? - Do you call it "pop," "soda," or "coke?" - Where did you grow up? 	Projecting experience, resume: <ul style="list-style-type: none"> - My past projects - Education - What are you most passionate about? - What are your career goals? 	Project description, goals, links to other: <ul style="list-style-type: none"> - Kelly's and my [innovation] ideal - Try the new Web2.0 Intranet Search Engine - What am I up to at the moment?
Status	Activities, state of mind: <ul style="list-style-type: none"> - Is getting another coffee... - Is glad he can play paddle tennis again - On vacation in Tampa Florida! 	Emphasis on current work: <ul style="list-style-type: none"> - Is challenged by time management - Is in Minneapolis. Back Tue July 17th - Is desperately trying to wring everything possible out of his last days on assignment in the CIO's office 	Goal and opinion oriented: <ul style="list-style-type: none"> - Is searching for A/NZ based people interested in Web 2.0 tools, knowledge networking, collaboration! - Is busy promoting the E&E video contest (2/25-4/11). Talk it up!

Table 1: Factors of Social Recruitment (Source: DiMicco et al., 2008)

Evaluation of results expressed that in any social software tools reveals life of work neither is nor revealed. On the whole this research concluded that social network motivate career advancement of individual with different project idea with social network strategy by spreading message to large number of job seekers.

Zhou et al., .2012 analyzed about the social networking environment with intellectual richness and area for job search. Social networking sites contains warehouse information which create complex diagram to establish relation between end- to -end and user - to - interest by expanding user profile data. In advancement in technology data mining has been widely used in almost all domains. Even in social media also data mining is used for blogs, tagging system and etc. On the whole this research stated that through data mining plays critical role for job selection rather than other technology. Another research by Hoyer et al., 2009 evaluated the role of networking for job search. In existing Based on the structured investigation author stated that social networking provides relationship among job seekers and employers with social network theory. For this research alone data were collected from 1,177 job seekers using two-wave longitudinal design. Job seekers with larger social network spend much time on networking rather than difference among extraversion and conscientiousness. Result of this research evident that for job seekers networking is more effective than people with weaker/ minimal network tier.

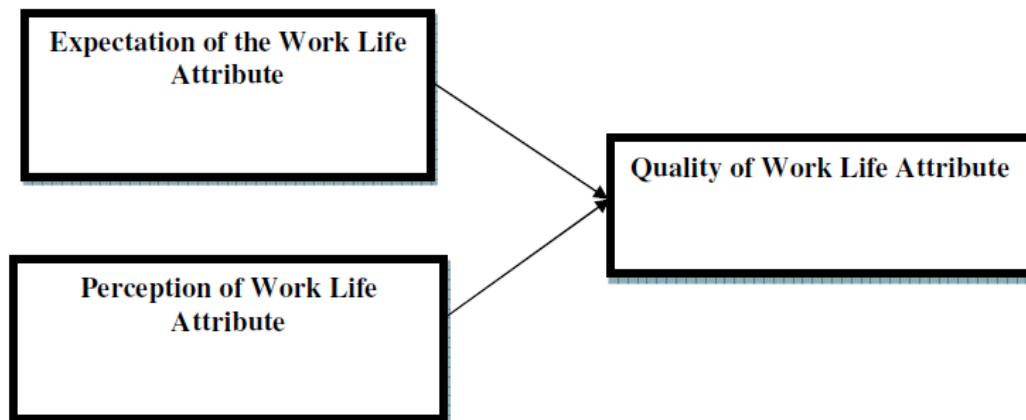
Nikolaou.,2014 discussed and presented about survey conducted on SNW of job seekers and professional for human resource recruitment. Primarily in this research networking elements used during job search is presented followed by recruiters attraction and screening process. Results of this research expressed that job seekers using boards are extensive which is associated through LinkedIn

with significant effectiveness. Also it is demonstrated that time invested on LinkedIn are more effective for passive candidate. Majority of recruiters are engaged with facebook and LinkedIn profile which is effective in recruitment process.

Livingstone & Brake., 2010 reviewed about the impact of social networking on teenagers and children future practices. This study focused on independence of opportunity and risks involved in literacy education for management of social networking. Overall this review stated that interdependence of social network on job search have significant impact on individual life.

Factors Affecting Quality of Work Life

Quality of work life is described as a individual to perceive and evaluates the characteristics intrinsic of own education, race, culture and experience (Feuer,1989). Several researchers have been carried out to evaluate the model and method adopted for QWL.



Quality of Work Life Model (Source: Gani & Ahmed., 1995)

Gani& Ahmed., 1995 evaluated the theoretical aspects of factors involved in QWL under four categories of environment work force, relational factors, job factors and financial factors. Hackman & Oldham., 1976 investigated QWL based on psychological growth factors of skill variety, task identification, autonomy and feedback. Further author suggested that needs and requirement are varied based on experience to achieve high quality in work life. Taylor., 1979 identified the key and essential components of quality of work life based on extrinsic wages for job, working environment, hours of working, job notations and nature of job. Also he suggested that other key factors for QWL based on individual power, fairness, equity, social support, self development and other aspects. On the whole he stated that this key factors involved in QWL.

Warr&colleagues., 1979 analyzed about quality of work by considering relevant factors by considering intrinsic job, perceived job satisfaction, self-rated anxiety, life happiness and job characteristics. Correlation between job satisfaction, work involvement and intrinsic job characteristics are evaluated. Mirvis& Lawler., 1984 suggested QWL is associated with working conditions, hours and wages offered for employees as basics elements. Basics elements of good life are defined as equitable wages, employment opportunities and advancement. Baba & Jamal., 1991 listed about typical factors involved in QWL as job involvement, job satisfaction, work role, ambiguity, job stress, organizational commitment, job stress and turn-over intentions. Also explored that reutilization of job content provides accepted range of QWL. Ellis & Pompili., 2002 identified a number of factors contributing to job QWL for particular

profession nurse. The research stated that dissatisfaction in job is due to poor working environment, workload, unable to provide preferred care, balance in work and family, shift work, lack of involvement, lack of recognition, poor relationship, conflicts in role, lack of opportunity, poor relation with supervisor and peers and lack of new learning skills.

Sirgyet al., 2001 explored key elements involved in QWL are job satisfaction which is based on work environment, supervisor behavior, organizational commitment and ancillary programme. QWL in work life is achieved by desired job satisfaction with acceptable amount of activities, steaming and participation in workplace. Maslow’s presented fewer model which stated that health, safety, economy, family and social factors, self-actualization, aesthetics are some of non-work aspects factors. Herzberg et al., 1959 investigated “hygiene factors” and “motivation factors” to differentiate job satisfaction and dissatisfaction causes of the employees. In this research it is stated that job content, responsibility and advancement are the involved in job satisfaction. Dissatisfaction factors include interpersonal relationships, working conditions, security and job environment for QWL. In hierarchy perspective work based factors for satisfaction are pay, relationship with colleagues provides broader aspects for job satisfaction (Danna &Griffin., 1999). Some research identified that stress relation between work and non work domain provides conceptual framework for QWL (Loscocco&Roshelle., 1991).

Author	Research Focus	Key Elements
Gani& Ahmed., 1995	Factors in QWL	<ol style="list-style-type: none"> 1. Environment work force 2. Relational factors 3. Job factors and 4. Financial factors
Hackman&Oldham., 1976	Psychological Factors of QWL	<ol style="list-style-type: none"> 1. Skill variety 2. Task identification 3. Autonomy and 4. Feedback
Taylor., 1979	Components of QWL	<ol style="list-style-type: none"> 1. Wages 2. Working environment 3. Working hours 4. Job notations and 5. Nature of job
Warr&colleagues., 1979	Factors in QWL	<ol style="list-style-type: none"> 1. Job satisfaction 2. Self-rated anxiety 3. Life happiness and 4. Job characteristics.
Mirvis& Lawler., 1984	QWL associated factors	<ol style="list-style-type: none"> 1. Working conditions 2. Hours and wages
Baba & Jamal., 1991	Factors in QWL	<ol style="list-style-type: none"> 1. Job involvement 2. Job satisfaction 3. Work role 4. Ambiguity 5. Job stress, 6. Organizational commitment and 7. Turn-over intentions
Ellis &Pompli., 2002	Factors of QWL	<ol style="list-style-type: none"> 1. Balance in work and family 2. Shift work

		3. Lack of involvement 4. Lack of recognition 5. Poor relationship 6. Conflicts in role 7. Lack of opportunity 8. Poor relation with supervisor and peers 9. Lack of new learning skills
Sirgyet al., 2001	Elements of QWL	1. Job Satisfaction 2. Work environment 3. Supervisor behavior 4. Organizational commitment

Table: 2 Factors involved in QWL

The above table 2 provides the factors involved in QWL for employees. Through the review it is identified that job satisfaction has been the key element for the QWL.

Quality of Work Life Measures

QWL is generally coined as relationship exists between worker and working environment. Their are plenty of factors involved for highlighting critical dimensions and assessment for nature of job concept. The factors and models involved in QWL are presented as follows:

Walton ., 1975 categorized eight major factors which involved in QWL and presented that fair and appropriate compensation, working conditions, utilization and development of capacities, growth opportunity , security, social integration, constitutionalism and social relevance of work. Identified factors and involvement are defined as below:

1. Adequate and fair compensation: Wage balance, fair remuneration, extra benefits and participation results.
2. Safe and healthy environment: Workload, Technological Process, EPI and EPC equipment, Weekly journey and fatigue.
3. Human capacities development: Task importance, Autonomy, responsibility conferred, Polyvalence and performance evaluation.
4. Growth and Security: Training offered, Resignations, Higher studies encouragement and Professional growth.
5. Social Integration: Interpersonal Relationship, Team Compromise, Ideas, Interpersonal Relationship and Discrimination.
6. Constitutionalism: Expression freedom, Discussion and Norms, Individual Respects and Worker's rights.
7. Life Space: Family Routine, Leisure, Time of work and leave,
8. Social Relevance: Work institutional image proud, community integration, service politics and human resources.

Sinha & Sayeed.,1980 presented full-length inventory research for QL based on data collected from two industries at Allahabad. Combined analysis of samples for coefficient alpha analysis provides 0.97 alpha value. In this research 17 dimensions are retained for analysis they are physical working condition, economic benefits, orientation, union management relationship, supervisory relationship, inter-group relation, self-respect, confidence in management, apathy, meaningful development, employee commitment, general life satisfaction, influence/participation and organizational environment. The measured scale has excellent discriminatory power which separate low and high quality of work life in organization. Results of this research stated that QWL not only depends on higher order needs it is based on lower order needs specifically for Indian context.

Mcdonald ., 2001 evaluated the QWL under 53 statements by defining working condition under different categories such as communication, job satisfaction, freedom of work related stress, salary and additional benefits, communication, manager/supervisor support, freedom from work related stress, colleague involvement and responsibility of work. Van Laaret al., 2007 developed the psychometric properties to work for quality of life based in workers' health care. The developed research utilizes six core factor based in individual QWL variation of individual. QWL involves home work interface, work stress, work control, job satisfaction, working condition and well-being.

- Job and career satisfaction (JCS) involves six items associated with different aspects with sub-scale reliability of 0.86.
- Working conditions (WC) comprises three items related to physical environment with working condition with reliability of 0.75.
- General well-being (GWB) contains six items related to happiness and life satisfaction with reliability of 0.82.
- Home-work interface (HWI) involves three items by containing issues for accommodating work commitment and family with reliability of 0.82.
- Stress at work (SAW) represented by two items and related with demands with sub scale reliability of 0.81.
- Control at work (CAW) comprises of five items to provide control over decisions and exhibits sub scale reliability of 0.81.

In this research it has overall scale reliability of 0.91 and presented model provides both QWL work and non-work factors elements are stress, tools for gathering data about employees. Employees are addressed the issues provides QWL of work is based on work stress in work place.

In the review of existing researchers for factors involved in QWL job satisfaction is highly involved which is termed by almost all researchers. Job satisfaction is attain through one need to be aware of job which provides satisfaction one own life. In this scenario job portal links and social media are involved effectively on selection of appropriate job with desire expectation. Since it is clearly observed from the review that job portal links and social media involves effectively for achieving QWL of individual. In this context QWL impacts on QOL of individual with appropriate level of acceptance.

Conclusion

Due to advancement in technological devices Internet facilities are available to almost all persons. Availability of Internet provides desire growth in technological related aspects. Even youths make use of available sources to grab the information and knowledge from available resources. Different corporate and companies uses social media for promotion and exposure of success in public environment. Hence further enhancement is achieved by online recruitment process. Many graduates are unemployed due to lack of knowledge and vacancy information. To overcome this issue job portal and social media are playing vital role by offering job services to both job seekers and employers. In this review it is observed that in job portal and social media networking plays a key element for successful job search or job offer for both job seekers and employers. Further from the review it is clearly observed that for QWL job satisfaction is a key factor which influence on QOL. The review of researchers stated that job portal and social media provides job requirement and offer vacancy based on expectation of candidate through which one can achieve job satisfaction. On the whole it is concluded that job portal and social media are the key elements to success for QWL. The drawback observed from the review of existing researchers are only limited amount of researchers are carried out under job portal with evaluating networking which can be further investigated based on QWL.

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