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Nota di contenuto	Front Cover; Social Media in Human Resources Management; Copyright Page; Contents; List of Contributors; Social media and Human Resource Management: It Takes Two to Tango; Concluding Remarks; References; 1. Social Network Screening: Pitfalls, Possibilities, and Parallels in Employment Selection; The Prevalence of SNW Screening; Issues Related to SNW Screening; Privacy; Discrimination; Negligent Hiring; Validity; Reliability; Generalizability; Impression Management; Applicant Reactions; Utility; Parallels in Employment Selection; Approaches to SNW Screening; Best Practices; References 2. What Is the Future of Employer Branding through Social Media? Results of the Delphi Study into the Perceptions of HR Professionals and AcademicsIntroduction; Employer Branding De.ned; Employer Branding and Social Media; Methodology: The Delphi Method; Discussion; Conclusions; Acknowledgment; References; 3. Recruiting Gen Yers through Social Media: Insights from the Italian Labor Market; Introduction; Attracting Talent in the 21st Century; Method; Results; Discussion; Theoretical and Managerial Implications; Limitations and Future Research Directions; References 4. Social Media in Internal Communications: A View from Senior

Management Introduction; The Importance of Managing Internal Communications; Social Media in Internal Communications; Views of Senior Management on the Role of Social Media in Internal Communications - Empirical Study; Conclusion; References; 5. Integration of Social Media in Recruitment: A Delphi Study; Introduction; Social Media and Recruitment: Literature Review; The Research Approach; Results; Discussion and Conclusion; References; 6. Social Media as a Mechanism for Engagement?; Introduction; Background and Literature Review
Research Questions The Case Studies and Method; Findings; Discussion; Conclusions; Practical Implications; References; 7. Managing Entitativity through Social Media; Introduction; Methods; Results; Implications for Practice; Conclusions; References; 8. Using Social Media for Job Search: Evidence from Generation Y Job Seekers; Introduction; Literature Review; Methodology; Findings; Discussion and Concluding Remarks; References; Appendix: Demographic Information of HRM Graduates; 9. The Integration of Online Face-to-Face Social Networking: The Need for Managerial Reconfiguration; Introduction
Information Communication Technologies and Organization: Substitution and Reconfiguration Effects Methods; The Case Study: Fubles.com; Lesson Learned; References; 10. Personae of Interest - Managers' Identities and the Online Mirror; Introduction; On Social Media and the Identities of Managers; Introducing Online Personae; The Private and the Professional; Impression Management and Emotional Attachment; Conclusions; References; 11. Toward the Development of a Social Information System Research Model; Introduction; Why Tweens, Teens and Young Adults?; Motivation; Amotivation
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Sommario/riassunto

Social media have radically shifted the way people relate with each other and with organizations in technology-mediated ways; few areas are being impacted more strongly than Human Resources or Personnel Management. Attraction of candidates, internal communication with employees, communication with and among people; creation, design, testing and promotion of new services, new ways of organizing are appearing and changing the landscape at record speeds. This volume in the Advanced Series in Management utilizes empirical and theoretical approaches to shed light on this exciting set of emerging, s
