



Vorteile von E-Recruitment (German Edition)

Melanie Schmeink

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Akademische Arbeit aus dem Jahr 2006 im Fachbereich BWL - Personal und Organisation, Note: 1,0, , Sprache: Deutsch, Abstract: Klassische und moderne Personalbeschaffung lassen sich dadurch voneinander abgrenzen, dass bei der modernen Personalbeschaffung ein digitales Medium zum Einsatz kommt. Einerseits wird die Reichweitenproblematik aufgelöst und zum anderen werden Instrumente und Methoden entwickelt und eingesetzt, die in der klassischen Personalbeschaffung noch nicht vorhanden waren. Hierdurch wird das E-Recruitment als ganzheitliche Veränderung des Personalmarketings- und Personalbeschaffungsprozesses verstanden, es wird nicht mehr lediglich als Digitalisierung und Veröffentlichung der Stellenanzeigen verstanden. Durch das E-Recruitment wird nicht die traditionelle Personalbeschaffung ersetzt, sondern durch digitale Instrumente und Methoden erweitert. Die Stellensuchenden nutzen zur Kontaktaufgabe neben der klassischen Postbewerbung zusätzlich die modernen digitalen Wege der Kontaktaufnahme. Von den Unternehmen werden die Stellengesuche auf der Unternehmens-Homepage oder in den Jobportalen veröffentlicht. Ebenso sind die modernen Rekrutierungskanäle wie die virtuelle Karrieremesse zur Suche der Kandidaten geeignet.

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