

Factors Influencing Intention to Use Online Job Portals among Pokhara University Graduates

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ABSTRACT

Online job portals have gained popularity among both employers and job applicants. This paper investigates the factors influencing intention to use online job portals among fresh graduates. A convenience sampling technique was administered among 255 BBA and MBA graduates of Pokhara University. A close-ended structured questionnaire was administered both physically and using Google Forms. This study used both descriptive as well as inferential statistical tools, including mean score analysis, correlation analysis, and regression analysis. The study found that perceived ease of use, usefulness, and hedonic value have statistically significant impact on graduates' attitudes toward using online job portals, which, in turn, affects intention to use. However, perceived privacy and security found insignificant. This study concludes that organizations that focus on user-friendly job sites, offer valuable features, and enhance the overall user experience can attract top talent through online job portals. The findings support the global trend of digitalization in recruitment processes. Nepalese organizations may benefit from adopting e-recruitment practices, as fresh graduates show positive attitudes and intentions toward online job portals.

Keywords: Online job portals, Pokhara, TAM, University graduates

Introduction

Recruitment and selection are considered as one of the most important domains of human resource management (HRM) as it serves as essential procedures for ensuring the availability of competent human resources in organizations (Markoulli et al., 2017). Human resource management is a strategic approach to effectively managing human capital through policies and practices related to recruitment, selection, employee training and development, compensation, and employee retention. Among these functions, employee recruitment is considered as the primary step, described by Dessler (2020) as “the process of finding and attracting capable applicants for employment, resulting in a pool of candidates from which new employees are selected.” For a number of years, the hiring and selection of employees have remained heavily dependent on traditional recruitment practices. These traditional recruitment practices include advertisements in newspapers, job fairs, campus placements, etc. However, the impact of the development in technology has led to a significant shift in the recruitment practices. With the emergence of the digital age in the present time, online recruitment websites have come to act as a major platform to connect employers with potential candidates. This has become an efficient way to connect potential candidates with employment opportunities in the labor market for the first time. With the emergence of online recruitment websites, online recruitment has come to act as a tool to help employers connect with a large number of potential candidates. This tool also helps individuals to apply to their preferred organizations in a more convenient manner (Kapse et al., 2012; D'Silva, 2020). As per the study by Alsultanny and Alotaibi (2015), more than four million people across the world make use of online job searching on a daily basis, which clearly shows the importance of online recruitment.

The rise in the adoption of digital technologies has changed the traditional recruitment process, which has led to the widespread adoption of online recruitment. A significant body of literature supports the idea that job seekers' attitudes play a crucial role in acceptance and use of online recruitment platforms. Alsultanny and

Alotaibi (2015) argue that job seekers' perceptions, especially concerning user-friendly, useful, and enjoyable experiences, are significant determinants that connect e-recruitment usage with broader behavioral outcomes. These perceptions influence whether job seekers find online systems efficient, reliable, and appealing. Additionally, Kajanová et al. (2017) state that social media plays a vital role for accessing employment opportunities and networking with potential employers. Similarly, Hosain and Liu (2020) argue that e-recruitment has increased job seekers' overall job satisfaction with respect to improved control, convenience, and enjoyment in job searching with online job portals. However, their study underscores the importance of addressing issues related to privacy, data security, and transparent information management to ensure trust in online job portals.

Perceived ease of use and perceived usefulness are identified as essential predictor of attitudes toward online job portals. When job seekers find these platforms simple, intuitive, and efficient, they tend to hold more favorable attitudes and demonstrate stronger intentions to adopt them (Alsultanny & Alotaibi, 2015). Study carried out by Ekanayaka and Gamage (2019) clearly indicates that there is a high positive relationship that exists between job seekers' perceptions of usefulness and the intention to use e-recruitment systems. Brahmana and Brahmana (2012) confirm that website functionality, user-friendliness, and the perceived effectiveness of digital platforms play a significant role in encouraging job seekers' acceptance of e-recruitment. Kashi and Zheng (2013) assert that job seekers' perceptions of usefulness and ease of use are fundamental factors behind e-recruitment system adoption, but job seekers' perceptions of credibility are significant factors in influencing job seekers' trust, acceptance, and overall perceptions of online recruitment technologies. The hedonic value, which is referred to as the inherent satisfaction with enjoyment sought from technologies, is a fundamental factor that plays a significant role in enhancing job seekers' acceptance of online recruitment portals. Davis et al. (1992) indicate that fun, enjoyment, and entertainment are fundamental factors that

facilitate job seekers' use of technologies, which go beyond the functionality that the technologies offer. In a similar vein, job seekers' attraction, design, and interactive nature of a recruitment website play a significant role in organizational perceptions for job seekers. Cho et al. (2011) emphasize that job seekers' attraction toward appealing, user-friendly, and colorful websites helps in developing job seekers' perceptions of organizational corporate cultures, which hence increases job seekers' intentions to pursue a job with the respective organization.

Privacy and security issues are becoming prominent challenges in the digital recruitment landscape. For instance, Sharif et al. (2021) reported that individuals' perceptions of potential insecurity in the handling of user data are significant to the matter of privacy. Mutimukwe et al. (2020) and Dhakal et al. (2023) explain that organizations' ability to manage data securely is essential for building trust among job seekers. Jamaludin and Jamil (2022) also emphasize the importance of fast access, privacy, and security as major determinants of e-recruitment success. These behavioral, cognitive, and affective factors are grounded in the theoretical framework of the Technology Acceptance Model (TAM), which posits that perceived usefulness and perceived ease of use shape users' attitudes and behavioral intentions (Davis, 1989). Later extensions of TAM incorporate perceived enjoyment and trust as additional factors that predetermine the adoption of digital technology (Hoong et al., 2017).

Despite considerable research on e-recruitment systems, a number of research gaps still exist that are yet to be filled. The existing literature has largely concentrated on measuring ease of use, usefulness, enjoyment, and trust, but not enough literature has been generated concerning the simultaneous effects of these factors on the overall job seekers' attitudes toward online job portals in a developing economy such as Nepal. In addition, a significant amount of existing research has been centered on exploring a single variable while overlooking a comprehensive assessment that simultaneously considers perceptions of ease of use, usefulness, hedonic value, privacy/security concerns, and trust.

The research attempts to fill this research gap by examining the factors influencing fresh graduates' intention to use online job portals in Pokhara. Existing literature suggests that perceptions of usefulness, ease of use, hedonic value, and privacy/security concerns are critical determinants of technology adoption (Davis et al., 1992; Hosain and Liu, 2020). Understanding the relationship between these factors is crucial to developing an effective online recruitment strategy to attract and retain potential job-seeking candidates. The aim of this research is to examine the relationship between these factors and the intention to use online job portals among fresh graduates of Pokhara University. The objectives of this research include examining the impact of perceived usefulness, perceived ease of use, hedonic value, and perceived privacy/security on the attitudes of fresh graduates towards online job portals; and examining the relationship between attitudes towards online job portals and their intention to use online job portals. By achieving these objectives, this research contributes to the existing literature on the adoption of online recruitment in the Nepalese context.

Data and Methods

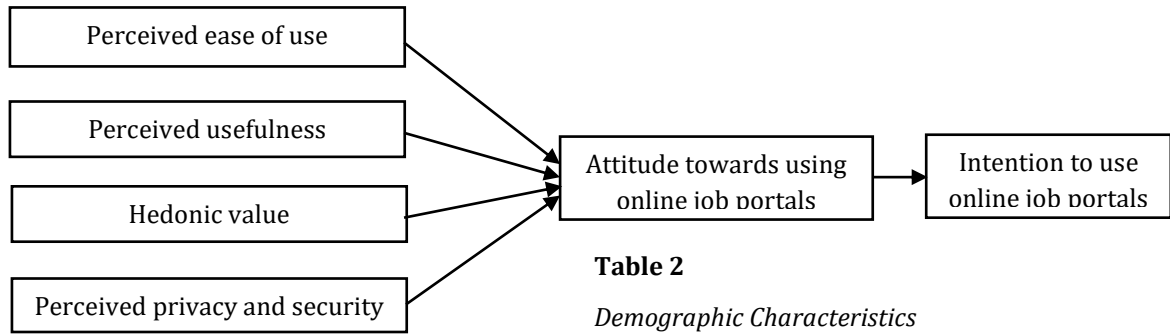
The study adopted a quantitative research approach. A descriptive, analytical and cross-sectional design was used to investigate the factors influencing intention to use online job portals among fresh graduates of Pokhara University. All the management graduates of constituent college of Pokhara University were considered as population and the sample size consisted of 255 management graduates who were selected using convenience sampling. Primary data was collected through a self-structured questionnaire distributed both through Google Forms and physically. Informed consent of the respondents was taken before collection of data. The questionnaire composed of demographic variables and research variables classified into six constructs: perceived ease of use, perceived usefulness, hedonic value, perceived privacy and security, attitude toward using online job portals, and intention to use online job portals. All the constructs were measured on a 5-point Likert scale. The measurement items were taken from previous literatures and reliability of the scale were assessed using Cronbach's Alpha where all values

were found above the 0.70 (see Table 1). Different statistical tools like frequency percentage analysis, mean score analysis, correlation analysis, and regression analysis

were used in this study. The conceptual framework of the study is presented in Figure 1.

Figure 1

Conceptual Framework of the Study



The reliability of the measurement scales was assessed using Cronbach alpha. All the Cronbach alpha values presented in Table 1 are found more than 0.70, which ensures the reliability of the scale. Data was analyzed using descriptive statistics, correlation analysis, and multiple regression analysis.

Table 1
Reliability Test Results

Particulars	Cronbach Alpha
Perceived ease to use	0.874
Perceived usefulness	0.820
Hedonic value	0.873
Perceived privacy and security	0.841
Attitude towards using online job portal	0.911
Intention to use online job portal	0.885

Results and Discussions

Demographic Profile of Respondents

Demographic characteristics include age groups, income, education level, and employment status of the respondent which is presented in Table 2.

Table 2
Demographic Characteristics

Respondents' Detail	Number of Response	Percentage
Age Group		
Less than 25	124	48.6
25-30	116	45.5
30-35	12	4.7
35 and above	3	1.2
Gender		
Female	155	60.8
Male	98	38.4
Prefer not to say	2	0.8
Education Level		
Bachelors	167	65.5
Masters and above	88	34.5
Employment Status		
Employed	113	44.3
Student	108	42.4
Unemployed	34	13.3
Total	255	100.0

Table 2 reveals that most respondents are under 25 years old (48.6 %). It is followed by the 25-30 age group, which is composed of 45.5 percent. The age distribution indicates that most of the respondents are young adults, likely recent graduates or those in the early stages of their careers. Regarding gender, females represent a significant majority, accounting for 60.8 percent of the respondents, while males comprise only 38.4 percent. Likewise, most respondents, 65.5 percent, completed their Bachelors, while 34.5 percent have obtained a Master's degree. Employment status data

shows a near-even split between those employed (44.3 percent) and those still studying (42.4 percent). A smaller segment of the respondents, 13.3 percent, are currently unemployed.

Descriptive Analysis

This opinion of the respondents towards various aspects of online job portals such as perceived ease of use, perceived usefulness, hedonic value, perceived privacy and security, attitude towards using online job portals, and intention to use online job portals among fresh graduates from Pokhara University has been analyzed using mean score analysis.

Table 3

Perceived Ease of Use

Statements	Mean	SD
Online job sites are easy to use	3.52	1.118
Online application is clear	3.22	.948
The operation process is easy to learn	3.47	.959
Becoming skillful while using online job sites is easy	3.40	.938
Online job portals are easy to navigate	3.50	.988
Average (N=255)	3.42	

The perception of graduates towards perceived ease of use is presented in Table 3. The table reveals that the graduates have a positive perception of online job portals in terms of easy to use, with mean scores ranging from 3.22 to 3.52 and an average mean value of 3.42. Respondents reported ease in using (mean score = 3.52) and navigating (mean score = 3.50) the online job platforms, however, some challenges remain - particularly in the clarity of the online application process (mean score = 3.22). Furthermore, most users found the systems easy to learn (mean score = 3.47) and became skillful with overtime (mean score = 3.40). The variation in responses suggests differences in digital literacy and experience.

Table 4

Usefulness

Statements	Mean	SD
Online job sites save time compared to traditional methods	3.92	1.125
All the required information is available on online job sites	3.60	.983
A variety of careers/jobs are offered on online job sites	3.81	.945
Feedback services are provided on online job sites	3.13	1.021
Online job sites help to compare local and international vacancies	3.59	.987
Average (N=255)	3.61	

The perception of graduates towards the usefulness of online job portals is presented in Table 4. The table reveals that graduates hold a positive perception of the platforms' usefulness, with mean scores ranging from 3.13 to 3.92 and an average mean value of 3.61. Respondents agreed that online job sites save time compared to traditional methods (mean score = 3.92) and offer a variety of job opportunities (mean score = 3.81). They also found that the most required information is available while applying for jobs (mean score = 3.60), and that these platforms help in comparing vacancies across countries (mean score = 3.59). However, feedback services offered by online job portals scored the lowest rating in terms of their performance with a mean score of 3.13, suggesting a need for improvement. The moderate standard deviations show some variability in user experiences, which may be due to differences in expectations and exposure to various online platforms.

Table 5

Hedonic Value

Statements	Mean	SD
Using online job portals is enjoyable	3.39	.966
Online job portals are interesting to use	3.50	.930
Using an online job site is pleasant	3.34	.899
Exploring online job portals features is enjoyable	3.47	.975

Online job portals provide pleasant experience	3.30	1.023
Average (N=255)	3.4	

Table 5 presents the perception of graduates towards the hedonic value of online job portals. It is evident that graduates have a moderately positive emotional response towards the use of online job portals, as the range of the means falls between 3.30 and 3.50, with an average value of 3.40. The graduates found it interesting to use online job portals, as indicated by a mean value of 3.50, and also enjoyed exploring the features of online job portals, as indicated by a mean value of 3.47. This shows that online job portals have the potential of providing a certain level of engagement. The lowest means, as presented in Table 5, are derived from statements relating to deriving pleasure, with a mean value of 3.30, and the pleasantness of the process, with a mean value of 3.34. This shows that, although the process of using online job portals is acceptable, it does not provide a certain level of enjoyment or entertainment. The moderate range of standard deviation, as presented in Table 5, indicates some level of agreement, as well as a certain level of individual difference.

Table 6
Perceived Privacy and Security

Statements	Mean	SD
Personal information is secure in using online job portals	2.87	1.057
Privacy policies on online job portals are clear and simple	3.05	.961
Concern about the security of personal information exist when using online job portals	3.56	1.066
Security measures on online job portals are trustworthy	3.00	.958
Online job portals take appropriate measures to safeguard user privacy	3.04	1.024
Average (N=255)	3.1	

Table 6 presents the perception of graduates towards perceived privacy and security while using online job portals. The

overall response of the graduates towards the given statement seems to be neutral to slightly positive, as the range of the mean values varies from 2.87 to 3.56, while the average mean value is 3.10. The graduates have shown the highest concern regarding the security of their personal information while using online job portals. This response of the graduates towards the given statement shows that they are highly apprehensive. On the other hand, the lowest mean values have been shown by the graduates regarding their belief in the security of their personal information while using online job portals. This response of the graduates towards the given statement shows that they are not completely confident about the security of their personal information while using online job portals. The mean values of trust towards the security measures while using online job portals (3.00) and clear privacy policies while using online job portals (3.05) are relatively low, showing that the graduates are not completely sure about the privacy policies of online job portals.

Table 7
Attitude Toward Using Online Job Portal

Statements	Mean	SD
Online job portal technology is better than traditional methods	3.72	1.135
Online job portal technology is exciting to use	3.63	.921
Online job portal technology is worth recommending	3.71	1.020
Online job portals support confident job search opportunities	3.57	.944
Online job portals benefit career advancement	3.66	.991
Average Mean(N=255)	3.66	

Table 7 presents the perception of graduates towards online job portals using attitude. The results show a positive attitude, with mean scores varies between 3.57 and 3.72. The average value of all the mean scores is 3.66. The respondents strongly agreed that online job portal technology is better than traditional methods (mean = 3.72), they would recommend the use of online job portal technology to others (mean = 3.71),

showing a high level of acceptance and endorsement. The enthusiasm shown by the respondents towards using technology (mean = 3.63) and their beliefs about the benefits of online job portal technology to their careers (mean = 3.66) also show that the respondents have a positive attitude. Although the mean scores show that the respondents were less confident about using online job portal technology (mean = 3.57), they are still positive. The low standard deviations show that the respondents were consistent in their attitudes towards online job portal technology. This shows that they all recognize the value and usefulness of online job portal technology in job searching and career development.

Table 8
Intention to Use Online Job Portal

Statements	Mean	SD
Use online job portals while searching for jobs in future	3.60	1.071
Very likely to use online job portals for job search	3.69	.957
Use online job portals for next job	3.69	.969
Recommendation of online job portals to others	3.71	.906
Rely on online job portals as a primary means of job search	3.51	1.007
Average Mean (N=255)	3.64	

Table 8 presents the perception of graduates towards intention to use online job portals. The data shows a strong intention to use these platforms, as shown by the mean scores that range from 3.51 to 3.71. Moreover, the average mean value is 3.64. The results show that graduates are most likely to recommend using online job portals to others, as shown by a mean score of 3.71. In addition, they have a strong future intention to use online job platforms to search for their next job, as shown by mean scores of 3.69 for using them in general and 3.69 for using them to find the next job. Even though this value is a bit lower, the results show that graduates have a strong intention to use these platforms as a primary means to find their next job, as shown by a mean score of 3.51. Overall, the results show that graduates have a positive

attitude towards using online job platforms as a reliable means to find their next job.

Correlation Analysis

The Pearson correlation between various factors related to online job portal is presented in Table 9.

Table 9
Pearson Correlation between Online Job Portals Variables

Variables	PEU	PUF	HV	PPS	AJP
PEU	1				
PUF	.700**	1			
HV	.529**	.650**	1		
PPS	.488**	.499**	.548**	1	
AJP	.715**	.793**	.674**	.533**	1
IJP	.681**	.763**	.644**	.491**	.841**

***. Correlation is significant at the 0.01 level(2-tailed).*

(PEU = perceived ease of use, PUF = perceived usefulness, HV = hedonic value, PPS = perceived privacy and security, AJP = attitude towards job portals, IJP = intention to job portal)

Table 9 shows the correlation coefficients between various factors related to online job portals, revealing a significant positive relationship at the 0.01 level. Attitude towards Job Portals (AJP) and Intention to Use Job Portals (IJP) show strong positive correlations with other variables. Perceived Usefulness (PUF) has a strong positive correlation with AJP (r = .793) and IJP (r = .763), indicating that the more useful graduates find the portals, the more positive their attitude and stronger their intention to use them. Similarly, Perceived Ease of Use (PEU) also has a strong correlation with AJP (r = .715) and IJP (r = .681), highlighting the importance of usability in shaping user behavior. Further, Perceived Privacy and Security (PPS) and Hedonic Value (HV) are moderately correlated with both AJP and IJP, suggesting that trust and enjoyment play supportive but less dominant roles. The relatively lower correlations between PPS and other variables (e.g., PEU = .488, IJP = .491) highlight ongoing concerns about data security, which could hamper full engagement. Overall, the findings emphasize that enhancing usefulness and

ease of use are critical to improving attitudes and increasing future usage intentions among graduates.

Furthermore, the correlation coefficients between the independent variables - perceived ease of use, perceived usefulness, hedonic value, perceived privacy and security - are low to moderate, which indicate that there is less possibility of multicollinearity problem between the independent variables used in the study.

Regression Analysis

A regression analysis was conducted to examine the factors influencing attitude toward job portals (AJP) and intention to use job portals (IJP). The results from two regression models are presented Table 10.

Table 10
Regression Analysis Results

Model	Predictors	Coefficient	t	Sig.
1	(Constant)	-.090	-.583	.560
	PEU	.281	5.415	.000
	PUF	.484	8.096	.000
	HV	.236	4.507	.000
	PPS	.077	1.671	.096
2	(Constant)	.736	6.097	.000
	AJP	.794	24.734	.000

Model 1: R-Squared = 0.714, F-Statistics = 156.169, P-Value = 0.000

Model 2: R-Squared = 0.707, F-Statistics = 611.752, P-Value = 0.000

1. Dependent Variable: AJP
2. Dependent Variable: IJP

The first model in Table 10 examined the predictors of Attitude towards Job Portals (AJP), including Perceived Ease of Use (PEU), Perceived Usefulness (PUF), Hedonic Value (HV), and Perceived Privacy and Security (PPS). The model was significant with F - statistics = 156.169, $p < .001$, and explained 71.4% of the variance in AJP ($R^2 = .714$). The regression coefficients revealed that PUF ($\beta = 0.484$, $p < .001$), PEU ($\beta = 0.281$, $p < .001$), and HV ($\beta = 0.236$, $p < .001$) had significant positive effects on AJP. However, PPS ($\beta = 0.077$, $p = .096$) was not a significant predictor of AJP, suggesting that perceptions of privacy and security have a less direct impact on attitudes toward online job portals compared to other factors. The second model examined AJP as a predictor of IJP. The model was highly significant with F - statistics =

611.752, $p < .001$, explaining 70.7% of the variance in IJP ($R^2 = .707$). The regression coefficient for AJP was also significant ($\beta = 0.794$, $p < .001$), indicating that a positive attitude toward job portals strongly predicts the intention to use them in the future.

Discussion

The findings of the present study are consistent with the Technology Acceptance Model (TAM) and its extensions, which emphasize usefulness, ease of use, and intrinsic enjoyment as key predictors of technology adoption (Davis, 1989; Davis et al., 1992). The strong positive effect of PUF ($\beta = 0.484$) supports earlier findings by Kumar and Priyanka (2014) and Ekanayaka and Gamage (2019), who highlighted that perceived usefulness is one of the most important determinants of job seekers' acceptance of online job platforms. Similarly, the significant role of PEU ($\beta = 0.281$) aligns with the results of Alsultanny and Alotaibi (2015) and Brahmana and Brahmana (2012), focusing that user-friendly digital systems developing positive attitudes toward online recruitment systems. Further, the significant contribution of Hedonic Value ($\beta = 0.236$) supports the argument that intrinsic enjoyment and the overall experience of using job portals play a crucial role in shaping user attitudes. This finding is supported by the work of Cho et al. (2011), who noted that engaging and appealing recruitment websites enhance job seekers' impressions and by the extension of TAM, which highlights perceived enjoyment as an important predictor of technology acceptance (Hoong et al., 2017).

Interestingly, Perceived Privacy and Security (PPS) did not significantly predict AJP ($\beta = 0.077$, $p = .096$), differing from some prior studies. This contrasts with findings by Jamaludin and Jamil (2022), which emphasized privacy concerns as major determinants of trust in online services. The nonsignificant effect suggests that users may consider privacy and security as baseline expectations rather than active evaluative criteria when making attitudes toward job portals. Another possible reason is that younger job seekers - who generally make up the largest segment of online job portal users - may

show lower sensitivity to privacy risks, as reported in several contemporary studies.

The second model showed a very strong effect of Attitude toward Job Portals on Intention to Use Job Portals ($\beta = 0.794$), explaining 70.7% of the variance in intention. This supports previous TAM-based research, which consistently finds attitude to be one of the strongest predictors of behavioral intention (Davis, 1989; Hoong et al., 2017). Overall, the present study contributes to the literature by confirming the relevance of classical and extended TAM predictors in the context of job portals.

CONCLUSION

The study provides valuable insights into the factors influencing the intention to use online job portals among fresh graduates in Nepal. The study found that perceived usefulness, perceived ease of use, and hedonic value are significant predictors of attitude toward job portals. Further, attitude toward online job portals is a strong predictor of intention to use job portals. This highlights the significance of user experience, perceived benefits and emotional aspects of online job portals in shaping user attitudes and intentions.

In conclusion, organizations in Nepal can greatly benefit from going ahead with e-recruitment practices because of the positive perceptions of the latest graduates regarding online job portals. Those organizations who give importance to the development of online job portals with improved usability, usefulness, and user experiences can increase the competitive advantage in acquiring talented human capital in Nepalese context. The results obtained from this research are consistent with the worldwide phenomenon of going digital in recruitment practices. Future research in different contexts can result in more precise e-recruitment practices. Further, future studies may use extended models to include the employers' perspectives to develop a holistic view of the e-recruitment ecosystem.

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