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The Efficiency of Job Advertisements: Can It Be Improved?

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Abstract

This paper examines the efficiency of job advertisements and whether it can be increased. In order to find out the factors that might have an impact on the attractiveness of job advertisements, the authors conducted interviews with HR experts and carried out a survey. Survey contained 28 various factors, which covered the visual aspect of the advertisement, requirements of the applicants, benefits offered by the company and the information about the enterprise. The results of this preliminary research allowed the authors to narrow down their focus to the contextual aspect of job advertisements, especially examining two factors – *career opportunities* and *concrete amount of salary*, which showed the most contradicting results from recruiters' and potential job seekers' perspective (correspondingly, interviews with HR experts and Small Survey results). A focus group session was organized to discuss the possible reasons, why such differences might persist, as well as an experiment was conducted. The main aim of the experiment was to find out, whether the inclusion of *career opportunities* or *concrete amount of salary*, or both, had an impact on the responsiveness rate of the potential job seekers.