

## **ONLINE RECRUITMENT: PERSPECTIVES AND PRACTICES OF RECRUITERS**

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**Background & Aim:** The Human Resources sector is experiencing significant transformation due to ongoing technological advancements. A particularly relevant topic within this evolution is Online Recruitment (OR), a relatively recent approach in Recruitment and Selection (R&S). However, there is a notable lack of literature focused on the perspectives of recruiters in Portugal regarding this method. This study aims to investigate and describe OR within the Portuguese context through the lens of recruiters.

**Method:** This research employed a qualitative methodology, involving data collection via two online focus groups, comprised of 10 participants from diverse sectors. The analysis was conducted using Reflective Thematic Analysis, with the support of NVivo (Lumivero). The analysis led to the identification of five main themes and three sub-themes.

**Results:** The analysis revealed that technology is integrated into the recruitment and selection process from the outset, involving tools such as management software, job platforms, and social media, which play a role that extends beyond mere job advertisements. Additionally, the findings indicate that recruiters communicate organizational values throughout the process while maintaining a consistent desired candidate profile in OR.

**Conclusions:** This study underscores the growing acceptance of OR, viewed as the future of R&S, while retaining the core objectives of traditional recruitment practices. As a result, it enhances the understanding of how OR is employed in Portugal and how it is perceived by recruiters, aiding in the demystification and comprehension of this modern R&S approach.

**Keywords:** Online Recruitment, Technology, Recruitment and Selection, Recruiters, Reflective Thematic Analysis