

- The latest generation of Web tools includes online job fairs in which companies can meet candidates in a virtual environment and can chat with them online.
- All approaches to online recruitment and selection seem to be cost effective relative to alternatives.
- The three main approaches to Internet recruiting are job boards (like the Web sites above), professional/career Web sites, which focus on particular occupations and professions, and employer Web sites.

Gomez has asked your professor of Human Resources Management (Dr. Martin Cannon) to help her formulate recommendations for Jackson. Dr. Cannon has asked your class to meet in small groups of two to four students each to address her questions and report to the class. These questions are outlined below.

QUESTIONS

1. What are the advantages and disadvantages of Internet recruitment and selection for a small, but expanding company like Jackson Hotels? How would you minimize the disadvantages?
2. Which of the above three approaches to online recruiting and selection (if any) makes the most sense in this case and why?
3. What prescreening hurdles would you impose in your Internet recruitment in order to pre-qualify a small number of truly qualified applicants? Why?
4. Based on your knowledge of other companies' Web sites, what information should Jackson Hotels provide to job applicants and what steps should follow Internet recruitment to identify the most qualified applicants?