

RECRUITMENT

Top European firms turn to Internet recruitment

By PHIL BOUCHER

Most of Europe's largest companies are using their corporate websites to recruit staff, according to research.

A study by iLogos Research shows that 76 per cent of Euro 500 companies have developed a careers section on their website. But only 1 per cent accept unsolicited applications.

However, 5 per cent of these firms take advantage of the website visitors' referral network, which identifies employees who are currently in work but may be open to job offers. Many corporate recruiters consider these job-seekers to be the most desirable candidates of all, claims the study.

Nearly a quarter of Euro 500 companies give job-seekers the ability to search a database of open positions, and five per cent offer a facility that automatically matches new positions to candidates' interests and skills.

The research also shows that while most Euro 500 companies



Three-quarters of Euro 500 companies promote online recruiting

are able to post and accept online job applications, they fail to integrate the full recruiting supply chain, such as providing information on the company's work culture.

Yves Lermusiaux, president of iLogos Research, criticised Euro 500 companies for failing to make their websites user-friendly for potential employees. He believes that the situation is starting to change, however.

He said, "We expect that 100 per cent of Euro 500 companies will have careers sections, post jobs and accept applications on their corporate website by 2004."

There are also language problems that large European companies need to address, claims the research, with under a third having the web technology to provide multiple languages.