

Use of Social Media for Recruitment in the Hospitality Sector: A Bibliometric Study

Dr. Manisha Saxena

Dean (Academics - PGDM) Ramachandran International Institute of Management, Pune, Maharashtra, India

Abstract

Purpose: This paper aims to understand the use of social media (SM) as a Recruitment tool in hospitality sector.

Design/Methodology/Approach: The paper used published papers collected from ScienceDirect particularly in the last decade. A bibliometric overview was done using VOSviewer software. Post which the author briefly talked about the findings.

Findings: According to current studies, SM has been witnessing an increase in use in various HRM practices in general and in recruitment in particular. The analysis helped understand how the literature has progressed over the years in this area especially in hospitality sector and what new areas are emerging.

Keywords

Social Media, Recruitment, Hospitality Sector, Bibliometric Study.