

BACKGROUND

- 37% applicants' SNS screened by employers
- Companies are moving towards more global job markets
- New demand for workers in developing countries
- Socio cultural factors considered:
 - Individualism vs collectivism
 - Power distance
 - Nationality

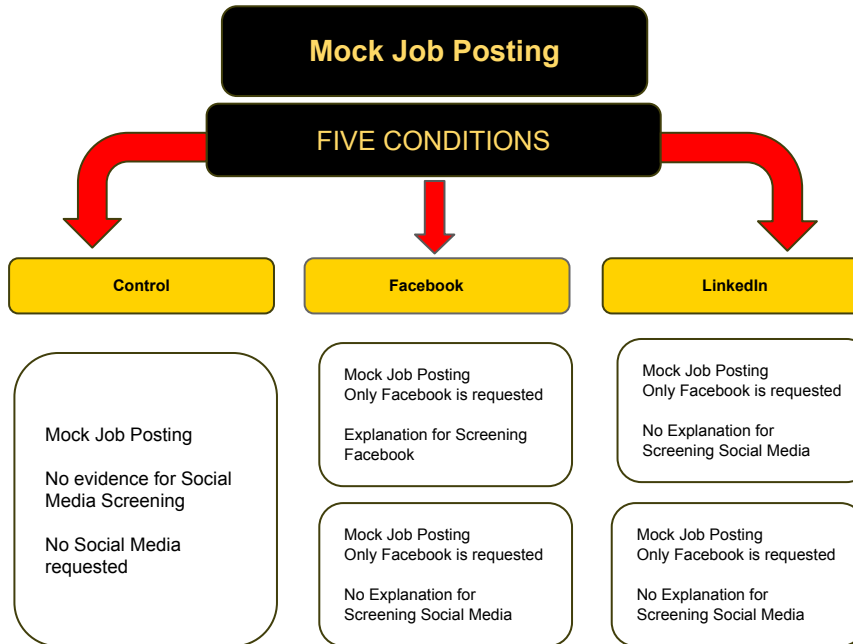
METHODOLOGY

PARTICIPANTS

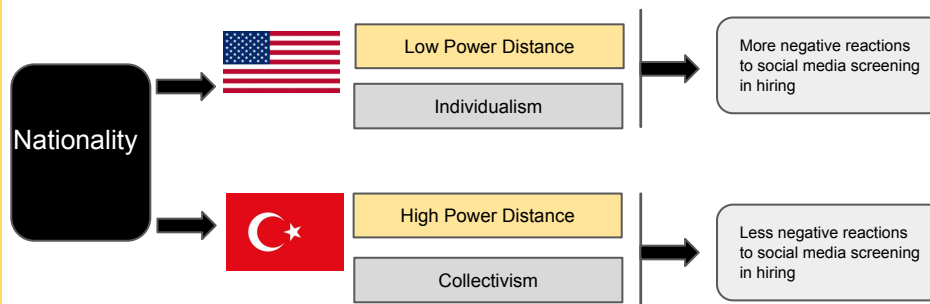
University students: United States and Turkey.

PROCEDURES

- Participants review company
- Survey: organizational attractiveness
- One of five conditions
- Gauge organizational attractiveness
- U.S. vs Turkey



MODEL FOR SOCIO-CULTURAL FACTORS



HYPOTHESES

- Individualism/low power distance:
 - Less + reactions
 - Perceive more invasion of privacy to SNS screening
- Collectivism /high power distance:
 - More + reactions
 - Perceive less invasion of privacy to screening
- Perceived invasion of privacy: positive relationship with negative reactions

IMPLICATIONS

- Pros and cons of SNS in screening
- A basis to help businesses develop more flexible recruitment tactics
- Give insight to overall organizational attraction in hiring and recruiting
- Allow businesses to create hiring processes fit to target populations