

Cross-Cultural Applicant Reactions

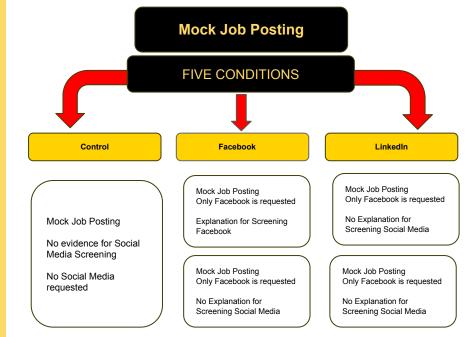
Yasmin Ayala-Johnson, Yalcin Acikgoz, Ezgi Demircioglu, Canan Sumer, Shawn Bergman, and Chris Hartwell



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
- Guage organizational attractiveness

Low Power Distance More negative reactions to social media screening in hiring Nationality High Power Distance Less negative reactions to social media screening in hiring Low Power Distance Low Power Distance<

MODEL FOR SOCIO-CULTURAL FACTORS

HYPOTHESES

- Individualism/low power distance:
 - Less + reactions
 - Perceive more invasion of privacy to SNS screening
- Collectivism /higher 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

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- Give insight to overall organizational attraction in hiring and recruiting
- Allow businesses to create hiring processes fit to target populations

• U.S. vs Turkey