

Public Abstract

First Name:Julie

Middle Name:Ann

Last Name:Palmer

Adviser's First Name:Thomas

Adviser's Last Name:Dougherty

Co-Adviser's First Name:

Co-Adviser's Last Name:

Graduation Term:FS 2008

Department:Business Administration

Degree:PhD

Title:THE RELATIONSHIPS OF ORGANIZATIONAL WEB SITE INFORMATION AND JOB SEEKER CHARACTERISTICS WITH PERCEPTIONS OF AND ATTRACTION TO THE ORGANIZATION

This study makes a unique contribution to our understanding of web-based recruitment by measuring perceptions of potential job applicants who evaluated four corporate recruitment web sites. Results indicated that job seekers who perceived a higher level of information specificity on the organization's web site and a higher level navigability/usability perceived higher levels of perceived P-O fit. In addition, findings indicate that two individual difference variables, self-efficacy and computer self-efficacy, were significantly related to the job seeker's perception of P-O fit. Further analysis of the data supported prior research with findings in that P-O fit perceptions were related to attraction to the organization, and familiarity was positively related to P-O fit perceptions. In addition, industry desirability was positively related to attraction to the organization. This study underscores the importance of particular web site characteristics for organizations' efforts to generate positive perceptions in job seekers and to enhance job seekers' attraction to the organization.