Abstract

The advent of Web technology over the last decade has resulted in its rapidly growing use for both recruitment purposes and job search. The rapid advances in technology have dramatically changed the way business is conducted and this increasing use and reliance on technology is clearly demonstrated by the number of organizations and individuals who utilize the internet and e-mail. The adoption of the web as a medium by organizations has been faster than any other medium in history. This study examines the perception of management students towards e-recruitment. Three variables such as user friendliness, Information Provision and website usability are considered as the factors for the study and it is found that website usability is the strongest predictor in terms of perception of management students in Coimbatore city.