

THE STUDY OF REALISTIC JOB PREVIEWS FOR THE POSITION OF RECRUITER IN POLAND: QUALITATIVE RESEARCH RESULTS

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Abstract:

Purpose: The main aim of the paper is to test to what degree information supplied to the job candidate, with the use of internet advertisement are realistic in Polish conditions.

Methodology: To achieve this aim, in the first step the study on 117 job advertisements for the position of recruiter, located on eleven job recruitment portals, was performed. We identified 43 characteristic keywords within each job ad and, in the next step, we compared those results with the analysis of qualitative data gathered from three persons hired for the position of recruiter at least two years ago. The data received from three recruiters were analyzed following Eisenhardt (1989) suggestions and grounded theory approach.

Findings: Research results reveal that majority of tasks performed in the position of recruiter was placed within recruitment advertisement. The tasks that were not enclosed in recruitment ads and indicated by recruiters as important are as follows: HR processes modeling, taking care of company blog and leading employee meetings. Research results suggest that, despite the notion of realistic job previews (RJP's), in Polish conditions they do not necessarily lead to dissatisfaction from the job in three analyzed cases.

Limitations: The main limitation of the paper is the restriction of realistic job previous to information regarding job duties and tasks of only one position - recruiter. The study signals RJP's importance in Poland and we believe further research on the issue is necessary.

Keywords: *realistic job previews, recruitment, qualitative research results*