A STUDY ON RECRUITER'S OPINION ON EMPLOYEE ADVOCACY IN IT SECTOR

Dr.J.Krithika[1], Dr. P. Priyadarsini[2] and Dr. M. Maria Jain Bruce[3]
[1]Senior Assistant professor, Xavier Institute of Management & Entrepreneurship, Chennai. Krithika.j@xime.org
[2]Professor, Tagore Engineering college, Chennai, priyapalani@yahoo.com
[3]Associate Professor, Tagore Engineering College, mmariajainbruce@gmail.com

Abstract:
Employee advocacy an effective tool for employer branding as it supports in brand recognition and increased engagement of workers. Employee advocacy creates new leads and source new potential hires and all through the trusted recommendations of their employees. In Information technology sector it turns very vital as the recent technology and modernized work atmosphere demands more talented pool. This research was conducted with 110 IT professionals and the sampling technique adopted was convenience sampling. The findings of the study shows that the employee advocacy practices are positively been practiced by IT sector.
Key words: **advocacy, talent, IT sector, recruiter and employee**

Introduction
Employee Advocacy is a support of the employees to enhance company's product, services, brand on their social network. The satisfied employees of the organization act as brand ambassadors and they are known as employee advocates. The purpose of this research is to assess how the recruiters are advocating their organization during Employee Acquisition and to know the recruiter opinion about the existing employee advocacy activities. Employee advocacy is focuses on major areas namely trust, commitment, satisfaction, job involvement and empowerment.

Review of literature
Yilmaz Akgunduz (2017), in his research work focuses on the fact that when employees see their interest and favor is done for them, they display positive behaviour in return. They collected the data from hotels in the cities of Turkey. They collected data from 400 respondents and found that although employee advocacy has a significant positive effect on hotel employee's job embeddedness, it does not have a significant effect on their turnover intention. Chung(2010), says that advocacy today happens mostly in social media networks like face book, Twitter and linked in. The article further focuses on the impact of social media on marketing of the product or services. Dreher(2014) found that having employees become a natural part of social media marketing with a lot of interesting benefits like increased perceived trust worthiness. Dundon (2004) felt that employee advocacy is especially interesting when it viewed as a form of mutuality that can be accomplished when the employees are holding parental ego and proud to be its promoters.

Research Methodology

The researcher adopted descriptive design and has no control over variables and trying to report the data as it is. This study used structured questionnaires as an instrument in collecting the primary data. The data got collected from 110 respondents and they were selected based on convenience sampling technique, who are working as recruiters for popular IT companies of India.

ANALYSIS AND INTERPRETATION

Table no:1 organization encourage employee advocacy activities

Sno	Particular	No Of Respondents	%
1	Excellent	12	24
2	Good	72	53
3	Average	12	16
4	Fair	8	4
5	Poor	6	3
TOTAL		110	100

24% of the respondents feel excellent encouragement by organization in employee advocacy activities. 53% of respondents feel good ,16% of respondents feel,4% feel fair in encouragement and 3% feel poor in encouragement.

Table 2:Table shows the respondent's expectations on employee advocacy

Sno	Particular	No Of Respondents	Percentage
1	Monetary	75	68%
2	Non monetary	35	32%
TOTAL		110	100

68% of employees feel organization's employee advocacy be in terms of monetary.32% of employees feel to in terms of non-monetary.

Table 3 :Table shows company creating clear plans for employee advocacy with defined strategies

Sno	Particular	No Of Respondents	Percentage
1	Yes	101	92
2	No	9	8
TOTAL		110	100

96% of the employees feel the created plans are enabled with defined strategies. 4% of the employees feel the created plans are not enabled with defined strategies.

Table 4-Table shows feeling of respondents about succeeding employee advocacy

Sno	Particular	No Of Respondents	%
1	Excellent	23	20

2	Good	27	24
3	average	31	28
4	fair	26	24
5	Poor	3	4
TOTAL		110	100

23% of respondents feel excellent and 27% of respondents feel good that they are succeeding in employee advocacy .The 31% of respondents are given average rating.

Table 5-Table shows most effective channel in employee advocacy

SNO	PARTICULAR	NO OF RESPONDENTS	PERCENTAGE
1	Digital Marketing	66	60
2	Social Media Marketing	40	36
3	Print Media	4	4
TOTAL		110	100

60% of the respondents feel digital marketing as most effective channel. 36% of the respondents feel social media marketing as most effective channel.4% feel print media as the most effective channel.

Table 6:Table shows policies and procedures of the organization followed by the respondents during employee advocacy activities

Sno	Particular	No Of Respondents	%
1	Excellent	42	38.1
2	Good	36	32.7
3	average	22	20.2
4	fair	6	5.4
5	poor	4	3.6
TOTAL		110	100

The above table and chart explain 42% of the employees feels the policy and procedure they follow during employee advocacy activities are excellent. 36%feel good

Table 7-Table shows personal experience of the respondents in employee advocacy activities

Sno	Particular	No Of Respondents	%
1	Excellent	49	44.5
2	Good	37	33.6

3	average	19	17.4
4	fair	3	2.7
5	poor	2	1.8
TOT8L		110	100

49% of the employees feels excellent personal experience during employee advocacy activities. 37%feel good personal experience.

CORRELATION

Ho: There is no significant difference between the policies & practices of the organization and respondents personal experience on Employee Advocacy.

H1:There is a significant difference between the policies & practices of the organization and respondents personal experience on Employee Advocacy.

X Values	Y Values
42	49
36	37
22	19
6	3
4	2

$X - M_x$	$Y - M_y$	$(X - M_x)^2$	$(Y - M_y)^2$	$(X - M_x)(Y - M_y)$
20.000	27.000	400.000	729.000	540.000
14.000	15.000	196.000	225.000	210.000
0.000	-3.000	0.000	9.000	0.000
-16.000	-19.000	256.000	361.000	304.000
-18.000	-20.000	324.000	400.000	360.000
Mx: 22.000	My: 22.000	Sum: 1176.000	Sum: 1724.000	Sum: 1414.000

$X - M_x$	$Y - M_y$	$(X - M_x)^2$	$(Y - M_y)^2$	$(X - M_x)(Y - M_y)$
20.000	27.000	400.000	729.000	540.000
14.000	15.000	196.000	225.000	210.000
0.000	-3.000	0.000	9.000	0.000
-16.000	-19.000	256.000	361.000	304.000
-18.000	-20.000	324.000	400.000	360.000
Mx: 22.000	My: 22.000	Sum: 1176.000	Sum: 1724.000	Sum: 1414.000

Result Details & Calculation

X Values
$\sum$ = 110
Mean = 22
$\sum(X - M_x)^2 = SS_x = 1176$

Y Values
$\sum$ = 110
Mean = 22
$\sum(Y - M_y)^2 = SS_y = 1724$

X and Y Combined
$N = 5$
$\sum(X - M_x)(Y - M_y) = 1414$

R Calculation
$r = \sum((X - M_y)(Y - M_x)) / \sqrt{((SS_x)(SS_y))}$

$r = 1414 / \sqrt{((1176)(1724))} = 0.9931$

Meta Numerics (cross-check)
$r = 0.9931$

Key

X: X Values
Y: Y Values
M_x: Mean of X Values
M_y: Mean of Y Values
$X - M_x$ & $Y - M_y$: Deviation scores
$(X - M_x)^2$ & $(Y - M_y)^2$: Deviation Squared
$(X - M_x)(Y - M_y)$: Product of Deviation Scores

The Significance value is $0.9931 > 0.05$.

● There is a positive correlation between the policies & practices of the organization and respondents personal experience on Employee Advocacy.

● Here the level of significance of 0.05, the value persists less than that which is 0.9931.

● The null hypothesis (Ho) is accepted and alternative hypothesis (Ha) is rejected.

● Hence there is no significant difference between the policies & practices of the organization and respondents personal experience on Employee Advocacy.

CHI-SQUARE TEST

Ho: There is no relationship between the succeeding Employee Advocacy and planning Employee Advocacy activities in terms of monetary Benefits.

Ha: There is a relationship between the succeeding Employee Advocacy and planning Employee Advocacy activities in terms of monetary Benefits.

Chi-Square Calculator

Okay, we've now set up the 2 x 2 contingency table, and we're almost ready to do the chi-square calculation. However, before you hit the "Calculate" button, you need to select a significance level. It defaults to .05, but you can choose .01 or .10 if you prefer. You should also take a moment to check your data, and make any changes you require by clicking "Edit".

	monetary	non-monetary	Marginal Row Totals
succeeding EA activities	92	8	100
Planning EA activities	88	12	100
Marginal Column Totals	180	20	200 (Grand Total)

Significance Level:

○ .01
⦿ .05
○ .10

	monetary	non-monetary	Marginal Row Totals
succeeding EA activities	92 (90) [0.04]	8 (10) [0.4]	100
Planning EA activities	88 (90) [0.04]	12 (10) [0.4]	100
Marginal Column Totals	180	20	200 (Grand Total)

The chi-square statistic is 0.8889. The *p*-value is .345779. *Not* significant at *p* < .05.

The Significance value is 0.3457 < 0.336
The Significance value is greater than 0.05

● The null hypothesis (Ho) is accepted and alternative hypothesis (Ha) is rejected.
● Hence there is no relationship between the between the succeeding Employee Advocacy and planning Employee Advocacy activities in terms of monetary Benefits.

FINDINGS OF THE STUDY:

● 77% of the respondents feel positive about the encouragement in organization's employee advocacy activities and 88% of employee felt advocacy activities are planned and proceeded accordingly in their organization.12% of employees feel their employee advocacy efforts are considered as strategic advisory by the organization and 27% of respondents feel good that they are succeeding employee advocacy

● 60% of the respondents feel digital marketing as most effective channel for employee advocacy , 36% of the respondents feel social media marketing as most effective channel.4% feel print media as the most effective channel and 56% of the employees advocating their organization for a year through online.

● 52% of the employee advocacy activities are publicly advocated through digital marketing. 48% of the employee advocacy activities are publicly advocated through social media marketing.92% of the employee feels succeeding as employee advocates.

● 42% of the employees feels the policy and procedure they follow during employee advocacy activities are excellent. 49% of the employees feels excellent personal experience during employee advocacy activities.

● There is a positive correlation between the policies & practices of the organization and respondents personal experience on Employee Advocacy. There is no relationship between the between the succeeding Employee Advocacy and planning Employee Advocacy activities in terms of monetary Benefits.

CONCLUSION:
For effective implementation of employee advocacy, there is a need of happy and motivates workforce. For effective short term increased advocacy level, quick rewards like coupons, gift cards and paid holiday trip can be implemented. But voluntary and personal involvement of employees can give better results. For enhancing the long-term effective practices encouragement, training, tools and freedom are highly recommended.

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