

THE FUTURE OF ONLINE JOB FAIRS

Daniel MOISE^{a}, Amelia DIACONU^b, Romeo CRETU^c, Mădălina POTCOVARU^d*

^{a, d} Bucharest University of Economic Studies, Romania

^b Artifex University from Bucharest, Romania

^c University of Agronomic Sciences and Veterinary Medicine of Bucharest, Romania

ABSTRACT

Organizations appeal to job fairs in order to be connected with potential future employees. We discovered that companies participate at job fairs with a view to reaching several objectives, like: contracting and finding new colleagues, consultants and even partners, to increase their data base with resumes, to deploy on spot interviews, to hold webinars and coaching sessions for those interested and also to increase brand awareness for the companies. In this study, we are trying to analyze how online job fairs appeared and developed due to pandemic restrictions and war times. In addition, the shift towards digital meetings and even work have started before the CoVid-19 Pandemic due to different factors. Due to the restrictions imposed, even more businesses have moved to the online environment. Furthermore, even events have switched to online events. In this study, we have discovered how online job fairs are perceived, and that the future of events belongs to hybrid and extreme digitalization as using virtual reality, holograms and with the help of AI software's too.

KEYWORDS: *AI software's, hologram, online job fairs, virtual reality.*

DOI: 10.24818/IMC/2022/04.05

1. INTRODUCTION

The fairs had (Stein, 2015) a commercial character, being ordinarily displayed as places where dealers from removed nations brought items that the local people at that point sold to each other, or as assembly places for remote dealers with neighborhood buyers, where the rules were set up by the previous ones. In any case, it is nearly certain that the appearance (Wood, 1996) of fairs encompasses a near association with devout exercises, since the Romans utilized the Latin term "feria" meaning "religious festival" to assign a certain day when a expansive number of individuals, after partaking in devout occasions, gathered around the sanctuaries of the awesome cities, at Nineveh, Athens, Rome, or Mecca to offer and purchase different items essential for their vocation, being (Frost, 2021) ensured by different devout pioneers. The concept of fair emerged (Botterill, 1997) during the Middle Ages in Austria, where it refers to the rights granted by a king, bishop, or prince to certain local communities. In medieval times, fairs were organized by the ancient civilizations, such as the Greeks, Romans, and Egyptians. These marketplaces were used to meet the buyers and producers of various goods. In English, the term "fair" is used in French, Italian, and Spanish. Producers and traders straightforwardly uncovered (Thorton, 2013) all the items advertised for deal, beginning with the nineteenth century, there's a move to an unused arrangement, in which the awesome variety of items does now not permit this, so that we move to the show of tests, or models, conveyances of merchandise will be made afterward. Fairs are (Korth & Napel, 2009) progressively getting to be

* Corresponding author. E-mail address: moisedaniel@mk.ase.ro

"shows for deal" in which, instead of coordinated exchange is replaced by the conclusion of contracts with ensuing conveyances. After the Second World War, exhibitions and fairs became more internationalized (Stevenor & Zickar, 2022), which led to a rapid growth of both the number of companies and the number of fairs. Due to the increasing (Morrow, 2002) number of international trade fairs and exhibitions, the demand for specialized products and services also grew. The extraordinary improvement (Findling & Pelle, 2008) of world exchange, but also: of the human society as an entire force, have favored (Ahola, 2007) the fair and exhibition industry, which have had a fabulous advancement within the last fifty years.

2. REVIEW OF THE SCIENTIFIC LITERATURE

Job fairs represent an important way to ease (Connor, 2011) the connection between the demand and supply regarding companies, those which offer jobs and job seekers (Schaarschmidt et al., 2021). Organizations, no matter if they are Multinational Companies, Large Corporations, Small and Medium sized Enterprises (SMEs) appeal to this kind of events in order to find new colleagues more rapidly. Usually, the organizations that take the decision of participating at this kind of events are in urgent need of employees; want to make their presence known when entering a new market, as well as reaching other managerial and marketing objectives. Organizations might (Jadhao & Amdani, 2019) want to build or increase their databases with new resumes and potential future candidates in case of job openings and offerings. Job fairs can be categorized (Waters, 1939) by the type of audience they address to, field sector like: IT, medical, logistics, transportation etc. Companies appeal to specialized types of jobs fairs especially if there is (Stevenor & Zickar, 2022) a lack of staff or high and urgent demand for those jobs. During the summer of 2022, there was a shortage regarding airport personnel in almost all European airports and in the summer holidays when the traffic of travelers is at its peak. This was due to several factors, the crucial one, was the fact that many airport companies have made redundant many of their workers due to the pandemic restrictions (Luo et al., 2020) and lack of travelers.

Regarding the complexity and the size of the event, job fairs can be local, regional and national and very rarely for a couple of countries, at the same time as usually, the dates cannot be established to be simultaneous, unless a large corporation is organizing the job fair by itself. Job fairs can be (Jung & Suh, 2019) categorized by the environment they are deployed, as offline, online and hybrid. Online and hybrid job fairs have (Beam, 2016) the following advantages: increase the flexibility, easier to join and to organize and much cheaper, can be deployed 24/7, the only restriction for taking part is the necessity of having (Malita, 2009) a device and an internet connection. Even for jobs that cannot be done remotely, the process of recruitment can be conducted online. The use (Huang & Shen, 2022) of virtual reality and augmented world is a plus in order to find (Wen & Gheisari, 2021) the perfect candidates. The adoption (Baraniuk, 2015) of AI software can ease the process of recruitment in conducting interviews; answering the questions of the potential candidates and even executing interviews. Recruiters can use (Norskov et al., 2022) web chat, video calls, Skype, Zoom and Google Meets or simple phone calls. In relation to the marketing mix, besides the product, place, price and promotion, we can also add the participants, the ambience and the process of providing the service.

3. RESEARCH METHODOLOGY

The quantitative research, comparative analysis approach we employed to perform the study. We studied some of the main and important online Job fairs organized in our country: "Angajatori de Top", "Targul de Cariere" aka "The Career Fair", "Top Talents" and "Targul Virtual Hipo pentru Studenti" aka "The Virtual Hipo fair for Students". Although three of the events were organized by the same company, named Hipo.ro, they were taken into consideration as being most popular. Hipo Company organized and appealed to hybrid job fairs events before the CoVid19 Pandemic. The idea

was new on the market and very praised, especially for those who lived in other cities, but still wanted to be present at job fairs in order to be employed or even to change their current job. If this online feature had not been possible, it would have meant that the potential job seeker had been obliged to take a day, or two off and spent money for transportation when coming from another region. The peculiarity of having online job fair was also considered a plus even for those from the city where the hybrid event was held, due to their tight schedule or other circumstances that disabled them to attend the event physically. We utilized Zelist.RO monitor to examine how frequently the names of the online job fairs were used (Nwafor, et al., 2022) on social media platforms, but at the same (Golovko & Schumann, 2019) time, to discover the feelings towards them, as well as how they interpreted the data.

4. FINDINGS

In figure number 1, we analyzed the online job fair "Angajatori de Top" aka "Top Employers", and we can conclude that the main social media network platform used was Facebook 84.8%, the next, being represented by the online press with 9.1%, the other platforms were not used to promote the event.

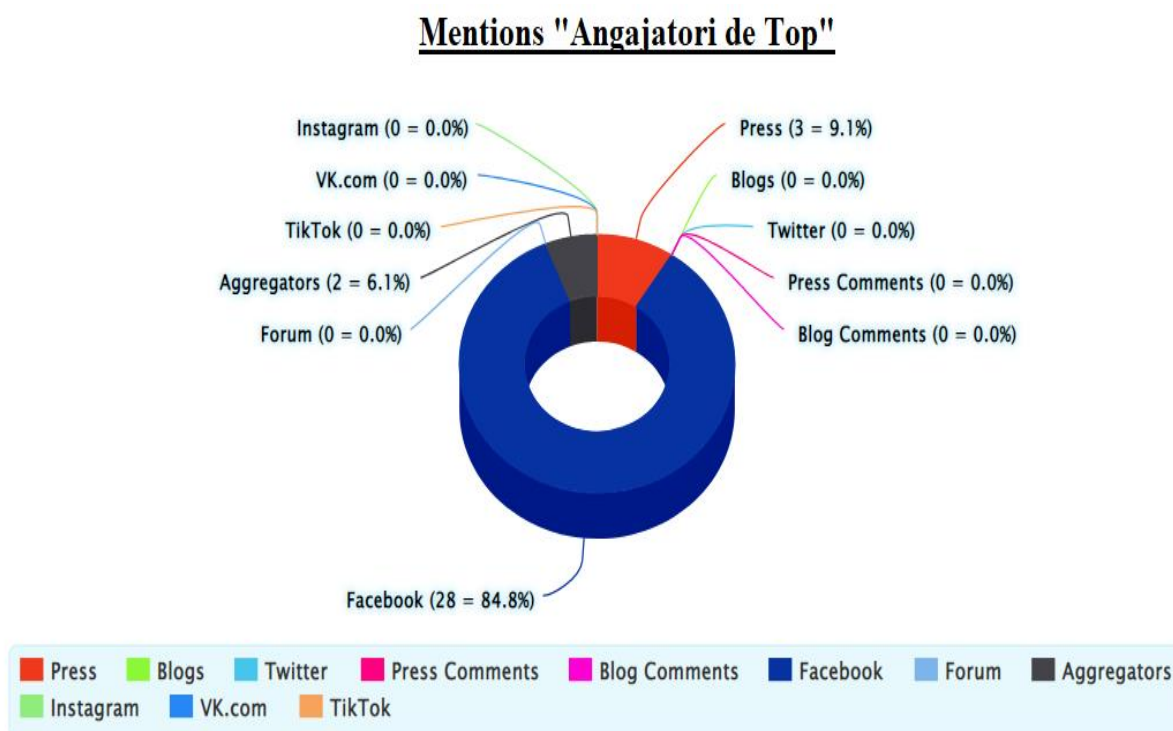


Figure 1. Mentions "top employers"

We can detect a similar usage for the online job fair "Targul de Cariere" aka "The Career Fair", with 84.4% in the case of Facebook and slight improvement of 9.4%. The other online platforms like Tik Tok, Instagram, Press and Blog Comments, Forums, and Twitter were not used to attract potential audience for the online event. This can be explained by the fact that very few use some of these social media platforms.

In the third analysis (figure 3), we have compared two online job fairs and more precisely "Top Talents Romania" and "Targul Virtual pentru Absolventi", both of them being specialized and

focused on a certain type of audience. The latter reached an audience of 66.7%, while the former, only 33.3%.

Mentions "Targul de Cariere"

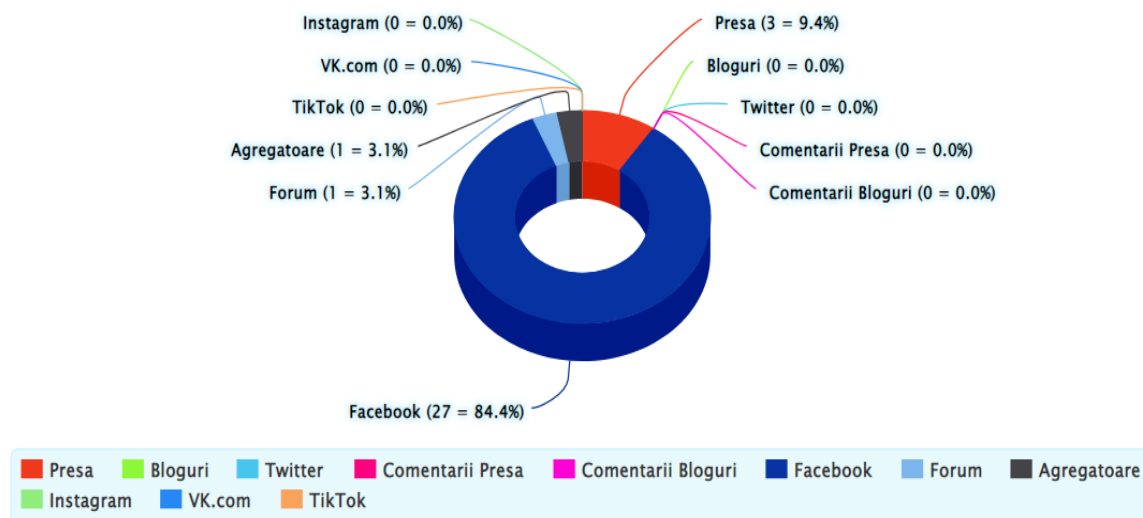


Figure 2. Mentions “the career fair”

Mentions "Top Talents Romania" vs "Targul Virtual pentru Absolventi"

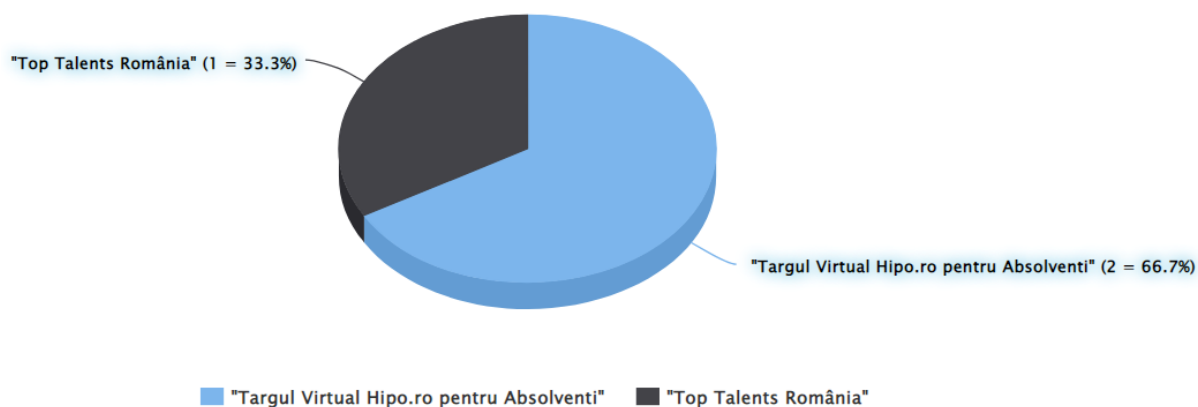


Figure 3. Mentions “top talent Romania” vs. “the virtual fair for graduates”

In the figure 4, we compared all the online job fairs, and the first position is held by “Angajatori de Top” aka “Top Employers”, with an average of 48.5%, followed by “Targul de Cariere” aka “The Career Fair”, 47.1%, while “Targul Virtual Hipo pentru Absolventi” aka “The Virtual Hipo fair for Students”, and “Top Talents Romania” have only 2.9% respectively 1.5%, according to the conducting observation.

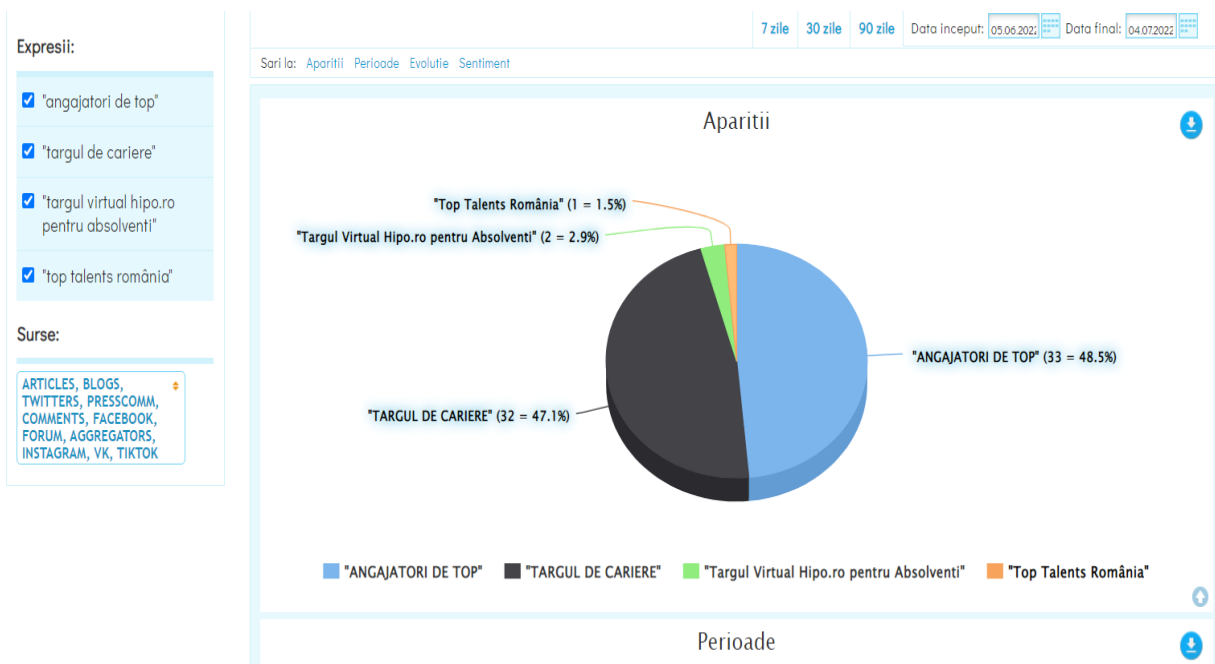


Figure 4. The online job fairs

We analyzed, as comparison, two different periods, to observe the evolution in the given periods, January till 4th of April, in comparison with fifth of April till fourth of July. “Angajatori de Top” aka Top Employers, and “Targul de Cariere” aka “The Career Fair”, had an increase, while the other online job fairs have a slight improvement.

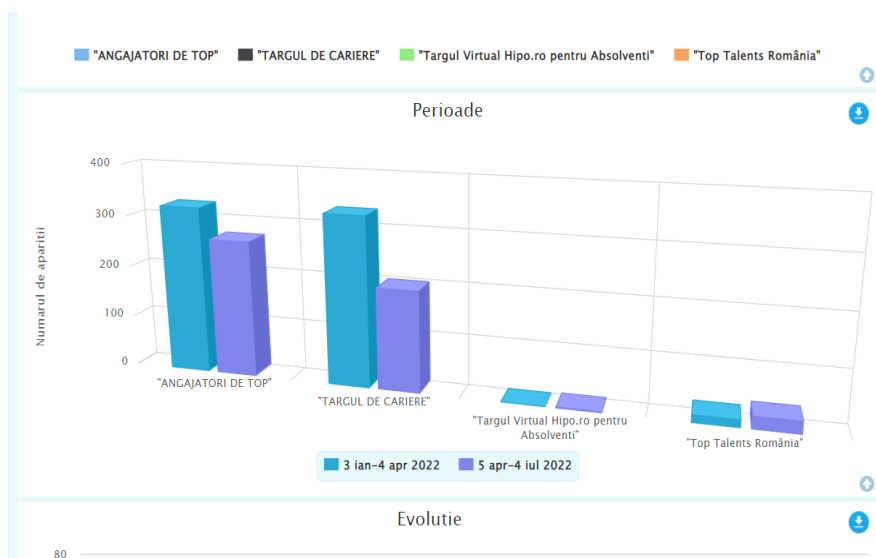


Figure 5. The Evolution of mentions between two periods

Regarding the feelings towards the fairs on “Angajatori de Top” aka “Top Employers”, encountered a backlash, but just for a short period of time, on the 11th of June, while the other three, the feelings toward them were positive during the analyzed period. We detected that “Top Talents Romania” had a neutral flat line.

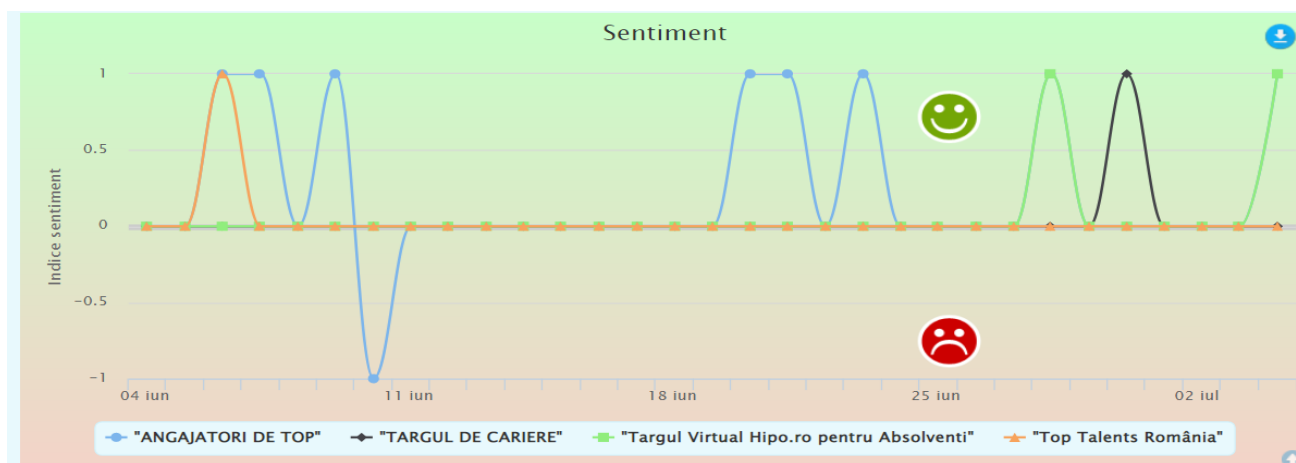


Figure 6. Feelings regarding fairs brands

5. CONCLUSIONS

The online job fairs have a bright (Stone & Deadrick, 2015) future, because they facilitate the connection and bringing together the demand and supply. Although alternatives are, like online portals, professional social media platforms (Madera, 2012) like LinkedIn and so on, but when companies want and need to improve their data bases, they can appeal to online job fairs. Furthermore, the usage of AI software and their continuous development are improving to conduct interviews and even to reveal if the candidate is sincere in his or her answers, are (O'Leary et al, 2022) just few of the benefits of the new technologies, features that not even a very experimented human resources scout may sometimes be fooled. If, in the case of using human recruiters, they can evaluate just a candidate, an AI can interview several candidates at the same, time no matter if it is early in the morning, or late evening. For future research, we can encourage to discover the perspective of organization to take part in online job fairs. Another important issue that organizations are (Pakanen et al., 2022) going to adopt, is the Virtual Reality or holograms, as during (Jones et al., 2015) interviews the body language has (Mishra, 2017) to be observed and noticed because companies want to be very thorough in their choosing of the future employees.

REFERENCES

- Ahola E. K. (2007). Producing Experience in Marketplace Encounters: A Study of Consumption, *Experiences in Art Exhibitions and Trade Fairs*. Helsinki School of Economics Publishing House., 8.
- Baraniuk. (2015). The AI headhunters. *New Scientist*, 228(3045), 21.
- Beam, E. A. (2016). Do job fairs matter? Experimental evidence on the impact of job-fair attendance. *Journal of Development Economics*, 120, 35.
- Botterill, J. (1997). The "fairest" of the Fairs: A History of Fairs. *Amusement Parks, and Theme Parks*, Simon Fraser University Publishing House, 15-17.
- Connor, (2011). Religion as resource: Religion and immigrant economic incorporation. *Social Science Research*, 40(5), 1351.
- Findling, J. E., & Pelle, K. D. (2008). Encyclopedia of World's Fairs and Expositions. McFarland & Company Publishing House., 47.
- Frost, W. (2021). Exhibitions. Trade Fairs and Industrial Events, Taylor & Francis Limited Publishing House., 38.
- Golovko, D., & Schumann, J. H. (2019). Influence of company Facebook activities on recruitment success. *Journal of Business Research*, 104, 166.

- Huang, H., & Shen, H. (2022). Fairness-aware scheduling of dynamic cross-job coflows in shared datacenters based on meta learning. *Computers and Electrical Engineering*, 100.
- Jadhao, S. R., & Amdani, S. Y. (2019) Performance Related Tradeoffs between Fairness and Throughput for Job Scheduling in Cloud Environment, *Procedia Computer Science*, 152, 127.
- Jones et al. (2015). Keepin' it real? Life, death, and holograms on the live music stage, *The Digital Evolution of Live Music*, 2015, 99-101.
- Jung, Y., & Suh, Y. (2019). Mining the voice of employees: A text mining approach to identifying and analyzing job satisfaction factors from online employee reviews, *Decision Support Systems*, 123, 11.
- Korth & Napel (2009). Fairness, price stickiness, and history dependence in decentralized trade, *Journal of Economic Behavior & Organization*, 71(2), 504.
- Luo, R. et al. (2020). Impacts of the COVID-19 pandemic on rural poverty and policy responses in China, *Journal of Integrative Agriculture*, 19(12), 2947-2948.
- Madera, J. M. (2012). Using social networking websites as a selection tool: The role of selection process fairness and job pursuit intentions, *International Journal of Hospitality Management*, 31(4), 1276-1277.
- Malita, L. (2009). E-portfolios in an educational and occupational context, *Procedia - Social and Behavioral Sciences*, 1(1), 2315-2316.
- Mishra. (2017). Hologram the future of medicine – From Star Wars to clinical imaging, *Indian Heart Journal*, 69(4), 566.
- Morrow, S. L. (2002). *The Art of the Show: An Introduction to the Study of Exposition Management*, Publishing House IAEM Foundation.
- Norskov et al. (2022). Employers' and applicants' fairness perceptions in job interviews: using a teleoperated robot as a fair proxy, *Technological Forecasting and Social Change*, 179
- Nwafor et al. (2022). Online communities and discontinuance of information technology-enabled on-demand workers: Impacts of informal social interactions through dual commitments, *International Journal of Information Management*, 66.
- O'Leary, K. et al (2022) Introducing the concept of creative ancestry as a means of increasing perceived fairness and satisfaction in online collaboration: An experimental study, *Technovation*, 110, 12.
- Pakanen, M. et al. (2022). "Nice to see you virtually": Thoughtful design and evaluation of virtual avatar of the other user in AR and VR based telexistence systems, *Entertainment Computing*, 40, 2-3.
- Schaarschmidt, M. et al. (2021). Digital war for talent: How profile reputations on company rating platforms drive job seekers' application intentions, *Journal of Vocational Behavior*, 131, 103644.
- Stein, K. (2015). A Pictorial Job Fair: A Glimpse at the Academy's Vintage Professional Recruitment Materials, *Journal of the Academy of Nutrition and Dietetics*, 115(9), 1510 -1511.
- Stevenor, B. A., & Zickar, M. J. (2022). The development and validation of an updated job search behavior scale. *Journal of Vocational Behavior*, 135, 103722.
- Stone, D. L., & Deadrick, D. L. (2015). Challenges and opportunities affecting the future of human resource management. *Human Resource Management Review*, 25(2), 140-141.
- Thorton, D. (2013). *The Great Cambridge Fair: A History of Fairs in Washington County*. Createspace Independent Pub Publishing House, 23-25.
- Waters, H. W. (1939). *History of Fairs and Expositions: Their Classification, Functions and Values*. Publishing House Reid Bros. & Company Limited.
- Wen, J., & Gheisari, M. (2021). VR-Electricians: Immersive storytelling for attracting students to the electrical construction industry. *Advanced Engineering Informatics*, 50, 101411.
- Wood, R. (1996). *History of Fairs and Markets*. Wayland Publishing House.