RESEARCH SEMINAR

EDWARDS
SCHOOL OF BUSINESS
UNIVERSITY OF SASKATCHEWAN

December 9, 12:00pm - 1:00pm

ESB 189 & Zoom

Attracting More (Qualified) Applicants: Using Natural Language Processing to identify Attractive Job Advertising Themes

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Abstract: The competitive advantage of an organization is linked to the quality of employees it attracts, with some arguing that recruitment is the "most critical human resource function for organizational success and survival" (Taylor & Collins, 2000, p. 304). Although scholars have made progress in understanding how factors such as compensation, organizational image, and perceived fit with the job requirements can influence applicant attraction to organizations, there are significant gaps in our understanding of how organizations position themselves to attract qualified applicants and how applicants make decisions about which jobs to apply for. Therefore, the purpose of this research program is to understand how organizations market their "employment brand" to potential employees and how different sources of job information (e.g., job advertisements versus Glassdoor ratings) influence applicant decision-making processes. In this presentation, I will discuss one of the studies from our research program where we applied a relatively new and highly efficient approach to computer-aided natural language processing (transformer learning) to develop machine learning algorithms to identify themes in a sample of 14,000 job advertisements. I will also provide preliminary evidence about how job advertisement messaging influences the size and quality the applicant pools based on data from a sample of 538,776 applicants. I'll close by discussing implications of the study and our plans for future research.

In-Person: Room 189 (Edwards) - space is limited
Zoom: register here

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