

The Technological Innovation Using Blockchain And Social Media Analytics In Employee Recruitment

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Abstract

The precursory stride in selecting a candidate is to screen the prospect hire on the footing of qualification and certifications catalogued on the resume. The Social networking websites and social media are also skimmed for ancillary intelligence about the prospective aspirant. This paper addresses two dominant issues, which are addressed in two sections. The first section looks into the potential of Blockchain to facilitate the recruiters in substantiating the credentials of the candidates. Blockchain is an immutable and shared database of time-stamped transactions that assists decentralization and strong dependability over many domains where authentic, accurate, trustworthy system is required. In this paper, we propose a globally trusted blockchain based system for employee background verification. The second section describes how and why social media analytics is worn by organizations for employee excerpt. It was perceived from the study that the organizations should before employing social media for substantiating the applicants, check the criterion related credibility of the Social Media assessments. Also, the organization betrothed in using Social Media should be clear what job related information they require and how to alcalde these from the information procured from Social Media.

Key words. Blockchain, validation, credentials, trust, Social Media

Introduction

Blockchain

Blockchain was devised in 2008. It is a immutable chain of ledgers called blocks. Usage rudimentary in administering the cryptocurrency. The major advantage of blockchain is decentralization, transparency, trust and immutability. Decentralization means that there is no central body governing the system. All nodes are masters. It eliminates the third party concept. All transactions on the blockchain are transparent i.e. visible to all. Manipulation of data and fraud is not possible with blockchain. (Mazar, August, 2018) Cryptographic techniques are used to secure blockchain transactions. Cryptocurrency is customarily the Bitcoin. Blocks can only be modified by network majority. Initially, Blockchain was used as an application in Cryptocurrency, Bitcoin. However, Blockchain has utilization more than that just for the Bitcoin. A disruptive technology, Blockchain's integration with the with employee verification will provide genuine, transparent information, reduce costs and make it more effective. The blockchain can be a vogue tool in HR department. Though the technology was devised in 2008, executives have just begun to find its application in HR field. Though exaggerated but the fact is that many people lie on their resume. The problem faced by the HR is ubiquitous during the recruitment process. Such that it has turned deplorable in some instances of recruitment. Blockchain technology has the prospective to eradicate exaggeration in case of resume screening.

Blockchain does not assure that all embellishment or deficiencies will be diagnosed, but it does adequately reduce occurrence of unscrupulous entries and employers before hiring a candidate can get their most precise delineation and contestant's credentials.

There are three types of Blockchain, Public, Consortium Blockchain. In case of Public Blockchain, everyone on the network can append the data and data is available publicly to all. The second is where data is available to all but only legitimate participants can change data. (Khanna, August, 2019) Consortium Blockchain: Only few selected individuals or organizations participate in the transaction. They sign a contract or agreement and only the authorized people can append the data.

SOCIAL MEDIA IN SELECTION AND RECRUITMENT

A software engineer faced an enviable situation of having two jobs from two San Francisco-based tech companies, Zenefits and Uber. As he was in a dilemma as to which one to choose, he posed this question in Quora, a site where persons ask and answer questions. The CEO of Zenefits scrutinized his post and propounded that the engineer accept the Uber offer as he was promptly revoking his job offer. He also reflected that the engineer would be eccentric in Zenefits as the company values only those personages who are pivotal and action-oriented and not one who be contingent on Social Media to elect for him. (Petroni, 2015). This is a real life scenario, which took place in 2015 and is an example of how Social Media has penetrated into the field of personnel selection. The measures of the said software engineer can be interpreted in different ways. Some may view the action taken by CEO of Zenefits to be veracious, as the company would like to recruit only those who are from the very inception rhapsodize to integrate the company. On the other hand, the employee can also be viewed as a person who is consultative by nature and wants to take a balance decision. The CEO of Zenefits can be condemned for clasp an expeditious adjudication based on comments on a social media site. It is contentious whether approaching at a denouement based on a post in a Social Media is pertinent?

The use of Social Media can be both a boon and bane for the prospective personnel. An ameliorated tribe of recruiters is now surfing through the social media sites to decide the suitability of the contestant and to discern how well they fit into the culture of the organization. Although corporates use social media to percolate the prospective employees, researchers do not have a virtuous cognizance of how it is done or what factors affect the credibility and precision of their discernment. (Landers and Schmidt, 2016) Most of the information accessible regarding social media assisted recruitment is colloquial and intermittent.

Objectives

Recruiting has always been challenging. Even when one found the virtuous contender, the background check procedure can be loitering and exorbitant. Hiring managers can sometimes bypass crucial steps because it gets prolonged. Employment histories are often incomplete or inaccurate. Certifications and qualifications are falsified. Some applicants lie. (Singh, January, 22, 2019)

This paper aims at two aspects 1. to provide a straight forward conceptual introduction to use of Blockchain technology in the discipline of recruiting and how it assures to reorient it. It allows for computerizing pre-authentication of candidates and streamlined recognition. It covers issues as how Blockchain can proliferate confidence and ameliorate effectiveness of HR industry. It also offers tips and suggestions on how it can lower down two of the substantial concerns when hiring i.e time and money both. 2. to utilize the existing research in scrutinizing how in this era of net, how Social Media analytics is used in employee recruitment.

SECTION 1

Blockchain Technology: A Tool for Employment Verification

Employers can go face to face to educational provenience for corroboration of the interviewee's profess using the blockchain technology. Recently MIT incepted a blockchain contrivance for human resources executives to substantiate degree particulars face to face. Employers or arbitrators up to manoeuvre to consummate out exemplary for susceptible jobs.

Future Prospective of Blockchain.

Blockchain condemns administering crucial change in managing and safeguarding anticipating applicants. Publishing blockchain, a buoyant sentiment befalls that the ensuing bestow lucidity. Deliberated facet like employee contracts, occupation enlargement, and attrition. Blockchain's prospective can revolutionize applicants contract and also can enhance the HR proficiency.

The recruiting process has become difficult. The background screening can be slow and expensive. Sometimes the selecting the right candidate can be very time taking. There is lot of fraud in certifications and qualifications. MNCs and MSMEs can be part of a Consortium Blockchain. Instead of working individually, they can build a collective record keeping system using Blockchain for employee transition from one organisation to other. Blockchain can be revolutionizing Employment Verification process. Imagine an unhackable ledger system that could be used to record details about employment history. The disruptive potential of the emerging technology for HR is huge, but will it be viable? The goal of this literature review is to compare all previous articles written on employee verification using Blockchain Technology.

The Problem

When one glances over a resume, one might be dazzled to appoint someone or at least call for an interview. Also if all goes well in the interview process, one will probably want to offer them the job. Nevertheless if one comes to know that their resume was blown up, their employment exaggerated, or their achievements are all fake. Here one will be astounded. Checking people's backgrounds and references takes time. It can be a slow procedure and extortionate. Imminent employees often extend the truth on applications or histories are often abridged, fallacious, or deceptive.

Too many hiring managers take shortcuts when hiring people because they are dazzled by the candidate's resume or accomplishment during the interview juncture. They may skip hiring certification endorsement or employment verification. Just because someone interviews well doesn't mean they will be a great hire.

There are three factors that employers are looking for in a new hire and that persistently pilots to quality employees.

- Credible Work History
- Job Experience
- Specific Skill Sets

To make sure candidates provide scrupulous information. To make sure candidates provide accurate information one can trust, it takes time. That means employers have to deal with these issues: Employers can't pursue to make blunders. Hiring certification endorsement or employment verification is deprecatory to avoid making bad hires. The decentralized nature of blockchain makes it extremely difficult to fraud. For example, if one were to change the data on one node, it would be incompetent because it doesn't meet the data on the preponderance of other nodes.

Methodology

The Working of Blockchain

To make certain candidates furnish information credence it takes time. That means employers have to deal with these issues. Employers can't afford to make mistakes. Hiring certification validation or employment verification is condemnatory to circumvent fabrication of bad hires. When nodes concur on the truth, that is the only presumption of the validity. Data is congregate in blocks and associated to the preceding block. That's the chain. In the last nine years, the blockchain network has never been hacked despite notable attempts to do so. (Liu Liyuan, 2019) In a conventional database, a database administrator can resolve what data can be appended or obliterated. That data could be unscrupulous, or the record could be changed. A perfidious block in a chain of the blocks is not feasible in a decentralized blockchain ledger. Visualize a system where in one is able to know assuredly that everything on a potential employee's resume or application is exhaustively accurate and

independently verified. It would dramatically speed up the hiring process. Eleserv uses blockchain technology to verify the accuracy and verification of employees' work history and certifications. The distributed and decentralized nature of blockchain reduces the likelihood of identity fraud and false information. Job applicant's information is replicated across the distributed ledger in a secure format. Once information is updated and verified, it is maintained as a permanent record of a candidates job, educational background, work history, certifications, awards, and career information.

The information is guaranteed to be accurate and tamper-proof. This provides an immutable record that employers and candidates can trust. Instead of spending hours verifying candidate data, recruiters can use that time to find the right candidate and develop relationships.

Analysis

Annihilating Hiring Blockades

Here are some of the typical roadblocks employers find in the hiring process.

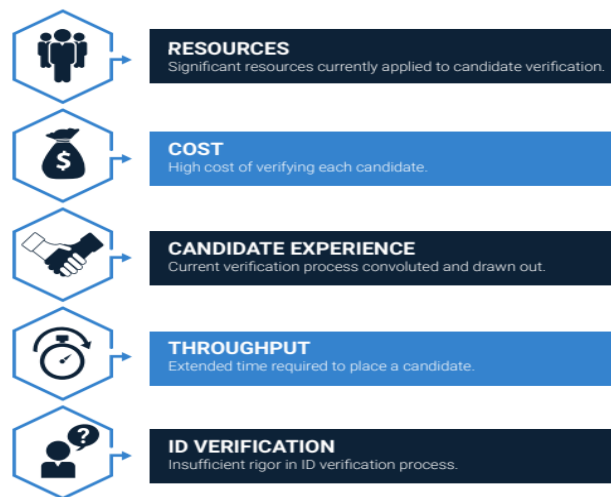


Figure 1

The Figure 1 shows the stumbling blocks cognate with hiring a candidate. It encompasses the enormous number of arbitrators and corroborating authorities. Currently there is no system to substantiate the applicants background. There is no digitization for the applicants identity authentication. Also hitherto, elevated costs are involved in background checks. All this takes plenty of time to place an applicant.

Ameliorate Hiring Effectiveness

Employing these contrivances, the procedure is notably more effective. Justapose the quintessential procedure for conscripting and hiring a job applicant.



Figure 2

In Figure 2, the system of blockchain for personnel background check has been exhibited wherein the step of verification is extremely expeditious and simple. Because substantiation quintessential happens towards the culmination of the hiring rotation, by the time one finds out an applicant is less than constituted, one has steeped of one's own time. Adrifted time one could have

used to fabricate an association with a superior applicant. When assured corroboration progresses to the fore front of the line, one can be guaranteed one is not squandering one's time on unqualified job applicants



Figure 3

Simple Procedure For Employers and Job Seekers

The blockchain procedure assists both employers and job claimants. It permits for speedy dribbling of applicants and lets one make hiring decisions based on substantiated information. For candidates, it can paraphrase the application procedure and give them a ruthless dominance over other applicants. This precedence gives applicants a stimulant to partake and make sure all information is precise.

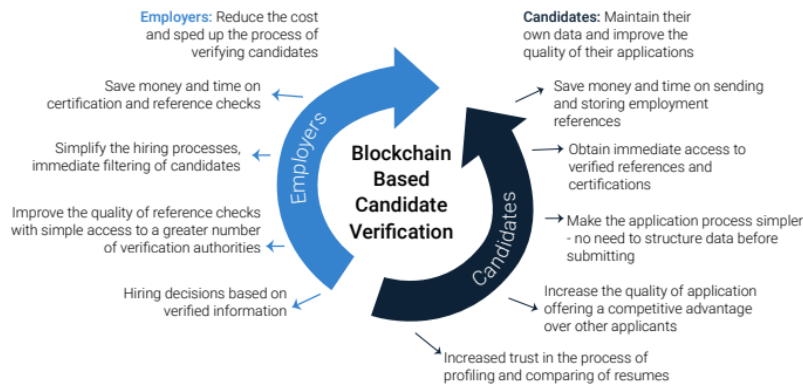


Figure 4

Figure 4, shows the advantage to both the employee and the applicant in the blockchain based Candidate Verification. When companies can believe the information that candidates dispenses, this heightens trust and decreases intermediary costs to be substantiated. Recruiters can focus on the traits of the applicant rather than fret whether their resume is explicit. This software metamorphosis clouts blockchain technology. Access to top talent has never been more strenuous. Finding the accurate individual for condemning positions within ones organization is necessary.

Companies need to deploy assessment tools that will help one's organization identify the individual or individuals that suit one's positions and have the expertise to prosper every time.

Industries provide solutions that assists alignment of dexterity strategies with organizational aim and intention in a way that augments efficiency and emphatically impacts one's company's bottom line. For one's recruiting needs and how blockchain recruiting can help one hire better and faster.

Blockchain technology solution changes the dynamics. All of the candidate's distinctive information is substantiated and accumulated on a dependable blockchain application approachable only to those the participant desires. All the Prior Addresses, Previous Employers, Past Compensation, Degrees, Certifications, Transcripts Number can be generated. When one reviews their information, one can trust the accuracy of the system.

It leads to more efficiency and builds greater trust in the entire process. The blockchain is a distributed ledger that is replicated across a network of computer nodes. Each node is responsible for

updating the data on that node. The nodes are geographically splurged and work autonomously while maintaining a link incessantly.

The solution is an online endorsement career management, and recruitment platform that will grasp the verification and certification of potential employees using blockchain technology to do the job for one.

Scope of Study

Future prospective of Blockchain. In the 21st Century, to hire the right candidate is very important. Hence background check is required. In the human resource industry, background check is a pain, especially for employment, education, and skill verification. The traditional background check is very long and incorrect. And personnel going abroad, background check is a very cumbersome process. This paper only addresses the concept of blockchain in the recruitment process. (Liu Liyuan, 2019) Blockchain is a condemning technique in administering background checks. For organizations to carry out pre-employment background checks, the mushrooming unaffiliated providence and the requirement of lucidity, it is a crucial thing to manage and safeguard the probable participants. With the publicizing of blockchain technology, there has been a buoyant sentiment when it befalls to the ensuing of background checks as it will bestow added lucidity to the camouflage proceeding thereby threatening the price making the amendment in recruiting simple blockchain will amalgamate with contestant tracking systems remains to be beheld. The advantages progress. The scope of this study could be enhanced to the theoretical proofs and extensive simulations to demonstrate beneficial properties and efficiency of our proposed system. (Liu Li, 2019)

SECTION 2

Abridgement of Social Media in Selection

What does one connote by Selection? It is the system by which the qualifications of prospective employees are determined and the decision forming process used to act upon it. (Farr and Tippins, 2010). As per Boyd and Ellison (2008), Social network sites have three main characteristics.: 1. It legitimates users to fabricate a public or moderately public distinctive silhouette in their system 2. it enumerates a list of connection with ancillary users using the site and 3. the users can forage content from their connections and connection of others. This study is concerned with Social Media as it is concerned with any technology, which will sanction sharing of content fabricated by one user with others. Social media use pervades the entire society. On an average billions of people use Social media for liaising with each other ideas, messages and information. People literally showcase their existence in Social Media. Due to the surge in the usage of internet, there were 560 million active users as of January 2019, of them majority were Mobile Internet users. (Diwanji, 2019). India is the second voluminous online market in the world and is envisaged to have over 600 million Internet users by 2021 (Statistica Research Department, 2020).

The Internet perforation is around 41% and it is astounding to discern that the average age of social media users is ditto as that of the country's average age (27.1%) On average, Indian users expend 2.4 hours on social media a day (marginally below the global average of 2.5 hours a day). India currently has an absolute populace of over 1.36 billion people, of which 230 million or 70% are active social media users. 86% of the total numbers of social media users employ in some embodiment of activity on their social channels (Pragati, 2017). It is predicted that there would be around 400.3 million social network users in India by 2021. Facebook is the most crowd pleasing social networking site in India, which is substantiated by the fact that India has largest Facebook user base in the world. (Statista Research Department, 2020).

Social Media Sites is viewed by corporates as a good medium for screening the prospective candidates. In a study conducted overseas, it was observed 85% of the professionals perceived LinkedIn profile as an imperative (85%), followed by Facebook (73.5%) and Twitter (39%). The same sites were paramount among the corporates too with LinkedIn leading with 69%, 43% on Twitter and 42% on Facebook. But around 21% of the employers did not have any social media subsistence. Facebook, Twitter and Instagram are viewed as informal interaction while LinkedIn is for

the professional front. (Walter, 2018). On the contrary, enormous chunk of the job seekers (66%) in India use Facebook followed by LinkedIn. The profile of the job claimant differs beyond the social media sites. For example, a software expert will prefer to spend more time on LinkedIn whereas a Fashion Influencer might be more active on Instagram. (Randstad, 2019). A survey revealed that worldwide around half of the job seekers utilize the social media to find a job; 56% prefer Facebook, 38% Google Plus and 34% LinkedIn. Indian scenario is not much different, around 66% of the job seekers in India comb the social networking sites with Facebook leading the way followed by LinkedIn (Mathur, 2017).

The singularity in adopting social media for recruiting personnel can be appreciated from the three interconnected factors. First, the information, which the recruiter gets about the potential personnel, may not be about job analogous qualities like Knowledge, skill and abilities. Second, most of the users of Social media use it for societal interactions and post their pictures, blogs etc that is not connected directly to what a job might require. Third, it will strenuous to assess all the applicants based on the identical criteria as they might neither not post on the same social media network nor post the same type of information. (Clemson, Bobko, Iddekinge, and Thatcher, 2013).

Recruiters' Perspective on use of Social Media

Social media is no longer cutting-edge; it is mainstream. For HR to overlook it today would be like contravening e-mail 20 years ago. (Segal)

A survey conducted by Society For Human Resource Management found that 66 % of the organizations have initiated procedure for leveraging mobile recruitment. 84% of the organisations are currently recruiting using social media and 5% used it as the paramount recruiting contrivance. The HR professionals were of the opinion that the social media profile of the candidate provides good information about their work related performance. 36% of the organisations have rejected a candidate because of certain information on the social media. (SHRM, 2015) A recruiting survey conducted by Jobvite revealed that 83% of the respondents used social network for recruitment. They found the quality of the personnel recruited through social network better than through job board but less than job referrals. The recruiters are still in a dilemma as to how social media recruitment should be embraced into their recruitment strategy (Stone, 2019).

Varied factors impact candidates in taking a prospective career move to a new organization. Potential applicants can be catalogued into three groups, namely, active, semi-passive and passive candidates (Joos, 2008; Phillips and Gully, 2012). Active candidates are proactive in the procedure of unearthing new employment. Semi-passive candidates desire to change jobs but are not taking any measures to get new job. Passive applicants are those who are presently employed and are not looking for a new job. Studies have shown that many people are passive job seekers and only if some one approaches them they might pursue it. So also, many companies have difficulty in finding the right candidate to replenish the vacancies. Social media assists in earmarking the message at the right applicant who might be a passive job claimant. It is the immeasurable magnitude of social media database along with the precision with which it can earmark the coveted job seekers that makes the social media recruitment efficacious (King and O'Rourke, 2014). A study conducted by ADP divulged that 42% of the respondents improved the caliber of recruits by recruiting through Social media. (Randstad, 2019). In a survey administered by Caersand Castelyns (2011) on Belgian professionals, it was seen that recruiters use Social network sites for recruiting applicants, to procure extra information about them and to finalise who will be called for interview. It was also perceived that the corporates used LinkedIn more than Facebook for advertising vacancies to the world and to search for prospective applicants as LinkedIn was perceived to be more professional than Facebook.

Strategy

Every organization should have an efficacious social media recruiting strategy which will showcase company culture, substantiate information and check candidate background and interact

with potential candidates who can be a prodigious fit for the job and the company culture. Here is the indispensable checklist to build an engaging social recruiting strategy:

1. Target the right social media platform:- Recruiters should target those social media platform based on the role they are trying to fill. It is better to advertise in professional social media sites like LinkedIn if the role is for a software engineer but for a fashion designer instagram may be more appropriate.
2. Showcase your company: Once the correct platform has been selected, create a meticulous profile of the company online showcasing what you are and what the company culture is. Construct a brand manifesto and emphasize the most appreciated parts of your company. For instance allow your employee to become the brand ambassador of the company. This will give a first hand perception to candidates to the scenes behind your company(Randstad, 2019) .
3. Connect with the users: Post activities of the company that will be of curiosity to the users. Converse with the users on personal level and capture information. Fabricate a coterie of prospective contestants and hire the correct fit(Randstad, 2019). Advertisements should be formulated so as to reach more pragmatic candidates. Undeviating the users to the company website or online employment application(Stone, 2019).
4. Fabricate a staunch Social Media profile : Company can adhere with the virtuous talent by overhauling its profile in professional sites like LinkedIn. Eminence can be fabricated and the reach proliferated by publishing inordinately specialized articles on such sites.

Applicants' Perspective on the deployment of Social Media

As per a survey conducted 82% of the respondents employ social media to reach their employment goals faster. Not only that, they also employ it for contrive themselves for the interview. They also accept that they can understand the culture of the company convalescent through its profile in LinkedIn and other social media sites(Prabhudesai, 2018).

In this era when the recruiters are scrutinizing the profile of the prospective applicant of the Social Media, it is indispensable for the applicant to corroborate that only positive information is visible to the potential employers. It is obligatory that the candidate obliterate his Social Media accounts before entering the job market (Alarcon, Valadez, Waller, DeGrassi, and Staples, 2019).

In today's era of net, most of the employers and recruitment agencies are using social media for recruitment, so this has to be a part of your job search. Now a days it is indispensable for potential hires to advertise their skills and showcase them on line on some social brands. Ordinarily your resume is seen by only those have paid for access or by those who have sent it directly (Personal Career Management, 2017).So the social media helps to escalate your visibility of your professional profile. It succors the potential employee to network online with professionals from disparate backgrounds.

The job claimant has to be extremely prudent about what you post. It can win or lose friends. According to a survey, the social media post of job claimant has an impact on the employers. 57% of the companies surveyed have rejected candidates due to the contents they found on social media. Not having any social media account also does not help , as 47% of the respondents said the prospect of calling a person for an interview is less, if they are not able to find them online. (CareerBuilder, 2018). It is a mix of social media and job search sites which will help to find your dream job (Boylan).

Advantages of using social media for job search outranks the negative points. Social Media makes you more visible to the recruiters who are looking to recruit through this media. It succors the job seeker to network and connect with the recruiters on real time basis. It is remunerative to follow the company and individuals in your network to get a incessant updates on their activities. (Personal Career Management, 2017).

Reasons for not using Social Media

Several rationales subsist as to why it is not recommended the usage of Social media for selection of potential candidates. First, Individuals vary in terms of how much information they want to situate online and they also resolve about the privacy setting.(Brown and Vaughn, 2011). This elucidates that such information will not apprehend the real behavior (Hall, Pennington, and Lueders,

2014). It requires the HR manager to determine whether the online and offline behavior match. (Hall, Pennington, and Lueders, 2014). Second, some times the profiles are given an artificial sheen in order to dazzle the recruiters and to satisfy their requirements (Kluemper and Rosen, 2009). This abbreviates the cogency of the appraisal based on these erratic information (Walther and Parks, 2002). Third impetus is the meagerness of skill set among HR employees for using this recruitment method. Also there is paucity of HR staff time (SHRM, 2015). Fourth, some HR managers are of the perspective that the information about the candidates is confidential (Brown and Vaughn, 2011) and will not influence their discernment (Chauhan, Buckley, and Harvey, 2013). But inevitably the online information about the candidate regarding their race, gender, sexual orientation and other sensitive information fabricate bias in the perception of the recruiters while interrogating them. Fifth, Companies use Artificial Intelligence to recruit employees instinctively. The historical data of the former candidates is fed to the algorithm and is trained to contemplate for patterns amidst the people who were stipulated and based on which the recruitment is made. In 2018, Amazon was coerced to shut down a tool, which it had engendered to automate hiring as it was found to have a bias against women. Research has also shown that the AI tools are biased against people who have disabilities (Businessinsider.in, 2020). Lastly, the recruiters also feel that they do not get the indispensable competent aspirants from the social media. Also, the yield in terms of qualified candidates is not commensurate with the time and efforts spend on them (SHRM, 2015).

Rationalization for using Social Media

In spite of many pitfalls in the use of Social media for selection of employees, the corporates continue to use it, due to several advantages. First, the corporates are able to tap the passive candidates who might be a perfect fit for the job in hand. Second, it is extremely pertinent to have an employer brand. The potential employees will have perspicuous understanding of your company and the way one operates (Morris, 2018). According to Talent Works (2017), 59% of the candidates use social media to scrutinize companies they are intrigued in. Thirdly, it is a marvelous modus operandi to embellish the recruiting pool because of personal element. The companies' use social media to keep in direct connect with people or are used as a referral path. The chances of referrals giving a mutual fit are high. Fourth, the recruiter can increase his reach and thus possible for him to find candidates faster and at a lower cost. It also enables the recruiter to connect with their target audience and find candidates which they might never been able to hire through traditional hiring methods, (Morris, 2018). Finally, it enable the recruiters to identify potential candidates in other geographical areas. (SHRM, 2015)

Conclusion

Blockchain

Blockchain Technology can be handed down for documentation and corroboration of employment records. As of now, firms pay enormous amount for corroboration of employment history for new conscript, and dwell with disorganisation and hindrances occurring in the procedure. Distributed solution which can be reliable and trustworthy, is a congruous solution for documentation and corroboration of employment documentation. MNCs and medium sized enterprises can manifest a consortium for such record keeping. Each of these consortiums already pay enormous amount of cash for employment corroboration. Instead, they can come together, subsidize on few funds, construct a Blockchain solution to document employee drift as they change through diverse organizations in their profession. This is similar to what banking consortium is doing to build distributed financial solutions using Blockchain.

Organizations can also ponder of allocating one or two servers and engage in the same Blockchain network they fabricate, for the repository and processing needed for documentation and implementation of smart contracts. These servers can be committed from their ammunition centers or via cloud salesperson. This way, instead of reimbursing heavy to arbitrators for employee corroboration, they commit a little segment of the hitherto subsisting cost to control the Blockchain network they assemble and engage in. Therefore, they themselves are the sentinel of the solution, ensuring safety, and also furnishing the necessitate systematic competence.

At any moment an employee links with an organization, a note is fabricated into Blockchain and same is done when the employee egress. There have to be scrutiny and equilibrium via smart contracts to guarantee that organizations do not build fallacy records. Role of candidates will be condemnatory in this solution as they would permit employers to retrieve records directly and also in many other frameworks.

Aforesaid solution outclasses country limits, and can truly become a universal, decentralized and distributed record keeping of employment memoir.

Indistinguishable approach can be embraced in indoctrination, which pilots cost saving and brings to the procedure of educational corroboration, within the country federation, and also in cross country Educational Credential Assessments.

Social Media

The organization engaged in using Social Media should be clear what job related information they require and how to judge these from the information derived from Social Media. (Miguel, 2013). Unstructured Social Media assessments should be avoided as it can lead to reliability problems due to lack of consistency in assessment among the various assessors. Also, the organization should not let untrained people to be assessors as they may not be aware as to what to search for and what to be avoided (Roth, Bobko, Iddekinge, and Thatcher, 2013). Not only that untrained assessors may not know how to avoid potential law violations such Equal Employment and other employments laws (Alarcon, Valadez, Waller, DeGrassi, and Staples, 2019). Studies have suggested the organizations should before using social media for verifying the applicants should check the criterion related validity of the Social Media assessments. The organization should decide what criterion they want to verify and what information from Social media will facilitate that. Only the social media sites, which are focused on employment, should be targeted. (Roth, Bobko, Iddekinge, and Thatcher, 2013). The process of social assessment should be structured (Miguel, 2013) as the method suggested by Campion (1997). The same assessor should be used to conduct the screening and proper training should be given. (Kluemper et al., 2013). The information collected from Social Media might influence the interviewers so it has deliberated whether it should be shared at all. (Binning, 1988). In conclusion, it can be said that social media can be used for selection of potential candidates but should be done cautiously.

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