Abstract: In a Malaysian context, job portals are frequently used as a medium for finding a job in Malaysia. Traditional job-search is no longer practised due to technological advancements. Therefore, this study has been conducted to focus on the need and behaviour of Malaysian Jobseekers from different ages, genders, educational backgrounds, and experiences through an online questionnaire survey. A quantitative or deductive approach was followed. 104 jobseekers participated in the survey and expressed their views and opinions regarding their job-search experience using online portals in Malaysia. There were few open-ended questions for a better and rich research study. This research project reflected five key variables namely Usability, User Experience, Performance Expectancy, Subjective Norm and Trustworthiness as the significant variables of Behavioural Intention to use Jobsite for Jobseekers in Malaysia. The framework used to comprehend e-recruitment acceptance is the Technology Acceptance Model (TAM) that has been used according to the goal of the study. The findings of the study will contribute to understanding the job seekers' demands and expectation towards the job sites in Malaysia. This study directly contributes to the Job portals to make it more effective and useful for its users. In this study, it was found that the most preferred job site in Malaysia is Job Street and the next preferred is LinkedIn. Both of these jobsites are highly customer-centric and thrives to cover most of the issues faced by job seekers by addressing them effectively.

Key words: shared value, e-recruitment, jobseekers intention, job portal, jobsite, job search, e-WOM.
1. INTRODUCTION

Malaysia faces employment challenges with graduating college students every year (Yong and Chung, 2019; NST Online). Graduates in Malaysia, being the major job applicants, are primarily seeking for opportunities in e-recruiting platforms for employability. As seen by Alsultanayn and Alotaibi (2015), each day over 4 million people surf the internet trying to find a job. Guiding the fresh graduates in the right direction is very crucial to their life and career (Snyder, 2019). It involves them a great deal of time to get hired for their dream role. Some individuals also end up entering part-time jobs for the sake of employability (Balakrishnan, 2019). This current study addresses the prime factors influencing job-seekers’ intention towards e-recruitment websites in Malaysia.

Job sites are the platform gear for e-recruiters’, which are designed to promote job applications and job programs, specifically intended for university students and different career seekers, but factors affecting e-recruiters' platforms seem to be no longer obvious. After all, the result of the e-recruitment industry relies largely on the jobseekers' size.

1.1. Background

With the advancement of the era, the HR practice is revolutionized and transformed the processes of attracting, hiring and preserving employees (Stone and Dulebohn, 2013). Active jobseekers (DeKay, S., 2009) refer to the fresh graduates who are looking for jobs and therefore use job search platforms. Passive jobseekers refer to the millennial who are not actively seeking for jobs at the moment but are open to switching their jobs to a different corporation and thus, they too use online job platforms to look for openings in other companies or trying to know salary range offered for their experience in the industry.

As per Moghaddam et al. (2015), with the growing demand for talent acquisition, it has become important for graduates to recognize the value of jobs and how is recruiting performed for companies. In addition to college graduates, due to the varied work culture, even the professionals are constantly swapping careers and positions (Côté et al., 2006).

Varying definitions of e-recruitment occur according to various writers. By considering all the definitions and coming up with one, it is stated as online advertising of company’s job vacancies (Galanaki, 2002), a process for identifying and attracting potential talent via the internet (Parry and Wilson, 2009) or as a tool for recruitment using the internet (Reddy et al., 2018). Such illustrations, though, merely explain the widespread adoption of the Internet as a means of recruiting.

Traditionally, the recruiting strategy and HR activities were intended to advertise job openings only. However today, it comprises of the brand, vision, mission of the company, its PR and marketing. Job applicants will now gather more
Transformations in recruitment provide a comparative edge by increasing productivity, reducing prices, and offering incentives for job seekers (Australian HR Institute, 2017). Job applicants do not need to go to visit employers or the company personally, nor do they have to order physical dossier documents to manually search a vacancy (Chen et al., 2008).

The opportunity to pursue jobs now expands for job applicants with reduced job searching cost and a higher secured network. It accelerates two-way connectivity so that the career applicant finds it simple and straightforward to understand the job application procedure and also, provides more knowledge regarding the organisation. E-recruitment falls under e-HRM and is an organization’s e-business program that utilizes electronic web-based technology to carry out human resources operations and practices (Ruel et al., 2007).

With such a diverse range of sourcing and appealing steps at e-recruitment websites in Malaysia, the key issue is developing a channel into an appealing and effective platform for all job seekers. Online Work Providers (OJPs) also need to examine clients' (or job seekers') psychological attitude to attract them. Online job suppliers can analyse job seekers’ psychological reasoning to learn their sense of attractiveness of e-recruitment. The present paper explores how E-recruitment is perceived from the viewpoints of job seekers (Tong, 2009).

The latest survey of the Monster Employment Index (MEI) reported a 6 percent and 11 percent year-on-year (y-o-y) decline in online recruiting activities in Malaysia in April and May'18 (TheSundaily.my, 2018). A Star Online report further stated that "the Prime Minister confirmed about the government allocating RM6.5bil to the Employees Provident Fund (EPF) to generate job opportunities for Malaysians during the next five years, especially for new graduates (Yong and Chung, 2019). The government will need to take some of such steps to stop the rapid rise of unemployment in Malaysia.

1.2. Problem statement

Figure 1 below reveals that unemployment continues to sustain the country with a constant pace of 3.3 per cent. This is according to the Department of Statistics Malaysia Official Portal (2020). While the world is steadily evolving into a more digital workplace, youth unemployment still crosses 10 percent, which is twice the global average (Farhan, 2019).

Of the 1,73,000 graduates in 2018, 57,000 remained unemployed after looking for a career in Malaysia for 6 months as per Malaymail.com. (2019). In the other side, there is a massive market for e-recruiting platform to attract job applicants, and several e-recruitment websites are vying with each other to attract the target audience, and thus, e-recruitment utilization needs to be investigated to consider what is lacking in the online recruiting process. However, research on how the job-search process is perceived by younger generations is still constrained (Moore, 2019).
From registration to the application, it can be a tiring or frustrating activity for the jobseekers to fill out every application. The need of the hour is to find ways to facilitate job seekers with enough channels such as online job portals to leverage their skill set and potential in getting hired. The job seekers perceptions and experiences on online job portals persist an urgent need of acknowledging the gaps in attaining sustainable employability by a radical shift in focus from adhering to the employer’s demands (Crisp and Powell, 2016) to the needs and concerns of job seekers.

Figure 1: Unemployment Trends Prevailing in Malaysia in last few years along with a future forecast of coming years

1.3. Research objectives
The current study presents a few major objectives by quantitative research, which are as follows-

i. Identification of factors, which significantly correlate to behavioural intention in using e-Recruitment.
ii. To bridge the gap between the intention of jobseekers for e-recruitment and expectation of recruiters.
iii. Ways in which, the e-Recruitment portals improve to facilitate jobseekers in a better way.

1.4. Significance of the research
The current study will contribute to the E-recruitment websites in knowing the perception of jobseekers, the intention of them in using e-recruitment websites. It could help the employers in bridging the gaps to find the right talent by realizing the job-seeker sentiments and intentions. It will be clearer to know the preferences of job seekers in terms of expectations from potential employers - what they value
the most and the least. The significant variables (based on a literature review) that are needed to be considered and how do they affect the adaptability of online recruitment from the perspective of candidates in using it are discussed here. It could help in making the e-recruitment process more efficient and effective (Kowshik et al., 2018). Also, it could facilitate in gathering significant information for the talent market of Malaysia to know more about their clients (job seekers) to serve them better.

The current finding addresses the questions of how job seekers navigate entry into employment through job-hunt or job-search process. Here, the researcher has used Unified Theory of Acceptance and Use of Technology (UTAUT), which is a technology acceptance model formulated by Venkatesh and Davis (2000) as the underpinning theory as it is quite relevant to the E-recruitment adoption (Brahmana and Brahman, 2013). The study will help the academic researchers to know more about the issues and challenges of the current E-recruitment sites and how to improve them. It will aid the practitioners in bringing new changes to the e-recruitment portals and systems, thereby revamping the practices followed by the traditional HR industry.

Briefly put together, the current study will benefit three groups of practitioners as follows: i. The job seekers who are the main subject in the research; it will help them to voice out their challenges and suggest new ways through the survey. This will help in getting to know what they are expecting in real and what is lacking behind in E-recruitment website. Bridging the gap in future will yield employment rates to go high in Malaysia, no graduate being unemployed.

ii. This research will also signify the factors that influence a jobseeker to use a certain website.

iii. From a managerial perspective, his research intends to help the e-recruitment websites to redesign according to their potential market need.

2. LITERATURE REVIEW

With the pioneering technological advancement in a global context, E-recruitment has impacted the industry significantly both for the jobseekers and for the employers. In this chapter, a relevant literature review has been done for this study to assess the current state of research on this topic. Previous work areas have been conducted to determine major external factors contributing to the adoption of e-recruitment based on the Technology Acceptance Model (Mahmood and Ling., 2017), the relative influence of success factors on website success (Nazari-Shirkouhi and Keramati, 2017), factors relating to e-recruitment based on the UTAUT model
(Chiwara et al., 2017), privacy concerns relating to online jobs (Plummer and Hiltz, 2009), the social influence, e-WOM and trustworthiness on technology adoption (Lee and Hong, 2019), Website success comparison on the context of e-recruitment and also advantages and disadvantages of online job platforms (Banerjee and Tiwari, 2018). This chapter explains the various variables that influence a jobseeker’s intention in using E-recruitment websites and proposes Usability of the e-recruitment website, User Experience, Subjective Norm, Performance expectancy and Trustworthiness as determinant factors to the behavioural intention of using e-recruitment websites. The variables of this study have been chosen by referring to literature reviews and models of jobseekers’ studies.

2.1. Key predictors for topic of interest

The key predictors for the current study regarding the behavioural intention of jobseekers in using online job portals are Usability of the portal, User Experience, Performance Expectancy, Subjective norms and trustworthiness regarding the online websites. They are further explained in detail below.

2.1.1 Usability of online job portal

In the context of e-recruitment systems, the usability of the website reflects the confidence of work seekers in the opportunity to access required employment knowledge and information, improve the efficacy of job hunt and increase the likelihood of obtaining a suitable job. Jobseekers will only be interested if they find the portal useful and appropriate. User engagement metrics could be considered to analyse the user traffic while developing online platforms making sure that users or job-hunters find the website adequately valued or worthy (Brahmana et al., 2013; Cho et al., 2011). A study by ‘Workable’ depicts that sixty-four percent of candidates foresee e-recruitment being highly valuable during their job hunt (Pavlou, 2019). Moreover, E-recruitment portals need to be drafted well with clear and appropriate job titles, adequate job description and employer’s brand must be showcased well to seek job seeker’s attention. It should eventually inform the job seekers about current roles that are open along with a clear qualification requirement for the job roles. It must convey the organizational culture well so that jobseeker finds it easy to depict if he/she would align well with the particular industry culture.

Studies by Alsultanny and Alotaibi, (2015); (Vuković et al., 2019) and (Liébana-Cabanillas, Marinković & Kalinić, 2017); found that Information content clarity, easy decision-making power, usefulness and effectiveness are looked at while considering the usability of web portals by jobseekers.

2.1.2 User experience

User experience indicates whether the interface was easy to operate and learn for the user. If a job site is not friendly, it could remain ‘under-used’ by the users (Brahmana and Brahmana, 2013). Users usually need to put less work if an interface is simple to use, thereby raising the probability of use. By comparison, a complicated
interface is challenging to navigate and thus, is less likely to be adopted as it needs considerable effort and engagement at the user's end (Tong, 2009). As mentioned by Venkatesh and Davis (2000), the lesser effort a system needs to operate, the better will be the job performance in using it.

Many candidates currently utilize mobile devices to explore new opportunities. 39 percent of job applicants are more likely to access a company's employment website on their cell phones, according to a new report by 'Workable, 2019' (Pavlou, 2019). Thus, it is important to build a mobile-friendly career website with a responsive design that can conform to the screen size of device like cell phones and tablets. Simple and easy scrolling, prominent buttons and user-friendly interface will optimize platforms for both desktops and smartphone apps (Bika, 2019). Applicants should also be able to register using the One-Click application option from their mobile devices through LinkedIn.

This significantly decreases the effort to fill the entire form with the applicant data and thus, saves time by auto-filling various areas with their LinkedIn profile information stored (Plummer and Hiltz, 2009). This convenience for work seekers inspires them to actively use E-recruitment websites. Studies by Moghaddam (2015); Marshall and Marr (2018); Tong (2009); Pavlou (2019) revealed that Information content clarity, vividness, understandability, ease of navigation, interactivity and attractiveness are the main constructs that jobseekers look for while considering User Experience in a web portal.

2.1.3 Performance expectancy
Performance expectancy is the extent that a participant believes that utilizing technology can help him or her to achieve progress, and the best predictor of the behavioural intention of the entity (Venkatesh and Davis, 2000). Jobseekers rely on job information available to them when applying for jobs (Fountain, 2005). As stated by Compeau and Higgins (1995), outcome expectancy asserts a significant impact on the attitude of an individual to adapt to computing technologies.

Hew et al. (2015) indicated that user-friendly online services could encourage customers in using them; additionally, the substantial and favourable relationship of between performance expectancy and behavioural pattern was also very familiar in technology adoption models.

This study says that Job sites that save the time of the user are highly preferable by the jobseekers. They are more likely dependent on the job portal not only to find their job but also to get recruited effectively. The jobseekers also intend to improve their interpersonal skills through jobsites.

2.1.4 Subjective norm
Subjective norms relate to the idea that an important individual or group of individuals will influence and affect a particular behaviour. Subjective norms are defined by social pressure from others around for a person to act in a particular way and their motivation to stick with those people's opinions. Social perception is
connected with factors like status, reputation, integrity, credibility, loyalty, confidence (Bao et al., 2003). Social image is, according to Goffman (1967), a desired social status, which each individual generates by communication with others. Social identity is essential in our study, as technology may offer users a sense of confusion about the implications of use, and so users may want to receive input from others for feedback and personal opinions (Muñoz-Leiva et al., 2017).

Subjective Norms could be either through traditional WOM (Word of Mouth) or EWOM (Electronic Word-Of-Mouth). EWOM is generally referred to as the widespread of informal brand-related or product-related messages among people and discussion on their opinions shared by users through the Internet (Sandes and Urdan, 2013). These days E-WOM happens through different channels over the internet like product review websites, e-mails, online groups, discussion forums, newsgroups or instant messaging (Vilpponen et al., 2006). With regards to Akar and Topcu (2013), EWOM is currently a dominant factor and thus, has influenced the buying behaviour of customers. In our context, users generally go for the most popular websites looking for jobs since they get greatly influenced by others (Dixit & Prakash, 2018).

2.1.5 Trustworthiness
Trust was defined by Mayer et al. (1995) as ‘behaviour based on one person’s beliefs about the characteristics of another person’. In a virtual scenario, where the degree of uncertainty of an operation is higher than that of a traditional setting, trust plays a very critical factor. Therefore, Roca et al. (2009) found that the consumer's trust in an e-service is a significant determinant when evaluating his/her usage expectations and e-service-related consumer behaviours. Moreover, considering the rising significance of data privacy and cybersecurity procedures, it is considered important to incorporate trust as a factor affecting the decision of job seekers to use e-recruitment (Ekanayaka and Gamage, 2019). Jobseeker intention to use a jobsite highly depends on the authenticity of the job post as well as jobseekers are now concerned about their privacy policy and their data. They prefer to have their data protected as in this digital era every job seeker is highly dependent on e-recruitment.

2.2. Conceptualized research framework
A conceptual framework is designed for this research to study the influence of Usability, User-experience, performance expectancy, social norms and trustworthiness on behavioural intention to use job portals by jobseekers.

The framework is designed based on the constructs from the Technology Acceptance Model Version-2 (TAM-2) model (Venkatesh and Davis, 2000). The framework is developed based on the predictors of TAM-1 that are Perceived Usefulness as ‘Usability’ and Perceived Ease of Use as ‘User-Experience’ in our model.
The other variables are from Unified Theory of Acceptance and Use of Technology (UTAUT) that are Perceived Expectancy, Social norms and Trustworthiness. So our study was inspired by the modified version of Technology Acceptance model that consists of UTAUT and basic TAM model. Figure 2 signifies our conceptualized research model based on which, we have performed our research.

![Conceptualized Research Framework of the current study](image)

**Figure 2:** Conceptualized Research Framework of the current study

### 2.3. Hypothesis development

#### 2.3.1 Relationship between usability and of the job portal and behavioural intention to use e-recruitment

Efficient e-recruitment providers offer job seekers with detailed job information and others with career development tools on the portals, which they can ideally evaluate with their career ambitions. It is generally accessible at the click on the career sites offering employment details, which involves efficient resume creation, job shadowing, compensation figures, and interview knowledge, highlighted work posts, and self-assessment to help job seekers, while conventional newspaper advertisements do not provide it. When applying for work, jobseekers depend on job details accessible to them (Fountain, 2005). Perceiving the utility of the system as a precedent for the usage of e-recruitment, such as leveraging such information and tools to improve job applicant efficiency, would attract the awareness of several other employed jobseekers to the use of the job search technologies. Previous studies have revealed the direct relationship between perceived usability and behavioural intention (Guriting and Ndubisi, 2006; Saylor and Rahman, 2007; Mohd Suki et al., 2008; Ha and Stoel, 2009; Hsu et al., 2009; Aldas-Manzano et al., 2011; Tong, 2009; Munoz-Leiva et al., 2017; Aboelmaged and Gebba, 2013; Pham, 2018; Krishanan et al., 2016). Study regarding web acceptance by Sanchez-Franco and
Roldan (2015) present that usability is correlated to behavioural Intention to use on the relationship between PU and BI (H1). Thereby, this study relates Usability to BI with the below hypotheses:

**H1:** Usability (US) positively influences Behavioural Intension (BI) of E-recruitment system.

### 2.3.2 User-experience of the portal and behavioural intention to use e-recruitment

All the rest being equivalent, the users are more prone to accept an application, which is considered to be simpler to use (Davis, 1989). Generally stated, if a system becomes easy to use, the consumers require lesser effort, thereby increasing the probability of use. Conversely, a complicated mechanism is hard to use and thus, less likely to be implemented because it needs significant effort and involvement from the consumer (Teo and Lim, 2001). Similarly, jobseekers would like the platform in the context of e-recruitment, since it is simple to use relative to other job application systems. For most studies carried out using the TAM, perceived ease-of-use or user-friendliness was shown to have favourably affected the behavioural intent to use a technological application (Ramayah et al., 2005; Guriting and Ndubisi, 2006; Fagan et al., 2008; Hsu et al., 2009; Huang, 2008). Tong (2009) found that in e-recruitment, perceived ease of use is not necessarily positively related to e-recruitment adoption. This says that despite the system being easy to operate, it is not certainly intended to be used by users. However, in the present study, the author would like to re-evaluate their relationship. Jobseeker’s highly agree that they prefer the jobsite that is less time consuming where they can submit their resume easily, Jobseeker also prefers the jobsite to be more transparent that may contain frequently asked question as well as they prefer to understand the technical terms and an easy application process. Therefore, it is hypothesized by following:

**H2:** User Experience (UE) positively influences Behavioural Intension (BI) of E-recruitment system

### 2.3.3 Performance expectancy and behavioural intention to use e-recruitment

In scholarly contexts, performance expectancy was positively correlated to use, and actual usage, social media (Gruzd et al., 2012), and with the willingness of graduates to incorporate online platforms as career technologies. Performance expectancy also measured the behavioural preferences of educators for both personal and professional usage of technology. Nonetheless, the direct effect of performance expectancy on networking site usage was found to be non-significant in non-work practices and for small business owners who understood the importance of networking but were not yet motivated to start adopting them (Mandal and McQueen, 2012). Jobseekers would consider performance expectancy of portal beneficial because it is more reliable than other forms of recruiting. In this scenario, they would assume a positive PE because it may improve their chances to be noticed.
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by recruiters, progress them on time, and thereby save marginal time on repetitive applications (Tong, 2009). Hence, the performance expectancy is presumed to have a direct influence on behavioural intention and is hypothesized.

H3: Perceived Expectancy (PE) positively influences Behavioural Intention (BI) to use E-recruitment system

2.3.4 Subjective norms and behavioural intention to use e-recruitment

Subjective norm is considered of being competent of directly influencing the attitude toward using online services (Schierz et al., 2010; Grandón et al., 2011; Liang, 2016; Poudel, 2018; Muñoz-Leiva et al., 2017). Jobseekers' Intention is highly dependent on peer pressure. Jobseekers believe that if the jobsite was effective for their close ones, then it will be reliable and useful for their case as well. In a digital era of today where social influence is one of the biggest factor affecting anyone’s decision-making, social media or Word-Of-Mouth is the fastest mode of communication to happen. e-WOM is electronic Word-Of-Mouth, which is nothing but the usage of digital network or technology to influence individuals’ choices. It was observed in another study of Technology adoption in employee recruitment by El Ouirdi et al. (2016) that the relation between social influence and the behavioural intention was stronger in job seekers and low positioned recruiters as well. Therefore, it is highly influenced by the Word of mouth and e-WOM. Social Media influence jobseekers positively to use Jobsites. Thereby, this study relates SN to BI with the below hypotheses:

H4: Subjective Norms (SN) positively influences the Behavioural Intention (BI) towards E-recruitment.

2.3.5 Trustworthiness of the job portal and behavioural intention to use e-recruitment

Trust and safety are significant factors affecting online usage behaviour (Md. Nor et al., 2008, Tarhini et al., 2015). Various studies have shown a positive relationship between trust and attitude (Klotz et al., 2013; Agag and El-Masry, 2016; Chiwara et al., 2017; Mahmood and Ling, 2017; Muñoz-Leiva et al., 2017). However, research by Ekanayaka and Gamage (2019) showed no effect of trust on behavioural intention.

H5: Trustworthiness (TW) positively influences the Behavioural Intention (BI) towards E-recruitment.
3. RESEARCH DESIGN

In this study, the approach followed was the quantitative (deductive) approach. The questionnaire survey was generated using the Google forms, Google link was then circulated to the respondents through social media such as WhatsApp to fill in. This was the preferred method for collecting primary data. The purpose was to understand what variables influence the intention of jobseekers' when they use online job platforms. Based on the literature review, the survey questionnaire was created and some questions were altered in order to be straightforward, easy and concise for the respondents and also for contextual value to the analysis.

3.1. Population and sampling

In this study, the target audience were jobseekers (both active and passive jobseekers). This analysis was intended to obtain data from 300 respondents. Researchers have been mentioned to meet various challenges while gathering information owing to multiple reasons (Rimando et al., 2015). The data collection period was from February 20 to February 29, 2020. The limited duration may also have adversely impacted the quality of the data collection process, which is one of the obstacles faced by early career researchers according to research studied by Rimando et al. in 2015. The method used has been through an online survey. That survey needed about 10-15 minutes to finish, may have contributed to a drop in responding to the question. Survey abandonment because it is time-consuming or presenting data in a rushed manner has also provided scholars with a problem (Schmeets & Huynen, 2010). There was also a convenient sampling approach used for easy data collection and time constraints. The indifference of respondents while addressing surveys may compromise the objectiveness and transparency of the reality of the positivist paradigm under which, survey analysis is defined (Terrell, 2012). Anti-response of respondents is a challenging concern in data collection. Survey researchers aim to have a smaller sample size to obtain statistically relevant findings (Barlett et al., 2001). Thus, the precision of the findings of quantitative analysis reflects on the population sample. For major study and multivariate review, such as multiple regression analysis, sample sizes greater than 30 but less than 500 are suitable (Roscoe, 1975).

3.2. Survey method

The primary data collection process was deployed. An online was developed, and the questions were significantly amended to remove all complexity and enable easier system and less time-consuming. The online survey was generated as a type of Google form, and then the link was circulated to 300 people. A total of 130 full answers were received, and 104 respondents were included in the final analysis of data based on the filtering questions. The remaining either did not use the e-
Recruitment system before this analysis or they were not sincere in filling the survey hence, their exclusion. The constructs of Usability, User-Experience, Performance Expectancy, Subjective Norms and Trustworthiness were assessed using questionnaire items, which were evaluated using a 5-point Likert scale.

The Likert scale helps measure results and thereby acquire shades of perceptions. The Choices (or Response levels) vary from "Strongly Disagree" = 1 until "Strongly Agree" = 5, while the ranges shift from one category to the next, the rating would change by one. The scale has equivalent units as grades change from the most negative to the most positive, therefore enabling attitudes, beliefs and perceptions to be measured and help quantify the data (Simon et al., 2013; Likert, 1932).

3.3. Data collection and data cleaning

The questionnaire was created with the help of Google Forms, the Google form link or URL was shared to respondents through a social networking tool called WhatsApp. The intended respondents were predominantly university graduates, while the main emphasis of this research was jobseekers (including millennials) who have prior familiarity with e-recruitment portals.

As graduates and adults who have accessed different online job portals, there is contextual relevance to recognizing, which portals are favoured the most and the variables impacting such preferences. Once the data was received via the Google form, a Google form excel is generated. Data cleaning is performed to alter the data and make it ready for analysis.

Generally, there exist two steps to eliminate unwanted or missing or useless data from the original data. At first, the ones who hadn’t used e-recruitment portals before had to be removed from the list. Secondly, many respondents were careless while filling and wouldn’t have read the questions thoroughly. Such respondents had all the questions marked as the same value of the Likert scale, such as all the questions were filled with ‘Agree’. There were also some, which had not filled all the questions properly. All those outliers were eliminated to have good quality and clear sample for analysis. The data was further retrieved from the Excel file of Google form and compiled into numerical data for data analysis in SPSS.

3.4. Statistical analysis

In this research report, analyses of different statistical data were performed using statistical tools. The methods included: Descriptive analysis, Linear Discriminant Analysis, and analysis to check reliability. Reliability analyses had been carried out employing the Cronbach’s alpha to evaluate the accuracy and reliability of the surveyed data. Also, the Descriptive analysis and linear discriminant analysis were used to describe the predictive influence of the independent variables. The current study’s prime objective is mainly to quantify the power of relationships among variables.
4. **PROFILE OF THE RESPONDENTS**

There are 7 questions in Section 2 of the questionnaire that represent the demographic profile of the respondents. Based on the data collected, more than respondents consisting of 57 respondents are from the ages between 25-49 years totalling to 54.8% of total respondents.

Others are 54 respondents (30.8%) aged from 20-24 years old, 10 respondents (9.8%) aged from 30-39 years old, and 4 respondents (3.8%) aged over 39 years old and above and one respondent (1%) aged 15-19 years old. 54 respondents (51.9%) were male and 50 respondents (48.1%) were female were 70 respondents (67.3%) of the total population was Malaysian and 54 respondents (32.7%) were non-Malaysian out of 104 respondents.

A total of 50 respondents (48.1) were students and not yet employed, 46 respondents (48.2) were employed and 8 respondents (7.7%) neither employed nor a student. The educational qualification of the respondents is mostly master and undergraduate degrees. 40 respondents (38.5%) have undergraduate degrees, 46 of the respondents (48.2%) have mastered, 17 of the respondents (16.3) have an undergraduate diploma and one of the respondents (1%) has PhD.

However, 38.5% of the total respondents, which is 40 respondents who spend half an hour to one hour for searching jobs on the internet, 26 of the respondents (25 %) use less than 30 minutes per seek on e-recruitment website, 21 respondents (20.2%) use more than an hour to 2 hours, 9 respondents (8.7%) use almost none of their time searching job online and 8 respondents (7.7%) use more than 2 hours on the online job search.

4.1. **Consideration for Common Method Bias (CMB)**

Common Method Bias (or Common Method Variance) is applied in this study to identify the bias responses among the respondents. Researchers may have a concern while collecting the data from the same participants in their questionnaires. As CMB affects the validity of the conclusions as well as it generates a false inner consistency in the study and creates systematic bias either by inflating or deflating the correlations (Reio, 2010).

The number of variables for this study is 6 and the number of components found in CMB is also 6, which indicated the data from the initial perspective is reflecting the number of components researchers are looking into. The Eigenvalue represents the total amount of variance that can be explained by a given principal component.

For example, component 1 is 10.536 or (10.536/29) % = 36.332% of the total variance. Therefore, the first component explains the most variance, and the last component explains the least. The initial Eigenvalues column is similar to the Extraction Sums of Squared Loadings column due to the same number of
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components as the number of items extracted. The first 6 components have Eigenvalue more than 1, thus, the factors emerged, and the error is minimized.

Based on Table 1, researchers have accepted the data collected and used for further analysis. Because of the variance of the first principle component showing a value of 16.616 %, the thumb rule for this figure is preferable as it is less than the 50%, which indicates that CMB does not affect the data, thus the results. On the other hand, a cumulative value of 65.919% exceeded the minimum thumb rule of 50%. Therefore, it is considered that a certain amount of bias does not exist in the data and the data is acceptable.

**Table 1: Common method bias (total variance)**

<table>
<thead>
<tr>
<th>Component</th>
<th>Total</th>
<th>Initial Eigen Values</th>
<th>Extraction Sums of Squared Loadings</th>
<th>Rotation Sums of Squared Loadings</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>% of Variance</td>
<td>Cumulative %</td>
<td>% of Variance</td>
</tr>
<tr>
<td>2</td>
<td>2.602</td>
<td>8.973</td>
<td>45.305</td>
<td>2.602</td>
</tr>
<tr>
<td>3</td>
<td>2.053</td>
<td>7.081</td>
<td>52.386</td>
<td>2.053</td>
</tr>
<tr>
<td>4</td>
<td>1.398</td>
<td>4.821</td>
<td>57.207</td>
<td>1.398</td>
</tr>
<tr>
<td>5</td>
<td>1.287</td>
<td>4.436</td>
<td>61.644</td>
<td>1.287</td>
</tr>
<tr>
<td>6</td>
<td>1.240</td>
<td>4.275</td>
<td>65.919</td>
<td>1.240</td>
</tr>
</tbody>
</table>

On the other hand, AVGSN has the lowest mean score of 4.12, which indicates that Subjective Norm is not a very crucial factor to influence compared to the other variables. However, a mean score of 4.12 also indicates that there is a strong positive relation of subjective norm towards behavioural intention to use e-recruitment website. Skewness and kurtosis of the variable from -1 to +1 is considered as highly acceptable. Here, each of the variables meets the thumb rule as well as standard error rule for kurtosis that is .0469.

**4.2. Descriptive statistics for model variables**

Table 2 displays the mean, standard deviation, minimum, skewness and kurtosis of the variables. AVEUS has the highest mean of 4.3077 among the six (6) variables. Based on the 5-points Likert scale, the highest mean value indicates that usability plays an important role in influencing job-seekers intention to use e-recruitment websites.

AVGTW also has the second-lowest standard deviation among the model variables, which shows that major respondents have agreed that User experience is one of the prioritized factors towards the behavioural intention to use e-recruitment websites.
Table 2: Descriptive statistics for model variables

<table>
<thead>
<tr>
<th></th>
<th>AVGUS</th>
<th>AVGUE</th>
<th>AVGPE</th>
<th>AVGSN</th>
<th>AVGTW</th>
<th>AVGBI</th>
</tr>
</thead>
<tbody>
<tr>
<td>N Valid</td>
<td>104</td>
<td>104</td>
<td>104</td>
<td>104</td>
<td>104</td>
<td>104</td>
</tr>
<tr>
<td>N Missing</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>Mean</td>
<td>4.3077</td>
<td>4.2452</td>
<td>4.2428</td>
<td>4.1250</td>
<td>4.2139</td>
<td>4.2615</td>
</tr>
<tr>
<td>Mode</td>
<td>4.33</td>
<td>4.00</td>
<td>4.25</td>
<td>4.00</td>
<td>4.00a</td>
<td>4.00</td>
</tr>
<tr>
<td>Standard deviation</td>
<td>0.3073</td>
<td>0.34287</td>
<td>0.32949</td>
<td>0.40924</td>
<td>0.31240</td>
<td>0.30666</td>
</tr>
<tr>
<td>Skewness</td>
<td>-.064</td>
<td>-.421</td>
<td>-.210</td>
<td>-.156</td>
<td>.187</td>
<td>.257</td>
</tr>
<tr>
<td>Kurtosis</td>
<td>-.557</td>
<td>-.377</td>
<td>-.007</td>
<td>.052</td>
<td>-.016</td>
<td>-.411</td>
</tr>
<tr>
<td>Standard error of kurtosis</td>
<td>.469</td>
<td>.469</td>
<td>.469</td>
<td>.469</td>
<td>.469</td>
<td>.469</td>
</tr>
</tbody>
</table>

Multiple modes exist. The smallest value is shown.

4.3. Reliability test

The Cronbach’s value is used to calculate the internal consistency of responses for each variable. Based on Table 3, there are 6 variables, consisting of 5 independent variables and 1 dependent variable. Here we determine how closely related are the set of items as a group. The reliability value for this survey is high for each variable. According to Zikmund et al. (2013), the thumb rule states that Cronbach’s Alpha value has poor reliability if it falls below 0.6 in the test. A Cronbach’s alpha value falling between the range of 0.61 and 0.70 is considered fair reliability and indicates good reliability if it falls in the range of 0.71 to 0.80. Range from 0.81 to 0.95 is considered excellent. From the reliability test result of this study, the data scored 0.833 and brand image factors scored 0.759, which enables it to fall under good reliability. The dependent variable, which is behavioural intention has scored 0.914 and User experience scored 0.830, so both are highly consistent and the results are highly reliable. On the other hand, the subjective norm and trustworthiness variables indicated high reliability with 0.737 and .739 scores respectively.

Table 3: Reliability analysis of model variables

<table>
<thead>
<tr>
<th>Construct</th>
<th>No. of Items</th>
<th>Cronbach’s Alpha</th>
<th>Consistency</th>
</tr>
</thead>
<tbody>
<tr>
<td>Usability</td>
<td>6</td>
<td>0.817</td>
<td>Good</td>
</tr>
<tr>
<td>User experience</td>
<td>6</td>
<td>0.830</td>
<td>Good</td>
</tr>
<tr>
<td>Performance expectancy</td>
<td>5</td>
<td>0.803</td>
<td>Good</td>
</tr>
<tr>
<td>Subjective norm</td>
<td>4</td>
<td>0.737</td>
<td>Acceptable</td>
</tr>
<tr>
<td>Trustworthiness</td>
<td>4</td>
<td>0.739</td>
<td>Acceptable</td>
</tr>
<tr>
<td>Behavioural intention</td>
<td>5</td>
<td>0.914</td>
<td>Excellent</td>
</tr>
</tbody>
</table>
4.4. Durbin Watson test for MRA assumptions

Durbin Watson Test is analysed to inspect the independence of error term and it is ideal to be ranged between 1.5 to 2.5 (Hair et al., 2009). Table 4 shows a Durbin Watson value of 2.031. It satisfies the condition hence, it suggests the error term is independent and fulfil the assumption. From the same table, it is observed that the coefficient of determination, R2 is 0.627, which indicates the explainable variation is 63%. It is important to note that the higher the sample size, the less the R2. This is because the agreement tends to be less when the sample size is increased.

Table 4: Durbin-Watson test

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R²</th>
<th>Adjusted R Square</th>
<th>Standard Error of the Estimate</th>
<th>Change Statistics</th>
<th>Durbin-Watson</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>.792a</td>
<td>0.62 7</td>
<td>0.608</td>
<td>0.19191</td>
<td>6.077</td>
<td>1.215</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>R² Change</td>
<td>F Change</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>0.627</td>
<td>33.000</td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), AVGTW, AVGUS, AVGPE, AVGUE, AVGSN
b. Dependent Variable: AVGBI

MRA fits well to the data since R2 of 0.627 is significant from analysis of variance (ANOVA) in Table 5 with the F value of 33.000; p < 0.01. The minimum value required for R2 when the sample size is about 200 is 0.4 only and according to Hair et.al (2009), R2 of 0.627 is located in rating between moderate and substantial. Hence, the present study provides a high explainable variation of the data.

Table 5: ANOVA

<table>
<thead>
<tr>
<th>Model</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Significant</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Regression</td>
<td>6.077</td>
<td>5</td>
<td>1.215</td>
<td>33.000</td>
</tr>
<tr>
<td></td>
<td>Residual</td>
<td>3.609</td>
<td>98</td>
<td>0.037</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>9.686</td>
<td>103</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

a. Dependent Variable: AVGBI
b. Predictors: (Constant), AVGTW, AVGUS, AVGPE, AVGUE, AVGSN
4.5. Multicollinearity (variation inflation factor)

Multicollinearity is examined to inspect the Variation Inflation Factor. On referring to Table 6, it shows that the VIF are less than 5 for variables US, UE, PE, SN and TW at 1.585, 1.489, 1.371, 1.548 and 1.863 respectively. This suggests that there is no multi-collinearity among the independent variables (Hair et al., 2009). Upon fulfilling all the assumptions and concluding results from the above assumption, MRA is considered a good model for data analysis. (Hair et al., 2009).

Table 6: Variable inflation factor

<table>
<thead>
<tr>
<th>Paths</th>
<th>Unstandardized Coefficients</th>
<th>Standardized</th>
<th>t</th>
<th>Sig.</th>
<th>Correlations</th>
<th>Collinearity Statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(Constant)</td>
<td>0.231</td>
<td>0.332</td>
<td>0.696</td>
<td>0.488</td>
<td></td>
<td></td>
</tr>
<tr>
<td>US --&gt; BI</td>
<td>0.179</td>
<td>0.078</td>
<td>0.180</td>
<td>2.313</td>
<td>0.581</td>
<td>0.631</td>
</tr>
<tr>
<td>UE --&gt; BI</td>
<td>0.259</td>
<td>0.067</td>
<td>0.289</td>
<td>3.844</td>
<td>0.000</td>
<td>0.586</td>
</tr>
<tr>
<td>PE --&gt; BI</td>
<td>0.136</td>
<td>0.067</td>
<td>0.146</td>
<td>2.028</td>
<td>0.045</td>
<td>0.490</td>
</tr>
<tr>
<td>SN --&gt; BI</td>
<td>0.208</td>
<td>0.057</td>
<td>0.277</td>
<td>3.613</td>
<td>0.000</td>
<td>0.603</td>
</tr>
<tr>
<td>TW --&gt; BI</td>
<td>0.172</td>
<td>0.083</td>
<td>0.175</td>
<td>2.082</td>
<td>0.040</td>
<td>0.621</td>
</tr>
</tbody>
</table>

4.6. Findings for Multiple Regression Analysis (MRA)

With the Beta value from Table 6, a linear equation for the study is formed as shown below:

\[ BI = .180 \text{US} + .289\text{UE} + .146 \text{PE} + .277 \text{SN} + .175 \text{TW} \]  

(1) The Multiple Regression Analysis shows all the BETA values are positive, which implies that all the independent variables namely Usability, User-Experience, Performance Expectancy, Subjective Norm and Trustworthiness positively influence Behavioural Intention of Jobseekers using e-recruitment website. Referring to the Table 6, UE and SN have ‘t’ value greater than 2.32 (p < 0.01), which implies that the independent variables namely Subjective Norm and Performance Expectancy are highly significant to the dependent variable, Behavioural Intention. On the other hand, US, UE and TW have ‘t’ values between 2.03 to 2.30 (p < 0.05). It indicates that US, UE and TW have significant relationships with BI.

Therefore, it can be concluded that each independent variable of this study has a significant and positive impact with the Behavioural Intention while using jobsites as illustrated in Figure 3.
i. User Experience (UE): Results show that UE has positive and highly significant influence on BI. Jobseekers highly agree that they prefer jobsites that are less time-consuming and where they can submit their resume easily. Jobseekers also prefer the jobsite to be more transparent, containing frequently asked questions. Also, they prefer when the technical terms are put in an easy application process approach.

ii. Subjective Norm (SN): Results show that SN has a positive and highly significant influence on BI. Jobseekers' Intention is highly dependent on the peer pressure; jobseekers trust a site. Recommended or used by their close ones. Therefore, they are highly influenced by Word of Mouth (WOM) and E-WOM. Social Media influence jobseekers positively to use Jobsites.

iii. Usability (US): Results show that US has a positive and significant influence on BI. Jobseekers prefer to use the jobsite with relevant information and updated job listings. The information and the content should direct them to make their decision in an efficient manner, as well as the information and the listing of jobs, need to be well-filtered and easy to find.

iv. Trustworthiness (TW): Results show that TW has a positive and significant influence on BI. Jobseeker intention to use a Jobsite is highly dependent on the authenticity of the job post. Also, jobseekers are now concerned about their privacy policy and their personal data. They prefer their data to be protected and encrypted as every job seeker is highly dependent on e-recruitment in this digital era.

v. Performance Expectancy (PE): Results show that PE has a positive and significant influence on BI. This study shows that Job sites that save the time of the users are highly preferable by them. They are more likely to depend on the job portal not only to find their job but also to get recruited effectively and quickly. The Jobseeker also intend to improve their skills through Jobsites by knowing the demanding skills in the market.
5. SUMMARY OF FINDINGS

From the tabulation of all results based on all 5 hypotheses, we can reach a consensus that user experience and Subjective Norm are the most correlated variables to the DV-Behavioural Intention. Beta value UE is 0.299 and Beta Value SN is 0.277, which shows that User experience of a job site is one of the key areas that Jobseekers focus on at a job portal. Therefore, job platforms must tend to update their services on time to improve their user experience. Also, Malaysian Jobseekers are highly driven by the subjective norm of the job-site and its social image, which could be considered important by a market leader while doing business in Malaysia. The relationship of usability and trustworthiness has the Beta value of .180 and .175, which also signifies the positive significant result with the Behavioural Intention. Therefore, based on this study, the key factors that make jobsites more usable are the clarity of the contents and more relevant information about jobs. Jobseekers intend to use the jobsite that are updated frequently. On the other hand, trustworthiness is also a key point that job providers can focus on. According to this study, job site data protection policy is another factor that generates jobseekers to the job-sites. Malaysian job-seekers are highly concerned about their data protection policy. Lastly, the performance expectancy shows a positive and significant relationship with the DV Behavioural intention having the Beta value of 0.140. Therefore, Malaysian Jobseekers depend on Jobsites to find their jobs, which is why the demand of the users in this platform needs to be understood and jobsites must offer suitable service according to the market demands.

Limitations of the study

This study is focused on the jobseekers who are graduates or the skilled job market. Minimum Educational Qualification among the respondents was Diploma Degree holder. The unskilled job market of Malaysia was out of scope in this study because of nature of their market, which is regulated by many agencies who provide unskilled job to the workers and work as a media between the workers and the industry. Therefore, unskilled workers are less likely to use Jobsites to find the relevant jobs independently unlike western countries.

6. CONCLUSIONS

In conclusion, the research project was able to justify that usability, user experience, performance expectancy, subjective norm and trustworthiness are the key variables of Behavioural Intention to use job portals in Malaysian context. It can be highlighted that Malaysian jobseekers were more concerned about the User
experience and the subjective norm. The jobseekers were also found to be concerned about their data privacy and usability of the website. They expected the jobsite to help them to look for their desired job. This study focus to shrink the gap between the job seekers and the jobsite and intends to contribute to the Human Resource industry of Malaysia.

Researchers of this study recommend several factors that were found in the survey and in the answers of open-ended question to improve the jobsite performance. One of the key recommendations of the study is to provide a specific guideline for resume-making as a fixed or recognizable template that could be used by any jobseeker provided, it is acceptable by any job poster who post on the portal. This, in turn, can reduce the time of finding out or searching different formats for every different company. The second recommendation is to provide the anonymous review tab in the jobsite for each company. Therefore, the job seeker can have a clear idea of the working environment of the organization by going through the reviews. Thirdly, disclosure of salary structure range is highly recommended by 44% of the respondents in this study. The fourth recommendation is to provide a centralized application tracking system with a 24/7 service & assistance. Lastly, it is highly recommended to provide clear instruction on the expatriate related information, whether foreigners are allowed to apply or not must be mentioned clearly including the language requirement as Malaysia is a multilingual country with diverse nationalities and foreign students. This study has found that the Most Preferred Job Site in Malaysia is ‘Job Street’ and the second most preferred is ‘LinkedIn’ (Appendix-B). The rest websites follow these in Malaysia. Both of these jobsites are highly customer-centric and provide above-recommended point to some extent. Future Study can be performed based on these recommendations and the effectiveness of these recommendations that were suggested by the researchers of the study.

This study was intended to contribute to the Human Resource industry of Malaysia and also to add on to literature related to the Human Resource and career context. This study was conducted on the job seekers of Malaysia to identify the key intention to use jobsites, hence, the findings of the study will contribute to understanding the job seekers’ demands and expectations toward the jobsites in Malaysia. On the other hand, a job-search website, which high traffic and more users is highly profitable in its business since traditional job search is diminishing each day. Also that employers have to subscribe to the jobsite and pay for a job posting, which is quite expensive. Therefore, this study directly contributes the jobsite portals to make them more effective for their users, the jobseekers.

Technology Acceptance Model or TAM (Davis, 1989) has been one of the common influential models of technology acceptance, with two fundamental factors influencing an individual’s intention to use new technology: Perceived Ease of Use and Perceived Usefulness. It is widely used in multi-disciplinary studies, i.e. e-Commerce portal adoptions, Online Business education, e-Banking adoption cited
in many papers some of which, are mentioned here-Warf (2017); Arbaugh (2014); Kumar et al. (2009); Pimpa (2010); Blau et al. (2017); Robinson and Hullinger (2008); Charness and Boot (2016).

Although few researchers contributed a critical review of the usual TAM model cited in papers like Chang (2009), Hsu et al. (2004), Bagozzi (2007), Benbasat and Barki (2007), the adaption of an extended version of TAM1, i.e., TAM2 uproots the shortcomings, Tan (2019); Tan and Hsu, (2018); Weng et al. (2018) Similar to TAM studies, here, Usability (Perceived Usefulness) and User Experience (Ease of Use) are the two major supporting predictors, therefore, Technology Accepting Model is the most relevant model for this study, TAM model explains users' acceptance and usage of technology. Applying TAM model here benefits us to contribute and add value to the future investigation by finding how are the job-seekers accepting the adoption of the e-Recruitment system, what factors affect them most while using online Job portals and how they perceive the online/digital recruitment technology in Malaysia.

There are very few related studies that have been done in Malaysian context in this field, where jobsites are a highly used medium of finding a job in Malaysia. Traditional job search is no longer practised due to the advancement of technology and infrastructure. Therefore, this study has been conducted to focus on the need of the hour and to understand the behaviour of Malaysian Jobseekers from different ages, gender, educational backgrounds and experiences. Considering the key component (i.e., Jobseekers) of this industry and their motivator can improve the jobsites according to the demand of the user, which not only enhance user-satisfaction but also increase the effectiveness for the posting of jobs by the employers.

Acknowledgement

First and foremost, we would like to convey our deepest and heartfelt gratitude to our supervisor, Prof. Dr. K. Jayaraman, for providing us with an opportunity to work on our proposed analysis, along with his gracious guidance and insightful encouragement. We would also extend our sincere appreciation to Taylor's University for providing us with the opportunity to accomplish this research project with the supply of necessary study materials. We are immensely thankful for their efforts to make this research accomplished.
Shared Values of E-Recruitment Portal: Determinant Factors of Job-Seekers’ Intention to use Job Portals

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Shared Values of E-Recruitment Portal: Determinant Factors of Job-Seekers' Intention to use Job Portals


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