



## GLOBAL RECRUITING TRENDS

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### **Abstract**

*The landscape of recruitment has changed by manifold in the recent years by introducing new recruiting trends in the companies in order to move the company forward and sustain in the market. It is essential to know the latest and current recruiting trends that are followed across the globe. In the past four years recruiting trends have been changed and every year the recruiters and hiring managers gave importance to particular trends for recruiting in the global companies. In this paper we discuss the global recruiting trends of the past four years and is analysed.*

**Keywords:** *Latest and Current Recruiting Trends, Global Recruiting Trends, Recruiters and Hiring Managers.*

### **Introduction**

The most popular online professional network, LinkedIn, has many business solution offerings, apart from the opportunity of connecting to a professional network. These solutions are, Talent solutions, Marketing solutions, Sales solutions and Learning solutions. Among these, the Talent solutions team conducts surveys on different kinds of aspects, across the world, every year. Some of them are Global Recruiting Trends, Global Talent Trends, and Global Staffing Trends etc. These surveys are conducted by interviewing the Talent and Recruiting Leaders across more than 30 countries. These surveys are being conducted for many years now and are helpful to the recruiting leaders to determine the benchmark trends being used across the globe. These surveys are helpful in determining the strategies to be used in the current year so as not to miss out the quality talent. The LinkedIn Global Recruiting Trends reports provide the information on what kind of platforms, strategies are being utilized by the recruiting leaders currently and the priorities of these leaders in the time to come. These reports also provide the information about the technologies being used/ will be used and their benefits. All of this information is provided for each of the country surveyed.

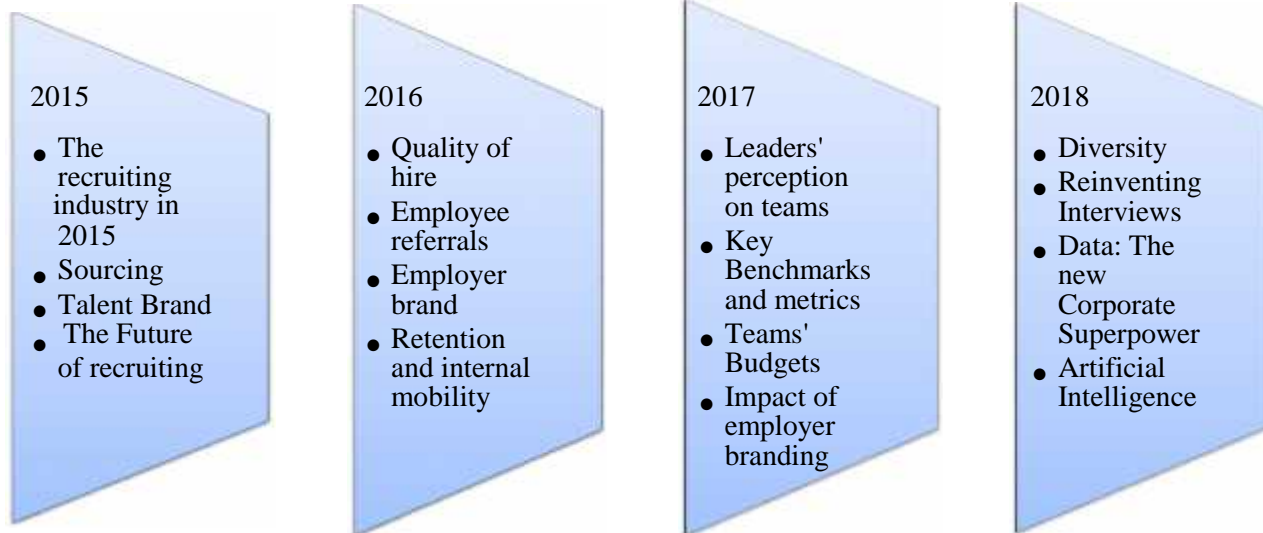
### **Research Methodology**

**Survey Methodology of Global Recruiting Trends Reports:** The LinkedIn team interviewed industry experts on the state of hiring and then surveyed nearly 9000 recruiters and hiring managers from 39 countries in 2017. The team contacted these managers based on their LinkedIn profile and contacted them via email. Since 2011, they surveyed over 3000 managers every year in over 30 countries.

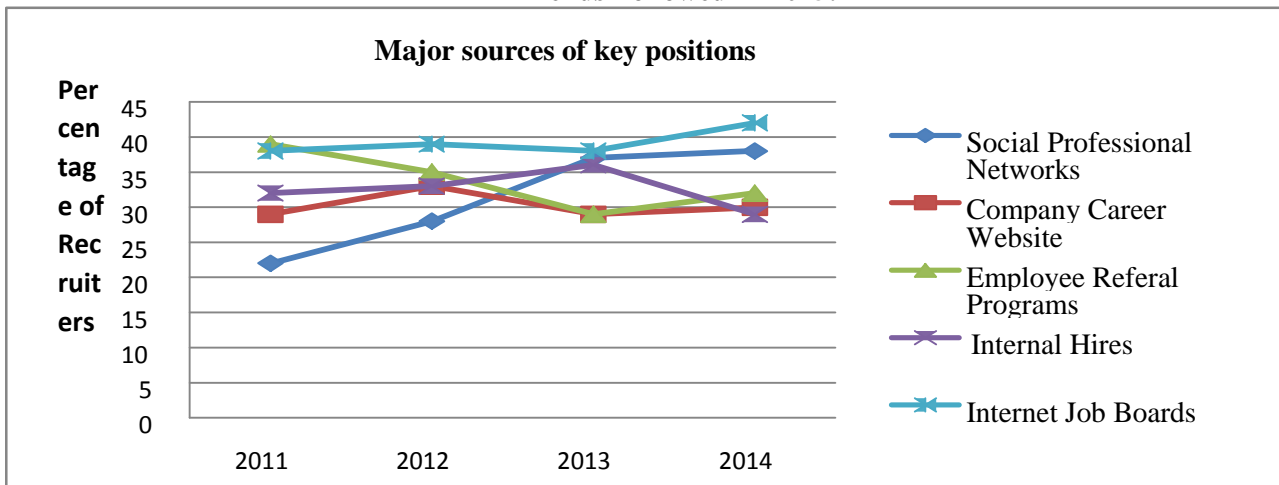
### **Data Analysis and Interpretation**

LinkedIn conducts surveys across many countries on different aspects every year. One among them is the Global Recruiting Trends. These survey reports give the latest practices, trends, technologies adopted by the recruiters across the globe. The following timeline gives the key points discussed in these reports.

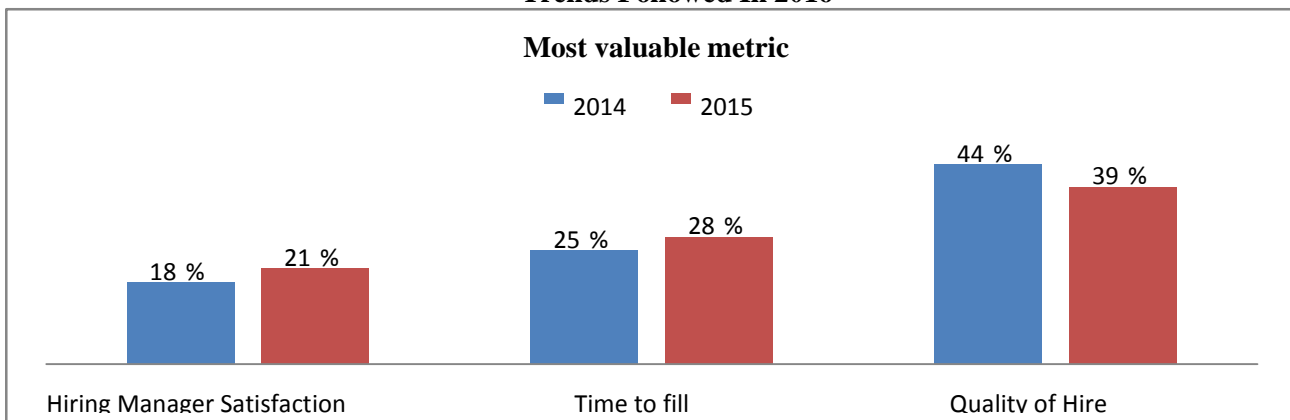
These reports give the recruiters the latest trends to be aware of, which are perceived as important, by the recruiting leaders across the world. These are the trends to be adopted in order to stay ahead in the industry of grabbing quality hires. The trends are determined by surveying the recruiters and hiring managers across more than 30 countries every year. The reports are the part of LinkedIn Talent Solutions. The following sections contain the key takeaways of each of these reports.



**Analysis of Trends In Years (2015-2018)**  
**Trends Followed In 2015:**

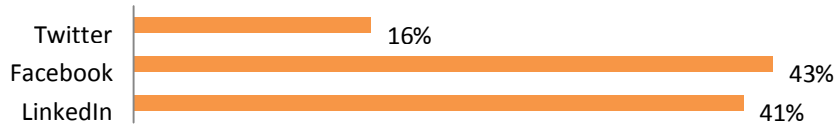


**Trends Followed In 2016**

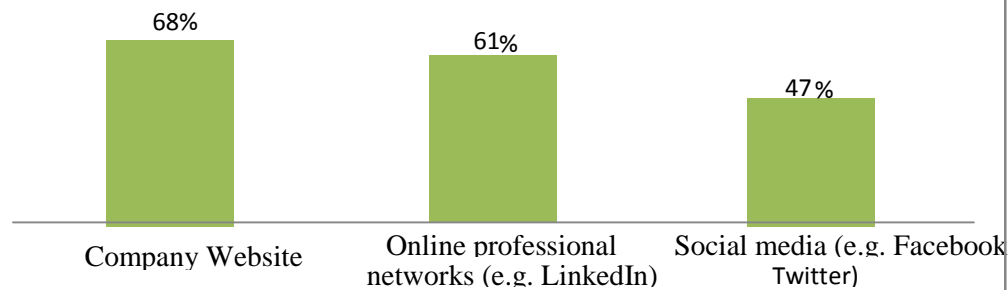




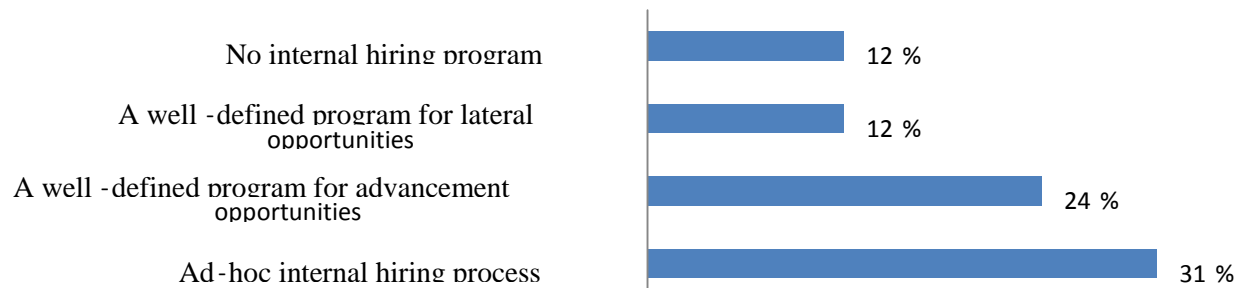
### Employee social referral hires by network



### Most effective employer branding tools



### Company's internal hiring / internal Transfer efforts



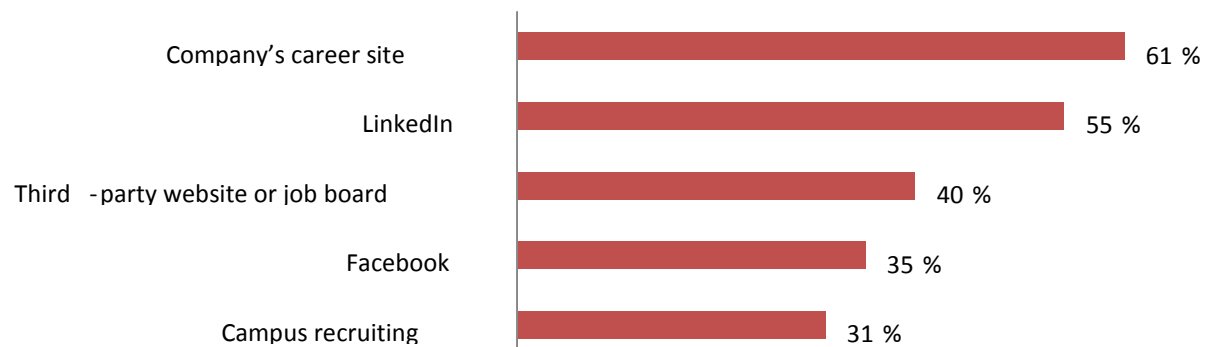


### Trends Followed In 2017

#### Top channels for quality hires

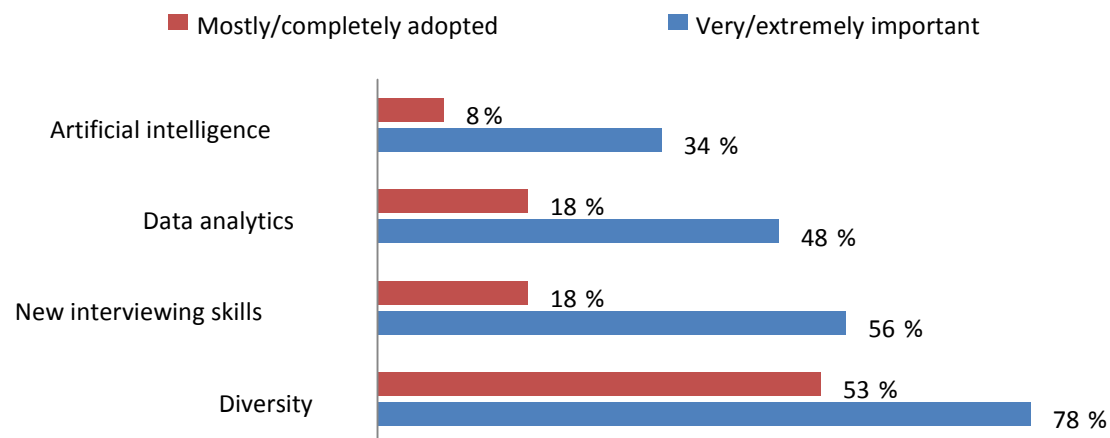


#### Best channels to build employer brand



### Trends Followed In 2018:

#### Top trends shaping the future of recruiting and hiring





### Findings

1. After the analysis of Global Recruiting Trends reports it was very clear that social media has gained significant importance not only as a top source of quality hires but also as a top channel for promoting the employer brand.
2. A strong relationship with marketing is considered to be the key to employer brand excellence.
3. *Internet Job Boards* produce the highest quantity of hires.
4. A strong relationship with marketing is the key to employer brand excellence.
5. *Employee referral programs* have shown the highest increase as a source of quality hires and became the highest source of quality hires in 2016.
6. *Company's website* remains the top channel for promoting employer brand or talent brand.
7. *Diversity* is the biggest game-changer and most embraced trend with over half of companies is already tackling it head-on.
8. Data is the next corporate super power and majority of the recruiters and hiring managers are somewhat likely to use data in the next 2 years.
9. Majority of the recruiters also said that Artificial Intelligence (AI)'s impact on recruiting will be somewhat significant.

### Conclusion

Global recruitment trends have been changing every year because of tedious candidate searches, the endless scheduling, and the repetitive screening are inefficient and mind-numbing. It helps talent leaders benchmark against teams across the globe when it comes to the most important recruiting metrics and trends. There is a renewed emphasis on relationships, which is a critical factor in talent acquisition.

### References

1. Global Recruiting Trends Report 2015.
2. Global Recruiting Trends Report 2016 .
3. Global Recruiting Trends Report 2017.
4. Global Recruiting Trends Report 2018.