

Use Of Social Media In Post Covid-19 And Labor Shortage In Construction Sector In KSA

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Abstract:

Global economy has been crunched by Covid-19. Its bitter fact rotates with recovery and non-recovery with ordinal numbers in various sectors. Despite of recovery in certain sectors, the shortage of labor is still prevailing. Similarly, the construction sector is one of these sector. The construction sector in Kingdom of Saudi Arabia, is in panic need of labor shortage. Many projects cannot meet the deadlines, just because of shortage of skilled labors. Employers are struggling to attract the prospective employees. As the intention to apply for a job (ITA) really matters to obtain the skilled employees. Therefore, this research was conducted that how is the social media approach effective? The final year graduate's students were taken as a sample. The convenience sampling was used for this study. The limitations and future recommendations were stated in conclusion.

Keywords: Covid-19, Labor Shortage, Social Media Approach, Intention to Apply

Introduction:

World has been facing the various issues in different perspectives like demographic shifting in the world, mostly in the developed countries, brain drain in developing countries employee turnover and so on (Manpower Group 2021; Oncioiu, Anton, Ifrim & Mândricel, (2022). There is no empty part of the world facing labor shortage. Where the scarcity of skilled employees is the cause of different factors. Besides the other

factors, Covid-19 has also become the reason in shortage of labor. These all issues have created staff shortages in location-tethered work (Manpower Group 2021). In 2019, a pandemic breakout suddenly and covered the whole world. The deaths record was seen in shocking numbers. Economy of world badly declined. Countless persons have lived through lockdowns. The numbers of deaths can be seen in below Table 1.1,

Country	Total; Cases	New; Cases	Total; Deaths	New; Deaths	Total; Recovered
World	468,813,060	+854,689	6,095,415	+2,059	399,854,925
Europe	169,642,724	+297,735	1,751,263	+959	149,826,711
Asia	131,317,570	+474,066	1,382,049	+873	114,602,960

Table 1,1: Covid -19 Death Records

Source: Eurostat

During lockdown, many persons have been working from home and also hundreds of millions lost their jobs. Where many of them lost their jobs, many skilled employees have also lost their lives. It's just because of pandemic. Nonetheless, world employment has gone through the bad phase. Yet today the demand for top talent in the corporate world and elsewhere is exploding just at a time when the supply is

threatened. (Wooldridge, 2022) The deficiency of labor is not in the single place and even not in the single number. The job vacancy rates have started to increase and counted with the huge difference numbers from quarter 4 2020 to quarter 4 2021. These numbers are not only in Europe but also in USA, Asia and gulf countries too (Tappe, 2022.) Further, neither location nor industries have saved. Yet the vary in industry to industry.

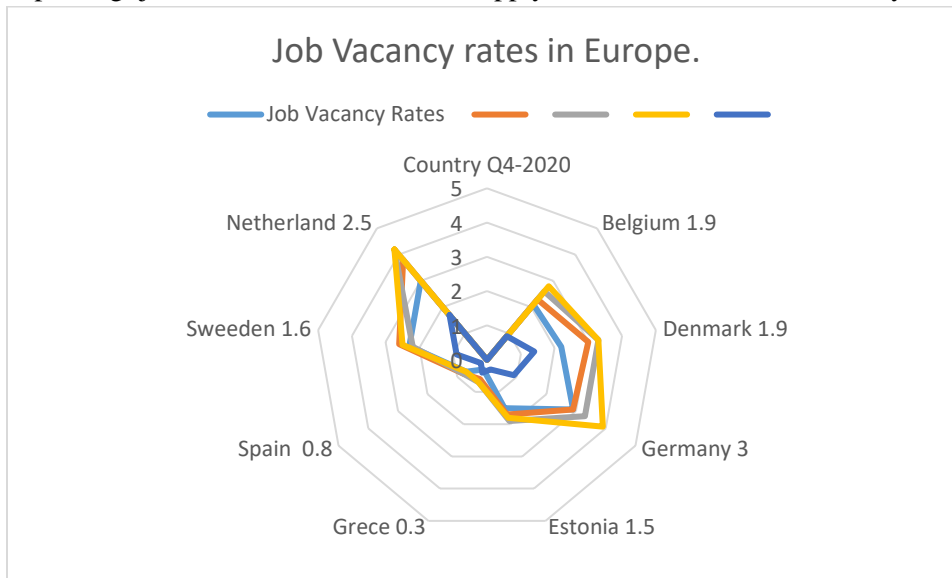


Figure: 1.1

Source: Colign & Brezski, 2021

Country	Q4-2020	Q1-2021	Q2-2022	Q3-2021	Q4-2021	Change between Q42020-Q42021
Belgium	1.9	2.1	2.3	2.6	2.8	0.9
Denmark	1.9	2.2	3	3.3	3.3	1.4
Germany	3	2.9	2.9	3.3	3.9	0.9
Estonia	1.5	1.5	1.7	1.9	1.8	0.3
Grece	0.3	0.3	0.6	0.7	0.7	0.4
Spain	0.8	0.7	0.8	0.8	0.7	0.2
Sweeden	1.6	2.3	2.6	2.2	2.5	0.9
Netherland	2.5	3	3.8	4.2	4.2	1.7

Table:1.2 (Vacancy Change Rate)

Source: Eurostat

Construction Sector

With respect to construction sector, it suffers with deficiency of skilled workforce (Wong et al., 2006; Paul, 2016). The construction sector is considered one of the world’s largest portion of economy. Similarly, Saudi Arabia’s construction sector major contributes in the overall country’s economy. Where the largest share of economy is from construction sector, yet finding out the skilled employees is a perilous issue. The many projects are delayed just because of the scarcity of skilled employees. Inexpert workers are one of the most unfertile labor types in the construction industry that influence the sector’s performance. The sector is in critical need of hiring the skilled employees. Through the literature, it comes to know that various researchers have been highlighting the different approaches in hiring the skilled employees (Boris, 2022) Nonetheless, the social media is one of latest approaches. The social media and hiring of skilled employees has novelty in literature. It is

still in infancy phase. The prior researchers have discussed social media in different regions (Aslam ,2015; Farooqui, 2020; Oncioiu , Anton , Ifrim & Mândricel, 2022; Robards & Graf, 2022 ;; Teijlingen & Hundley, 2001; Tevleen,2013). Despite of these studies, little is known about the impact of social media applications (LInkedin and Facebbok) on Intention to apply for a job. Social media applications are not less familiar to prospective employees and current employees too. Linkedin and the facebook are the well-known applications of social media. The number of scial media users are increasing day by day. According to a worlds report (2022), the top seven social networks have over 1 billion monthly active users. Facebook leads the list of most used social networks, followed by YouTube, and then the rest of the metaverse .There is the list of monthly users of social media in below table. Table 1. Indicates the highest user of Facebook on monthly based.

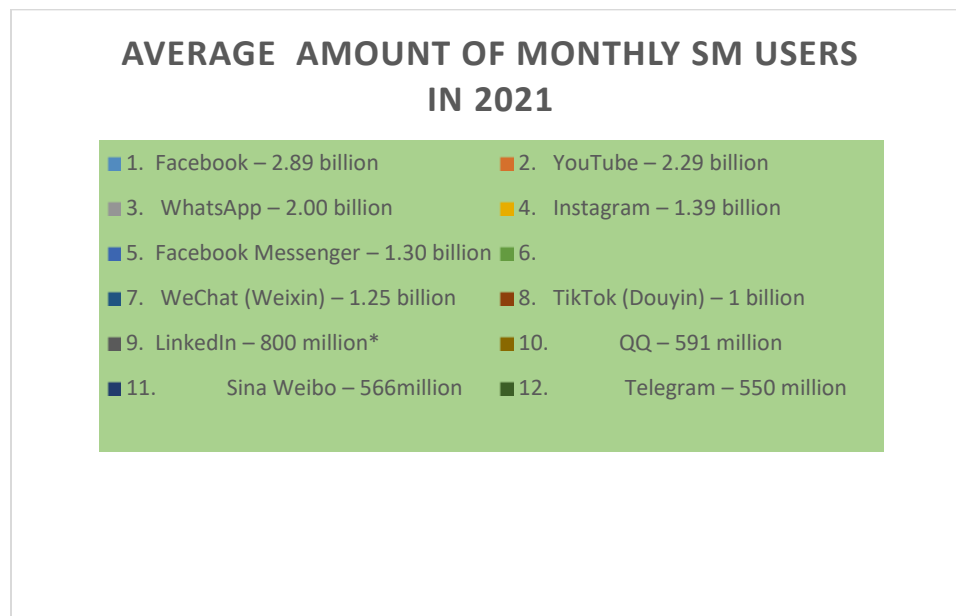


Figure:1.2
Source: Henis, 2022

Employer Branding and Social Media

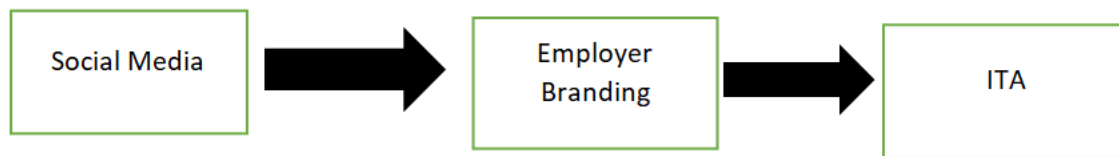
The term“employer branding” is closely relate to employer attractiveness It is shortsighted to

attract the skilled potential employees without employer attractiveness when the success of an organization depends on the ability to attract

potential employees (Gomes & Neves, 2011). The success of organizations depends on human capital rather than hard assets (Arachchige & Robertson, 2013) and the central focus on the right person in the right place at the right time (Yusoff et al., 2013). Organizations have been using social media to promote their products (Adler & Ghisell, 2015; Kabir, 2014).

Besides the promotion of products, the use social media is prevailing to groom the branding of

companies. Social media put the employer image in front of the prospective employees. The future employees view the employer brands before they intend to pursue the job application. As we have discussed above, talent acquisition is not easy in present era, especially after Covid-19. Even the number of prospective employees have increased who are not only viewing the branding of employers but also rating their future employers before applying. The Figure 1. Is put below.



Research Framework:

Customers visit different social pages to obtain information about products, services and access to special deals such as coupons and promotions (Kaur, 2013). However, the advent of social media is new in employer branding (Sivertzen et al., 2013; Kaur, 2013). It is a novel affiliation between social media and employer branding (Kaur, 2013) in spite of social media is prevailing in recruitment (Manroop & Richardson, 2013). However, some regions argue different statements. A study done by Mcgrath (2011) in U.S.A indicates the tendency of the usage of social media. According to him, employers have started to use social media in recruitment

Branding and social media is not new in Marketing perspective. While employer branding and social media linkage has been overlooked in HRM perspective. Employer branding and social media are interconnected. The role of social media is authentic in promoting the products/goods and services. However, As the changes in organization advertisement are eyewitnesses. According to Prindle (2011), social media has changed the game of job advertisement among employers. Naqvi (2015) also highlighted that traditional advertisement has replaced into social media advertisement. When you're considering a new job with a new company, do

you look up that company's social media profiles? What about the profiles of its current employees?

With so much information now available, many people do indeed look up whatever information they can access, and that inevitably means that your brand social profiles take on a different context, and serve a valuable purpose in terms of employer branding. But you may not have additionally considered what your employees' profiles say about your company.

To collect some insight on this, the team from Capitalize recently surveyed more than 1,200 people to get their perspectives on how they search for new job info.

Methodology

Following the future recommendations and research gaps of previous studies, researcher formulated a research model. Based on the model, the researcher adopts the quantitative research through the survey instruments. Quantitative studies are helpful to make the conclusion within the large population through a sample of the population. According to Castellan (2010), quantitative study is useful as the researcher able to study the samples within the large population. Furthermore, quantitative study is beneficial to measure the intentions (Antwi &

Hamza, 2015). As intentions were also a part of this study. Therefore, quantitative study was productive for this study. The survey instruments were designed with the seven point Likert scale. The instrument taken from previous studies, however, modified according to the nature of the study and population. Furthermore, researchers collect data from final year graduate's students who were studying in Effat University Jeddah. The non-random sampling was used for this study. Further, PLS-SEM was used to analyze the data. The decision to use the PLS- SEM as gives the accurate results even the sample size is low.

Conclusion

The questions were asked to Final Year graduates in University. All hypotheses were found significant. LinkedIn profile attracts the prospective employees. Similarly, Facebook profile is also positive approach for prospective employees. The 4.5 mean score was highly counted for LinkedIn. The prospective employees perceive employer profile through social media. Facebook was also found significant for intention to apply for a job. The limitation of this study is on department based. As the samples were taken from only Engineering departments. The contribution of this study is rock-solid. Future researchers are more welcoming to integrate the ideas from the theory. The findings of this study brings future recommendations Therefore, there is a need for an additional future study with extension of variables. The future researchers are encouraged to do further research in another region (Europe & South Asia).

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