Global 500 Web Site Recruiting
2001 Survey

An Internet Intelligence Report
by iLogos Research

Contacts for iLogos Research:
West Coast: Yves Lermusiaux (yves@ilogos.com)
East Coast: Alice Snell (asnell@ilogos.com)

Contacts for Recruitsoft
info@recruitsoft.com
888-836-3669

Press Contact:
Julie Denardo
(jdenardo@recruitsoft.com)
973-218-1060 x104
**Introduction**

This study reviews how Global 500 companies use corporate Web sites to meet human capital asset requirements. The purpose of the study is to determine the percentage of Global 500 companies that use the corporate Web site as part of the recruiting strategy. In addition, the study looks at trends and forecasts future adoption and best practices for Web site recruiting. This study is a continuation of ongoing research conducted annually since 1998 by iLogos Research.

**Key Findings**

In 2001, 88% of the Global 500 use corporate Web sites for recruiting purposes.

There has been a steady increase in the adoption by the Global 500 of the practice of recruiting on the corporate Web site, growing from only 29 percent in 1998, to 60 percent in 1999, 79 percent in 2000 and 88 percent in 2001.

![Figure 1. Corporate Web Site Recruiting by Global 500 Companies, 1998-2001](image)

The four-year trend in the data confirms that Global 500 companies consider that the corporate Web site is a vital component of the overall recruiting process.

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1. The Global 500 group of companies is a list of the largest companies in the world, based on gross revenue, compiled by *Fortune Magazine*. 
By Region

Global 500 companies using corporate Web sites for recruiting in 2001 represent 83% of European-based companies, 88% of companies headquartered in Asia and the Pacific Rim, and 93% of North American-based companies.

Among the three regions, the highest rate of corporate Web site recruiting is by North American-based Global 500 countries. This is consistent with North America’s generally high adoption of the Internet.
There has been strong growth since 2000 in the use of the corporate Web site for recruiting among European-based Global 500 companies, with an increase of ten percentage points in the adoption rate. This is in line with rising Web penetration in the European markets.

In 2001, the largest increase in the adoption rate for corporate Web site recruiting occurred among Global 500 companies located in the Asia-Pacific region, with an increase of 20 percentage points. This again can be attributed to a large degree to the significant increase in Internet usage in that region, and is also typical of young markets in the early phases of adoption.

With a more mature Internet presence, use of the corporate Web site for recruiting by North American-based Global 500 companies has increased only slightly since 2000, rising just one percentage point.

By Industry

Global 500 corporations using corporate Web sites for recruiting in 2001 represent:

- 100% of companies in the Healthcare sector
- 97% of companies in the Manufacturing sector
- 96% of companies in the Transportation sector
- 89% of companies in the High Tech sector
- 87% of companies in the Consumer sector
- 83% of companies in the Natural Resources sector
- 82% of companies in the Financial sector
- 82% of companies in the Wholesale sector
- 79% of companies in the Utilities sector

Figure 4. Corporate Web Site Recruiting by Global 500 Companies, 2001: By Industry
The relatively even distribution level of adoption among industries indicates that use of the Internet and Web site recruiting is no longer confined to knowledge or service industries: usage is universal and widespread.

**Forecasts**

The rate of increase in the adoption of corporate Web site recruiting by the Global 500 has been diminishing, as that adoption rate nears 100 percent. The decrease in the growth rate of adoption is not unexpected, as the companies yet to engage in corporate Web site recruiting are the “late-adopters”, with a more conservative approach towards embracing new technology and marketing strategies.

![Adoption Rate of Corporate Web Site Recruiting by Global 500 Companies, 1998-2003](image)

iLogos Research forecasts virtually 100 percent adoption of the use of the corporate Web site for recruiting by the Global 500 in 2002, with the small percent of remaining late-adopters coming round by 2003.

**Conclusion**

As Web penetration grows, added potential is also unleashed. The corporate Web site is far from being simple brochure-ware today. Now starts its expansion into a true second generation, integrated business-process enabler. As is often seen in such technology adoption cycles, the business value and value creation for the corporation remain at the basic level after the first generation improvement. It is after the second generation that businesses perceive the true potential and value of such a solution.

This study focuses on adoption of the corporate Web site for recruiting. The results of the 2001 survey confirm that the world’s largest companies have recognized the significant employment branding opportunity inherent in Web site traffic. Yet the front end or Careers section of the corporate Web site represents only a first step and minimal return on the potential business
value. The opportunity remains for large corporations to optimize Web site recruiting as an integrated and integral element of the recruiting strategy. Attention must be paid to the best practices of online recruiting, especially the application of leading technology and the integration of front and back-end functionality to realize optimal gain.

It is within the integrated back-end/ front-end enabled streamlined communication, between corporate needs and skills based standard platform candidate profiles, that the true return and full Internet leverage lies for Web site recruiting.
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Methodology

Data for this study was gathered by visiting each of the Web sites of the Global 500 corporations. Data collection was performed in April 2001.

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All data gathered for this report is accurate as of the date gathered and is subject to change due to the dynamics of the Internet.
About iLogos Research

iLogos Research analyzes best practices and innovative information technologies to provide intelligence, strategies and results-based consulting for large corporations, to optimize human capital assets. The research driven consulting practice produces primary data on industry trends, impact of new technologies, best practice methodologies and benchmarking to provide fundamental metrics and intelligence-based actions.

Published reports and studies include Best Practices for Fortune 500 Career Web Site Recruiting; Global 500 Web Site Recruiting, 2000 Survey; Lessons from the Global 500, 1999; and Achieving Results with Internet Recruiting, 1998. Founded in 1997 as iLogos Internet Intelligence, iLogos Research today is recognized as the most rigorous source of data for human capital Internet-related issues.

iLogos Research (www.ilogos.com) is the independent research and consulting division of Recruitsoft (www.recruitsoft.com). Recruitsoft is the leading provider of online hiring management solutions for Global 1000 companies.

Email: info@ilogos.com

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Email: info@recruitsoft.com