

## Use of Social Media for Recruitment in the Hospitality Sector: A Bibliometric Study

Manisha Saxena<sup>1</sup>

<sup>1</sup> PGDM, Ramachandran International Institute of Management (RIIM), Pune, India

\*Corresponding Author: [manishasaxena75@hotmail.com](mailto:manishasaxena75@hotmail.com)

**Abstract-***This paper aims to understand the use of social media as a Recruitment tool in hospitality sector. It used published papers collected from ScienceDirect in the last decade (2014-2023). Mendley Reference Manager was used to extract papers. A bibliometric overview was done using VOSviewer software.*

*According to current studies, social media has been witnessing an increase in use in various Human Resources Management practices in general and in recruitment in particular. The analysis helped understand how the literature has progressed over the years in this area especially in hospitality sector and what new areas are trending or emerging.*

**Keywords-***Bibliometric Study, Hospitality Sector, Recruitment, Social Media*

### I. INTRODUCTION

The digitized world, driven by social media (SM), continues to transform various aspects of business operations, with recruitment being a key area of impact [1]. In the dynamic and customer-centric hospitality sector, SM has emerged as a strategic tool for talent acquisition, enabling organizations to access a larger candidate pool, enhance employer branding, and improve communication efficiency [2]. Current research highlights that platforms like LinkedIn, Facebook, and Twitter facilitate not only the recruitment of skilled employees but also contribute to employer branding and retention strategies [3] & [4]. This paper reviews the literature on social media recruitment within the hospitality industry, emphasizing its benefits and strategic implications. The findings underline the alignment of these methods with the digital habits of Generation Y and beyond, paving the way for a more vibrant, skilled workforce [5].

Both business and academia are witnessing a surge in research in the area of SM. This study explores the growing research on SM recruitment in hospitality, using bibliometric analysis and social science mapping to identify existing and emerging trends. It uses VOSviewer to analyze academic literature published between 2014 and 2023 published on various academic platforms like ScienceDirect, Web of Science, Scopus and Google Scholar, revealing influential journals, authors, and keyword evolution with the help of co-authorship analysis, co-occurrence of keywords analysis etc. Given all the above, the purpose of this study is to do a bibliometric analysis to understand the growing research of social media recruitment in hospitality sector. Therefore, the objectives of this study are to address the following research questions:

RQ1: What are the most impactful journals, authors, and research papers in the field?

RQ2: What is the current knowledge base related to social media recruitment in hospitality?

RQ3: What are the new research trends related to social media recruitment in hospitality sector?

The remainder of this paper is divided in following sections. The introduction section is followed by review of Literature, which is followed by Section 3 on methodology used, including the database and search protocol and a description of the bibliometric methods. Section 4 presents the detailed results. Finally, Section 5 provides concluding remarks. These findings and suggestions would benefit the target group which includes academicians, hospitality sector, job seekers, legislators, and users of SM. This study concludes by identifying the future trajectory of research in this domain.

### II. LITERATURE REVIEW

SM recruitment best practices include a SM strategy plan, appropriate resources, content strategy, and SM policy for cost-effective, targeted, and strategic talent sourcing [6]. Hospitality recruiters screen applicants with the help of social network sites, giving more importance to negative information over positive, and using them more for management-level and front-end employees than entry-level and back-end applicants [7].

Though applicants may perceive low fairness and job pursuit intentions if social networking websites are used as a selection tool in the hospitality industry compared to organizations not using such sites [8].

SM platforms play a crucial role in facilitating international migration, for example Polish migrants acting as recruitment agents for UK hospitality sector jobs [9]. SM recruiting is increasingly effective for companies, offering ease of access, availability, spontaneity, and transparency, while promoting change in recruiting policies and management interventions [10].

Platforms like LinkedIn, Twitter, and Pinterest are increasingly used for talent acquisition and recruitment, with potential for increased efficiency and convenience, but also potential for time-consuming and misleading screening of candidates [11]. More than half of hotels in North America use SM for HR activities, with higher service level hotels generally using it more for internal communication [1].

Online in general and SM recruitment in particular in hospitality organizations presents challenges for both employers and prospective employees, with considerations including website attributes, fairness, brand reputation, and online profiles [2]. SM strategies can enhance talent acquisition by creating value propositions for job seekers and personalizing content, addressing challenges and addressing millennials' values-orientation in the recruitment process [12].

It is an effective tool for recruitment, offering cost savings, increased applicant pool, and targeted targeting, but may lack transparency in information [13]. Social networking sites are increasingly used by Indian firms for employer branding, talent acquisition, and retention, reinforcing stronger employee relationships [14].

SM use in recruitment positively impacts applicants' impression formation and recruiters' perception of interpersonal skills, leading to better candidate selection [15].

It is effectively used for social recognition and employee engagement in organizations across various sectors [16]. Social networking websites are increasingly used by companies in India for brand building and talent acquisition, highlighting their importance in organizational branding and talent management [17].

SM recruitment has the potential to revolutionize talent acquisition, but companies must address challenges and find profitable strategies to effectively utilize these platforms for recruitment [18]. These platforms effectively serve as a source for talent acquisition, benefiting both recruiters and job seekers by attracting potential candidates and showcasing their talent [19].

It effectively speeds up and simplifies the employee recruitment process, providing advantages in cost, time, and candidate background information [20]. Social networks significantly influence the recruitment process in tourism and hospitality enterprises, providing valuable information for employers and influencing potential candidates' decisions to apply for vacancies [21].

This necessitates understanding of the effects of information and communication technologies (ICT), social media, the internet and websites, mobile technologies and other technological developments on workforce dynamics, skill requirements and job descriptions.

The researchers intend to analyze how technological innovations are transforming the workforce and how these transformations are influencing practices within the industry [22]

Thus, SM recruitment best practices involve a strategy plan, resources, content strategy, and policy for cost-effective, targeted, and strategic talent sourcing. In the hospitality industry, social network sites are used for management-level and front-of-the-house employees, but they can lead to lower perceived fairness and job pursuit intentions. SM platforms also facilitate international migration. Despite challenges such as website attributes, fairness, brand reputation, and online profiles, SM strategies can enhance talent acquisition by creating value propositions and personalizing content. These sites are increasingly used for employer branding, talent acquisition, and retention, reinforcing stronger employee relationships. They positively impact applicants' impression formation and recruiters' perception of interpersonal skills, leading to better candidate selection. Social networks significantly influence the recruitment process in tourism and hospitality enterprises, providing valuable information for employers and influencing potential candidates' decisions to apply for vacancies.

### III. METHODOLOGY

This paper examines prior research with the aim of summarizing the existing state of use of SM as a recruitment tool especially in the Hospitality Sector. Post the analysis of pertinent literature on SM recruitment and its advancements the following objectives in terms of research questions were set:

RQ1: What are the most impactful journals, authors, and research papers in the field?

RQ2: What is the current knowledge base related to social media recruitment in hospitality?

RQ3: What are the new research trends related to social media recruitment in hospitality sector?

This study contributes to SM recruitment in the hospitality sector by reviewing literature available for the last decade (2014-2023), using statistical indicators, and using science mapping techniques. It provides a comprehensive visual representation of knowledge related to SM recruitment in hospitality, including number of publications and highly cited publications, popular authors and citations with the help of science mapping (such as co-occurrence analysis, and co-authorship analysis) combined with bibliometric techniques (such as networks and clustering visualization).

Thus, bibliometric analysis was done to understand research evolution in SM recruitment in the hospitality sector, providing a comprehensive holistic view using VOSviewer, a bibliometric software that has not been previously done in this field.

#### A. Design

This study aims to conduct a thorough bibliometric analysis of the existing literature on SM recruitment in the Hospitality sector. In line with recent research trends [23, 24, 25, 26, 27, 28]. The bibliometric analysis was developed using the research framework illustrated in Fig. 1.

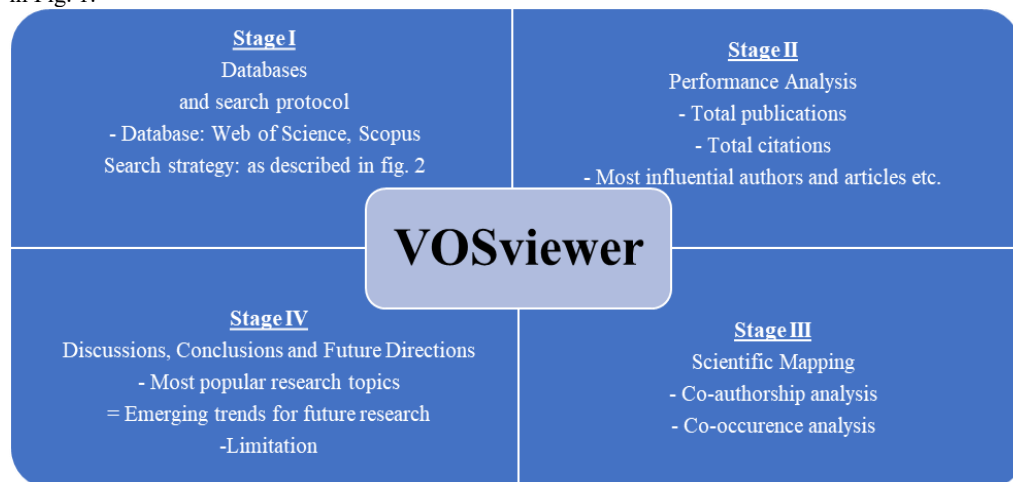


Fig 1 Research framework of the methodology

Source: Created by the author

#### B. Database and Search Protocol

The researcher used the recently revised Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) [29] protocol to map the knowledge structure in SM recruitment in hospitality, following a systematic review protocol for identification, screening, eligibility, and inclusion.

#### C. Sample Size: Framework for Inclusion and Exclusion of the Articles

Studies revolving around SM recruitment in hospitality sector were assessed. "Social Media" AND "Recruitment" OR "Talent Acquisition" AND "Hospitality" OR "Tourism" were the strings for keyword search to find relevant literature in ScienceDirect which is the most comprehensive peer-reviewed literature and citation database including WoS, Scopus and Google Scholar as well. "Social media" was used instead of the keyword "online", as online also comprises of company websites, career portals etc. Hospitality was added to the keyword search to bring out the most relevant results for the review, though it is to be brought into light that the search query result of ScienceDirect also lists literature in which the given aspect is not the primary research area. To ensure a comprehensive search, the selected keywords must be present in the titles, abstracts, or main body of the articles.

As illustrated in Fig. 2 the initial search generated 1637 articles on the 10<sup>th</sup> of May 2024. Since this area of study has particularly evolved in the recent era post the widespread adaptation of the internet and mobile devices, last 10 years papers (2014 to 2023) were only included which gave 1380 articles. Thereafter, the document type was refined to "research articles" (1281), the subject area to "Business, Management and Accounting" (887). Then, a few journals were removed basis their titles which did not seem to fit the theme of the paper, or the number of papers was just three to do justice to interdisciplinary theme as well. This yielded 789 articles. Dataset of 789 articles was

generated. The top 100 basis relevance as displayed in Science Direct search were downloaded. ‘Mendeley Reference Manager’ software was made use of to organise these articles and for further analysis via VOSviewer. Included in the search results were the title, authors, keywords, references and abstracts which were processed in RIS format.

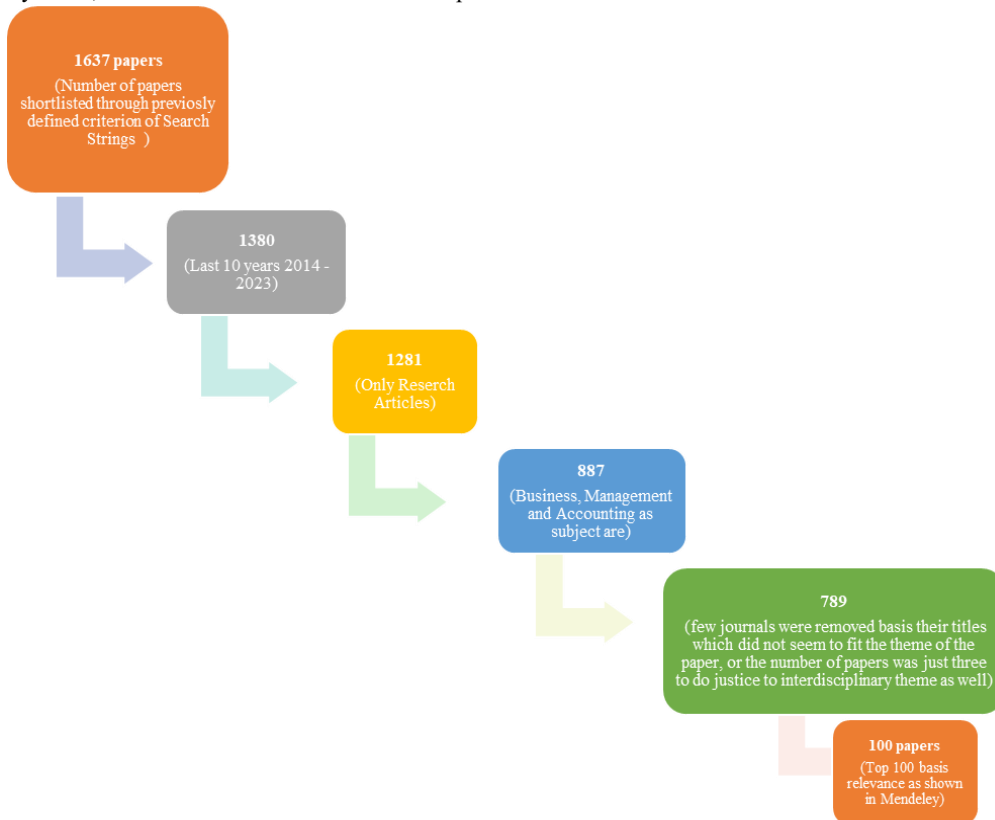


Fig. 2 Literature search and evaluation for inclusion and final sample size

Source: Prepared By Author (Basis PRISMA)

#### D. Bibliometric Analysis

As new research and technologies are developed, new pieces of knowledge are added to the systems on a regular basis. A bibliometric analysis is a thorough methodological evaluation of research findings that aims to classify previous works on the topic and support the creation of guidelines based on research for professionals operating in the studied field [30]. The primary objective of this bibliometric analysis was to gather and assess the research that was available in this area and to generate unbiased findings that could be verified and replicated. For this review, ‘Mendeley Reference Manager’ software was made use of to organise the articles in the dataset. ‘VOSviewer’ was used to highlight different keywords and variables with clustering technique and critical inferences were drawn from the visualisations. Performance analysis and science mapping are the two main techniques for Bibliometric analysis [31, 26] that aim to offer a comprehensive understanding of the advancements and knowledge structure in this particular field.

Performance analysis is based on activity indicators [32] related to the productivity and impact of research using a wide range of indicators [33, 26, 27, 28] considering publications, productivity per active year, citations, average citations, highly cited publications, and relevant source titles.

The science mapping analysis examines the intellectual interactions and relationships among research constituents [34, 26]. This method aids in identifying the structure and dynamics of knowledge organization within the researched research field or topic [35]. Some science mapping techniques explained as per [26] and [33] are as follows:

- Co-authorship analysis evaluates the number of publications co-authored by two researchers, enhancing research clarity and insights by comparing jointly authored publications.
- Co-occurrence of keywords in content analysis helps identify related concepts in publications in which both keywords occur together in the title, abstract, or list of keywords. It also aids in identifying thematic clusters. Combining techniques like network metrics and content analysis is crucial for presenting the intellectual structure of the research field [34, 26, 36].

Network analysis enhances research trends in business and economics fields, using bibliometric tools from recent studies in business and economics [24, 33, 37, 27, 28]. The researcher utilized VOSviewer [38], a software program that offers three types of scientific maps: network visualization, overlay visualization, and density visualization.

VOSviewer is user-friendly, requiring no programming skills, and easy to set bibliometric analysis parameters [39]. This software offers pragmatic handling of large datasets, superior mapping capabilities, and easier interpretations. [26]. This software is a valuable mapping tool that enhances the clarity of presenting relationships and cooperation among subjects through the use of various metrics. [39].

## IV. RESULTS & DISCUSSIONS

### A. RQ1: What are the most impactful journals, authors, and research papers in the field?

- 1) *Evolution of publications:* Interpretation: Covid seemed to have triggered more interest of researchers in this area as online became an imperative (Fig. 3) as can be seen that over time the number of publications related to social media recruitment in hospitality went up.

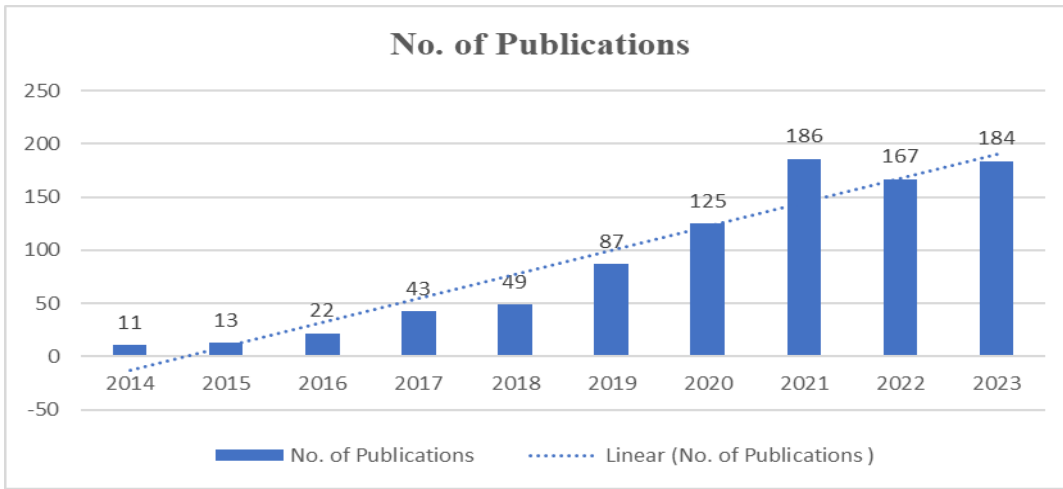


Fig. 3 Evolution over time of the number of publications related to SM in Recruitment

Source: created by the author

- 2) *Most active journals (source titles) for publications:* Most active source titles for publications related to SM recruitment in hospitality are depicted in table I.

TABLE I: TOP 15 MOST ACTIVE SOURCE TITLES FOR PUBLICATIONS RELATED TO SOCIAL MEDIA RECRUITMENT IN HOSPITALITY

S.No.	Name of journal	No. of Publications
1	International Journal of Hospitality Management	194
2	Tourism Management	125
3	Journal of Business Research	124
4	Journal of Hospitality and Tourism Management	98
5	Tourism Management Perspectives	69
6	Annals of Tourism Research	42
7	Technological Forecasting and Social Change	32
8	Journal of Destination Marketing & Management	30
9	Journal of Hospitality, Leisure, Sport & Tourism Education	21
10	International Journal of Information Management	16
11	Information & Management	8
12	Technology in Society	8
13	Public Relations Review	5
14	The International Journal of Management Education	5
15	Journal of Business Venturing	4
	Total	781

Source: created by the author

- 3) *Highly cited publications:* Interpretation: Only articles which had some citations were selected. The research in this area is very minimal (as depicted in Table II) to the extent that it hardly exists.

TABLE II:

TOP PUBLICATIONS AND AUTHORS MOST CITED IN THE AREA OF SM RECRUITMENT IN HOSPITALITY (ACCORDING TO NUMBER OF CITATIONS)

#	Title of Paper	Author 1	Author 2	Author 3	Name of Journal	Year	Purpose	Citations
1	Social media usage in hotel human resources: Recruitment, hiring and communication	Gibbs C.	MacDonald F.	MacKay K.	International Journal of Contemporary Hospitality Management, 10.1108/IJCHM-05-2013-0194	2015	To explore the use and non-use of social media (SM) by North American ... Use of SM in hotel HR is more focused on marketing versus recruitment activities	68
2	Examining Social Networking Sites as a Survey Distribution Channel for Hospitality and Tourism Research	Wolfe K. L.	Phillips W. M. J.	Asperin A.	Journal of Quality Assurance in Hospitality and Tourism, 10.1080/1528008X.2014.889519	2014	As businesses use social networking sites (SNS) to connect with consumers, SNS can be viewed as another ... responses from the traditional paper-and-pencil survey and online survey collected through an SNS recruitment	11
3	Roles of the Hotel Training Professionals— Perspectives of Industry Practitioners	Wong S. C.	Lee P. C.		International Journal of Hospitality and Tourism Administration, 10.1080/15256480.2016.1263171	2017	Media are current trends in the training and development world, especially in the hospitality industry ... organization, better educated and more career-minded employees and the adoption of technologies such as social	6
4	The effect of collaborative online media on recruitment decisions: an experimental study in the hospitality sector	Üngüren E.	Türker N.		RAE Revista de Administracao de Empresas, 10.1590/S0034-759020230504	2023	Media content on the recruiter's choice ... The research findings provide a practical contribution by revealing the effect of applicants' social	0
5	Online and social media recruitment employee considerations	Van Iddekinge C. H.	Lanivich S. E.	[...] Buhalis D.	International Journal of Contemporary Hospitality Management Strategic HR Review International Journal of Contemporary Hospitality Management	2016		N/A
6	Social Media: A Tourism Crisis Management Tool? Insights From the Lebanese Hospitality Sector	Salem G.			International Journal of Cultural and Digital Tourism	2015	Social media has become a polyvalent tool for any business ... ..., Social Media proves to be a strategic management tool	N/A

Source: created by the author

- 4) *Science Mapping Analysis*: This helps summarize research field bibliometric structure using co-authorship analysis and enrichment bibliometric techniques like networks and clustering visualisation [26, 33]. Co-authorship analysis is a method used to assess the intellectual collaboration between researchers and research institutions, based on the number of jointly authored publications. It is widely used to understand and assess patterns of scientific collaboration in certain research fields. VOSviewer map based on Bibliographic data reads from reference manager file (RIS). The author selected 'co-authorship' with unit of analysis as 'authors', full counting and with a

setting of max number of authors in a document as 25. If the threshold set for the minimum number of documents of an author was set as 2, then 24 authors out of 287 met the threshold. Out of 24, authors with the greatest link were selected (Table III).

TABLE III

TOP 10 MOST COLLABORATIVE AUTHORS IN THE SELECTED SAMPLE IN THE FIELD OF SOCIAL MEDIA RECRUITMENT IN HOSPITALITY

S.No.	Author	Documents	Total Link Strength
1	dhir, amandeep	7	19
2	tandon, anushree	6	18
3	kaur, puneet	5	16
4	talwar, shalini	4	14
5	mantymaki, matti	3	12
6	islam, nazrul	2	7
7	Iuqman, adeel	2	3
8	ruparel, namita	2	3
9	goh, edmund	2	2
10	lin, pearl m.c.	2	2

Source: created by the author

The total link strength refers to the total strength of the co-authorship links between a given author and other authors. Not many authors were connected to each other only 8 items had connections (Fig. 4)

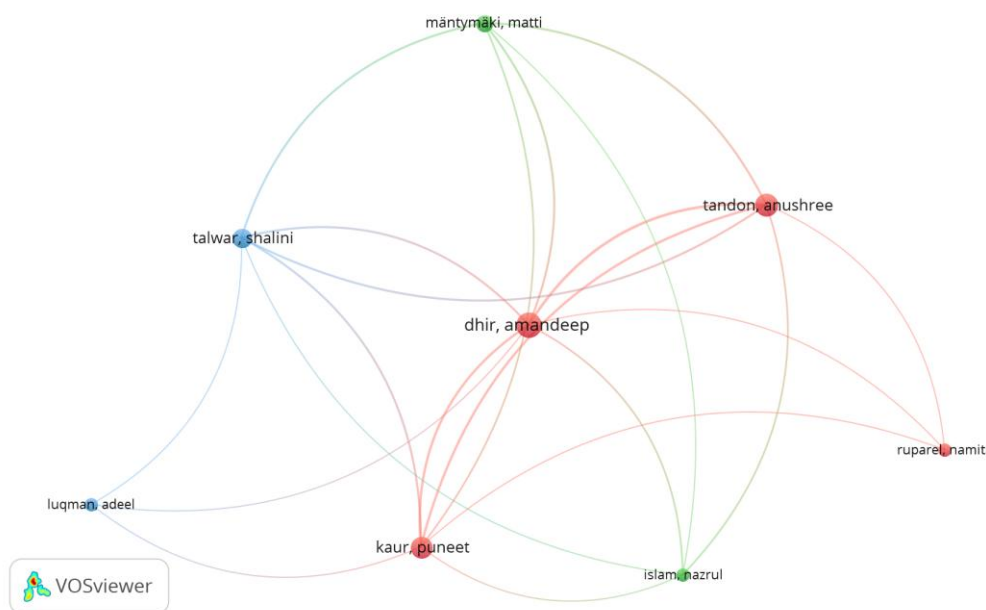


Fig. 4 The co-authorship network diagram.

Source: created by the author based on the VOSviewer analysis

**B. RQ2: What is the current knowledge base related to social media recruitment in hospitality?**

1) Co-occurrence analysis of keywords: *Keyword co-occurrence analysis is a content analysis method that identifies connections between keywords in a sample of publications, allowing the identification of thematic areas and foundational research topics [40]. If minimum number of occurrences of a keyword was taken as two, 32 keywords out of 448 met the threshold. Some of the 32 items in the network were not connected. Only 26 items were connected. These have been depicted in Figs 5 (density visualization), 6 (overlay diagram) and 7 (network visualization).*

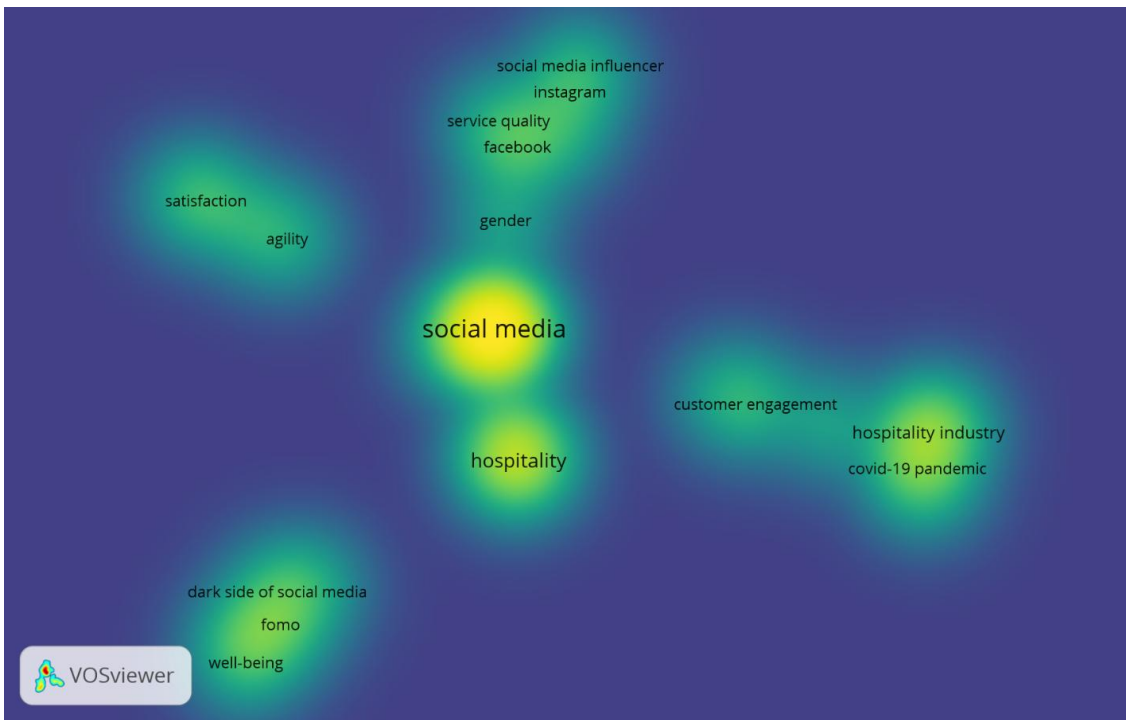


Fig 5 The co-occurrence of keywords density diagram using cluster density.  
Source: created by the author based on the VOSviewer analysis.

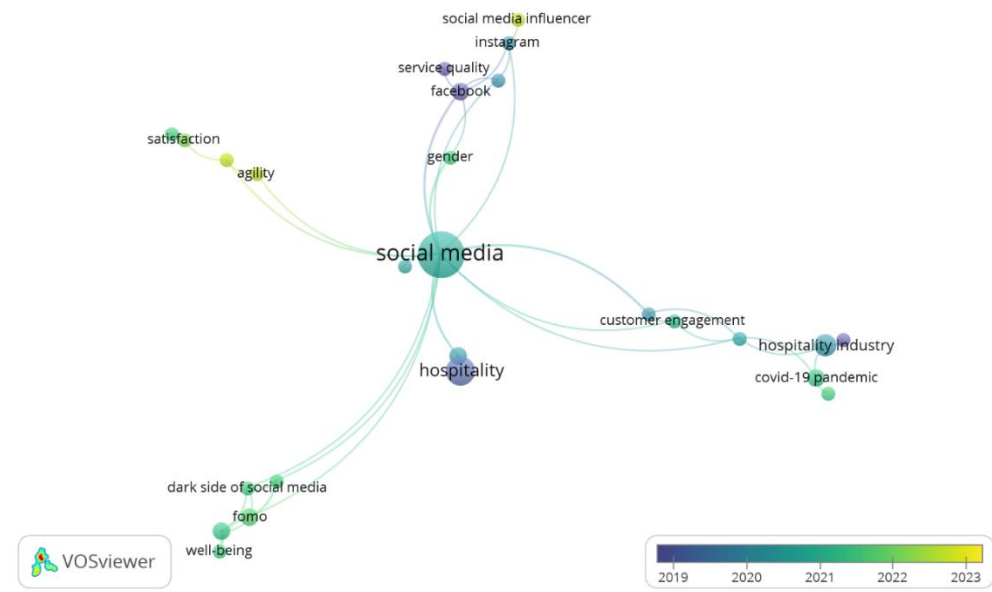


Fig. 6 The co-occurrence of keywords overlay diagram  
Source: created by the author based on the VOSviewer analysis

The hospitality sector, known for its dynamic and customer-centric nature, has increasingly turned to SM media platforms to attract, engage, and hire talent. But the Fig.s suggest that the current knowledge base related to social media recruitment in hospitality is negligible though social media mainly relates to recruitment due to its efficiency, cost-effectiveness, and ability to reach a broad and targeted audience, although it may also lead to concerns about fairness and lower job pursuit intentions among applicants.

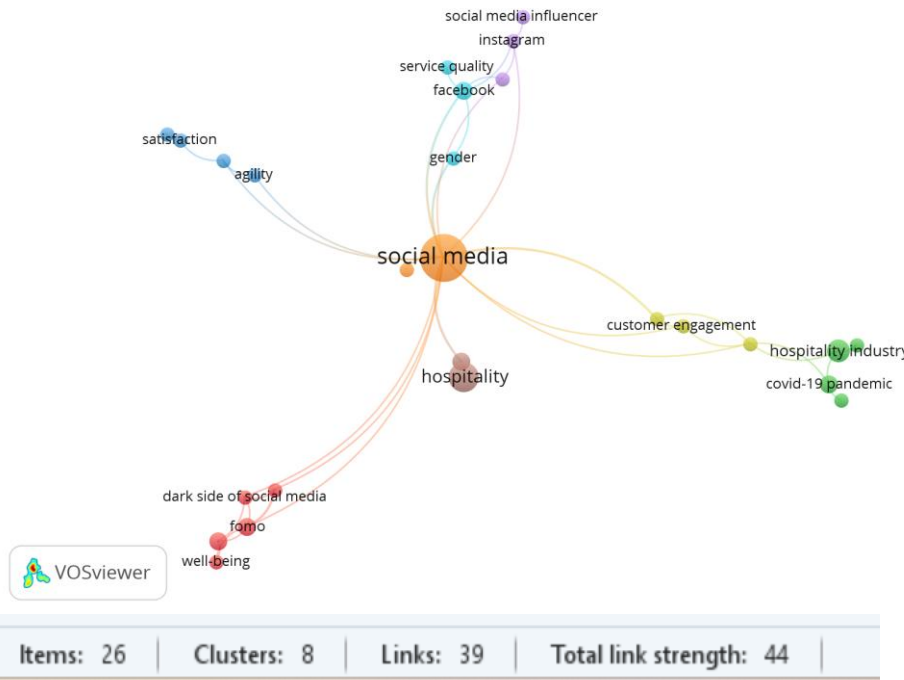


Fig. 7 The co-occurrence of keywords network diagram

Source: created by the author based on the VOSviewer analysis

C. RQ3: What are the new research trends related to social media recruitment in hospitality sector?

TABLE IV

EMERGING TRENDS BASIS KEYWORD OCCURRENCES AND STRENGTH LINK

S.No.	Keyword	Occurrences	Total Link Strength
1	Social Media	21	18
2	Facebook	3	6
3	Fomo	3	6
4	Hospitality Industry	5	3
5	Hospitality	8	1

Source: created by the author.

Basis table IV we can conclude that social media is trending along with hospitality industry. Facebook seems to be the preferred platform for the same. Absence of presence in SM may become a cause of fomo (Fear of Missing Out).

These emerging trends suggest that the digitized world has further been revolutionized by social media and one of the aspects of business operations that is seeing a recent impact includes recruitment process. This shift towards digital recruitment methods offers numerous advantages, such as broadening the reach to a larger pool of candidates, enhancing employer branding, and facilitating more efficient and effective communication. Use of SM for recruitment in the hospitality industry is not merely a trend but a strategic move to align with the digital habits of modern job seekers and to stay competitive in an ever-evolving market.

**V. DISCUSSIONS & CONCLUSIONS**

SM as a platform is being used in variety of places in the hospitality sector or tourism but mainly for customer engagement. Using social media as a recruitment tool seems to be untouched in the hospitality sector. The VOSviewer map provides a visual representation of how various terms related to social media are interconnected. The size of the nodes represents the prominence or frequency of each term in the dataset, while the thickness of the connecting lines indicates the strength of the relationships between terms. The color-coded clusters help in identifying distinct themes or topics within the broader context of social media research. The visualizations provided by VOSviewer network map showing clusters of related terms based on co-occurrence is often used to visualize relationships between topics in a large dataset, such as research papers, social media posts, or other textual data.

In Fig. 7 the central cluster (Orange) and most prominent node is "social media," node connecting all other clusters indicating that it is the core topic around which other terms and clusters revolve. This central position signifies that social media is the focal point of the dataset being analysed. Following interpretations in Table V may be helpful to explain the map in detail:

TABLE V

CLUSTERS AND CLUSTER ANALYSIS

Cluster No.	Clusters and Their Themes	Interpretation and Insights
1	Brown Cluster (General Hospitality)	This cluster, labelled simply as “hospitality”, seems to represent a broad focus on the hospitality sector in relation to social media.
2	Brown-Yellow Cluster (Customer Engagement and Hospitality)	Customer Engagement: Connected to "hospitality" and "social media" suggests a focus on how social media tools are used to engage customers in the hospitality.
		Hospitality: Tied closely with customer engagement, indicating studies or discussions on how social media strategies impact customer interactions and satisfaction within the hospitality industry.
3	Yellow-Green Cluster (Hospitality Industry and COVID-19)	Hospitality Industry: Linked to "COVID-19 pandemic," pointing to research or discussions on how the pandemic has affected the hospitality sector, with a specific focus on the role of social media.
		COVID-19 Pandemic: This term is connected to the hospitality industry, indicating studies on the impact of the pandemic on hospitality and the role social media has played during this period.
4	Red Cluster (Negative Impacts of social media)	Dark Side of social media: Connected to "FOMO" (Fear of Missing Out) and "well-being," suggesting research into the negative psychological effects of social media usage as well as social media fatigue.
		FOMO: Indicates discussions around how social media induces fear of missing out, which can impact mental health of employees.
		Well-being: Tied to the dark side of social media and FOMO, indicating concerns about how social media affects overall mental health and well-being.
5	Purple Cluster (Social Media Platforms and Influencers)	Social Media Influencer: Linked to "Instagram" and "Facebook" indicating a focus on the role of influencers on these platforms.
		Instagram and Facebook: These terms are connected, suggesting research or discussions on how these specific platforms are used by influencers and their impact on users and marketing strategies.
6	Blue Cluster (Satisfaction and Agility)	Satisfaction: Connected to "agility”, indicating a relationship between social media use and how it affects customer satisfaction and business agility within the hospitality industry.
		Agility: Refers to the ability to quickly adapt to changes, suggesting that social media might contribute to greater business or operational agility.
7	Light Blue Cluster (Service Quality and Gender)	Service Quality: Linked to "gender", possibly exploring how social media impacts perceptions of service quality and whether these perceptions vary by gender.
		Gender: Connected to service quality, indicating a focus on gender differences in perceptions and interactions on social media.

Source: created by the author

This visualization provides a comprehensive overview of the diverse and interconnected topics related to social media, making it easier to identify key areas of interest and potential research directions. These clusters indicate that the study or analysis visualized in the image is examining various dimensions of social media's impact on the hospitality industry, from customer satisfaction and engagement to the potential negative effects on well-being. The central role of social media signifies its pervasive influence across these different areas.

The above cluster diagram fails to relate recruitment with SM and hospitality and hence specific searches were done only in Scopus and CSV files were downloaded. Table VI gives details of the search.

TABLE VI  
SEARCH STRINGS FOR SCOPUS AND DOCUMENTS

S.No.	Search string for Scopus	No. of documents as per Scopus	No. of Research Articles/ Papers
1	Social media recruitment in hospitality	11	7
2	Social media recruitment in tourism	10	7
3	Talent acquisition in tourism	9	3
4	Talent acquisition in hospitality	5	2
	Total	35	19

Source: created by the author

It seems there are hardly (only 19) any studies conducted in social media recruitment/ talent acquisition in hospitality/ tourism sector. This offers a great opportunity for organizations in general and HRM in particular.

## VI. LIMITATIONS & FUTURE SCOPE OF RESEARCH

The study has focused only on hospitality sector and the analysis is based mainly on secondary data. As a future scope of this research, different sectors maybe looked at. How SM has been effective as a tool for e-recruitment may be studied with the help of primary data especially a combination of qualitative and quantitative analysis. With all its limitations the paper still adds value by providing areas by doing a kind of gap analysis in terms of use of SM for recruitment in the hospitality sector.

### A. Practical implications

Based on the findings, policymakers in the organization may get some practical guidelines for leveraging SM platforms in the hospitality sector to develop a strong recruitment strategy. Tapping the Gen Z through various SM platforms by building strong Employer Brand on them seems to be an option worth attempting for many players in this sector.

### B. Research Agenda

The paper was with the agenda of understanding the current knowledge base along with the most impactful journals, authors, and research papers in the field of Social Media Recruitment in the Hospitality Sector. It further attempted to decipher the new research trends related to the same.

## REFERENCES

- [1]. Gibbs, C., Macdonald, F., and MacKay, K., 2015, Social media usage in hotel human resources: recruitment, hiring and communication. *International Journal of Contemporary Hospitality Management*, 27, 170–184.
- [2]. Ladkin, A., and Buhalis, D., 2016, Online and social media recruitment: Hospitality employer and prospective employee considerations. *International Journal of Contemporary Hospitality Management*, 28, 327–345.
- [3]. Smith, W. P., and Kidder, D., 2010, You've been tagged! (Then again, maybe not): Employers and Facebook. *Business Horizons*, 53(5), 491–499.
- [4]. Barron, P., 2008, Education and talent management: Implications for the hospitality industry. *International Journal of Contemporary Hospitality Management*, 20, 730–742.
- [5]. Davidson, M. C., McPhail, R., and Barry, S., 2011, Hospitality HRM: past, present and the future. *International Journal of Contemporary Hospitality Management*, 23(4), 498–516.
- [6]. Madia, S., 2011, Best practices for using social media as a recruitment strategy. *Strategic HR Review*, 10, 19–24.
- [7]. Chang, W., and Madera, J., 2012, Using social network sites for selection purposes: An investigation of hospitality recruiters. *Journal of Human Resources in Hospitality & Tourism*, 11, 183–196.
- [8]. Madera, J., 2012, Using social networking websites as a selection tool: The role of selection process fairness and job pursuit intentions. *International Journal of Hospitality Management*, 31, 1276–1282.
- [9]. Janta, H., and Ladkin, A., 2013, In search of employment: Online technologies and Polish migrants. *Economics of Innovation eJournal*.
- [10]. Khullar, A., and Pandey, P., 2014, Effective use of social media recruiting. *International Journal of Intercultural Information Management*, 4, 216.
- [11]. Singh, K., and Sharma, S., 2014, Effective use of social media for talent acquisition and recruitment. *International Journal of Intercultural Information Management*, 4, 228.
- [12]. Phillips-Wren, G., Doran, R., and Merrill, K., 2016, Creating a value proposition with a social media strategy for talent acquisition. *Journal of Decision Systems*, 25, 450–462.
- [13]. Balasubramanian, D., Vishnu, P., and Sidharth, S., 2016, Social media as a recruitment tool. *Bonfring International Journal of Industrial Engineering and Management Science*, 6, 108–110.
- [14]. Nayak, S., Bhatnagar, J., and Budhwar, P., 2018, Leveraging social networking for talent management: An exploratory study of Indian firms. *Thunderbird International Business Review*, 60, 21–37.
- [15]. Alarcon, D., Villarreal, A., Waller, A., DeGrassi, S., and Staples, H., 2019, Follow me: The use of social media in recruitment. *Social Media and Society*, 8, 2–17.
- [16]. Nayak, B., Nayak, G., and Jena, D., 2020, Social recognition and employee engagement: The effect of social media in organizations. *International Journal of Engineering Business Management*, 12.
- [17]. Pandita, D., 2021, Twitting for talent by linking social media to employer branding in talent management. *International Journal of Human Capital and Information Technology Professionals (IJHCITP)*, 12, 1–12.

- [18]. Saharan, T., 2021, Problems and prospects of social media recruitment, 82–103.
- [19]. Makhija, M., Pradhan, I., and Atri, R., 2022, Social media for talent acquisition: Win–Win situation for recruiters and jobseekers. *Journal of Information and Optimization Sciences*, 43, 1335–1342.
- [20]. Wowor, M., Mandagi, D., Lule, B., and Ambalao, S., 2022, The role of social media in employee recruitment: A systematic literature review. *Jurnal Multidisiplin Madani (MUDIMA)*.
- [21]. Sančanin, B., Ratković-Njegovan, B., and Brdar, I., 2022, The influence of social networks on the recruitment process in tourism and catering enterprises. *Bizinfo Blace*.
- [22]. Ercik, C., and Kardas, K., 2024, Reflections of digital technologies on human resources management in the tourism sector. *Worldwide Hospitality and Tourism Themes*, 16(5), 646–663.
- [23]. Alshater, M. M., Atayah, F. O., and Khan, A., 2021, What do we know about business and economics research during COVID-19: A bibliometric review. *Economic Research – Ekonomiska Istrazivanja*, 1–29.
- [24]. Anuar, A., Marwan, N. F., Smith, J., Siriyanun, S., and Sharif, A., 2022, Bibliometric analysis of immigration and environmental degradation: Evidence from past decades. *Environmental Science and Pollution Research International*, 29(9), 13729–13741.
- [25]. Dabic, M., Maley, J., Dana, L. P., Novak, I., Pellegrini, M. M., and Caputo, A., 2020, Pathways of SME internationalization: A bibliometric and systematic review. *Small Business Economics*, 55, 705–725.
- [26]. Donthu, N., Kumar, S., Mukherjee, D., Pandey, N., and Lim, W. M., 2021, How to conduct a bibliometric analysis: An overview and guidelines. *Journal of Business Research*, 133, 285–296.
- [27]. Wang, X., Xu, Z., Su, S. F., and Zhou, W., 2021, A comprehensive bibliometric analysis of uncertain group decision making from 1980 to 2019. *Information Sciences*, 547, 328–353.
- [28]. Wang, X., Qin, Y., Xu, Z., and Skare, M., 2022, A look at the focus shift in innovation literature due to Covid-19 pandemic. *Journal of Business Research*, 145, 1–20.
- [29]. Page, M. J., McKenzie, J. E., Bossuyt, P. M., Boutron, I., Hoffmann, T. C., Mulrow, C. D., Tetzlaff, J. M., et al., 2021, PRISMA 2020 statement: An updated guideline for reporting systematic reviews. *BMJ*, 372, 71.
- [30]. Kitchenham, B., 2004, Procedures for performing systematic reviews. Keele, U.K.: Keele University.
- [31]. Aria, M., and Cuccurullo, C., 2017, Bibliometrix: An R-tool for comprehensive science mapping analysis. *Journal of Informetrics*, 11(4), 959–975.
- [32]. Mingers, J., and Leydesdorff, L., 2015, A review of theory and practice in scientometrics. *European Journal of Operational Research*, 246(1), 1–19.
- [33]. Caputo, A., Pizzi, S., Pellegrini, M., and Dabic, M., 2021, Digitalization and business models: Where are we going? A science map of the field. *Journal of Business Research*, 123, 489–501.
- [34]. Baker, H. K., Kumar, S., and Pandey, N., 2021, Forty years of the *Journal of Futures Markets*: A bibliometric overview. *Journal of Futures Markets*, 41(7), 1027–1054.
- [35]. Iwami, S., Ojala, A., Watanabe, C., and Neittaanmaki, P., 2020, A bibliometric approach to finding fields that co-evolved with information technology. *Scientometrics*, 122(1), 3–21.
- [36]. Raghuram, S., Hill, N. S., Gibbs, J. L., and Maruping, L. M., 2019, Virtual work: Bridging research clusters. *Academy of Management Annals*, 13(1), 308–341.
- [37]. Ferreira, F. A. F., 2018, Mapping the field of arts-based management: Bibliographic coupling and co-citation analyses. *Journal of Business Research*, 85, 348–357.
- [38]. Van Eck, N. J., and Waltman, L., 2010, Software survey: VOSviewer, a computer program for bibliometric mapping. *Scientometrics*, 84(2), 523–538.
- [39]. Xu, Z., Ge, Z., Wang, X., and Skare, M., 2021, Bibliometric analysis of technology adoption literature published from 1997 to 2020. *Technological Forecasting and Social Change*, 170.
- [40]. Fakhari, M. M., Pellegrini, M. M., Marzi, G., and Dabic, M., 2021, Knowledge management in the fourth industrial revolution: Mapping the literature and scoping future avenues. *IEEE Transactions on Engineering Management*, 68(1), 289–300.