



Stellenmarkt Internet (German Edition)

Katja Olbert

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Studienarbeit aus dem Jahr 2004 im Fachbereich BWL - Personal und Organisation, Note: 1,7, Fachhochschule Koblenz - Standort RheinAhrCampus Remagen, Veranstaltung: E-Commerce im Handel, 32 Quellen im Literaturverzeichnis, Sprache: Deutsch, Abstract: Der Stellenmarkt ist im Umbruch. Die Zeiten, in denen freie Stellen nur vom

Arbeitsamt oder aber in Tageszeitungen und Fachzeitschriften angeboten wurden, sind längst vorbei. Das Internet liefert neue Kommunikationswege, die auch vor dem Arbeitsmarkt nicht Halt machen. Als Folge beginnt die Dominanz der Printmedien bei der externen Personalbeschaffung der Unternehmen, sowie bei der Stellensuche von Arbeitgebern allmählich zu bröckeln. Viele Unternehmen geben auf ihren eigenen Homepages einen Überblick über ihre offenen Stellen oder schalten Anzeigen in virtuellen Stellenmärkten. Dabei drängen permanent neue seriöse, aber auch unseriöse Anbieter auf den Online-Markt, die sich allesamt bemühen, die Unternehmen vom Nutzen der internetgestützten Personalrekrutierung zu überzeugen. Heute gibt es in Deutschland rund 400 Jobbörsen. Infolgedessen steigt das Volumen der Stellenangebote im Internet beträchtlich. War zu den Anfängen des E-Recruiting noch ein eindeutiger Fokus auf dem Angebot für EDV-orientierte Fach- und Führungskräfte zu erkennen, sind heute fast für jeden Beruf Offerten im Netz zu finden. Mit der Verbreitung des Internets hat sich auch die Zielgruppe erweitert und die Nachfrage zugenommen.¹

Die vorliegende Arbeit soll die Stellenmärkte des Internets mit ihren verschiedenen Formen aufzeigen und anhand eines Praxisbeispiels der Firma „jobpilot“ den Stellenmarkt „Jobbörse“ genauer untersuchen.

Dafür ist zunächst eine Erläuterung der wichtigsten Begriffe im Zusammenhang mit dem Thema notwendig.

¹ Vgl. Metzger, Dr. R., Funk, C., Post, K.: Erfolgreich bewerben im Internet; 2002; S. 14-16

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