

Publication date: October 2015

Source: Technological Forecasting and Social Change, Volume 99

Author(s): Yuan-Hui Tsai, Chieh-Peng Lin, Hwa-Chun Ma, Rong-Tsu Wang

Various social trends in modern society have changed the attitude of high-tech personnel who look for a job. An important factor for successful recruitment in technology industry is to increase the pursuit intention of a variety of potential high-tech job seekers. This research predicts such pursuit intention by proposing a model based on social identity theory and social signaling theory. In the model, this study hypothesizes that perceived corporate ability, positive publicity, and corporate social responsibility are positively related to pursuit intention and word-of-mouth indirectly via the mediating mechanism of career development expectation and firm's attractiveness. Such mechanism has not yet assessed in previous literature. The findings of this research complement prior studies by presenting how a firm's ability, publicity and social responsibility should be jointly taken into account to strengthen recruitment campaigns. Last, managerial implications and limitations are provided.

[Read Full Article](#)