

CONTENTS

1. Investigating Recruitment: An Introduction	1
<i>Kang Yang Trevor Yu and Daniel M. Cable</i>	
2. Strategic Recruiting	5
<i>Robert E. Ployhart and Youngsang Kim</i>	
3. Recruiter Effects and Recruitment Outcomes	21
<i>Mary L. Connerley</i>	
4. Applicant Reactions	35
<i>John P. Hausknecht</i>	
5. Recruitment and Job Choice	47
<i>Crystal M. Harold, Krista L. Uggerslev, and David Kraichy</i>	
6. Volunteer Recruitment	73
<i>Edwin J. Boezeman and Naomi Ellemers</i>	
7. Recruiting Older Workers: Realities and Needs of the Future Workforce	88
<i>Barbara L. Rau and Gary A. Adams</i>	
8. Targeted Recruiting: Identifying Future Employees	110
<i>Sabrina D. Volpone, Kecia M. Thomas, Paula Sinisterra, and Lindsay Johnson</i>	
9. Job Search and Emotions	126
<i>Cynthia Kay Stevens and Myeong-Gu Seo</i>	
10. Recruitment Source Implications for Organizational Tenure	139
<i>Ingo Weller, Agnes Michalik, and Daniel Mühlbauer</i>	
11. Strategic Recruitment: A Multilevel Perspective	161
<i>Stanley M. Gully, Jean M. Phillips, and Mee Sook Kim</i>	
12. Research Design in Evaluating Recruitment Effectiveness: Past, Present, Future	184
<i>Kevin D. Carlson and Ross L. Mechem III</i>	
13. Recruitment Sources: A Review of Outcomes	215
<i>Rodger W. Griffeth, Allison Tenbrink, and Sean Robinson</i>	
14. Word of Mouth as a Recruitment Source: An Integrative Model	251
<i>Greet Van Hove</i>	
15. Recruitment: The Role of Job Advertisements	269
<i>H. Jack Walker and Amanda S. Hinojosa</i>	
16. Employer Brand Equity and Recruitment Research	284
<i>Christopher J. Collins and Adam M. Kanar</i>	
17. Corporate Social Performance, Organizational Reputation, and Recruitment	298
<i>David A. Jones and Chelsea R. Willness</i>	
18. Impression Management during the Recruitment Process	314
<i>Wei-Chi Tsai and Tun-Chun Huang</i>	

19. The History of Recruitment Research	335
<i>Sara L. Rynes, Cody J. Reeves, and Todd C. Darnold</i>	
20. Establishing Recruitment Objectives and Developing a Recruitment Strategy for Attaining Them	361
<i>James A. Breough</i>	
21. Internet Recruiting 2.0: Shifting Paradigms	382
<i>Brian R. Dineen and David G. Allen</i>	
22. Recruitment: International Cross-Cultural Perspectives	402
<i>Jane K. Miller and Grace Chun Guo</i>	
23. Realistic Job Previews: Past, Present, and Future	423
<i>Ronald S. Landis, David R. Earnest, and David G. Allen</i>	
24. The Goldilocks Pursuit During Organizational Entry: Applicants' and Recruiters' Search for the "Perfect Fit"	437
<i>Amy L. Kristof-Brown, Cody J. Reeves, and Elizabeth H. Follmer</i>	
25. You Will Be Known by the Company You Keep: Understanding the Social-Identity Concerns of Job-Seekers	454
<i>Nathan T. Carter and Scott Highhouse</i>	
26. How Do You Study Recruitment? A Consideration of the Issues and Complexity of Designing and Conducting Recruitment Research	463
<i>Alan M. Saks</i>	
27. Why Minority Recruiting Doesn't Often Work, and What Can Be Done About It: Applicant Qualifications and the 4-Group Model of Targeted Recruiting	492
<i>Daniel A. Newman, Kisha S. Jones, R. Chris Fraley, Julie S. Lyon, and Kevin M. Mullaney</i>	
28. Rethinking Recruitment: A Look to the Future	527
<i>Daniel M. Cable and Kang Yang Trevor Yu</i>	
Index	533