

DOES FIRST IMPRESSION MEAN EVERYTHING FROM RECRUITING POINT OF VIEW?

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ABSTRACT

First impression is the very first feeling, idea and opinion about someone. It brings consequences. It can lead to a start of any relationship. In other perspective, it also can help prejudicing someone base on what he or she has accidentally done whereas he or she does not has the intent to act that way. At work areas, workers are employed through interviews and the employees mostly decide to employ certain people base on the qualifications and also the first impression. In this essay, it focuses on the recruiting process base on the first impression.

Key words: first impression, recruiting.

1. Introduction

There is an adequate supply of labor in the labor market, but question arises in terms of 'skilled labor'. Hence, the selection of right employees for the right positions is very crucial that can affects a group of coworkers and so the organization (Ullah, 2010). The last yet important decisions of recruiting new employees are base on the first impression (Rynes, 1988). Nowadays, interviews can be done through phones, videos and in-person interview (Irvine, 2011; Campbell, & Loyland, 2013). Through phone interviews, the employers can get to know the truthfulness and the enthusiasms of the applicants. Recruiting through videos such as Skype enables to interview the applicants from other countries (Video interviews possible tool for remote hiring). Besides, the problem of money, time consumed and also distances can also be solved (Video interviews possible tool for remote hiring). In person interviewing is more convincing and also effective which can be the better way for employers to identify the applicants.

2. Interview is where the first impression takes place.

Interviewing is where the applicants have their first impression created by the recruiter (McLeod, 2012). First impression a person gives can represent so much things to the others (Roberts, 2010; McLeod, 2012). However, it can be nearly impossible to undo (Making a Great First Impression). The first impression a person make can also have a real impact on a person's professional success (First Impression Count). Recruiter judges the applicants base on previous resume followed by interviewing. This helps to determine whether a candidate is the potential worker who can bring unique ideas and create more business to the company.

3. Face to face interview.

3.1 Punctuality

An applicant who is on time shows the enthusiasms and the responsibilities towards the job he or she applies for (Bailey, 2007). Applicants those who late give bad first impression, no matter how well the excuses are, recruiters who are the applicants meet for the first time are not interested in any excuses for being late (Thomas, 2013). The recruiters will have some different thought in their minds; hence, the applicants should avoid being late by planning to arrive a few minutes early (Thomas, 2013). And these extra minutes can help to prevent traffic jam or for taking a wrong turn (Making a Great First Impression). Being late is never a good thing but on time to give the first good impression.

3.2 Body Language

Through past literature reviews and other researches, an applicant who can be himself or herself and be at ease can reflects how well he or she in dealing with the customers, clients and also other future coworkers (Spencer, 2004). If an applicant feels uncomfortable, it will create the wrong impression (Shivraj & Trimbakrao, 2012; Smith, 2012). The recruiters may doubt whether the applicant is ready or having low self esteem.

3.3 Physical Appearance

An applicant's physical appearance matters (Bailey, 2007). The first appearance is usually the first clue for the recruiters to decide whether the interview to be continued or not because a picture says a thousand words (Making a Great First Impression).

3.3.1 Appropriate Dressing

Different places have different cultures. Sometimes what an appropriate dressing the applicant would think like may be too exposed and unacceptable at some places (Shivraj&Trimbakrao, 2012; Bockanic, 2012). If an applicant is interviewing for some job which related to or in entertainment, definitely the applicant must dress like a fashionable one to show the potential of him or her in the industry (Making a Great First impression; Mishra, 2013). However, every recruiter always welcomes those who come out with clean and tidy appearance (Grooming & wellness; Roberts, 2010; Mishra, 2013).

3.3.2 Grooming

A suitable hair style is very important (Patteson, 2001; Mishra, 2013). Most of the company do not want to have employees who have different of highlights on the hair or some shocking color like yellow, pink, purple, blue and white unless the hair color is natural since he or she is born (Patteson, 2001).

3.4 Behaviors

First impression also includes the behaviors applicants show (Shivraj&Trimbakrao, 2012). Greeting and shaking hands shows the applicant is good in approaching people (Stewart, Dustin, Barrick, & Darnold, 2008). From another perspective, the recruiter may take the approaching method he or she uses in consideration because it can show how good he or she in approaching the consumer and pulling the potential customers or clients to buy the goods and services.

Furthermore, a candidate's manners or how he or she behaves can be determined by asking the reason of leaving the previous company (Nicholson, 2012). His or her answer can reflect how he or she perceives himself or herself and also the previous employers (Nicholson, 2012). If the candidates give negative comments about their last company or boss, then they would be telling the negative things in front of the coworkers, friends and also family which can be crucial and bringing a lot of effects if they are dissatisfied with their jobs (Nicholson, 2012). Applicants' personalities and characteristics not only predict job performances but also job satisfactions (Judge, Heller, & Mount, 2002; as cited by Mast, M.S., Bangerter, A., Bulliard, C., & Aerni, G, 2011).

4. First impression can be true or false. (Phone interview)

Many hiring managers seem to trust their instincts, gut feelings, and first impression given by the applicants more than objective tests (Dipboye, 1994; as cited by Mast, M. S., Bangerter, A., Bulliard, C., & Aerni, G). There is some evidence say that first impression given by the applicants can be right or wrong. Sometimes phone interviews can be as stress as face-to-face interviews (HR World Editors, 2013). Too often candidates try to conduct a phone interview while at outdoor and doing something unrelated such as watching their son's soccer game at the same time (The Phone Interview – Cheating Is Allowed). However, it is not allowed for some of the companies. They require the candidates to be interviewed in a place which is silent so they can listen well to what the candidates say and for further decisions to be made. Through phone interview, the candidates may even print out their resumes and so they can easily answer the questions asked by the recruiter by referring them (The Phone Interview – Cheating Is Allowed). Sometimes the candidates may use a laptop or an iPad and bring up the company's information at the moment they are interviewing through the phone but not doing enough research of the company (The Phone Interview – Cheating Is Allowed). Furthermore, the candidates may be lying on the bed while having the phone interview (The Phone Interview – Cheating Is Allowed).

5. First impression can be true or false. (Video interview)

Candidate should dress appropriately for any interview to create the right impression (Skype for interviews). While applying for the job overseas, the face to face interview is not available at most of the time. To replace it, video interview through Skype is needed (Skype for interviews). After being successful presenting own self through video interview and being approved by the recruiters, only the applicants is successfully to become a new employee of the company. Through video interviewing, some of the candidates may be cheating by wearing semi formal or even not a semi formal. Not a semi formal is which the candidate is wearing the long sleeves formal shirt for the top but a pajamas shorts for the down part because the candidates know that the camera can only show till his or her waist but not full of the body (Skype for interviews). From the other angle, the candidate may be having coach beside him or her so he or she is helped by the coach and being told what is the right answer to be replied. From the other perspective, the candidates may have cheated by showing the hiring manager the background which full of books (Video interviewing with skype). However, the books' owners might be someone else or belong to the other family members or roommates. Hence, the hiring manager may assume that the candidate is good in anything or having a large piece of knowledge in his or her mind.

6. First impression can be true or false. (Face to face interview)

The candidates even cheat in the resume and cover the lies again during the interview where the first impression takes place. There are some of them who says that him or her has been accomplish the Havard MBA but he or she has the MBA and other unrelated executive class at Havard (Message to Candidates: Cheating Works ... Sometimes!). Besides, there are also some of them who say they have accomplished the Havard MBA but in reality they are planning to do it in future (Message to Candidates: Cheating Works ... Sometimes!). Furthermore, there are also some of them who are complete liars, they do not even accomplish any MBA (Message to Candidates: Cheating Works ... Sometimes!).

There are some situations when hiring manager thinks that a lack of eye contact or excessive squirming is evidence that an applicant is lying (Can You Tell If Your Applicant Is Lying?). However, sometimes it can be false. In another way, such visual clues may be unreliable. A candidate who doesn't maintain eye contact or looking other places such as floor or the ceiling and shivers during an interview may be well-qualified, but nervous (Can You Tell If Your Applicant Is Lying?).

7. Ways to identify the validity and reliability of the interviewees. (Video Interview)

Background checking is essential for phone; video or even in person interview because employers cannot depend upon visual clues to identify whether the applicants are lying. Hence, the recruiters must perform comprehensive background checks (Can You Tell If Your Applicant Is Lying?). The recruiters should check the background like calling the applicants' past employers to find out if there is any hidden white collar crime records (Can You Tell If Your Applicant Is Lying?) Conducting background checks may not ensure the future employees would be able to help the company to be expanded or earning a lump sum of money but to prevent the company to involve in some unnecessary risks (Can You Tell If your Applicant Is Lying?).

8. Ways to identify the validity and reliability of the interviewees. (In any interview)

Koen (2004) suggested to avoid 'closed questions' that require a 'yes' or 'no' answer. (Hackney and Kleiner, 1994; as cited by Ullah, 2010). Hence, the interviewers should ask more open-ended question for better identifying.

8.1 Ask the applicants to describe the working experiences.

Some of the candidates are being exaggerating and blowing their so call positive and attracting characteristics. However, when the recruiters ask them, they could not back them up (Perets, 2002). Listen and pay attention to the way the applicant forms his or her answer, the candidate may just trying to tell the recruiters what they think recruiters want to hear (Perets, 2002). The trustable candidates can come out with something such as concrete proof of results (Perets, 2002). However,

those who cheat may keep on repeating the same thing or answering something abstract but not descriptive.

8.2 Test the validity of what candidates tell and inform.

If the applicants really have the skills as they say, they can easily do and put them into a real, on-the-job situation (Resume Fraud: Tips to Identify Candidate Lies). For example, a quiz or a case study can help the recruiter evaluate an applicant's knowledge (Resume Fraud: Tips to Identify Candidate Lies). By giving the applicants quizzes and case studies can make the applicants to be more focus and take care of the job seriously. Besides, if there are no contradictions or discontinuities in what the candidates tell. It actually increases the plausibility of the story (Ralston, S. M., Kirkwood, W. G., &Burant, P. A., 2003).

8.3 Test whether the candidate really wants to work for the company.

The recruiter can easily get to know if the candidates who are faking because they cannot answer why and explain the reason (Perets, 2002). The result simply shows that he or she wants to work because he or she wants for money eagerly or having bills to pay (Perets, 2002). Although the future candidates may perform well, but the recruiters can never expect the applicant to be an enthusiast and loyal worker of the company (Perets, 2002).

8.4 Identify or find out a well-prepared candidate.

He or she should await and also anticipate most of the questions given; he or she should answer and respond it straight to the point without mumbling and giving some answers those are unrelated (Perets, 2002; Bockanic, 2012). He or she should know how to describe him or her unique strengths and his or her qualities which can enhance him or her performances. If the candidate can pay close attention and respond immediately and confidently, it will be a high possibility to confirm he or she can be a good future employee (Perets, 2002).

8.5 Asking the preferred working environment.

To help the recruiter determine if the candidate can fit into the company's culture (Nicholson, 2012; Develder, 2013). No matter how skilled a candidate is, if what he or she wants does not fit the real working environment, the applicant cannot perform as well as he or she can (Nicholson, 2012).

8.6 Ask the applicants to tell about whether there is a time the applicants took risk and failed.

For instance, asking, "What was the most difficult conflict you've faced at work, and how was it resolved?" is a behavioral description question (Ralston, S. M., Kirkwood, W. G., &Burant, P. A. 2003). If the applicants are smart, they will be honest and tell you about a time they really did fail (Nicholson, 2012). Throughout the question, the recruiters can see how well the candidates handle the endgame or the trouble they face (Nicholson, 2012). If the candidates cannot tell what the failure is or they answer that they do not go through any failure before, it shows the candidates are trying to cover it up or want to leave good images to the recruiters only (Nicholson, 2012).

8.7 Ask the candidates to list and describe the first five things the candidates will do if they get the job.

A recruiter would not want to hire an employer who does not know what he or she has to do in the job and what role he or she plays. (Nicholson, 2012; Develder, 2013). Candidate who really understands what the job can easily share how he or she views the position and what is needed in order to fill it (Nicholson, 2012; Spencer, 2004).

9 Discussion

The first appearance represents how respectful an applicant is follow by how the applicant responds to the questions. And all these show the enthusiasms an applicant has towards the job he or she applies for. The recruitment can be done through in person, video and also phone. Phone interview is where the recruiter can get to interview the candidates anytime. However, interviewing an applicant from the other states or other country which is from different corners of the world, video interview is the most

suitable one compare to in person and phone interview. Video interview saves the travel cost like buying plane ticket, and bus ticket for long distance of candidates (Fledderjohann, 2011). In person interview is more real where the recruiters can feel the applicants' sincerities better by having the observations in near distances without blocking by the screen of monitor or laptop. Besides, it is hard for the candidates to cheat while they have no time to cheat or can easily be found while there are different recruiters with high observation levels. However, sometimes first impressions will mislead the recruiters, the candidates may be nervous so they are not able to perform well. Most of the time, candidates are honest in interviewing by the recruiters. However, there are also some of the candidates who cheat to get the job so the information recruiters collect from them may be false. To employ the right person, there are the ways to identify the truth or lies by asking the applicants some questions.

10 Conclusion

In some context, some people think that it is important for an applicant to get the ideal job or position and a recruiter to hire the right employee in the future based on the first impression given by the applicant. And in general, first impression is very important no matter is from recruitment point of view or others. A small clue of the applicant gives such like words used, body language and the posture represent everything. A small intended action or words can uncover the lies or support the charisma an applicant has. Hence, first impression does mean everything from recruiting point of view.

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