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**The effect of Remote work platforms on the recruiting process of the human resource departments in the companies found in Saudi Arabia (Applied on Mubbsher company in KSA in Riyadh)**

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Final Project - 2

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# **Acknowledgment**

## **Dedication**

# Abstract

**Purpose:** the purpose of this project is to Investigate the impact of remote work platforms on the recruitment process in Saudi Arabian companies, Identify the challenges and opportunities that remote work platforms present for HR departments in the recruitment process and to Explore the ways in which remote work platforms have changed the traditional recruitment process in Saudi Arabia

**Methodology:**

**Findings:**

**Originality & Implication:**

**Keywords:** *telework platform-human resource department- ministry of human resource-*

## Table of Contents

|                                                                                        |           |
|----------------------------------------------------------------------------------------|-----------|
| <b>Acknowledgment.....</b>                                                             | <b>1</b>  |
| <b>Dedication.....</b>                                                                 | <b>2</b>  |
| <b>Abstract .....</b>                                                                  | <b>3</b>  |
| <b>1. Chapter 1: Introduction .....</b>                                                | <b>6</b>  |
| <b>1.1. Research Background.....</b>                                                   | <b>7</b>  |
| <b>1.2. Research Problem .....</b>                                                     | <b>9</b>  |
| <b>1.2.1. Theoretical Gaps .....</b>                                                   | <b>9</b>  |
| <b>1.2.2. Practical Gaps .....</b>                                                     | <b>9</b>  |
| <b>1.3. Research Significance .....</b>                                                | <b>10</b> |
| <b>1.3.1. At the theoretical level .....</b>                                           | <b>10</b> |
| <b>1.3.2. At the practical level .....</b>                                             | <b>10</b> |
| <b>1.4. Research Questions .....</b>                                                   | <b>10</b> |
| <b>1.5. Research Objectives.....</b>                                                   | <b>11</b> |
| <b>1.6. Research Hypotheses .....</b>                                                  | <b>11</b> |
| <b>1.7. Research Model .....</b>                                                       | <b>12</b> |
| <b>1.8. Research Methodology .....</b>                                                 | <b>13</b> |
| <b>1.9. Scope of The Study (empirical study) .....</b>                                 | <b>14</b> |
| <b>1.10. The Suggested Project Structure .....</b>                                     | <b>14</b> |
| <b>2. Chapter 2: Literature Review.....</b>                                            | <b>16</b> |
| <b>2.1. Introduction.....</b>                                                          | <b>17</b> |
| <b>2.2. The independent variable.....</b>                                              | <b>17</b> |
| <b>2.3. The dependent variable .....</b>                                               | <b>17</b> |
| <b>2.4. The relationship between the independent and the dependent variables .....</b> | <b>17</b> |
| <b>1.1. Conclusion .....</b>                                                           | <b>18</b> |
| <b>2. Chapter 3: Research Methodology.....</b>                                         | <b>19</b> |
| <b>2.1. Introduction.....</b>                                                          | <b>20</b> |

|      |                                                                                 |    |
|------|---------------------------------------------------------------------------------|----|
| 2.2. | Operational definitions for research variables .....                            | 20 |
| 2.3. | Research design (research onion) .....                                          | 21 |
| 2.4. | Research population & Sampling methods and technique.....                       | 22 |
| 2.5. | Data collection method .....                                                    | 22 |
| 2.6. | Types of data .....                                                             | 24 |
| 2.7. | Statistical analysis procedures .....                                           | 25 |
| 2.8. | Conclusion .....                                                                | 25 |
| 3.   | Chapter 4: Statistical Analysis & Findings discussion .....                     | 26 |
| 3.1. | Introduction.....                                                               | 27 |
| 3.2. | Sample profile (descriptive statistics for research sample) .....               | 27 |
| 3.3. | Validity & reliability tests for the questionnaires .....                       | 27 |
| 3.4. | Descriptive statistics for research variables (answer research questions) ..... | 28 |
| 3.5. | Testing Hypotheses & Findings Discussion .....                                  | 28 |
| 3.6. | Conclusion .....                                                                | 28 |
| 4.   | Chapter five: Research limitations, Recommendations & Conclusion .....          | 29 |
| 4.1. | Research Limitations & Future Research .....                                    | 30 |
| 4.2. | Research Recommendations .....                                                  | 30 |
|      | References.....                                                                 | 31 |
|      | Appendix.....                                                                   | 31 |

## List of Figures:

## List of Tables:

# **1. Chapter 1: Introduction**

## 1.1. Research Background

In light of achieving the Kingdom of Saudi Arabia's Vision 2030, The ministry of human resource and social development has launched several initiatives to guarantee the rights of the workers and the employer, of which the most important is the employee contract documentation initiative, which obliges all employers to document their employees' contracts on the relevant electronic platforms such as the Muddad platform, the general organization for social insurance platform, the Qiwa platform and the telework platform

And according to the World economic Forum report issued in 2018, traditional jobs constituted 41% of the total issue, such as manual labor, data entry, secretarial reservations, accounting and auditing jobs which is predicted to decline by 26%. Another group of remote work jobs which constituted of 8% in 2018, will begin to rise and increase annually to reach 21% and will be represented in e-commerce, Information technology, medical services, logistics, and distribution services and software engineering which will lead to emergence of trends. New jobs and growth of emerging employments markets and consequently more jobs opportunities (Schlier,2019:78)

( Al Yafi, Al amri research regarding the psychological trends in the practice of teleworking or remote working), this study aimed to determine trends towards the concept of "remote work" students at the college of Business Administration at kind Saud University were targeted.(261) questionnaires were distributed to male and female students at the college, the study concluded that achieving goals through the practice of "remote work" had a high degree of influence in the dimension of empowerment in

the work environment. The degree of influence on the attitude of students at the college of the Business administration towards “remote work” lies in the fact that “remote work” helps in the increase of productivity of its practitioners. The most important factors influencing the satisfaction of

“remote work” practitioners are the satisfaction of family, bosses, colleagues in the first place and the individual productivity ability while doing his work remotely in the second place

As a result around the year of 2020, The remote work program was established. The Remote work program is one of the important national initiatives launched by the Ministry of Human resource and social development with the aim of bridging the gap between business owners and job seekers, among whom several obstacles prevent them from obtaining suitable job opportunities. From this standpoint, the ministry of human resource launched “the Remote work program” which aims to meet the desires of two basic categories of the national workforce to join the labor market, namely women and people with disabilities as well as males, by offering job opportunities that transcend the barriers of lack transportation and inconvenience. The work place requires female job requirements and the need to care for children or the elderly during the work period

One method of managing this platform is by delegating this mission to licensed service providers. The program is subject to the supervision of Takamul Business Service Company, affiliated with the Ministry’s system. It provides integrated solutions for remote work and seeks to coordinates with the relevant authorities to ensure their implementation on sound foundations. But as a service provider one should ask, how can I be licensed by Takamul? What will my duties be? And what practices could cause me lose the license once I had it and started working using it?

The purpose of this study is to examine the impact of remote work platforms on the recruiting processes within human resource departments of companies located in Saudi Arabia. By exploring how these platforms influence recruitment strategies. First, once a service provider meets all the conditions stated by takamul, then it has opened a new job opportunity with the authority to document the

employees contracts form different companies found in Saudi Arabia in the platform of “remote work”. Second, by doing this, these service providers are maintaining partnership with the government sector and support of vision 2030. Third, by doing this, these service providers are also contributing to increase the rate of emiratization. Fourth, to determine how service providers along with labor force work to prevent false emiratization.

## **1.2. Research Problem**

Before the introduction of “the remote work platform”, a lot of companies used the online/remote work as an excuse to hire false Saudi employees (national employees who earn minimum wages just to be registered in the companies register), which has been solved by the collaborated work between the service providers and the inspection campaigns from the labor office

### **1.2.1. Theoretical Gaps**

There might be a gap in understanding how HR departments in Saudi Arabia integrate remote work platforms into their existing recruiting strategies. This includes assessing the challenges they face, such as technological infrastructure limitations, cultural norms around remote work, and legal considerations

### **1.2.2. Practical Gaps**

the lack of robust methods for evaluating the effectiveness of remote work platforms in enhancing recruitment outcomes in Saudi Arabia. This includes measuring metrics such as time-to-hire, cost per hire, candidate satisfaction, and the overall impact on HR department efficiency and effectiveness

**The main research question:** How does the “remote work platform” hires service providers to help HR departments in Saudi Arabia countries integrate the remote work platform into their recruiting strategies and to evaluate their remote work effectiveness

### **1.3. Research Significance**

Theoretical and empirical significance of this research lies in the potential to bridge existing gaps and contribute to the advancement of Human resource management practices

#### **1.3.1. At the theoretical level**

To overcome the theoretical gap mentioned above, a service provider can hire CRM employees who can follow up the HR departments in the companies and technical support employees who can document the remote working employees contract in the platform themselves. This great contractual relationship between the HR departments of different companies and the service providers could start after the marketing department of the service provider explains the service they would provide after signing a contract between the two parties.

#### **1.3.2. At the practical level**

One of the conditions for the service providers to be licensed is to provide a system to monitor the attendance of the remote working employees and to control the daily tasks, which would be helpful for evaluating and measuring their remote work and print out their weekly or monthly reports. By this, a licensed service provider can overcome the practical gap mentioned above.

### **1.4. Research Questions**

Main question: How does Remote work platform affect the recruiting process of the human resource departments in the companies found in Saudi Arabia?

Sub-question 1: How helpful are the service providers to the human resource department affected by this platform?

Sub-question 2: What are the labor crises that could be prevented by documenting remote employees in the Remote work platform?

Sub-question 3: How will Remote work platform and similar ministerial platforms affect the future labor in the companies of Saudi Arabia?

Sub-question 4: How Remote work platform considered as a work opportunity for service providers?

### **1.5. Research Objectives**

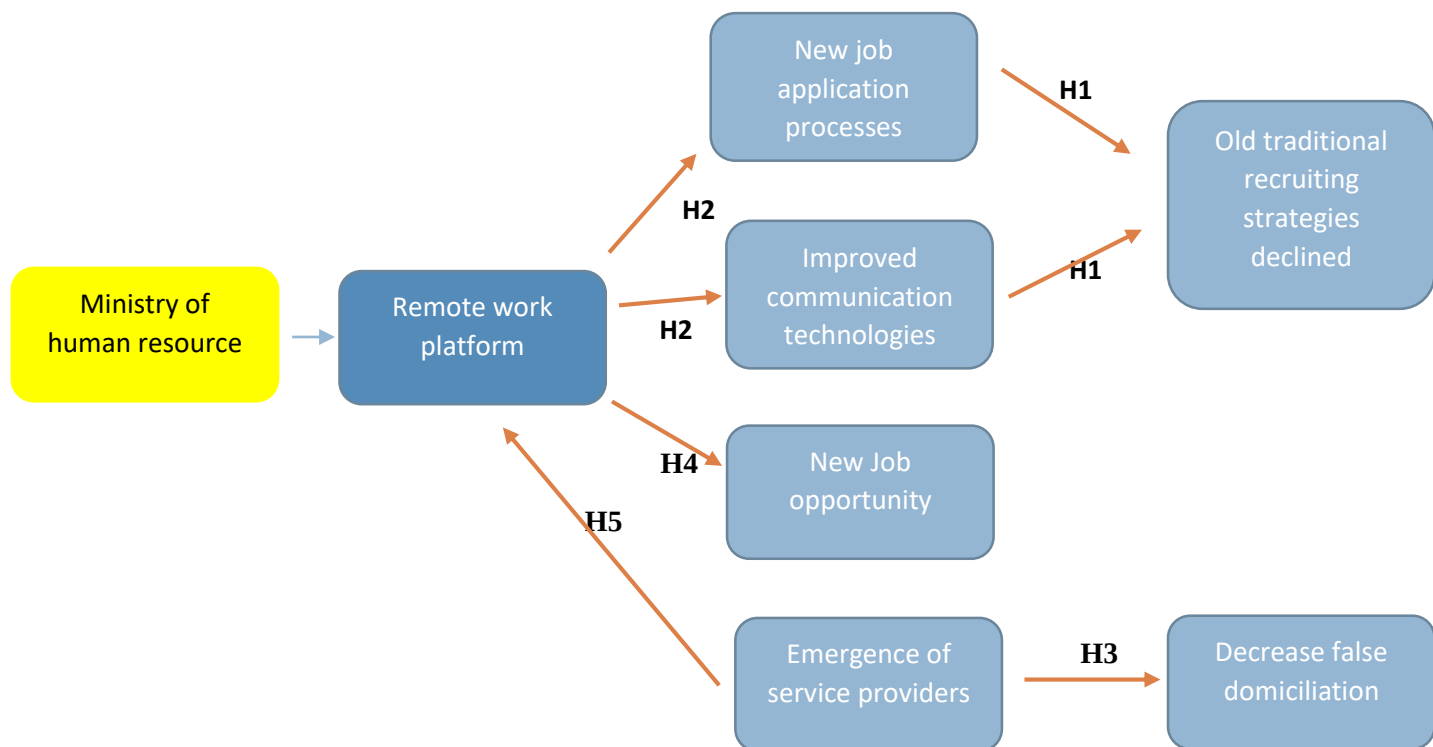
The main objectives for this research are:

- To Identify the primary advantages and challenges associated with using remote work platforms in the recruiting process, from both the HR department and candidate perspectives
- To Investigate how remote work platforms have altered traditional recruiting strategies and methods, including sourcing, screening, and interviewing candidate
- To Predict future trends and developments in remote work platforms and their potential impact on recruiting practices in Saudi Arabia
- To Investigate the integration of remote work platforms with other HR technologies, such as applicant tracking systems (ATS) and human resource information systems (HRIS) specially those provided by expert service providers

### **1.6. Research Hypotheses**

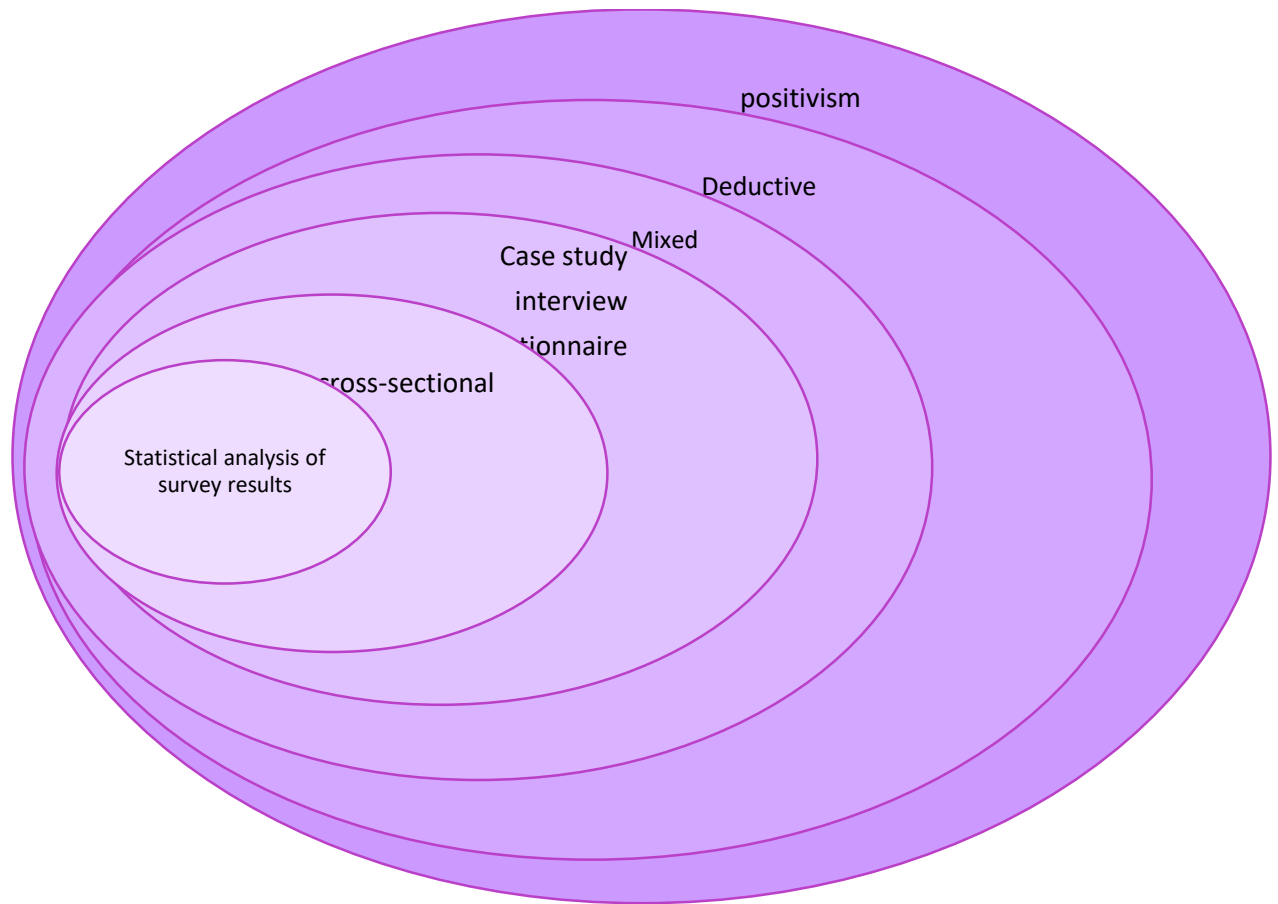
- There is a significant negative relationship between the emergence of new ministerial platforms such as Remote work platform and the traditional recruiting strategies
- There is a significant positive relationship between the communication and application process and the use of Remote work technologies for distant workers
- There is a relevant drawback noticed in the recruiting of false domiciliation employees after the use of service providers for documenting the employees contracts in the platform
- There is a constructive relationship between the existence for new work opportunities as service providers due to the presence of such ministerial platforms
- Service providers as beneficial of the new job opportunity, can positively be helpful by reporting contract documentation in the remote work platform

## 1.7. Research Model



## 1.8. Research Methodology

- **Research philosophy:** positivism
- **Research Approach:** Deductive
- **Research choice:** Mixed
- **Research strategy:** Case study, questionnaire and interviews
- **Time horizon:** Cross-sectional
- **Data-collection and analysis Technique:** Statistical analysis of survey results



## **1.9. Scope of The Study (empirical study)**

This research is based on a study done in **Mubbsher Company**, in KSA, Riyadh, which is a company in the service providence industry. The company hires sales and marketing specialists for explaining the service to the human resource managers of different companies found in Saudi Arabia, it also hires Technical support employees to register the remote work employee's contract in the Remote-work platform. In the other hand companies the sign a contract with us, agrees to pay a certain amount of money to the service provider (Mubbsher Company) for the contract documentation. The service provider reports the contract documentation results to the company that represents the Ministry of Human Resource activities (Takamoul)

Population: The employees of Mubbsher company along with the managerial stuff, and some of the clients of Mubbsher

Sample: The expert employees of Mubbsher, the project manager and the operation manager and three of the old clients of Mubbsher Company as head of their human resource departments

Accessibility: As a marketing specialist in the company, I have access to the company's CRM system and it is part of my job to interview the clients for their needs to our service before explaining the service in depth

## **1.10. The Suggested Project Structure**

**Chapter 1: Introduction**

**Chapter 2: Literature review**

**Chapter 3: Research methodology**

**Chapter 4: Statistical analysis**

**Chapter 5: Results, Discussion and Conclusion**

**Chapter 6: References**

**Chapter 1: Introduction**

**Chapter 2: Literature review**

**Chapter 3: Research methodology**

**Chapter 4: Statistical analysis**

**Chapter 5: Results, Discussion and Conclusion**

**Chapter 6: References**

## **2.Chapter 2: Literature Review**

## 2.1. Introduction

The advent of remote work platforms has fundamentally altered many aspects of organizational operations, including the recruiting process within Human Resource (HR) departments. This literature review explores existing research and theoretical perspectives on how remote work platforms influence recruitment strategies, processes, and outcomes.

## 2.2. The independent variable

The independent variable is **remote work platforms**. This variable is what we are changing or manipulating to observe its effect on the recruiting process. Which includes various strategies and types employed by the service providers like communication tools, project management tools, collaboration tools, HR and recruitment software

## 2.3. The dependent variable

The dependent variable in this study is **the recruiting process of the human resource departments**. This is the outcome we're measuring to see how it is affected by changes in the independent variable, which in this case is the use of remote work platforms. The recruiting process could involve various aspects such as time-to-hire, quality of candidates, or efficiency in handling applications

## 2.4. The relationship between the independent and the dependent variables

Remote work platforms are tools and systems that facilitate remote work by enabling communication, collaboration, and project management from different locations. These platforms are intended to improve workflow, streamline processes, and support team coordination in a remote work environment.

Remote work platforms can make the recruiting process more efficient. For example, video conferencing tools allow for virtual interviews, which can reduce scheduling conflicts and eliminate travel time for both recruiters and candidates. The relationship between remote work platforms and the recruiting process is that the use of these platforms can significantly influence various aspects of recruiting, from efficiency and speed to the quality of candidate interactions. By examining this relationship, you can understand how leveraging technology in remote work can impact and potentially improve the recruiting process.

## **2.5. Conclusion**

The integration of remote work platforms into the recruitment process has brought about significant changes, enhancing efficiency and offering new strategies for engaging candidates. While challenges remain, particularly concerning technological access and maintaining candidate experience, the benefits of remote recruitment are evident. HR departments must continue to adapt and refine their practices to leverage the full potential of remote work platforms while addressing any associated limitations.

### **3. Chapter 3: Research Methodology**

### **3.1. Introduction**

Remote work platforms have become increasingly popular in recent years, and their impact on various aspects of business operations, including the recruitment process, has been significant. This study aims to investigate the effect of remote work platforms on the recruiting process of human resource departments in companies found in Saudi Arabia. The research will employ a mixed-methods approach, combining both quantitative and qualitative data collection and analysis techniques

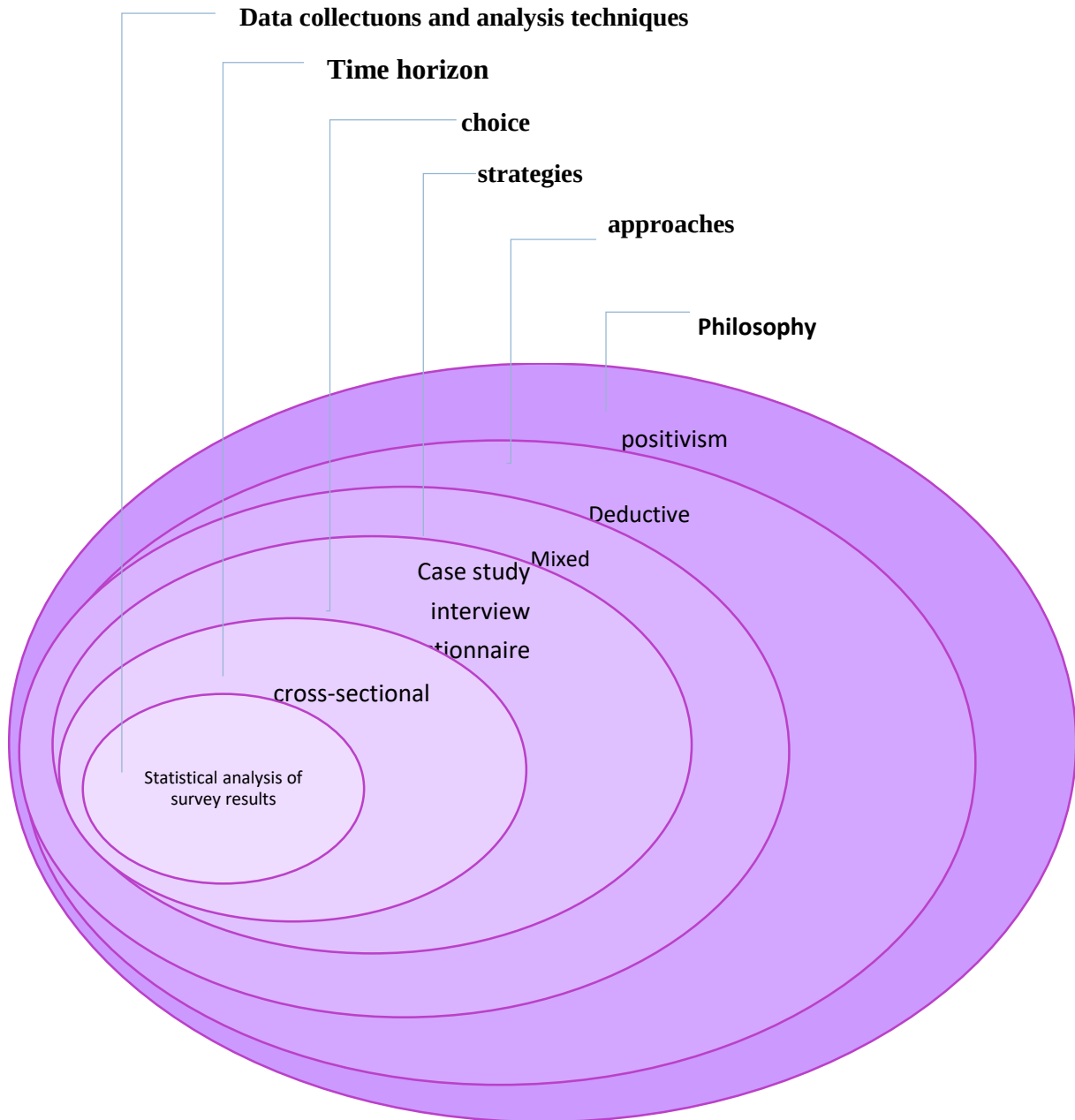
A survey will be designed and distributed to HR professionals working in companies in Saudi Arabia to gather quantitative data on the prevalence and effectiveness of remote work platforms in the recruitment process. The survey will include questions on the types of remote work platforms used, the extent to which they have been adopted, and the perceived impact on various aspects of the recruitment process, such as time-to-hire, cost-effectiveness, and candidate quality.

In addition to the survey, semi-structured interviews will be conducted with a sample of HR professionals to gather rich, qualitative data on their experiences with remote work platforms in the recruitment process

### **3.2. Operational definitions for research variables**

In research studies, operational definitions are essential in clearly defining the variables being measured. The definition describes Procedural: How a variable is measured, observed, or manipulated. It helps researchers ensure that their studies are consistent and reliable and valid.

### 3.3. Research design (research onion)



- **Summary of research methodology, source: student**

### **3.4. Research population & Sampling methods and technique**

This section provides information about the study population and sample. In addition, this section explains methods and techniques which was developed to select the study sample and determine the sample size

#### **3.4.1. Population**

The research will focus on a diverse population comprising the employees of Mubbsher Company, which includes both managerial personnel and staff members, as well as a representative sample of the company's clients

#### **3.4.2. Research sample size**

The expert employees of Mubbsher, the project manager and the operation manager and three of the old clients of Mubbsher Company as head of their human resource departments

#### **3.4.3. Research sampling methods and techniques**

Samples are taken from non-probability samples using convenience samples via a questionnaire, interviews, and case study

### **3.5. Data collection method**

This section describes the research tools that were used to collect the data required to answer the research questions and test the hypotheses search. Accordingly, the researcher relied on the survey method in collecting quantitative and qualitative data through questionnaires, Interviews and case studies. The sections are presented, the following are the tools that were used to measure the research variables.

#### **3.5.1. Independent variable**

The researcher is relied on the questionnaire of Johnson (2020). In order to measure the independent variable (X), in terms of three dimensions namely: Communication technologies, Job opportunities, Emergence of service providers with overall 12 items for the whole variable. As, Communication technologies consists of 3 items, Emergence of service providers dimension consists of 5 items, and Job opportunities dimension consists of 4 items. The instrument type is 5 – points Likert- scale type. Hence, 1= strongly disagree, while 5= strongly agree

Table ( 1.1 ) for the instrument of the independent variable.....

| Variable                           | Dimensions                     | Number of Items | Sources         |
|------------------------------------|--------------------------------|-----------------|-----------------|
| The effect of remote work platform | Communication technologies     | 3               | (Johnson, 2020) |
|                                    | Job opportunities              | 4               |                 |
|                                    | Emergence of service providers | 5               |                 |
|                                    | <b>Over all</b>                | <b>12</b>       |                 |

Source: student

### 3.5.2. Dependent variable

The dependent variable in this study is **the recruiting process of the human resource departments**. This is the outcome we're measuring to see how it is affected by changes in the independent variable, which in this case is the use of remote work platforms. The recruiting process could involve various aspects such as time-to-hire, quality of candidates, or efficiency in handling applications

### **3.6. Types of data**

In this section, it presents the primary data and secondary data that were used in the research

#### **3.6.1. Primary data**

- Primary data was collected by using a questionnaire as the main tool for the study. The questionnaire was carefully designed to cover all aspects of the research topic and achieving the objectives of the study. The questionnaire was distributed to a representative sample of those targeted, and it was obtained has a high response rate.
- A qualitative analysis of the collected primary data was conducted by having structured interviews with managerial personnel, staff members and some of the representative clients of the company
- A quantitative analysis of the collected primary data was conducted using advanced statistical programs. Indicators and metrics were extracted relevant statistics to draw results and conclusions.

#### **3.6.2. Secondary data**

- Previous studies related to the research topic were extensively searched. Books and articles were reviewed scientific publication in relevant fields.
- The information and data available on the website of the company/institution under study were reviewed to understand the context and background where the research topic was run and operated.
- Secondary data was analyzed and interpreted in a way that built a framework that relied strongly on the urgent study and linked the results with previous literature

### **3.7. Statistical analysis procedures**

- Sample characterization testing, through descriptive statistics, was conducted to gain insight into the characteristics of the sample population. It helps researchers understand the demographics, preferences, and other information relevant to the individuals participating in the study
- Descriptive analysis was conducted to gain insight into the characteristics of the sample population. It helps researchers understand the demographics, preferences, and other information relevant to the individuals participating in the study
- Conduct multiple regression analysis to assess how various independent variables (e.g., management style, training programs) predict a dependent variable (e.g., employee performance or client retention).

### **3.8. Conclusion**

In conclusion, this research aimed to explore the impact of remote work platforms on the recruiting processes of human resource departments within companies in Saudi Arabia. The methodology employed a mixed-methods approach, combining quantitative surveys and qualitative interviews to gain a comprehensive understanding of the phenomenon.

## **4. Chapter 4: Statistical Analysis & Findings discussion**

#### **4.1. Introduction**

#### **4.2. Sample profile (descriptive statistics for research sample)**

#### **4.3. Validity & reliability tests for the questionnaires**

**4.4. Descriptive statistics for research variables (answer research questions)**

**4.5. Testing Hypotheses & Findings Discussion**

**4.6. Conclusion**

## **5. Chapter five: Research limitations, Recommendations & Conclusion**

## **5.1. Research Limitations & Future Research**

## **5.2. Research Recommendations**

## **5.3. Conclusion**

## References

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## Appendix

Here's a Likert scale designed to assess perceptions regarding the effect of remote work platforms on the recruiting process in HR departments of companies in Saudi Arabia. Respondents can indicate their level of agreement with each statement on a scale from 1 to 5

| Statement                                                                       | 1 (Strongly Disagree) | 2 (Disagree) | 3 (Neutral) | 4 (Agree) | 5 (Strongly Agree) |
|---------------------------------------------------------------------------------|-----------------------|--------------|-------------|-----------|--------------------|
| 1. Remote work platforms have improved the efficiency of our recruiting process |                       |              |             | X         |                    |

|                                                                                                      |  |   |   |   |   |
|------------------------------------------------------------------------------------------------------|--|---|---|---|---|
| 2. The use of remote work platforms has expanded our candidate pool significantly.                   |  |   | X |   |   |
| 3. Remote interviews facilitate a better assessment of candidates compared to traditional methods.   |  |   |   |   | X |
| 4. Implementing remote work platforms has reduced the time-to-hire in our organization.              |  |   |   | X |   |
| 5. Remote work platforms have enhanced communication with candidates during the recruitment process. |  | X |   |   |   |
| 6. Remote work platforms create challenges in assessing cultural fit during the hiring process.      |  |   | X |   |   |
| 7. Training on using remote work platforms has been adequate for our HR team.                        |  |   |   | X |   |

## Table of research instruments

| <i>Research Instrument</i>  | <i>Description</i>                                                                                 | <i>Purpose</i>                                                                                      |
|-----------------------------|----------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------|
| <i>Survey Questionnaire</i> | A structured set of questions using a Likert scale to assess perceptions of remote work platforms. | To gather quantitative data on HR professionals' views and experiences regarding remote recruiting. |
| <i>Interviews</i>           | Semi-structured interviews with HR managers and recruiters                                         | To obtain qualitative insights into the impact of remote work platforms on recruitment processes.   |
| <i>Case Studies</i>         | In-depth analysis of specific companies that have successfully implemented remote work platforms.  | To illustrate practical examples and outcomes of remote recruiting strategies                       |