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# Are We Attractive to You? A Study on Metaverse Recruitment and Organisational Attractiveness

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# 9th International XR-Metaverse Conference

• 18-22 May 2024  
• Bexco, Busan, S. Korea  
#XRM2024

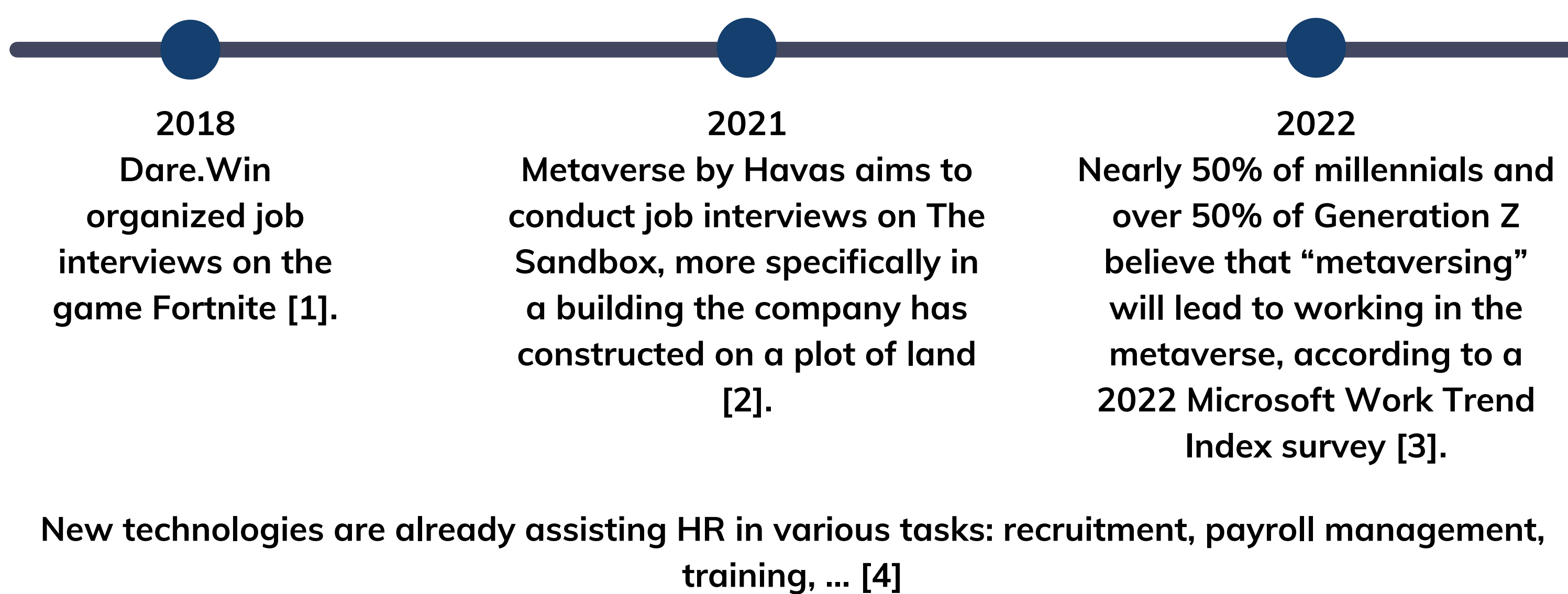


## Are We Attractive to You?

### A Study on Metaverse Recruitment & Organizational Attractiveness

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#### BACKGROUND



#### METHOD

The questionnaire was written in French only, resulting in only French-speaking people answering it. Knowledge about metaverse was not a prerequisite, as the main information was available in the beginning of the questionnaire.

- The questionnaire had 5 parts:
1. General informations (age, gender, ...)
  2. Experience in recruitment
  3. Organizational attractiveness
  4. Intention to apply
  5. Ethical & fairness perception

**Organizational Attractiveness**

The advantages that a potential future employee perceives in an organization constitute its attractiveness [5]. Depending on the method chosen by the recruiter, potential candidates will not have the same vision of the organization's attractiveness. General attractiveness reflects an individual's attitude, before he or she has made the decision to apply to an organization.

**Intention to apply**

Intention, on the other hand, reflects future actions and therefore goes beyond attraction, which is merely passive [6]. An individual attracted to a company will not necessarily apply. However, it is true that the attractiveness of an organization influences the intention to apply [7, 8].

#### RESULTS

Sample size: 108 respondents

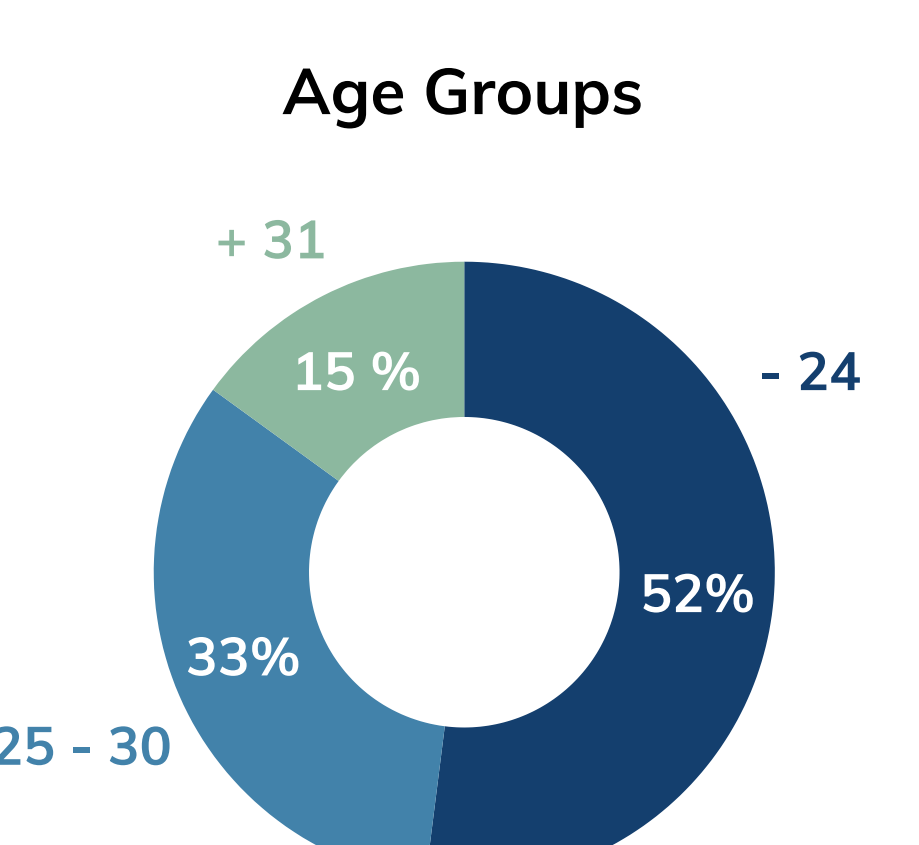
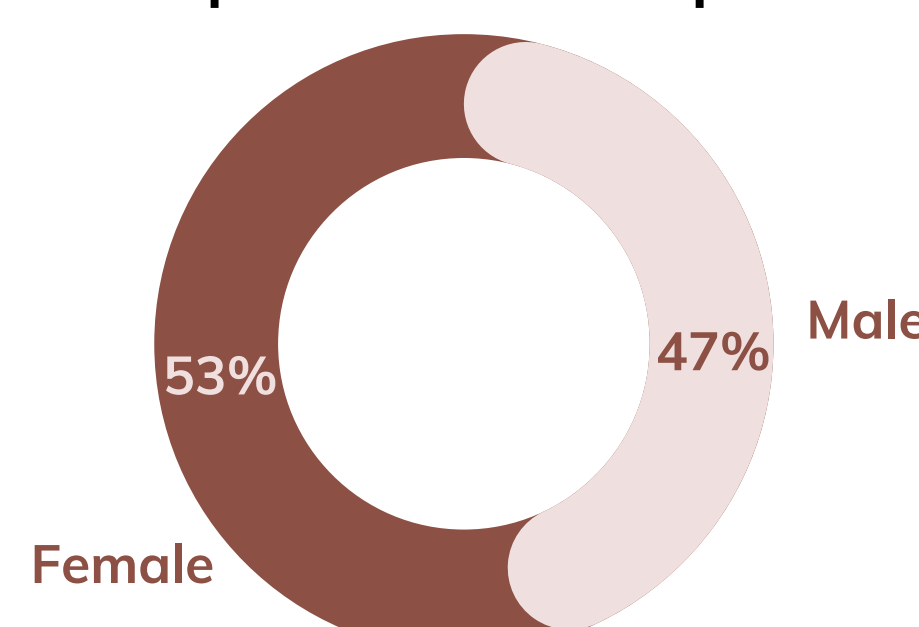


Table 1. KMO and Bartlett's Test

KMO Measure of Sampling Adequacy	.837
Approx. Chi-Square	373.539
Bartlett's Test of Sphericity df	15
Sig.	.001

Key words from the last part

- Practical
- Discrimination
- Data protection
- Energy use
- Avatar
- Digital pollution
- Pollution
- Human contact
- False identity
- Health

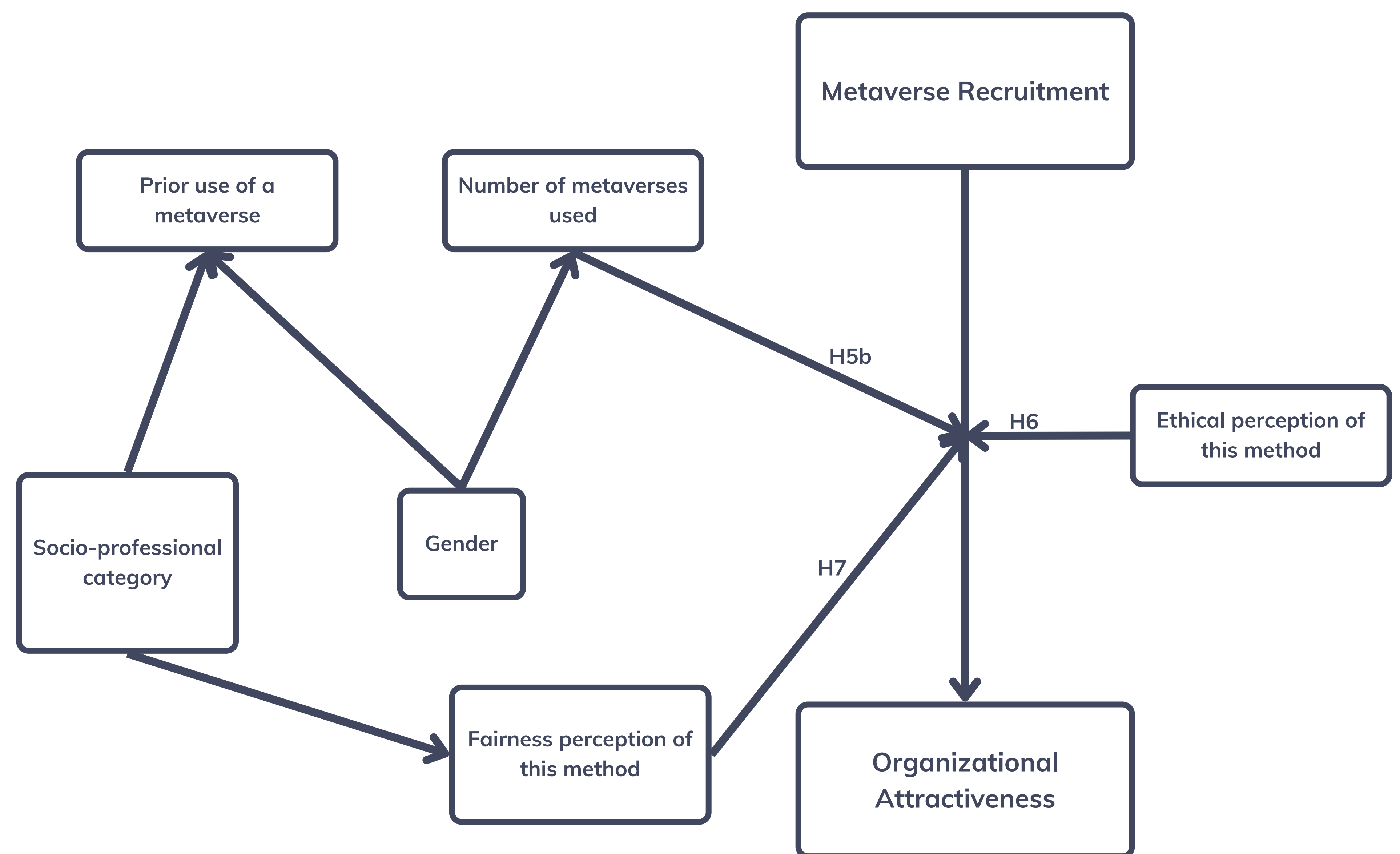


Fig 1. Research model

#### WHAT'S NEXT?

- Further research should focus on the ethical and fairness perceptions of this recruitment method.
- Or even shift the point of view and study the acceptance of this method by recruiters, using the Unified Theory of Acceptance and Use of Technology 1 (UTAUT 1).
- Sample size should also be extended, as 108 is not enough to study a new phenomenon.
- Finally, we suggest to focus on Gen Z and Gen Alpha and study if they are ready to accept this new way of hiring.

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