

## **ABSTRACT**

Online job searching attitude is a latest way to find a job. It becomes popular among individuals, in very short time, due to the accessibility of internet at offices, homes and universities. Moreover, job seekers are turning to online job searching such as corporate web sites, job boards, job portals, job agencies, online recruiters, Internet classifieds, and online versions of national newspapers not only to facilitate the job searching process but also broaden the range of jobs.

This study presents the findings from JEC's jobseekers point of view. Since there was not sufficient information available, the study was bound to be descriptive exploratory research study. The study tries to identify the current attitudes of online job searching in general and identified the leading motivator, which motivates the job seekers to apply online, and popular mode of job advisement in particular. The motivators explored are 'Cost saving', 'Time saving', 'Easiness', 'Variety of Jobs' and 'Provide global coverage'. The impact of age, gender and education is also investigated in this research.

The findings suggest that about 76% of students and alumni of JEC adopt the online job searching attitude. The highly motivated factors identified are global coverage and time saving. The significant impact of age has also been found in this research. Mostly students in the age group from 20-25 prefer online job seeker's.