

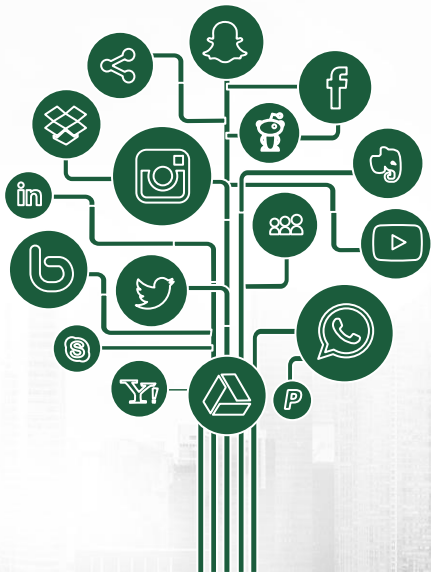


**Mr. Naro OUM**  
**HR Manager**  
**CBRE | Cambodia**

# CONTENT

- I. The HR Role in digital age
- II. Why E-Recruitment
- III. Six Archetypes E-Recruitment
- IV. Digital E-Hiring/Job Sites
- V. Building Digital Talent Brand

# Seven benefits of digital transformation in HR



- I. Broader access to talent
- II. Increased productivity of employees
- III. Greater collaboration
- IV. More empowered learning
- V. Dispel myths with data insight
- VI. Form a new habit
- VII. Have a more open dialogue

# The Role of HR in digital age



Only 4% of HR professionals see themselves as a key player in digital role.



# 1<sup>st</sup> Archetypes of E-Recruitment

## The Conventionalist



Operates within traditional process

## 2<sup>nd</sup> Archetypes of E-Recruitment

### The Experimenter



Widely used digital tools on their own

# 3<sup>rd</sup> Archetypes of E-Recruitment

## The Tactical Support



Partner with functions to support

# 4<sup>th</sup> Archetypes of E-Recruitment

## The Culture Shaper



Think strategically about digital

# 5<sup>th</sup> Archetypes of E-Recruitment

## The Strategic Partner



Define digital strategy



# 6<sup>th</sup> Archetypes of E-Recruitment

## The Provocateur



Use digital tools to recruit

68%

**The Conventionalist**

**The Experimenter**

**The Tactical Support**

The Culture Shaper

The Strategic Partner

The Provocateur



# H I R I N G

Attractive  
Poster for  
Hiring



First quarter  
Jan-Mar

-1.5%

Second quarter  
Apr-Jun

+0.12%

Third quarter  
Jul-Sep

THIS YEAR

32,800  
42,900

A young woman with dark hair tied back, wearing a light-colored sweater, is smiling warmly while holding a white mug. She is sitting at a desk with a laptop in front of her. The background is a bright, modern office environment.

We're  
**HIRING**

**JOB POSITION**

[recruitingservice4.cms.webnode.com](https://recruitingservice4.cms.webnode.com)

A woman in a dark blazer is smiling and looking towards a man whose back is to the camera. They appear to be in a collaborative office setting. The scene is brightly lit, suggesting a modern workspace.

We're  
**HIRING**

**JOB POSITION**

[recruitingservice4.cms.webnode.com](https://recruitingservice4.cms.webnode.com)



We're  
**HIRING!**

[Apply Now](#)

[recruitngservice4.cm.webnode.com](http://recruitngservice4.cm.webnode.com)

HR Communications



We're  
**HIRING!**

[recruitngservice4.cms.webnode.com](http://recruitngservice4.cms.webnode.com)

# Job Sites in the Region



## Some of the best niche job sites in the region

### BY REGION

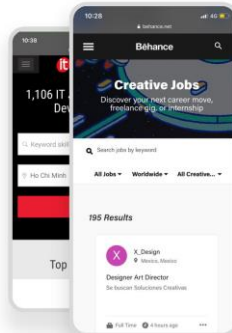
- Techinasia (Asia)
- Mycareersfuture (Singapore)
- Ajarn (Thailand)
- Maukerja (Malaysia)
- Jobindo (Indonesia)

### OTHER

- Ybox (Volunteering & internship)
- Internship (Internship)
- Angel (jobs for start-ups)

### BY FIELD

- Itviec (Software Engineering)
- Efinancialcareers (Finance)
- Behance (Art & Design)
- Dribbble (Art & Design)
- Caterer (Hospitality)
- Probblogger (Blogging)



# Build Talent Brand Digital Channel +83.0

Nurturing  
Relationship



Digital  
Experience



Strategic  
Career  
Advisory



80%



0.83%  
First quarter  
Jan-Mar

-1.5%  
Second quarter  
Apr-Jun

+0.12%  
Third quarter  
Jul-Sep

THIS YEAR  
32,8876  
42,9841

+10.3

+12.0

+41