The Effect of Primacy-Recency Effect in Recruitment Decisions in Jordanian business organizations

By
Ghadeer Nidal Fandi Haddad

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Approved by:

Prof. Adel Rasheed

Committee Members:
Prof. Adel Rasheed (Supervisor and Chairman)
Prof. Anis Khasawneh (Member)
Dr. Hasan Eleassa (Member)

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Supervisor:
Prof. Adel Rasheed

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The aim of this study is to highlight the effect of impressions (Whether taken first or last) in interviews in Jordanian business Organizations (JBOs), and how these impressions, which are defined as the primacy-recency effect, have an impact in recruitment decisions. This study answers the main question: Are interviewers basing their recruitment decisions totally on impressions posed by interviewees? A questionnaire of 19 statements has been developed based on relevant literature, phrased by the researcher, to measure the effect of primacy recency effect in (JBOs), and how these impressions affect the process of decision making. The questionnaire comprises all levels that participate in interviews, 38 questionnaires were distributed, and 30 questionnaires were returned. Statistical analysis was applied using the Statistical Package for Social Sciences (SPSS).

The main conclusion of this study is that the effect of primacy recency effect in interviews exists in (JBOs), and interviewers are counting on impressions to take their recruitment decision, which may lead to a negative impact in the overall performance of the organization.

Keywords: Primacy-recency impressions, recruitment, interviewing, decision-making, (JBOs)