



## **Journal of Internet Banking and Commerce**

*An open access Internet journal (<http://www.icommercecentral.com>)*

*Journal of Internet Banking and Commerce, February 2022, Vol.27, No.2*

### **The Information Essential of Planning, Directing Statistical Observation of Marketing Employers**

---

**Dr. Xin Lan**

**Department of Condensed Materials  
and Nanoscience, University of  
Louvain, Louvain, Belgium  
Email: [lanxin@gmail.com](mailto:lanxin@gmail.com)**

---

**Received date:** 24 January, 2022, Manuscript No. JIBC-22-60077;

**Editor assigned date:** 26 January, 2022, PreQC No. JIBC-22-60077(PQ);

**Reviewed date:** 28 January 2022, QC No JIBC-22-60077;

**Revised date:** 08 February, 2022, Manuscript No. JIBC-22-60077(R);

**Published date:** 24 February, 2022

---

#### **Description**

We read each proxy statement and recorded equity ownership as the percent of equity held by each category of director. We also recorded the stock holdings of block holders, the age and type of charter for each institution. For those institutions that were acquired or that failed, we include the total assets for three most recent years prior to the year of acquisition or failure. All total assets data are adjusted by the consumer price indices published in the U.S. Statistical Abstracts to reflect constant dollars. Due to the limitations of our data sources the number of observations for each firm are not equal for either failed or non-failed institutions. The numbers of observations range from one to three for failed institutions and from one to eleven for non-failed institutions. Also the annual data for each firm do not always represent consecutive years. Regarding increasing efficiency, the move to online recruitment provides managers with rapid access to the information essential when planning, directing and addressing staffing needs. State of the art resume databases provide recruiters and human resource manager's easy access to the best talent in the workforce. Employers can tailor questions and conduct searches for candidates based on specific skills, knowledge and abilities required for the position. From the database of information, they can extract a list of individuals that best meet the

needs of the company.

### **Demographic features**

The purpose of this study was to research the perceptions and behaviours of college students towards online recruiting. In order to examine issues related to online hiring and job searching, a survey was conducted with business students to determine who was online and how they were using the Internet in a job search. The survey was adapted from one created by enhance media where job boards evaluated the users of their websites. Demographic features included ethnicity, gender and age and work experience. Comfort level in using online job search technology as well as self-evaluation of computer expertise and use were also captured. The regressions also reveal an interesting relationship between outside directors' equity holdings and the probability of failure. Consistent with lower outside directors' equity at failed institutions, the estimated coefficient is significant and negative which is similar to Shivdasani, who reports that increased ownership by unaffiliated outside directors benefited shareholders. The estimated coefficient for the binary variable representing the presence of unaffiliated block holders is negative and consistent with the prediction that unaffiliated block holders should reduce the probability of failure. These results indicate that the traditional college student's age group is much more likely to scoff at the ethics of illegal music sharing and the threat of being sued. Furthermore, owning a burner is akin to having license to steal. Of perhaps greater interest is a horizontal analysis, the fear of being sued. Looking across the table for this variable it becomes apparent that a profile emerges of the fearless music pirate young, male, owns a burner and is a heavy internet user.

### **Marketing Standpoint**

The current pricing structure, while introductory perhaps in the view of industry officials, has been successful in capturing a large market. It is undetermined at this point if those who are paying for their music are the same as those who currently or perhaps formerly downloaded music illegally. It is possible that the current legal music downloaders are a new market for music downloads in general. But it is also possible that a price increase could drive these purchasers who may be converts or new users to illegal downloading instead. We contend that a price increase at this point is premature and could be detrimental to an emerging business category. The prospect of continuing to file endless lawsuits against individuals and given the lack of ability to pursue cases against the programmers also does not seem appetizing. The results reported above, coupled with the most recent industry data on legal and illegal downloads, suggest that consumers have not embraced the legal model of music downloads and thus the emerging market for legal music downloads is tenuous at best. Thus, from a marketing standpoint, pricing should be held steady until there is a noticeable drop in the amount of illegal music downloads, for then the industry will have some assurance that there has been change in consumer behavior in attitude and practice. However, the possibility of a winner-take-all scenario coming into play could be greatly diminished by the amount of information an organization makes accessible to those interested. If individuals are able to see how their donations are spent and charities are able to promote how they spend

money, a much more level playing field could emerge. Differentiation would come down to what service supports the recipients of the charity in question more efficiently, not necessarily who has the most popular brand name.