

## **A JOB ADVERTISEMENT MEDIA SELECTION USING GOAL PROGRAMMING: A CASE STUDY ON E-COMMERCE COMPANY IN BANGLADESH**

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### **ABSTRACT**

*This case study is conducted on an e-commerce company. Secondary data are analyzed here. This e-commerce company has to recruit the employee for different posts. This organization has to spend a lot on its recruitment advertisement purpose. Nowadays they want to take the best job advertising media, which can fulfil their some desired goals. Goal programming is helpful for figuring out their multi-objectivity, and so it is utilized. This analysis brought out that the online job portal performs as a good advertising medium to attract the job searcher.*

**KEYWORDS:** *Human Resource, Job Advertisement, Goal Programming, Cost Effectiveness*

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