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MARKET TALK

Bad Ratings on Employer-Review Sites Drive Away Job Seekers

How a would-be employer rates on career-review websites carries a lot of influence with job candidates. In a survey of more than 1,100 people by human-resources technology provider CareerArc, only 21% of job seekers say they would apply to a company that had an average rating on a job-review site such as Glassdoor or Indeed.com, while 91% of candidates say they sought out such sites to assess a company's reputation and workplace culture before applying for a job. Such sites matter to women in particular, according to the survey: Female job seekers are 25% more likely to rely on employer review sites in vetting a prospective employer. They are also more likely than their male counterparts to abandon a job application if they read online reviews describing poor employee treatment or management, according to the poll.

By Vanessa Fuhrmans - Wall Street Journal