

Intergenerational Recruiting:

The Impact of Student Perceptions of Interviewer Age

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Abstract

The purpose of this study is to determine the effects from perceptions of age discrimination when students are interviewing for sales positions with recruiters from different age groups. More specifically, the authors examine the issues of intergenerational recruiting for sales positions through the lens of social identity theory and relational demography. Using these theoretical underpinnings, problems that result from dissatisfaction with between group inequities in the salesperson recruiting process are explored. Results from a survey of 176 undergraduate students provide evidence that candidate perceptions are influenced by age of the interviewer. Implications of the findings and opportunities for further research are discussed.