



A STUDY ON RECRUITMENT AND SELECTION PROCESS WITH REFERENCE TO E-PUBLISHING INDUSTRY, COIMBATORE

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ABSTRACT

The paper aims to analyze the study of recruitment and selection process in genies it & services private limited, Coimbatore. The article explores the role of recruitment and selection process in the organization. Percentage analysis and chi-square test methods are used in this study with the sample size of 55 employees in the organization. The main objective is to understand the different recruitment and selection activities, and to analyze the satisfactory level of employees with regard to Recruitment and Selection Process. The data was collected through well-structured questionnaires.

KEYWORDS: Organization culture, recruitment and selection

I. INTRODUCTION

Human resource management is a function in organizations designed to maximize employee performance in service of employer's strategic objectives. HR is primarily concerned with how people are managed within organizations, focusing on policies and systems. HR departments and units in organizations are typically responsible for a number of activities, including employee recruitment, training and development, performance appraisal, and rewarding. HR is also concerned with industrial relations, that is, balancing of organizational practices with regulations arising from collective bargaining and governmental laws. In startup companies, HR's duties may be performed by trained professionals. In current global work environment, most companies focus on lowering employee turnover and retaining talent and knowledge held by its workforce. New hiring not only entails a high cost but also increases risk of newcomer not being able to replace person who was working in that position before. HR departments also strive to offer benefits that will appeal to workers, thus reducing risk of losing knowledge.

THEORETICAL BACKGROUND OF STUDY

HR planning indicates need for additional labor, organizations have a number of choices to make. This may be first step in a full-scale recruitment and selection process, but sometimes hiring additional employees is not best method to obtain additional labor.

The recruitment practices have changed over the years. Internal source of recruitment means looking for suitable candidates from among the current employee, in an organization. Job postings, Succession Planning, Employee Referrals, and Hiring Employees, Advertising, Employment Exchanges, Private Consultants, Temporary agencies, Alternative staffing, Executive recruiters or headhunters, Campus recruiting, Internet recruiting are some of the external sources of recruitment.

II. REVIEW OF LITRATURE

Neha Nazneen Siddiqui (2016), conducted a study on Recruitment & Selection Process of a Leading Telecom Company. This Study presents the detailed analysis of recruitment and selection of a leading telecom company. Main Objective is To study the Recruitment and Selection procedure of Bharti Airtel Services Ltd. To abstraction that



whether Recruitment & Selection is bare in organizations. To what measurement Recruitment & Selection should be done and how can it fabricated be able to access the abundance of advisers in Bharti Airtel.

Susairaj and Laura Jenifer (2018), conducted a study on employee challenges towards recruitment and selection process. The aim of the study is to understand the different types of selection procedure followed by mri seed syngenta and to analyze the performance of recruitment and selection procedure adopted by mri seed syngenta. Also to measure challenges faced by mri seed syngenta related to recruitment and selection.

Neeraj Kumari (2012) conducted a study on Recruitment and Selection process: SMC Global Better recruitment and selection strategies result in improved organizational outcomes. With reference to this context, the research paper entitled Recruitment and Selection has been prepared to put a light on Recruitment and Selection process.

Syamala Devi Bhoganadam and Dasaraju Srinivasa Rao (2014) conducted a study on Recruitment and Selection process of Sai Global Yartex (India) Private Limited. The aim of the paper is to study the recruitment and selection process followed at Sai Global Yartex Private Limited. The best human capital availability in organizations makes them competitive advantage and as well as they become the real life blood of the organizations.

Tamanna Parvin Eva (2018) has conducted a study on Recruitment and Selection Strategies and Practices in the Private Sector Commercial Banks of Bangladesh: Evidence from Human Resource Practitioners. The aim of the study is to fill the gap with identifying mostly used recruiting sources, selection methods, developing a selection model for the entry-level position along with identifying perceived major barriers and strategies for maintaining the effectiveness of recruitment and selection practices.

III. SCOPE OF THE STUDY

- This study helps to make decision in selecting the right candidates for the right job.
- This study helps the organization to study the area of problem and suggest ways to improve the recruitment and selection process.
- This study focus on understanding recruitment and selection process.
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IV. OBJECTIVES OF THE STUDY

- To understand different recruitment and selection activities adopted by Geniies IT and services private limited.
- To analyze the satisfactory level of the employees with regard to Recruitment and Selection process.

V. RESEARCH METHODOLOGY

Methodology of research used is descriptive study. This method was suitable for the study because of the voluminous of data available and suits the title of the study. Questionnaires were administered for the respondents, tabulated and analyzed.

VI. RESEARCH DESIGN

Out of the total availability of the employees, a sample size based on randomness and convenience is chosen. For this study a stratified random sampling is used for 55 respondents.

VII. METHODS USED FOR DATA

ANALYSIS:

The tools used for data collection are:

- Percentage Analysis
- Chi-square Test

VIII. LIMITATIONS OF THE STUDY

The limitations of the study are given below,

- The study was need based and suitable for today's context only
- The response may be biased.
- Interviews were held only with respondents who were ready to spare time for it.
- Time is main limiting factor.

IX. STATEMENT OF PROBLEM

Employee recruitment and selection levels differs as per their expectations so in order to study the organizational objectives are met, in addition the value added selection process been studied in this research, Therefore this study is initiated. It is a difficult task for organizations to search, recruit, and select talented people in today's tight labor market. As there are fewer qualified talents available, the competition is intensifying. This shortage leads to absolutely essential for organizations to conduct effective recruitment, selection, and retain quality

talents. What is more is that acquiring the right talent is becoming an increasingly complex and challenging activity. Recruiting staff is a very costly practice. It is also a mandatory part of any business to conduct this practice in order to survive in the marketplace. The cost of simply finding the right person to hire can be hefty. Human Resources share this commitment and work with the hiring supervisor to facilitate an efficient and effective process. With a pool of applicants, the next step is to select the best candidates for the job. This usually means whittling down the applicant pool by using the screening tools such as tests, assessment centers and background & reference checks.

X. DATA ANALYSIS AND DISCUSSION

Table: 1 Demographic profile of the respondent

Demographic profile		%
Gender	Male	55
	Female	45
Age	Below 30 years	71
	31-40 years	16
	41-50 years	6
	Above 50 years	7
Monthly income (in Rs.)	Below 10000	22
	10001 – 20000	18
	20001-30000	42
	30001- 40000	9
	Above 40000	9
Work experience	0-5 years	52
	5-10 years	33
	10-15 years	9
	More than 15 years	6

Table: 2 Satisfaction with regard to recruitment procedures

(HDS – Highly Satisfied; DS – Dissatisfied; N – Neutral; S- Satisfied; HS – Highly Satisfied)

Source	HDS	DS	N	S	HS	%
Recruitment procedure	5	7	17	22	4	40%
Interviewing process	4	8	12	19	12	33%
HR department performance	5	6	14	18	12	33%

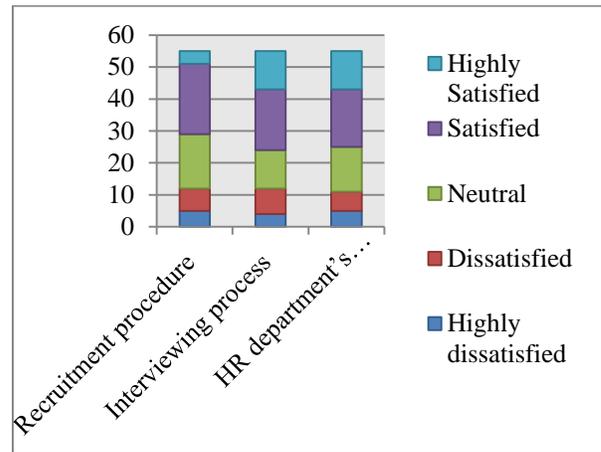


Chart:1 Satisfaction with regard to recruitment procedure

It is understood from the above table that:

- Most (40%) of the respondents are satisfied with the recruitment procedure in the organization.
- Most (33%) of the respondents are satisfied with the interviewing process and other selection instruments such as testing
- Most (33%) of the respondents are satisfied with the HR department's performance in recruitment and selection.

Table : 3 Satisfaction with regard to recruitment process

(HDS – Highly Satisfied; DS – Dissatisfied; N – Neutral; S- Satisfied; HS – Highly Satisfied)

Source	HDS	DS	N	S	HS	%
Identification of good candidates	10	3	14	22	10	40%
Time taken to respond	4	8	20	19	4	37%
Time taken to send offer letters	6	4	16	16	13	30%

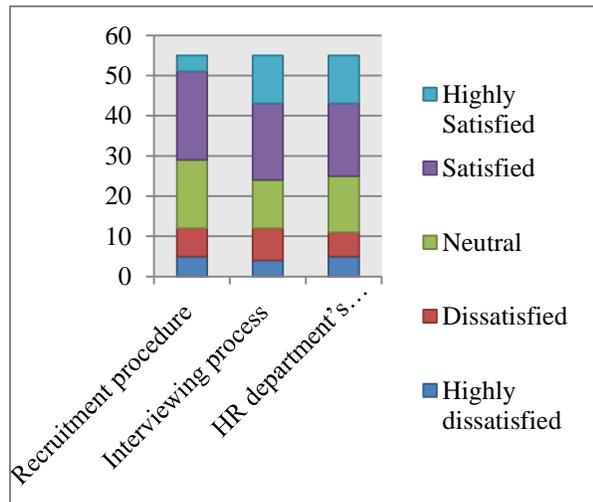


Chart: 2 Satisfaction with regard to recruitment process

It is understood from the above table that:

- Most (40%) of the respondents are satisfied with the identification of good candidates from non-traditional sources when necessary
- Most (37%) of the respondents remain neutral with regard to their opinion about the time taken to respond to the application.
- Most (30%) of the respondents are satisfied with the time taken to send offer letters to the candidates

XI. RESULTS AND FINDINGS

- Majority of the respondents (67%) expressed that the personal interview as the selection procedure and method followed in Genies IT solution.
- Most of the respondents (45%) have accepted the offer for the reason of growth opportunity in the organization.
- Most of respondents (44%) mentioned job portals as a source for recruitment.
- Most of the respondents (43%) have expressed that the company takes less than 5-10 days to respond application.
- Most of the respondents stated that the HR department takes one week's time to send offer letters.
- Most (40%) of the respondents are satisfied with the identification of good candidates from non-traditional sources when necessary
- Most (48%) of the respondents remains neutral with regard to their opinion about that the

induction programme is properly implemented after the selection process.

The chi-square analysis highlights the following findings

H₀₁ : There is no significant relationship between the age of the respondents and their opinion about the recruitment and selection process.

The calculated Chi square value is more than the table value at 0.05% confidence level, therefore the null hypothesis is rejected. Therefore, it is understood that there is significant relationship between the age of the respondents and their level of satisfaction with regard to their opinion that the organizations clearly define the details in the recruitment process, HR provides an adequate pool of quality applicants, training to employees in hiring job to make the best hiring decisions, HR department has efficient selection policy of the employees, Innovative techniques should be adopted in the selection process, Internal hiring helps in motivating the employees, employees are aware of man power planning procedure in organization and induction programme is properly implemented after the selection process.

The calculated Chi square value is less than the table value at 0.05% confidence level; therefore the null hypothesis can be accepted. It can be concluded that there is no significant relationship between age of the respondents and their level of satisfaction with regard to their opinion that the organization is using satisfactory methods of interview, facility for absorbing the trainees in the organization, provision of educational assistance, induction and orientation programme and satisfaction with the recruitment and selection process in organization.

H₀₂ : There is no significant relationship between the gender of the respondents and their opinion about the recruitment and selection process.

The calculated Chi square value is more than the table value at 0.05% confidence level, therefore the null hypothesis is rejected. It can be understood from the above table that there is no relationship between gender of the respondents and their opinion about the recruitment and selection process.

H₀₃ : There is no significant relationship between the work experience of the respondents and their opinion about the recruitment and selection process.

The calculated Chi square value is more than the table value at 0.05% confidence level, therefore the null hypothesis is rejected. Therefore, it can be concluded that there is significant relationship between the



experience of the respondent and their level of satisfaction with regard to opinion about satisfactory methods of interview in organization, clear definition of the position objectives, requirements and candidate specifications in the recruitment process, efficient selection policy of the employees, E-Recruitment is a must to survive in the competitive market, facility for absorbing the trainees in the organization, provision of educational assistance, induction programme is properly implemented after the selection process and satisfaction with the recruitment and selection process in your organization.

The calculated Chi square value is less than the table value at 0.05% confidence level; therefore the null hypothesis can be accepted. It can be understood from the above table that there is no significant relationship between experience of the respondents and their level of satisfaction with regard to opinion about provision of adequate pool of quality applicants, provision of training to employees in hiring job to make the best hiring decisions, innovative techniques (like stress level & psychometric test) should be adopted in the selection process, internal hiring helps in motivating the employees and employees are aware of manpower planning procedure in the organization and their level of satisfaction with regard to the induction and orientation programme.

H0₄ : There is no significant relationship between the monthly income of the respondents and their opinion about the recruitment and selection process.

The calculated Chi square value is more than the table value at 0.05% confidence level and the null hypothesis is rejected. Therefore, it can be concluded that there is significant relationship between the salary of the respondent and their level of satisfaction with regard to their opinion about organization is using satisfactory methods of interview, organizations clearly define the position objectives, requirements and candidate specifications in the recruitment process, HR provides an adequate pool of quality applicants, HR provides training to employees in hiring job to make the best hiring decisions, HR department has efficient selection policy of the employees, internal hiring helps in motivating the employees, enough facility for absorbing the trainees in your organization, provision of educational assistance, employees are aware of manpower planning procedure in the organization, induction programme is properly implemented after the selection process and satisfaction with the induction and orientation programme.

The calculated Chi square value is less than the table value at 0.05% confidence level and therefore the null hypothesis can be accepted. It can be concluded that there is no relationship between salary of the respondents and their level of satisfaction with regard to their opinion that E-Recruitment is a must to survive in the competitive market, innovative techniques (like stress level & psychometric test) should be adopted in the selection process and satisfaction with the recruitment & selection process in your organization.

XII. CONCLUSION

The study was conducted among the workers of the Geniies covering 55 respondents. The data was collected by means of questionnaire and the data. From the analysis, it has been found that the most of the employees in the company were satisfied but changes are required according to the changing scenario of recruitment process that has a great impact on working of the company as a fresh blood, new idea enters in the company. The company's recruitment department is doing well in placing the candidates and filling the job vacancies for all levels of positions. Some of the suggestions were mentioned to enhance the organizational policies, strategies, procedures and process.

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