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## A STUDY ON EFFECTIVENESS OF RECRUITMENT PRACTICES WITH SPECIAL REFERENCE TO INNCON GLOBAL SERVICES CHENNAI

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### ABSTRACT

Once the required number and kind of human resources are determined, the management has to find the places where the required human resources are/will be available and also can find the means of attracting them towards the organization before selecting suitable candidates for the jobs. All this process is generally known as 'recruitment' in employment. Recruitment and Selection are the only steps in the entire employment process. When organisations choose the right people for the job train them well and treat them appropriately, these people not only produce good results but also tend to stay with the organisation longer. In such circumstances, the organisation's initial and ongoing investment in them is well rewarded. It is a process of identifying that the organisation needs to employ someone up to the point at which application forms for the post have arrived at the organisation.

By using simple random sampling technique 75 respondents were selected from the total number of universe by using lottery method. This sampling technique is used for selecting the respondents to collect the required data, since it is the viable method to adopt in the given situation where shift system is followed. In this regard the researcher has chosen this topic for the present study.

**KEYWORDS:** Recruitment, Recruitment Process, Recruitment Process Outsourcing, shift system.

### INTRODUCTION :

Recruitment is an important step of any organization's success. If an organization has the right candidates at right place in right time, it will make a tremendous positive difference in productivity and customer satisfaction.

According to Werther & Davis, "Recruitment is the process of finding and attracting capable applicants for employment. The process begins when new recruits are sought and it ends, when their applications are submitted. The result is a pool of applicant from which new employees are selected".

Moreover, Lord defines that "Recruitment is a form of competition, just as corporations compete to develop, manufacture and market the best product or service. So they must also compete to identify, attract and hire the most qualified people. And also, he stated that recruitment is a business and it is a big business".

### REVIEWS OF LITERATURE

From the article in 'HRM Review 2005', pp 45-48 lou Adler has conducted a project analysis on "How to understand the recruiting process better and how to identify people with high potential is the



focus”, and have finally stated his findings out of the analysis as, lack any evidence of long term improvement is a great clue that a corrective action isn’t working and a list of skills, academics experiences and responsibilities actually the best candidates from ever being considered.

Bob Rodgers (2006) conducted a study on “Recruitment Process Outsourcing (RPO) shores up staffing needs”. His findings told that it is estimated that 85% of all U.S. companies outsource some of their human resources functions, most notably those dealing with employee recruitment, called Recruitment Process Outsourcing (RPO). Moreover, he suggested that RPO is not for broken companies. It can't act in a manner of glue or tape to mend a cracked system. Since the hires are technically under the employ of the HR outsourcer, their loyalty lies within the person who signs their paycheck and this is not you. Sometimes it may be best to call in a business consultant or even an executive recruiter and see whether a new permanent position needs to be created within the company.

Edinburgh (2008) explains the Rs’ two (Recruitment and Retention) that would be of major concern to the HR department in the near future due to: economic growth, need for more people, and high attrition rate. To cope with these dual objectives, the author suggests the planned use of recruitment technology, especially recruitment systems such as Pre-screening technology, Applicant Tracking Systems (ATS), Enterprise Resource Planning (ERP), and Applicant Relationship Management. In addition, the tracking of recruitment and retention processes and their associated costs will help in taking appropriate and timely decisions.

Singh and Dutta (2010) It emphasizes on the need for high-performance organizations to recruit people with skills needed to speed up performance and start contributing from the beginning. The book summary describes the salient aspects of the power hiring approach. This approach aims to define superior performance in order to recruit superior people. It advocates objectivity in the recruitment process so as to arrive at the best decision. It mentions that the best recruits demonstrate certain observable characteristics, which recruiters should look out for. The approach also integrates Work-type profiling into the sourcing process.

### STATEMENT OF THE PROBLEM

A favourable recruitment process results better development of the organization. This study is undertaken to analyze the “Recruitment Process in INNCON global services Chennai”. It helps in analyzing the present recruitment process followed in the company and how far the employees are satisfied with the present process and do they require any change in the present process followed which could help them in modifying and developing new recruitment process which could be suitable for the present situation.

### NEED OF THE STUDY

Recruitment has become the most challenging Human Resources (HR) function across all industries today. Recruiting staff is a very costly exercise. It is also an essential part of any business and it pays to do it properly. When organisations choose the right people for the job train them well and treat them appropriately, these people not only produce good results but also tend to stay with the organisation longer. In such circumstances, the organisation's initial and ongoing investment in them is well rewarded. It is a process of identifying that the organisation needs to employ someone up to the point at which application forms for the post have arrived at the organisation. In this regard the researcher has chosen this topic for the present study.

### OBJECTIVES OF THE STUDY

- o To study the socio demographic profile of the respondents
- o To analyze the various statements to pertaining to the recruitment process
- o To find out the relationship and association between the statement of recruitment process
- o To suggest appropriate Measures for improving Recruitment and Selection process

### RESEARCH DESIGN

The researcher adopted descriptive research design for the present study. The Descriptive research is

concerned with describing the characteristics of a particular individual, or of a group and also the state of affairs as it exists at present census method was adopted in this research to collect the data from employees.

**UNIVERSE AND SAMPLING OF THE STUDY**

The universe is commonly defined as the totalities of all numbers of workers are about 750 workers. By using simple random sampling technique 75 respondents were selected from the total number of universe by using lottery method. This sampling technique is used for selecting the respondents to collect the required data, since it is the viable method to adopt in the given situation where shift system is followed.

**TESTING OF HYPOTHESIS**

**Difference between gender of the respondents and their opinion about overall recruitment process**

Feedback on the overall recruitment process	Mean	S.D	Statistical inference
Male (n=58)	3.16	.988	T=-1.976 0.052>0.05 Not Significant
Female (n=17)	3.65	.493	

**Statistical test:** Student ‘t’ test was used the above hypothesis

The above table shows that there is no significant difference between gender of the respondents and their opinion about overall recruitment process. Hence, the calculated value greater than table value ( $p>0.05$ ).

**Research hypothesis:** There is a significant difference between gender of the respondents and their opinion about overall recruitment process

**Null hypothesis:** There is no significant difference between gender of the respondents and their opinion about overall recruitment process

**Findings:** The above table shows that there is no significant difference between gender of the respondents and their opinion about overall recruitment process. Hence, the calculated value greater than table value ( $p>0.05$ ). So the research hypothesis rejected and the null hypothesis accepted.

**Testing of hypothesis**

**Oneway ANOVA difference between educational qualification of the respondents and their opinion about overall recruitment process**

Feedback on the overall recruitment process	Mean	S.D	SS	Df	MS	Statistical inference
Between Groups			2.964	2	1.482	F=1.787 0.175>0.05 Not Significant
Graduate (n=18)	3.33	.686				
Post graduate (n=36)	3.42	.692				
Professional (n=21)	2.95	1.322				
Within Groups			59.702	72	.829	

**Statistical test:** Oneway ANOVA ‘f’ test was used the above hypothesis

The above table shows that there is no significant difference between educational qualification of the respondents and their opinion about overall recruitment process. Hence, the calculated value greater than table value ( $p>0.05$ ).

**Research hypothesis:** There is a significant difference between educational qualification of the respondents and their opinion about overall recruitment process

**Null hypothesis:** There is no significant difference between educational qualification of the respondents and their opinion about overall recruitment process

**Findings:** The above table shows that there is no significant difference between educational qualification of the respondents and their opinion about overall recruitment process. Hence, the calculated value greater than table value ( $p>0.05$ ). So the research hypothesis rejected and the null hypothesis accepted.

### SOCIO DEMOGRAPHIC FINDINGS

- o Vast majority (77.3 per cent) of the respondents was in male.
- o One third (37.3 per cent) of the respondents was in below 25yrs age group.
- o One third (34.7 per cent) of the respondents was in HR and administration.
- o Nearly half (48 per cent) of the respondents was in post graduate educational qualification.
- o One third (28 per cent) of the respondents was in below 5yrs working experience.

### SUGGESTIONS

- o As a result of the findings and interpretations of various factors in the study, the investigator has the following suggestions to make with the hope that these will be worth considering and adopting.
- o Majority of the recruitment is based on the family background of the applicant. By looking at the family background, the company might have lost some of the good employees who have performed better. This can of course increase the performance of the company.
- o Majority of the recruitment is also based on written examination. These are many talented persons who can perform better with the given job but who are weak in written exams. This can be changed by preferring group discussions instead of written tests during the recruitment.
- o It is preferred that the company should recruit an employee not by his mark statement but by his performance and talent. This is because those persons, who get 90%, can get it by memorizing and not by understanding or giving any work to the brain.

### CONCLUSION

The study conducted by the researcher is only the tip of the iceberg in the ocean. Given the limited resources, he had to confine the study within the Private Limited. The recruitment process is good and the employees are also satisfied with the existing process of the organization. The researcher also forwarded some suggestions for further action. If these suggestions are put into practice, there will definitely be some improvement in the standard of recruitment process.

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