

A Study On Innovative Recruitment Techniques and Its Impact On the Organisational Development

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Abstract

Recruitment processes begins after human resource planning and then deep job analysis and job description kind of activities conduct and afterwards try to attract no of applicants to fill the open vacancy in less time. Functions like recruitment, human resource planning are parts of in human resource management. To manage all human resource in an organization effectively for organization's proper growth is called as human resource management. Human resource management is a set of all man power which is working for a common goal of success of an organization. It is an important function which provides a structured approach to recruit or maintain available human resource of an organization. It covers all fields related to human resource like compensation recruitment, retirement, insurance, performance management, skill development, training, wellness, motivation, administration and communication of an organization. It gives strategic direction and means of work with potential work force with one objective of organizational growth. To find a right candidate for an organization is important for successive growth. All organizations tries that they will get most potential workforce among a wide pool of candidates for them to work for their organizational overall growth. Now, organizations are fully dependent on human work force and now organizations are treating them as human capital management.

Keywords- Recruitment- human resource management- performance management

1. INTRODUCTION

Recruitment is the process of attracting prospective employees and stimulating them for applying job in an Organization. Recruitment forms the first stage in the process which continues with selection and ceases with the placement of the candidate. It is the next step in the procurement function, the first being the man power planning. Recruitment makes it possible to acquire the number and types of people necessary to ensure the continued operation of the Organization. Recruiting is the discovering of potential applicants for actual or anticipated organizational vacancies, Recruitment is an important part of an Organization's human resource planning and their competitive strength. Competent human resources at the right position in the Organization are a vital resource and can be a core competency or a strategic advantage for it.

The objective of the recruitment process is to obtain the number and quality of employees that can be selected in order to help the Organization to achieve its goals and objectives. With the same objective, recruitment helps to create a pool of prospective employees for the Organization so that the

management can select the right candidate for the right job from this pool. Recruitment acts as a link between the employers and the job seekers and ensures the placement of right candidate at the right place at the right time. Using and following the right recruitment processes can facilitate the selection of the best candidates for the Organization. According to “YODER” Recruitment is a process to discover the sources of manpower to meet the requirements of the staffing schedule and to employ effective measures for attracting that manpower in adequate numbers to facilitate effective selection of an efficient working force. Accordingly, the purpose of recruitment is to locate sources of manpower to meet job recruitments and job specifications.

2. OBJECTIVES OF THE STUDY

To study the manpower planning in the recruiting process.

1. The various merits and demerits of internal and external of sources of recruitment.
2. To study the active job advertisements used in recruitment process.
3. To study the impact of factors such as company’s image, need for job career development on the recruitment process.

3. RESEARCH METHODOLOGY

Research methodology is a way to systematically solve the research problem. A research generally refers to search for knowledge to obtain information about specific topic.

Methodology is defined as

1. “ The analysis of principle of methods, rules, and postulates employed by a discipline” or “ the development of methods, to be applied within a discipline ”.
2. “ A particular procedure or a set of procedures”.

Research design:

Research design may be defined as a “ a plan of what data to gather, from whom, how and when to collect the data, and how to analyze the data obtained”.

- ❖ Descriptive research studies are those studies, which are, concerned with describing the characteristics of a particular individual or a group. It depicts the relationships that exist between the various factors. Descriptive studies are also undertaken to understand the characteristics of Organization that follow certain practices.
- ❖ Causal research: casual study is done when it is necessary to establish a definitive cause and effect relationship. In other words, the intention of the researcher in conducting causal study is to state that variable X causes variable.

4. SOURCES OF DATA:

Data Collection

“ The process of gathering and measuring information on variables of interest, in an established systematic fashion that enables one to answer stated research questions, test hypotheses, and evaluated outcomes, The act process of capturing raw or primary data from a signal source or from multiple sources”.

Primary data:

Data obtained for the first time and used specifically for the particular problem or issue under study.

Research instrument:

The research instrument used is the questionnaire. Questionnaire is the sheet containing questions relating to certain aspects regarding which research has to collect data. The questionnaire used in the research consists of close-ended and open-ended questions to obtain the views of respondents.

The primary data was collected from the respondents through the questionnaire and interview method.

Interview method:

A research technique, which involves presentation of oral-verbal stimuli and reply in terms of oral-verbal responses.

Questionnaire method:

A type of measurement instrument that yields a single score by arithmetically combining responses to a number of items(statement/questions with several possible responses represented on some form of scale), Where each attempts to measure one aspects of the factor being measured.

Secondary data:

Data collected for a purpose other than the one a forecaster may use it for; sources may include newspapers, press releases, state and central publications, autobiographies and market research reports,The secondary data was collected from, magazines, journals, newspapers and internet; the richest source of information has contributed largely to the secondary data collection.

Sampling technique:

- Population is a set of entities concerning which statistical inferences are to be drawn and the population is 1500.
- Sample is a sunset of a population which is taken as 75.

Convenience sampling

Convenience sampling refers to the collection of information from members of the population who are conveniently available it.

HYPOTHESIS:

A hypothesis is a proposed explanation whose validity can be tested. Hypothesis testing is a top-down approach that attempts to validate or disprove preconceived ideas.

NULL HYPOTHESIS:

Null hypothesis represents the hypothesis we are trying to reject.

- There is no significant relationship between the variables.
- There is no significant difference between the two groups.

ALTERNATE HYPOTHESIS:

Alternate hypothesis is usually the one, which one wishes to prove.

- There is a significant relationship between the two variables.
- There is a significant different between the two groups

Statistical tools

Statistical tools are made of mathematical formulas which helps us to explore the study and gives a clear and in-depth knowledge about the study on the basis of which conclusion for the study can be arrived at with accuracy. Primary data and secondary data used for the calculations and based on these data analysis and interpretation is done using statistical tools.

Ranking method:

The method enables the respondents to rank the objects relative to one another among the alternatives provided on a scale of say 1 to 4.

ANALYTICAL TECHNIQUES

Analysis techniques are used to obtain finding and arrange information in a logical sequence from the raw data collected. For tabulating the collected data’s, the researcher uses Percentage analysis, Weighted Average Method ,hi-Square Method

REVIEW OF LITERATURE

Carla Joinson (2023)-Today’s recruitment efforts are much more creative than the typical print ads in Sunday newspapers and career day booths on local college campuses. Yet companies still are coming up short in their search for qualified employees. HR departments could certainly ease the situation-if they had the time and money to conduct elaborate recruitment campaigns.

Durga(2023)-The truth is, HR could do a lot more-with a little help from their state governments-and at little or no expense to their companies. Most states are re-focusing efforts on recruitment now that many are enjoying record lows in unemployment. The problem today is not so much how to lure companies into their borders; it’s how to keep those companies supplied with workers. Within the past few years, and in some cases, just the past few months, many state governments have changed-at least in part- their economic and workforce-development strategies to address this product.

Data analysis and interpretation

Table-1

Gender of Respondents and their Opinion that Innovative Recruitment Practices Has Its Impact on the Organization Performance

H₀: There is no association between gender of the respondents and their opinion on the impact of the Innovative Recruitment practices on the Organization performance.

H₁: There is association between gender of the respondents and their opinion on the impact of the Innovative Recruitment practices on the Organization performance.

Gender of Respondents	Innovative Recruitment Practices Has Its Impact on the Organization Performance					Total	Chi-Square Value	P-Value
	Strongly Disagree	Disagree	Slightly Agree	Agree	Strongly Agree			
Male	2	5	4	25	7	43		

Female	8	1	16	7	0	32	29.62	0.000
Total	10	6	20	32	7	75		

Inference:

Since the P value is less than 0.05, the null hypothesis is accepted at 5% level of confidence. Hence concluded that there exists no association between gender of the respondents and their opinion on the impact of innovate recruitment practices on organization performance.

Table -2

Gender of Respondents and their Opinion that Innovative Performance Appraisal Practices Has Resulted in High Effectivity

H₀: There is no association between gender of the respondents and their opinion that Innovative Performance Appraisal practices results in high Effectivity.

H₁: There is association between gender of the respondents and their opinion that Innovative Performance Appraisal practices results in high productivity:

Gender of Respondents	Innovative Performance Appraisal Practices Implemented Results in High Productivity					Total	Chi-Square Value	P-Value
	Strongly Disagree	Disagree	Slightly Agree	Agree	Strongly Agree			
Male	10	14	13	4	2	43	16.06	0.003
Female	11	5	3	13	0	32		
Total	21	19	16	17	2	75		

Inference:

Since the P value is less than 0.05, the null hypothesis is accepted at 5% level of confidence. Hence concluded that there exists no association between gender of the respondents and their opinion that innovative performance appraisal practices results in high Effectivity.

Table -3

Age of Respondents and their Opinion that Training & Development Initiative Designed By HR Dept., Has Improved Morale among Employees

H₀: There is no association between age of the respondents and their opinion that Training & Development initiative designed by HR Dept., has improved morale among Employees.

H₁: There is association between gender of the respondents and their opinion that Training & Development initiative designed by HR Dept., has improved morale among Employees.

Age of Respondents	Training & Development Initiative Designed By HR Dept., has improved morale among Employees					Total	Chi-Square Value	P-Value
	Strongly Disagree	Disagree	Slightly Agree	Agree	Strongly Agree			
<25 yrs	3	1	1	4	7	16	26.89	0.043
25-35 yrs	7	1	3	0	5	16		
35-45 yrs	9	1	4	0	3	17		
45-55 yrs	5	1	2	3	2	13		
>55 yrs	11	0	0	0	2	13		
Total	35	4	10	7	19	75		

Inference:

Since the P value is less than 0.05, the null hypothesis is accepted at 5% level of confidence. Hence concluded that there exists no association between age of the respondents and their opinion that Training & Development initiative designed by HR Dept., has improved morale among Employees.

SUGGESTIONS

Prospective employees could be called at the earliest for interview. Any delay in calling potential candidate for interview could mean losing the competitor’s. Duration for which the interview is conducted could further be optimized without compromising on the time scheduled for evaluation. Adequate information should be given to all the candidates about the Organization because they will be an integral part of it in the future.

CONCLUSION

Recruitment is the process of attracting prospective employees and stimulating them for applying job in an Organization. Recruitment forms the first stage in the process which continues with selection and ceases with the placement of the candidate. It is the next step in the procurement function, the first being the man power planning. Recruitment makes it possible to acquire the number and types of people necessary to ensure the continued operation of the Organization. Recruiting is the discovering of potential applicants for actual or anticipated organizational vacancies. The result of this research has come out very positively. The process supports the growth of the Organization by selecting the right candidate for the right job. Manpower planning is exhaustive and well structured. Most of the respondents have experience between 6-8 years. Most of the respondents came to know about the job through newspaper advertisements. For maximum number of respondents it was the brand image that made them apply for the job. Technical knowledge is the most important criteria for recruiting, followed by experience and attitude. Almost all the respondents had a good experience in filling the application blank. No changes have been suggested for improving the various tests. Face-to-Face is the most important interview method. Brand image are the most important factors for the job application. Most of the respondents had good rapport with the interview.



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