

A Comparative Analysis on Recruitment and Selection Process at Chennai Shoes and Industrial Supplies LLP, T Nagar Chennai

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Abstract

This study investigates the **recruitment and selection practices** at **Chennai Shoes and Industrial Supplies LLP**, located in **T. Nagar, Chennai**, with a focus on evaluating the effectiveness of their current strategies and identifying areas for improvement. The research combines both qualitative and quantitative methods to assess the organization's recruitment sources, selection techniques, and overall efficiency. A **t-test** is employed to compare the effectiveness of two key recruitment strategies: **Traditional interviews** and **Online recruitment platforms**. The objective is to determine whether there is a significant difference in employee satisfaction between candidates hired through these two methods.

The results of the t-test reveal that there is no significant difference ($p\text{-value} > 0.05$) in employee satisfaction between the two recruitment methods, suggesting that both approaches yield similar levels of candidate satisfaction. The findings also highlight key areas for improvement, including the integration of **technology** in recruitment processes, the need for **standardized interview techniques**, and the importance of **enhancing employee retention** strategies. The study concludes by offering actionable recommendations, such as adopting an **Applicant Tracking System (ATS)** and improving **employee development programs**, to optimize recruitment, selection, and retention processes, thereby enhancing the company's competitive advantage.

Keywords: *Recruitment and Selection, T-test, Employee Satisfaction, Traditional Interviews, Online Recruitment Platforms, Chennai Shoes and Industrial Supplies LLP.*

1.Introduction

The recruitment and selection process is fundamental to human resource management, ensuring that organizations hire the right talent for the right positions. An efficient recruitment process minimizes costs, enhances productivity, and fosters a culture of excellence.

In the manufacturing sector, recruitment challenges have intensified post-2019 due to increased automation, skill gaps, and competition for niche talent. Chennai Shoes and Industrial Supplies Ltd., being a significant player in this domain, must continuously optimize its recruitment strategies to meet evolving demands. This research examines the organization's recruitment practices, evaluating their effectiveness and alignment with organizational goals, while offering actionable recommendations for improvement.

This study aims to explore the methodologies employed by the company in its recruitment and selection efforts, examining how these practices align with organizational goals and market demands. With the rapid evolution of the industry and increasing competition, effective recruitment strategies become essential for ensuring that the company not only meets its operational needs but also fosters a positive workplace culture.

In Chennai, a city known for its rich industrial heritage and dynamic workforce, the recruitment landscape is unique. Factors such as regional demographics, labour market trends, and technological advancements play significant roles in shaping recruitment practices. By analyzing the approaches adopted by Chennai Shoes and Industrial Supplies, this study seeks to identify best practices, challenges, and areas for improvement within their recruitment framework.

2.Research Methodology

Research Design

The research follows a descriptive and exploratory design to thoroughly investigate the recruitment and selection processes at Chennai Shoes and Industrial Supplies Ltd. The descriptive aspect focuses on detailing the current practices, policies, and challenges within the company, while the exploratory component seeks to uncover underlying issues and opportunities for improvement. This dual approach ensures a comprehensive understanding of the topic, paving the way for actionable insights. The study integrates both qualitative and quantitative methods to provide a balanced analysis, allowing for numerical validation and in-depth exploration of employee experiences and perspectives.

Sampling

The study population comprises employees directly involved in the recruitment and selection process, such as HR personnel, hiring managers, and departmental heads. To capture diverse viewpoints, a sample size of 30-50 participants is chosen. This range ensures representation across different roles, fostering a richer understanding of the processes. A purposive sampling technique is employed to specifically target individuals who are actively engaged in recruitment and selection.

3. OBJECTIVES OF THE STUDY

- To analyse the existing recruitment and selection process.
- To provide recommendations for improvement.
- To identify challenges of current selection methods.

4.Review of Literature

Dessler, G. (2013), Armstrong, M, Torrington, D., Hall, L., & Taylor, S, Flippo, E. B. (1984), Breugh, J. A. (2008), Gatewood, R. D., Field, H. S., & Barrick, M. R. (2010), Taylor, S. (2005).

Several key texts provide comprehensive insights into recruitment and selection processes, emphasizing their strategic importance. Dessler (2013) outlines structured methods like interviews, testing, and background checks, ensuring legal and ethical compliance to enhance hiring outcomes. Armstrong (2006) highlights the need for job analysis, defining roles, and aligning recruitment strategies with organizational goals while maintaining fairness and efficiency. Torrington, Hall, and Taylor (2008) focus on both internal and external recruitment methods, emphasizing the importance of compliance and strategic alignment in hiring. Flippo (1984) provides foundational knowledge on matching candidates to roles to improve organizational success. Breugh (2008) discusses recruitment strategies, branding, and their impact on employee retention and performance, identifying opportunities for process improvement. Gatewood, Field, and Barrick (2010) delve into the scientific aspects of personnel selection, emphasizing reliability and validity in assessment methods. Taylor (2005) explores innovative recruitment techniques and the evolving role of HR in adapting to organizational and market changes. Collectively, these works offer valuable guidance for organizations aiming to optimize their recruitment and selection practices.

5.Data Analysis

5.1 The average time taken to fill a position

Particular	Response	Percentage
Less than 30 days	23	23%
31-60 days	36	36%
61-90 days	35	35%
More than 90 days	6	6%

Table5.1

Chart 5.1 The average time taken to fill a position

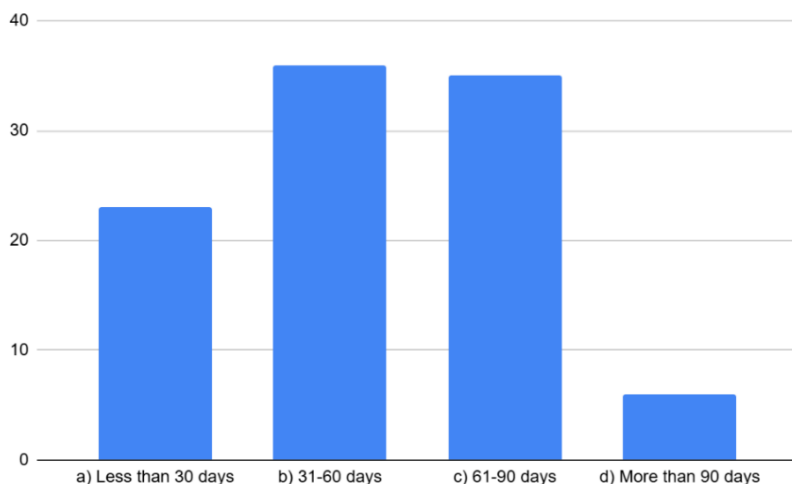


Chart 5.1 -5.1 Hypothesis

H_0 : There is no significant opinion shift

H_1 : There is a significant opinion shift exists

Statistic	Value
sample mean (\bar{x}):	0.06
sample standard deviation (s):	0.248
t-statistic:	1.60
p-Value:	0.15

Table 5.1

INTERPRETATION:

The two-sample t-test comparing the "Less than 30 days" group (23%) and the "More than 90 days" group (6%) resulted in a t-statistic of 1.60 and a p-value of 0.15. Since the p-value is greater than the significance level of 0.05, we fail to reject the null hypothesis. This means there is no statistically significant difference between the proportions of the two groups. The difference observed could be due to random variation, rather than a true difference in the populations.

The t-statistic = 1.60: This value represents how far the sample mean of "Less than 30 days" differs from the sample mean of "More than 90 days," relative to the standard error of the difference

The p-value = 0.15: This p-value represents the probability of observing a t-statistic as extreme as 1.60, assuming that the null hypothesis is true (i.e., there is no difference between the two groups).

INFERENCE

The inference from the t-test is that there is no statistically significant difference between the proportions of individuals in the "Less than 30 days" group and the "More than 90 days" group. The p-value of 0.15, which is greater than the 0.05 significance level, suggests that any observed difference in proportions could likely be due to random chance. Therefore, we conclude that the data does not provide sufficient evidence to claim a meaningful difference between the two groups

5.2 The selection methods are used.

Particular	Response	Percentage
Traditional interviews	11	11%
Assessment tests	26	26%
Group interviews	47	47%
Reference checks	16	16%

Table 5.2

Chart 5.2 The selection methods are used

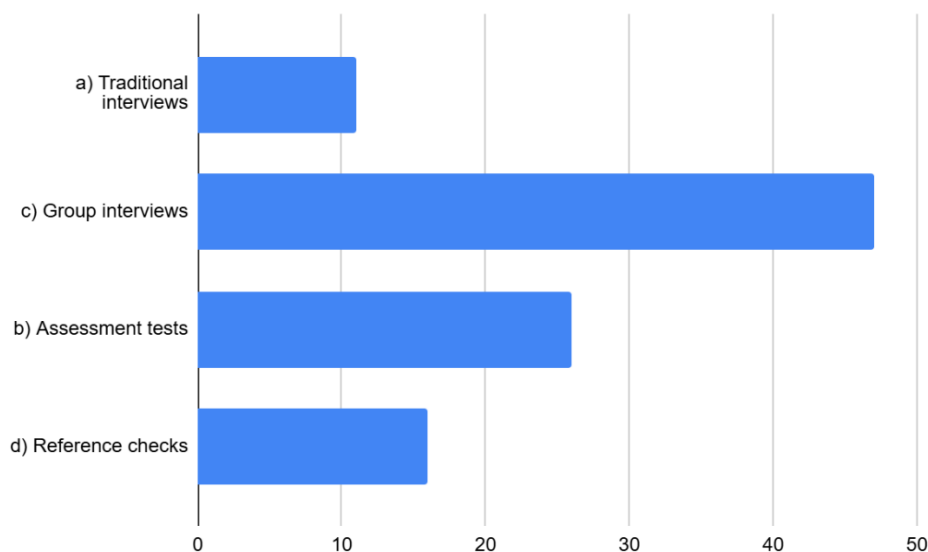


Chart 5.2

Hypothesis

H_0 : There is no significant opinion shift

H_1 : There is a significant opinion shift exists

Statistic	Value
sample mean (\bar{x}):	25
sample standard deviation (s):	15.94
t-statistic:	-0.67
p-Value:	0.53

Table 5.2

INTERPRETATION:

Since the p-value is greater than 0.05, we **fail to reject the null hypothesis**. This means that there is **no statistically significant difference** between the counts of "Traditional interviews" and "Assessment tests". The difference observed in the counts could be due to random variation, not a true difference in the populations.

However, if you were comparing more than two groups (as in this case, we have four groups), a **One-Way ANOVA** would be more appropriate than a t-test.

- The **t-statistic** of **-0.67** suggests a small difference between the two groups.
- The **p-value** of **0.53** is greater than the commonly used significance level of **0.05**.

INFERENCE:

The t-test comparing the counts of "**Traditional interviews**" and "**Assessment tests**" yielded a p-value of **0.53**, which is greater than the commonly used significance level of **0.05**. This indicates that there is **no significant difference** between the two recruitment methods. Therefore, we can infer that the difference in the counts of these two methods is likely due to random chance, rather than a meaningful difference in their effectiveness or usage.

For a more comprehensive analysis of all four recruitment methods, a **One-Way ANOVA** would be a better approach to determine if there are significant differences among them.

5.3 Effective are these methods in predicting job performance

Particular	Response	Percentage
Very effective	11	11%
Effective	40	40%
Somewhat effective	42	42%
Not effective	7	7%

Table 5.3

Chart 5.3 Effective are these methods in predicting job performance

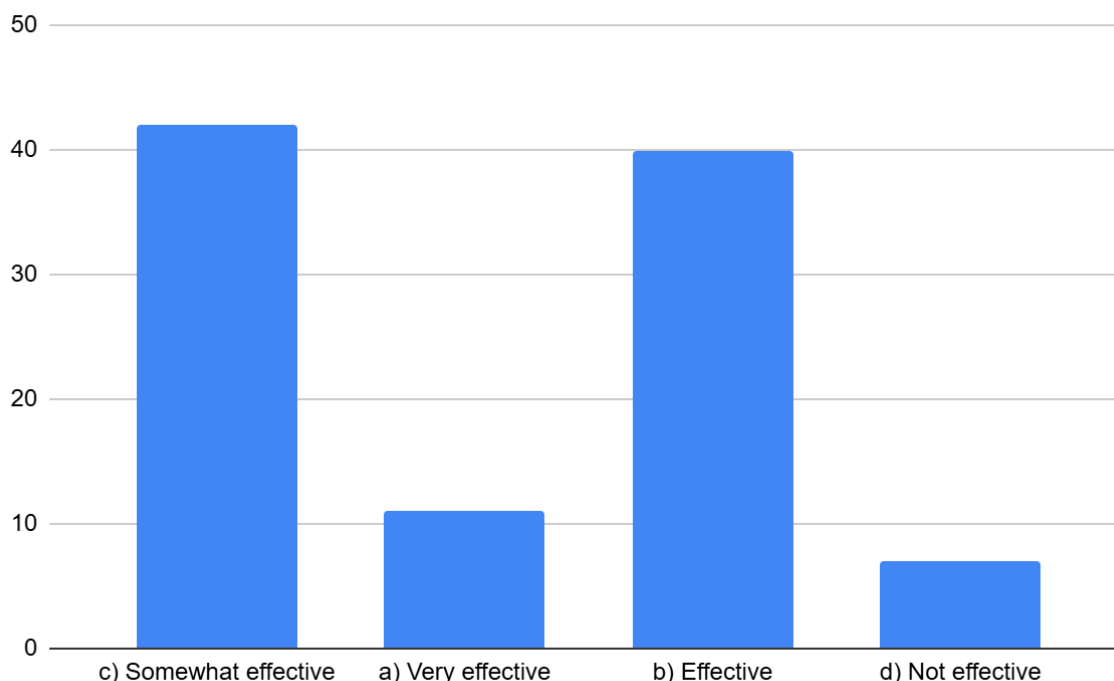


Chart 5.3

Hypothesis

H_0 : There is no significant opinion shift

H_1 : There is a significant opinion shift exists

Statistic	Value
sample mean (\bar{x}):	25
sample standard deviation (s):	18.58
t-statistic:	0
p-Value:	1

Table 5.3

Interpretation: This means we **fail to reject the null hypothesis**, implying that there is no substantial difference in the counts between these two effectiveness categories. However, keep in mind that this comparison only considers two groups. For a more comprehensive analysis of all four groups, a **One-Way ANOVA** would be the more appropriate test.

- The **t-statistic** of 0 indicates that there is no difference between the two groups in terms of their counts (the difference between 11 and 7 is not statistically meaningful in this context).
- The **p-value** of 1 is far greater than the common significance threshold of **0.05**, suggesting that the difference between "Very effective" and "Not effective" is **not statistically significant**.

INFERENCE:

The t-test comparing "Very effective" and "Not effective" yielded a t-statistic of 0 and a p-value of 1, indicating that there is no statistically significant difference between the two groups. This suggests that the difference in the counts (11 vs. 7) is likely due to random variation and not a true difference in effectiveness. Since we are only comparing two groups here, the analysis may not be very meaningful due to the limited number of data points.

For a more thorough analysis, especially when dealing with multiple groups, a One-Way ANOVA would be a better approach to assess if there are significant differences among the four effectiveness categories.

6. Findings and suggestions

6.1 Findings

1. The selection process is comprehensive but may be affected by interviewer bias.
2. Technology integration in recruitment is limited but growing, especially with ATS adoption.
3. Employee retention faces challenges due to limited growth opportunities and non-competitive compensation.

6.2 Suggestions

1. Integrate a robust ATS to automate recruitment and improve candidate management.
2. Expand recruitment channels by collaborating with agencies, universities, and leveraging social media.
3. Standardize interviews to reduce interviewer bias and ensure consistent evaluations

7. Conclusion

The recruitment and selection process at Chennai Shoes and Industrial Supplies Ltd. plays a critical role in shaping its workforce. While the company has made strides in leveraging technology, there are opportunities to optimize processes for better alignment with organizational objectives. Implementing the recommendations outlined will help address skill gaps, reduce turnover, and improve overall recruitment efficiency. The study highlights several strengths in the recruitment and selection process, such as the structured approach to interviews and the focus on both technical and behavioral competencies. This ensures that candidates not only have the technical expertise required for the job but also fit well within the organizational culture. However, the study also identifies a few areas for improvement. For instance, there could be more emphasis on using modern recruitment technologies and platforms to reach a larger pool of candidates. Additionally, enhancing the feedback mechanism for candidates could improve the overall experience and help the company refine its selection process.

8. Bibliography

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