A Study on Effectiveness on Recruitment Strategies in TA with Reference to SHIASH INFO SOLUTIONS, IT CHENNAI

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ABSTRACT:

This study aims to evaluate the recruitment process of Shiash Info Solutions, is a IT Service Provider including job analysis, sourcing, screening, selection, Training & onboarding and its impact on overall business performance. The study identifies areas of improvement to enhance the recruitment strategies, such as implementing a system for recruitment processes and procedures, conducting monthly training programs, and collecting feedback for future reference. The purpose of this research study was to evaluate the effectiveness of recruitment strategies employed by Shiash Info Solutions, using a descriptive research design. The company uses social media to disseminate job vacancies and conducts personal interviews, resulting in a perceived unbiased and highly satisfactory selection process.

KEYWORDS:

Training, Recruitment, Recruitment Strategies, Job, Interview, Consultancy, Screening Process, Induction Program.

INTRODUCTION:

A research has its own importance in any business organization. It is a systematic and scientific investigation of any idea either precise or abstract from continuous basis of learning. Human resource is the most important asset of an organization. This includes the identification of existing sources of the labour market, the development of new sources and the need for attracting large number potential applications so that good selections may be possible. This process includes the development of application blanks, valid and reliable tests, interview techniques employee reversal systems & evaluations .

COMPANY PROFILE:

Shiash Info Solutions is an IT Services, Digital and Business solutions company based in Chennai providing Customized Software Development,Web Application and Training service provider with specialization in Recruitment Solutions and Training Solutions for various types of industries, corporates, and NGOs. They are a focused group of professionals who provide top-notch recruitment and selection services.

SERVICES OF SHIASH INFO SOLUTIONS

Shiash Info Solutions use almost every possible strategy to find the right resources as client need. For Shiash Info Solutions various IT and Non-IT clients they hire through classical Portal search to Social-media hiring. Shiash Info Solutions services work on both Permanent and Contract Staffing for IT and Non-IT clients.

OBJECTIVES OF THE STUDY:

Primary objective:

- To know the effectiveness of recruitment strategies at Shiash Info Solutions, Chennai

Secondary objective:

- To determine present and future manpower requirements of the organization in coordination with planning and job

analysis activities.

- To evaluate the various recruitment techniques that followed by Shiash Info Solutions, these include interviews, group tests, psychological tests, intelligence tests, technical tests and others
- To obtain the number and quality of employees that can be selected in order to help the organization to achieve its goals and objectives.
- To determine key employee skill gauges, like academic record, socio-economic conditions, overall work experience and experience in a specific field.

REVIEW OF LITERATURE:

- **Venkatesh, D., & Jakka, S. R. (2023)** the paper discusses how digital technology has transformed the recruitment process, and how companies are increasingly relying on technology to implement HR practices.
- **Sharma, E. A. (2023)** This study aims to identify new recruitment and selection trends in Indian industries, particularly in the Information technology (IT) sector.
- **Mehrotra, S., & Khanna, A. (2022)** this study examines the acceptance of automation in human resource management by employers and the extent to which AI can be used for hiring.
- **Rashid Ashraf, Fauziah Binti Ani (2022)** Social media is a modern tool getting more important in recruitment and selection. The primary objective was to explore and understand the role of LinkedIn in the marketing of jobs to attract qualified applicants.
- **Muhammad, G., Siddique, M., & Dahri, A. S. (2022)** this study investigates the mediating role of talent attraction between innovative e-recruitment strategies and human capital management effectiveness. The data was collected from 250 HR professionals in IT firms in Pakistan, and the results showed that job portals and corporate websites are the key tools for attracting talented candidates to IT firms, whereas e-recruitment agencies and social network sites have no significant effect on talent attraction.
- **RESEARCH DESIGN:**
- Descriptive study helps in obtaining needed information required for this study. Another aspect that forms apart of research process is the sample design. When the marketing researcher has to decide to carry out a field survey, he has to decide whether it is to be census or sample survey.

SOURCE OF DATA:

a) *Primary data*: These are collected through method of questionnaire in which the details are collected from 205 respondent by filling up questionnaire.
b) *Secondary data*: These are collected from website, company order etc.

HYPOTHESIS:

H1: There is no significant relationship between Opinion about current recruitment strategies and Satisfied with the recruitment process.
H2: There is no significant relationship between educational qualification and method of induction program conducted in Shiash Info Solutions Private Limited.

TOOLS FOR ANALYSIS:

The collection of data can be a manipulated by the statistical tool which coincides with the view and ideas of the researcher

PERCENTAGE METHOD:

Table shows that the most effective methods of recruitment

METHOD	No. of Respondents	Percentage
Telephonic Interview	47	23%
Personal Interview	99	48%
Video conference interview	17	8%
Panel interview	33	16%
Mock interview	9	5%
Total	**205**	**100.0**

Interpretation:

From the above table it is interpret that the opinion of the respondents regarding Most effective method of recruitment at Shiash Info Solutions Private Limited, 23 % of respondents were said Telephonic Interview, 48 % of respondents were said Personal Interview, 8 % of respondents were told Video conference interview, 16 % of respondents were said panel interview and 5 % of respondents were told most effective recruitment method were mock interview.

WEIGHTED AVERAGE METHOD
RANK THE RIGHT MEDIA/ SOURCE

RIGHT MEDIA/SOURCE	No Of Respondents	Weights (s)	Z= no of respondents x weights	Rank
Advertisements- Print Media (Newspapers) and Local TV channels	44	4	176	II
Compay website	28	2	56	IV
Job portals	30	3	90	III
Employees of Shiash Info Solutions	21	1	21	V
Social Media- Facebook, Linked in, YouTube	82	5	410	I
Total	205	15	753	

Interpretation:

From the weighted average the table shows that 40 % of the respondents are agree Social media- Facebook, Linked in, YouTube were the right media/source to be informed to the jobseekers regarding the vacancy in the Shiash Info Solutions Private Limited were the 1st rank and Weighted Average=753/15=50.2.

KARL PEARSON'S COEFFICIENT OF CORRELATION

H0: There is no significant relationship between Opinion about current recruitment strategies and Satisfied with the recruitment process.
H1: There is significant relationship between Opinion about current recruitment strategies and Satisfied with the recruitment process.

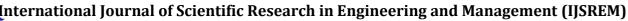| CORRELATIONS			
		Opinion about current recruitment strategies	Satisfied with the recruitment process
Opinion about current recruitment strategies	Pearson Correlation	1	.860**
	Sig. (2-tailed)		.000
	N	205	205
Satisfied with the recruitment process	Pearson Correlation	.860**	1
	Sig. (2-tailed)	.000	
	N	100	100
**. Correlation is significant at the 0.01 level (2-tailed).			

Interpretation:

The relationship between, Opinion about current recruitment strategies and Satisfied with the recruitment process that there is a positive correlation underlies between both the factors with the value of 0.01 Level of significance and also, we found that strong relationship (0.860) found that between each variable.

CHI SQUARE ANALYSIS:

Ho: There is no significant relationship between educational qualification and method of induction program conducted in Shiash Info Solutions Private Limited.

H1: There is a significant relationship between educational qualification and method of induction program conducted in Shiash Info Solutions Private Limited

N PROGRAM * EDUCATIONAL QUALIFICATION CROSSTABULATION							
Count							
		Educational Qualification					
		School level	Diploma/ ITI	UG	PG	Others	Total
Method of induction program	Class room orientation	8	1	18	4	0	31
	Discussion with superiors	11	16	58	17	11	113
	Booklets and pamphlets	16	31	10	4	0	61
Total		35	48	86	25	11	205

CHI-SQUARE TESTS			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	62.136[a]	8	.000
Likelihood Ratio	68.014	8	.000
Linear-by-Linear Association	12.705	1	.000
N of Valid Cases	205		
a. 3 cells (20.0%) have expected count less than 5. The minimum expected count is 1.66.			

Interpretation:

The calculated chi-square value (62.136) is greater than the table value (15.507). It indicated the p value is $0.00 < 0.05$. Hence, research hypothesis is accepted. Therefore, significant relationship between educational qualification and method of induction program conducted in Shiash Info Solutions Private Limited.

FINDINGS, SUGGESTIONS AND CONCLUSION FINDINGS:

- By using the Karl Pearson correlation, research found that positive and strong relationship between each Opinion about current recruitment strategies and Satisfied with the recruitment process. Hence alternative hypothesis accepted.
- By using the Chi square analysis, the research found that the result of p value is $0.00 < 0.05$. Hence, alternative hypothesis is accepted. Significant relationship between educational qualification and method of induction program conducted in Shiash Info Solutions services.

SUGGESTION & RECOMMENDATIONS

- The Manpower requirement of each department can be identified well in advance.
- Data and information for development decision, such as job rotation, is used to identify internal hiring needs.
- The company has the capability to manage exist in the form of de-recruitment specialists.

CONCLUSION

Selection is getting very much importance these days in the organization. It is to evaluate the human resources. It is a systematic procedure that involves activities. The process includes the step like HR planning , Screening ,attracting applicant and screening them. If suitable employees are selected which are beneficial side but if decision goes wrong, it can be dangerous. Recruitment strategies and its policies changed as per the organization. I found out some importance information and details through this survey, which are presented as interpretation, findings and suggestion. It will be very helpful for planning a perfect recruitment strategy for the next coming years for Shiash Info Solutions Private Limited, Chennai.

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