

A STUDY ON IMPORTANCE OF RECRUITMENT AND SELECTION PROCESS IN ZNANO TECHNOLOGIES PVT LTD WITH REFERENCE TO CHENNAI

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ABSTRACT

Today's the world is fully connected with internet. Right from small kids to till the elders all of them use internet for their daily needs. Though there are many fields in the usage of internet, usage of internet in industry is outstanding. Since they work according to shift timing the usage of internet gives them hand. After the launch of IT infrastructure the working function of recruiters and other manager level people's work has doubted. So obviously they are in dilemma to use internet. In other words they need the support of internet. The roles of HR department are linked with the help of IT for administrative process. Such by doing so, there is increase time consuming by speed in transactions and decrease in information errors.

Keywords: Recruitment, It- Infrastructure, Administrative Process, Recruitment, Job Portal, Effectiveness

INTRODUCTION OF THE STUDY

RECRUITMENT

Recruitment is a key responsibility of the HR department. While HR works in many areas including employee engagement, employee development, statutory compliance, data management and many others, one of the key areas of focus for HR is to attract, select and on board suitable candidates for the organization.

Recruitment is the process of attracting qualified candidates for a job role and Selection is the process of identifying and selecting the right candidate for that job. The contributions of each employee play a pivotal role in the sustenance and growth of a business. Hence it is extremely important to select the right person for the job. The same way as a square peg does not fit in a round hole, a bad hire can affect the overall business outcomes.

Recruiting involves multiple stakeholders including senior level employees in your company and can cost a lot in terms of time and money. Hence one needs to ensure that the process is well defined and optimized to meet the needs of all stakeholders.

MEANING OF RECRUITMENT PROCEDURE

“Recruitment is the process of searching the candidates for employment and stimulating them to apply for jobs in the organization”. Recruitment is the activity that links the employers and the job seekers.

DEFINITION

Recruitment is the process of finding candidates, reviewing applicant credentials, screening potential employees, and selecting employees for an organization. Effective recruitment results in an organization hiring employees who are skilled, experienced, and good fits with your corporate culture.

TYPES OF RECRUITMENT AND SELECTION

In most organizations, recruitment and selection utilizes several outlets: internally, externally or an internal promotional selection. In most cases, a company will allow current employees to apply for the position before posting the position externally.

Internal Recruitment

When a position opens in an organization, it is typically posted on the company's intranet and in common areas, such as cafeterias, break rooms and departmental information boards. If an employee is interested in the position, she is normally required to go through a similar process as an external candidate. The employee will submit her resume and cover letter to human resources, and if she is qualified, the employee will be scheduled for an interview with human resources and the hiring manager.

External Recruitment

If no internal candidates are selected for an open position, the company will post the position externally on Internet job boards, local newspapers and ask its employees for referrals. In most cases, employee referral programs are established and if an employee refers an outside candidate that is hired, the employee will receive a cash bonus.

Human resources will screen resumes of candidates that applied, and select resumes that are qualified for the position.

SELECTION METHODS

After an organization selects candidates qualified for the position, it typically contacts them for interviews and testing. Interviewing and testing are determined by the company's guidelines and procedures. In most cases, several candidates are selected and will be screened on a phone interview by human resources and asked to take assessments. Assessments can include personality, technical aptitude or academic assessments depending on the position requirements. Most organizations will require internal candidates go through the required assessments and interviews, even if they were required to take those assessments when they were originally hired.

After the initial phone screens and assessments, candidates are selected to interview with hiring managers and human resources. In most cases, candidates will be required to meet with several members of the department that they will be working in and can include managers, peers and employees the candidate will be supervising. This ensures the candidate will be a fit for the organization and department she will be working in. In most cases, candidates will be brought back for additional interviews as the hiring team narrows its selection.

STATEMENT OF THE PROBLEM

The present research is confined to study the recruitment and selection process followed at Znano Technologies Pvt Ltd. The study reveals the recruitment and selection process followed in the organization. Employees are need with the recruitment process. The organization should providing ethical process for recruiting employees. The organizational study of the organization was done with the study of recruitment and selection. Identifying general practices that organizations use to recruit and select employees. Determining which recruitment and selection practices are most effective and how the recruitment and selection practices affect organizational outcome

OBJECTIVES OF THE STUDY

PRIMARY OBJECTIVES

To study the Recruitment and Selection Process towards Znano Technologies Pvt Ltd with special reference to Chennai

SECONDARY OBJECTIVES

- To study the effectiveness process of recruitment in Znano Technologies Pvt Ltd.
- To understand the opinion of the employees regarding selection practices.
- To study the sources of recruitment in the Znano Technologies Pvt Ltd.
- To analyze the perception of the employees with respect to the selected dimensions of HRM practices in the study unit.
- To know the agree level with recruitment and selection process of company meets the current legal requirements

SCOPE OF THE STUDY

The scope of the study is confined to company only to know how recruitment & selection helps in providing the potential employees/candidates to the organization.

Recruitment & Selection includes information related to the way of obtaining the potential candidates i.e. the way of elimination or rejection procedure.

1. To analyse the present system and recommendations necessary.
2. Identification of the development needs.
3. To explore the possible area of defects to determine decisions regarding Change in procedure.
4. To study aims to provide guidelines for corrective measures to be taken.
5. Overall the study evaluates various factors which affect recruitment Procedure.

REVIEW OF LITERATURE

Rynes and Barber in most of the literature the recruitment and selection are being treated separately while as recruitment and selection are interrelated and interdependent that has influence to each

other. The right selection becomes very difficult if the recruitment process will not be effective to bring enough pool or applications for any specific job

Mir Mohammed (2018)¹ states that Recruitment and selection is one the most important functions of human resource management. The present study aims at exploring differences and similarities between the public and private sector manufacturing firm of Bangladesh with respect to recruitment and selection practices, sources of recruitment and selection devices.

Valvis, (2018)² Recruitment and selection process as "A process of searching for Prospective Employees and stimulating and encouraging them to apply for jobs in an Organization." In Simpler terms, recruitment and selection are Concurrent processes and are Void Without each Other. Recruitment can be defined as "searching for and obtaining a pool of potential Candidates with the desired knowledge, skills and experience to allow an organization To select The most appropriate people to fill job vacancies against defined position descriptions and Specifications" Recruitment and selection refers "To the chain and sequence of activities pertaining to recruitment and selection of employable candidates and job seekers for an organization.

Ofori and Aryeetey, (2020)³ Recruitment is the process of generating a pool of competent individuals to apply for employment within an organization. The overall aim of recruitment and selection within the organization is to obtain the number and quality of employees that are required to satisfy the strategic objectives of the organization at minimal cost. Nowadays, recruitment agents and companies have moved much of their recruitment process online so as to improve the speed by which candidates can be matched with live vacancies.

Vicknair et al., (2021)⁴ the positive aspect of hiring via social media practice is the additional information and skills that can be demonstrated by a candidate that simply cannot be replicated through paper and pen. Candidates have been offered jobs due to their social networking profiles that reflected well-roundness, creativity, display of awards, and just looking like the correct fit. The problem of accessibility of proper qualified and experienced faculty members is becoming extremely acute in the

¹ **Mir Mohammed (2018)** Recruitment and Selection. Managing and Developing 2012; 12-32

² **Valvis, (2018)** Using Recruitment Agencies to Obtain the Best Candidates "Valahia" University, Târgoviște, Romania

³ **Ofori and Aryeetey, (2020)** Recruitment & Selection practices in Manufacturing Firms in Bangladesh. The Indian Journal of Industrial Relations 2012; 436-448.

⁴ **Vicknair et al., (2021)** impacts of well-planned recruitment and selection process on corporate performance in Nigerian banking industry International Journal of Academic Research in Business and Social Sciences September, Vol. 3, No. 9 ISSN: 2222-6990

private universities. This is simply the issue of demand and supply because there is no uniform recruitment policy in private universities.

Bennett (2021)⁵ defines recruitment as the drafting or modification of an accurate job requirement for a vacant position, outlining its major and minor responsibilities, the skills, experience and qualification needed, grade and level of pay, starting date, whether temporary or permanent, and particulars of any special conditions attached to the job. In addition, he also defines selection as ‘matching the requirements of a job with the attributes of candidate’. This means drafting a person’s specification: defining the background of the person, education, training, personality and other distinctiveness of the ideal candidate.

Vaishali and Shruti (2022)⁶ examined in their research paper that the social media platforms are an effective recruitment tool with a more direct and focused approach in today’s technologically vibrant age. The growth of social media makes recruiters change their perceptions of methods and practical ways of looking for new candidates for jobs. Traditionally, CVs sent by mail or by recommendation or faxed are now giving ground to social media recruiting.

RESEARCH METHODOLOGY

It refers to the process used to collect information and data for the purpose of making business decision. The methodology may include publication research, interview, surveys and other research techniques, and could include both present and historical information.

RESEARCH DESIGN

To make the research systemized the researcher has to adopted certain method. The method adopted by the researcher for completing the project is called research methodology. Research is a process in which the researcher wishes to find out the end result for a given problem and thus the solution helps in future course action. The research has been defined as “A careful investigation or enquire especially through search for new facts in any branch of knowledge”. To give more additional to the old research new ones are conducted.

⁵ **Bennett (2021)** Recruitment and Selection Practises of Organziations, A Case Study of HFC Bank (GH) LTD. Kwame Nkrumah University of Science and Technology: Kwame Nkrumah University of Science and Technology

⁶ **Vaishali and Shruti (2022)** The impact of recruitment and selection criteria on organizational performance Global Journal of Human Resource Management Vol.3, No.2, pp.22-33, March 2015 Published by European Centre for Research Training and Development UK

SAMPLE DESIGN

A sample is a subset from the total population. A sample is a subset from the total population. It refers to the techniques or the procedure to the research would adopt in selecting items for the sample (i.e) the size of the sample.

SAMPLING TECHNIQUES

Disproportionate stratified random sampling techniques has been used in sampling due to the following reasons. It provides information about parts of the all the area of Chennai.

SAMPLING SIZE

A sample size is guaranteed to its temperament of information assortment. Information assortment depends on the essential information is 150 respondents are taken as the example for this investigation.

DATA COLLECION

The following techniques were adopted for data collection.

Primary data

Primary data was collected through face to face interviews while filling up questionnaires (150 respondents).

Secondary data

Relevant information was gathered from magazines, newspapers and project reports that formed the secondary data.

STATISTICAL TOOLS

- Simple Percentage Method
- Chi-Square
- Correlation
- Anova

1.SIMPLE PERCENTAGE ANALYSIS

In this project percentage analysis test was use. The percentage method is used to know the accurate percentage of the data we took. The following formula was used

$$\text{Percentage of respondents} = \frac{\text{No of respondents}}{\text{Total no of respondents}} \times 100$$

2.CHI-SQUARE ANALYSIS

The Chi- square test is one of the simplest and most wickedly used non-parametric tests in statistical work. The quantity χ^2 describes the magnitude at the discrepancy between theory and observation.

$$\chi^2 = \sum \frac{(O - E)^2}{E}$$

O = Observed Frequency , E = Expected Frequency

In generated expected frequency for any cell can be calculated from the following equation.

$$E = \frac{RT * CT}{N}$$

E = Expected frequencies, RT = The Row Total for the Row containing the cell

CT = The Column Total for the Column containing the cell, N = The total number of observation.

3.CORRELATION

Correlation is computed into what is known as the correlation coefficient, which ranges between -1 and +1. Perfect positive correlation (a correlation co-efficient of +1) implies that as one security moves, either up or down, the other security will move in lockstep, in the same direction. Alternatively, perfect negative correlation means that if one security moves in either direction the security that is perfectly negatively correlated will move in the opposite direction. If the correlation is 0, the movements of the securities are said to have no correlation; they are completely random.

$$r = \frac{\sum XY}{\sqrt{(\sum X^2)(\sum Y^2)}}$$

4.ANOVA

Analysis of variance, or ANOVA, is a strong statistical technique that is used to show difference between two or more means or components through significance tests. It also shows us a way to make multiple comparisons of several population means. The Anova test is performed by comparing two types of variation, the variation between the sample means, as well as the variation within each of the samples. Below mentioned formula represents one way Anova test statistics:

$$F = \frac{MST}{MSE}$$

F = Anova Coefficient

MST = Mean sum of squares due to treatment

MSE = Mean sum of squares due to error

SUGGESTIONS

- (1) The process of Recruitment and Selection should be well defined for a rapid response from the person applying.
- (2) The response time from the HR team should be quick and criteria should be judged in accordance with time limit, hence they will not lose the employee to rivals.
- (3) The traditional recruitment and selection methods or procedures should be changed and unconventional methods, like moving towards universities and fresh candidates would help in getting energetic and willing full recruits.
- (4) Panel interviewing is most suitable for now days and is less time consuming so by traditional means of different stages interview should be cut down and this method should be implemented on regular basis.
- (5) The amounts of money spend on the recruitment and selection procedures should be taken in account and more specialized and new ways of procedures should be adopted, which will be beneficial for the organization.
- (6) Staff with greater versatility and flexibility should be recruited to face the upcoming market challenges and who can tackle the unexpected situations.

(7) The recruiting and selection of staff should be in accordance with the manuals and policies of the company rather than being in favouritism or lack of knowledge.

CONCLUSION

Recruitment and selection process getting very much importance these days in the organization. It is very critical thing to evaluate the human resource. It is a systematic procedure that involves many activities. The process includes the step like HR planning attaining applicant and screening them. It is very important activity as it provides right place at right time. It is not easy not an easy task as organization future is depend on this activity, if suitable employees are selected which are beneficial to the organization it is at safe side but if decision goes wrong it can be dangerous to the organization . So it is an activity for which human resource departments gets very much importance. Recruitment and selection procedure and its important also gets changed as the organization changed.

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