A STUDY ON RECRUITMENT AND SELECTION PROCESS WITH REFERENCE TO TITAN COMPANY LIMITED (JEWELLERY DIVISION)

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1. INTRODUCTION

In this HR article, we delve into the recruitment and selection process at Titan, a leading player in the consumer goods industry specializing in watches, jewellery, eyewear, and accessories. Recognizing the pivotal role of human resources in organizational success, this project aims to shed light on Titan's approach to acquiring and selecting talent.

Titan's recruitment process commences with strategic job postings distributed across diverse channels, leveraging online platforms and traditional avenues to reach a broad candidate pool. The application submission phase involves a user-friendly online process, ensuring accessibility and ease for potential candidates. The initial screening, conducted by the HR team, meticulously evaluates applicants based on qualifications and alignment with job requirements.

Moving into the selection phase, Titan employs a multi-faceted approach. Interviews, ranging from HR to technical and managerial rounds, provide a comprehensive understanding of candidates' skills and cultural fit. Assessment tests, including aptitude and psychometric evaluations, further refine the selection process. Reference checks validate the veracity of candidates' professional backgrounds, contributing to the integrity of Titan's hiring decisions.

Notably, Titan places a strong emphasis on best practices in its recruitment strategy. Proactive initiatives to attract diverse talent and a commitment to equal opportunity are integral components. Continuous improvement mechanisms ensure the adaptability and efficacy of the process.

Despite its success, challenges persist in the recruitment landscape. This project explores these challenges and highlights the innovative solutions Titan employs to navigate them. The on boarding process at Titan is a crucial component, facilitating the seamless integration of new hires into the organizational culture.

1.1 OBJECTIVES OF STUDY

- ❖ To identify and attract qualified candidates to meet Titan's specific organizational needs.

- ❖ To evaluate candidates' skills and qualifications to ensure alignment with job requirements.

- ❖ To assess candidates' compatibility with Titan's organizational culture and values.

- ❖ To optimize the recruitment and selection process for effectiveness and time efficiency within Titan.

1.2 NEED FOR THE STUDY

❖ Evaluate Titan's recruitment and selection process for efficiency and effectiveness.

❖ Examine the use of technology in Titan's hiring process, from applicant tracking to interviews.

❖ Investigate how Titan promotes diversity and inclusion in its recruitment practices.

❖ Assess the role of current employees in Titan's recruitment, including referrals and feedback.

❖ Analyse key indicators to measure the success and improvement of Titan's hiring procedures.

1.3 SCOPE OF THE STUDY

❖ Scope includes a comprehensive examination of each stage in Titan's recruitment and selection process.

❖ Investigate how external factors impact Titan's hiring, considering market trends and industry-specific challenges.

❖ Assess the scope of technology integration and its impact on the overall recruitment and selection efficiency.

❖ Explore the inclusivity scope, focusing on how Titan addresses diversity in its hiring practices.

❖ Scope extends to evaluating the extent of employee involvement and its effects on the recruitment and selection out comes at Titan.

2. REVIEW OF LITERATURE

Sai Sharan A (2023) In a competitive business landscape where talent is a prized asset, the efficacy of the recruitment and selection process isn't just an HR concern—it's a strategic necessity that distinguishes between average and out standing performance. This process is pivotal for organizational success, influencing workforce quality and overall performance. This article provides an encompassing review of existing literature on recruitment and selection process effectiveness. Analysing five key studies, it underscores critical factors that contribute to a triumphant process, highlighting its influence on employee performance, retention, and overall organizational outcomes. The literature review emphasizes aligning strategies with goals, innovative methods, and the value of diversity and inclusion for fostering a dynamic, high-achieving workforce.

O.OmotoyeAbdulmaleek O.Abdulazeez. D.Olusesi (2022)

Entrepreneurial orientation is critical for small and medium organizations for the survival and growth of their businesses. Entrepreneurial is an undertaking in which a particular human being proceeds along with opportunities by exploring the benefit of human resource management. The study justified that the role of managing human resources effectively and efficiently is significant in fostering and maintaining high levels of productivity in entrepreneurial businesses. Employees are said to be the most important resources available to an entrepreneur in the creation, development, and sustenance of a thriving entrepreneurial business. However, it was recommended that business owners should ensure competent candidates are being selected and placed during the recruitment

process, as proper selection and placement of candidates into the organization will result into having the right people doing the right job which would enhance future performances of entrepreneurial businesses.

Renata Martins CorreaFlavia Frate (2021)   An era of exponential technological changes marks the current century. The convergence of different processes has changed the way that companies use technology. Thus, the objective of this study is to reveal how companies can achieve digital transformation at the recruitment and selection process through semantic data analysis. The methodological procedures were elaborated in a descriptive exploratory research, through the qualitative method, which consisted of the literature review and documentary analysis. As a result, it was found that technology, by using artificial intelligence, can assist in the analysis of the candidates' responses. Therefore, if a person uses more the pronoun "we", it may indicate that the person is more sociable, according to the analyzed case. In this way, it is concluded that technology can corroborate for a more assertive hiring in the management of Human Resources, and then increase efficiency in recruitment and selection activities. Therefore, the future of work will be marked by advanced technologies.

Ismiati Nur Istiqomah A.Atsarina (2019)   Recruitment and selection of civil servant is an effort of the Government of Indonesia to get a competent civil servants. The 2018 recruitment and selection of civil servant process was using merit system that is conducted online. But in its implementation, there are still many problems found at the Ministries / Institutions and Regional Government levels. This article discusses the issues in the 2018 recruitment and selection of civil servant process, and how ideally the process is supposed to be carried out. The method used in this article is literature review, both from journal articles, news articles, and other data that support research. The findings of the study show that the implementation of the 2018 recruitment and selection of civil servant still leaves some problems. But in this article, authors focuses on problems that are not getting much attention from many parties, such as the lack of attention from government to the needs of employees with future potential, and the subjectivity of the selectors in the interview process.

S. Thapa (2018)   The process of getting able-bodied men to an organisation is called recruitment. Recruitment of officer corps in South Asian countries has declined to an extent where it needs a serious research attention. The factors applicable to recruitment in one part of the world is not equally applicable in other parts. Therefore, this research will be limited to the South Asian context with a special reference to Nepal and Sri Lankan armed forces. Both Nepal and Sri Lanka face unconventional security threats. Even though they need the military strength to deal with the problem, the numbers of recruitment are declining consistently. Investigating the reasons for this declining is pertinent to devise solutions. The author has referred to sources of literature in order to find the various aspects of the issues in this regard. It is evident that recruitment and selection are considered by the previous researchers as a single process. However, the author suggests that they are different functions on the ground.

3. RESEARCH METHODOLOGY

3.1 INTRODUCTION

Research is defined as human activity based on intellectual application in the investigation of matter. The primary purpose for applied research is discovering, interpreting, and development of methods and systems for the advancement of human knowledge on a wide variety of scientific matters of our world and the universe. Research can use the scientific method, but need not do so.

Scientific research relies on the application of the scientific method, harnessing of curiosity. This research provides scientific information and theories for the explanation of the nature and the properties of the world around us. It makes practical applications possible. Historical research is embodied in the historical method. Scientific research can be subdivided into different classifications according to their academic and application disciplines.

3.2 RESEARCH DESIGN

The descriptive research determines who, what, where, how, of a topic it makes a note of bias and extravagance that may creep at every state of the study. Formulating the object, design methods, selecting the sample, collecting processing and analysing the data and reporting the findings.

3.3 SAMPLE SIZE:

The sample size for this research project is 153

3.4 SAMPLING TECHNIQUE:

Convenience sampling method

A convenience sample is one of the main types of non-probability sampling methods. A convenience sample is made up of people who are easy to reach.

3.5 METHODS OF DATA COLLECTION

The primary method of data collection was the questionnaire method which was circulated to the sample undertaken and the information was collected with its help. Also a general discussion with the employees helped to gain information regarding the study. The secondary source used to collect data was the company's policy manual which contains the policy related to the topic.

- Primary Data
- Secondary Data

Primary data:

It is a source of collecting data by first-hand information through observation, direct communication or personal interviews of respondent's employees. In this, questionnaire is used for conducting personal interviews and for collecting the data.

Secondary Data:

It is collected from standard books, internal sources, magazines and newspapers and also collecting data from external and internal sources from the company additional profile and company internal website.

3.6 SAMPLE DESIGN:

It is a particular definite plan formulation before collecting the data from population. The research should select a particular sample. In sampling, there are 2 types- probability sampling and non-probability sampling. In this research, only non- probability sampling is used.

3.7 TOOLS USED FOR DATA COLLECTION

A questionnaire has been prepared to get the relevant information from the respondents. The questionnaire consists of a variety of questions presented to the respondents for their despondence.

3.8 TOOLS USED FOR ANALYSIS

CHI-SQUARE TEST

Chi-square is an important non-parametric test and as such no rigid assumptions are necessary in respect of the type of population. Both the frequencies must be grouped and the theoretical distribution must be adjusted to give the same told frequencies, which is equal to that of observed frequencies and is calculated with the help of the following formula.

$$\chi_c^2 = \sum \frac{(O_i - E_i)^2}{E_i}$$

CORRELATION ANALYSIS

Correlation Analysis is a statistical technique used to measure the magnitude of linear relationship between two variables. Correlation Analysis is not used in isolation to describe the relationship between variables. To analyze the relation between two variables, two prominent correlation coefficient are used –the Pearson product correlation coefficient and Spearman's rank correlation coefficient. In this study the Pearson product correlation coefficient is used to find the correlation coefficient between respondents awareness level at the time of joining with employees participation in suggestion scheme & respondents awareness level at present and the counseling. This is also known

as simple correlation coefficient and is denoted by "r". The "r" value ranges from -1, through 0, to +1. It is calculated using the formula.

$$r = \frac{n(\Sigma xy) - (\Sigma x)(\Sigma y)}{\sqrt{[\, n\Sigma x^2 - (\Sigma x)^2\,]\,[\, n\Sigma y^2 - (\Sigma y)^2\,]}}$$

4. DATA ANALYSIS AND INTERPRETATION

CHI – SQUARE

Null Hypothesis (H0): The average response time of the company to applicants' applications is equal to or less than a specified duration, and recruitment and selection processes in the company are conducted systematically on a regular basis.

Alternative Hypothesis (H1): The average response time of the company to applicants' applications is greater than the specified duration, and recruitment and selection processes in the company are not conducted systematically or are irregular in nature.

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
VAR00001 * VAR00002	153	99.4%	1	0.6%	154	100.0%

VAR00001 * VAR00002 Cross tabulation

Expected Count

		VAR00002					Total
		1	2	3	4	5	
VAR00001	1	21.1	22.0	4.3	11.6	6.9	66.0
	2	9.9	10.3	2.0	5.5	3.2	31.0
	3	5.1	5.3	1.0	2.8	1.7	16.0
	4	9.0	9.3	1.8	4.9	2.9	28.0
	5	3.8	4.0	.8	2.1	1.3	12.0
Total		49.0	51.0	10.0	27.0	16.0	153.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	88.655[a]	16	.000
Likelihood Ratio	94.581	16	.000
Linear-by-Linear Association	33.310	1	.000
N of Valid Cases	153		

a. 14 cells (56.0%) have expected count less than 5. The minimum expected count is .78.

DECISION:

From the above table the average response time of the company to applicants' applications is equal to or less than a specified duration, and recruitment and selection processes in the company are conducted systematically on a regular basis that the 5% level of significance, the study shows significance value as 0.000 so we accept null hypothesis and reject alternative hypothesis.

CORRELATION

AIM OF THE STUDY

To find the relationship between taking technological support for the process of recruitment and satisfaction with the introduction and orientation program in the company.

Correlations

		VAR00001	VAR00002
VAR00001	Pearson Correlation	1	.097
	Sig. (2-tailed)		.235
	N	153	153
VAR00002	Pearson Correlation	.097	1
	Sig. (2-tailed)	.235	
	N	153	153

DECISION:

There is a Positive correlation (0.097) relationship between the taking technological support for the process of recruitment and satisfaction with the introduction and orientation program in the company.

CONCLUSION

The insights gathered underscore the importance of a multifaceted approach to HR management aimed at fostering inclusivity, efficiency, and employee satisfaction within the organization. By heeding the recommendations outlined, the organization can navigate toward a more vibrant and diverse workforce while optimizing its recruitment and retention strategies.

The need to diversify recruitment channels is paramount. Targeted strategies must be devised to attract candidates from underrepresented demographics such as women and older age groups. By broadening the pool of potential candidates, the organization stands to benefit from a richer talent pool reflective of society's diversity.

By enhancing recruitment processes through the integration of modern technologies, such as AI-driven resume screening tools, promises to streamline operations while ensuring fairness and efficiency in candidate selection. By leveraging these tools, the organization can expedite the hiring process without compromising on quality or inclusivity.

A concerted effort must be made to prioritize employee satisfaction. Continuous training and development programs play a pivotal role in nurturing talent and fostering a sense of value and belonging among employees. By investing in their growth and well-being, the organization can cultivate a more engaged and productive workforce.

Technological support emerges as a linchpin in driving HR efficiency and effectiveness. By embracing advanced recruitment software and tools, the organization can mitigate bias, enhance candidate experience, and optimize resource allocation, thereby bolstering overall operational efficacy.

Regular review and feedback mechanisms are essential for gauging employee satisfaction and identifying areas for improvement. By soliciting input from employees on various aspects of the organization, including recruitment processes and orientation programs, the organization can iteratively refine its practices to better meet the evolving needs of its workforce.

Transparent promotion processes are crucial for fostering a culture of fairness and meritocracy within the organization. By establishing clear criteria for advancement and ensuring equitable treatment, the organization can instill confidence and trust among its employees, thereby enhancing morale and retention rates.

The upholding systematic recruitment and selection processes is fundamental to maintaining consistency and fairness in HR operations. By adhering to established standards and best practices, the organization can minimize biases and ensure a level playing field for all candidates.

The embracing a holistic approach that encompasses diversification of recruitment channels, enhancement of recruitment processes, focus on employee satisfaction, utilization of technological support, implementation of regular review mechanisms, promotion of transparent promotion processes, and maintenance of systematic recruitment practices, the organization can cultivate an inclusive, efficient, and fulfilling work environment conducive to long-term success and growth.

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