

A Study on Recruitment and Selection Process with Special Reference to AKG India Private Limited, Coimbatore

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ABSTRACT

This study focuses on the recruitment and selection process at AKG India Private Limited, Coimbatore. In today's business environment, hiring the right employees is crucial for an organisation's success. The study examines the process of finding and selecting candidates, as well as the fairness and efficiency of the hiring process. A descriptive research design and convenience sampling technique were adopted for the study. The required information was collected from 100 respondents through questionnaires. Analytical tools such as percentage analysis, chi-square test, and correlation analysis were applied using SPSS software. The results show that the recruitment system needs to improve in areas such as communication, clarity of job requirements, and the time taken to hire. The study suggests ways to make the hiring process more transparent, reduce the time it takes to hire candidates and improve recruitment strategies to make the process more effective and efficient.

Keywords: Recruitment, Selection process, Human Resource Management, Hiring Practice, Employee Selection, Organizational performance, Job Portals, Interview process, SPSS Analysis, Recruitment Efficiency.

INTRODUCTION

Recruitment and selection is an important part of any organization. It helps in choosing the right people for the job. If the wrong person is selected, it can affect the work and performance of the company. So, companies need to be careful during the hiring process. In this study, an attempt is made to understand how recruitment and selection is done in AKG India Private Limited, Coimbatore. The study mainly focuses on how employees are recruited, what methods are used and how the final selection is made. While doing this study, it was noticed that not all employees have the same level of awareness about the recruitment process. This also made the study a bit challenging. Still, the collected responses helped in understanding the overall system followed in the company. The main aim is to identify whether the process is effective and to find out areas where improvements can be made.

REVIEW OF LITERATURE

(Abbas, Shah & Othman, 2021) The research undertook the task of critically reviewing the available body of knowledge regarding the different recruitment methods employed to select the best candidates to understand the organisational performance. The major intent of the research was to synthesise the relevant information on the different recruitment sources and selection methods currently being employed by organisations across the globe. Since the research is considered to be a review paper, the primary requirement was to undertake the task of synthesising the relevant information obtained from the different studies published in relevant journal articles across the nation over the past few years, till the year 2021, including traditional recruitment methods like advertisements, interviews, contracting agencies, electronic recruitment methods, employees' referrals, as well as labor union methods

(Gill, 2021) This article introduced human resource management recruitment and selection procedures, with the aim of providing details on steps involved in identifying and attracting qualified candidates for job vacancies. Though not empirical but descriptive and narrative in nature, the discussions presented relevant insights to strengthen literature on HR practices. The sample size is not identified, as this is a qualitative discussion supported by secondary materials and HR practice frameworks. The realms are wide, covering areas of recruitment methods, selection procedures, and their implications for the success of an organization. Secondary literature and HR theory provided the basis of data collection in this study.

(Dhaundiyal & Raghatate, 2023) The purpose of the conducted literature review was to examine the effects of recruitment outsourcing on organizational growth, where the goal was to find research related to the connection of the outcomes of the recruitment procedures to the organizational growth. In the research presented in the paper, the researcher used the search methodology of gathering past research related to the recruitment function, published before the year 2023.

From the above studies, it can be understood that recruitment and selection are important for organizational performance. Most researchers agree that having a clear process, proper communication and fair selection methods can improve the quality of hiring. These ideas are useful for analyzing the recruitment practices followed in the present study.

SCOPE OF THE STUDY

The scope of this study is confined to examining the recruitment and selection practices followed in AKG India Private Limited, Coimbatore. It specifically focuses on the different approaches used by the organization to attract candidates and the steps involved in selecting suitable employees. The study gives importance to understanding how recruitment methods are applied in practice and how employees perceive the effectiveness of the selection process. It also looks at certain practical aspects such as communication during hiring and the time taken to complete the recruitment process. The analysis is based on responses collected from 100 employees, which provides useful insights into the existing system

STATEMENT OF THE STUDY

Recruitment and selection is an important activity in any organization, but in practice, it does not always happen in a perfect way. In many cases, companies face issues like delay in hiring, lack of proper communication with candidates and difficulty in choosing the right person for the job. These issues can affect the overall performance of the organization. In the case of AKG India Private Limited, Coimbatore, the company follows a structured recruitment process.

LIMITATION OF STUDY

This study is confined to AKG India Private Limited, Coimbatore, based on internal practices, which limits comparing its findings with other organizations. The analysis depends on employee feedback, and some participants lacked a full understanding of all recruitment stages. Due to time constraints, an in-depth analysis of every aspect was not possible, and certain internal details were inaccessible. Consequently, the research provides only an overall understanding rather than a comprehensive analysis of the entire process.

RESEARCH OBJECTIVES

- To understand the recruitment and selection process followed in AKG India Private Limited
- To examine the different methods used by the company to attract candidates
- To study how candidates are evaluated and selected for various roles
- To identify issues faced during the recruitment process from the employees' perspective

RESEARCH METHODOLOGY

This study uses a descriptive approach to examine hiring practices in AKG India Private Limited, Coimbatore. Information was collected from both primary and secondary sources. A questionnaire was used to gather responses from 100 employees through convenience sampling. Additional details were referred from books and journals. The collected data was examined using percentage analysis, chi-square test and correlation with the help of SPSS software.

ANALYSIS AND INTERPRETATION

The data collected from the respondents has been analyzed using percentage method in order to understand the recruitment and selection practices followed by the organization. The interpretation is made based on the responses received from employees, The data collected which gives a clear idea about how the system is functioning in practice.

Table 4.2.2

Particulars	No. of the respondents	Percentage
Strongly agree	36	36.0
Agree	29	29.0
Neutral	10	10.0
Disagree	16	16.0
Strongly disagree	9	9.0
Total	100	100.0

Source: Primary data

INTERPRETATION

The above table shows that 36.0% of the respondents are strongly agree, 29.0% of the respondents are agree, 10.0% of the respondents are neutral, 16.0% of the respondents are disagree and 9.0% of the respondents are strongly disagree towards the social media platforms are a valuable tool for the company's recruitment process. Thus the majority of the respondents are strongly agree towards the social media platforms are a valuable tool for the company's recruitment process.

Table no:4.2.1

Particulars	No. of the respondents	Percentage
Strongly agree	18	18.0
Agree	50	50.0
Neutral	10	10.0
Disagree	16	16.0
Strongly disagree	6	6.0
Total	100	100.0

Source: Primary data

INTERPRETATION

The above table explains whether the company effectively uses online job portals for recruitment. From the responses, it is clear that a majority of the respondents agree that online job portals are used by the organization. This shows that the company is adopting modern recruitment methods and making use of digital platforms to attract qualified candidates.

Table no:4.2.11

Particulars	No. of the respondents	Percentage
Excellent	12	12.0
Good	41	41.0
Average	30	30.0
Bad	13	13.0
Poor	4	4.0
Total	100	100.0

Source: Primary data

INTERPRETATION

The above table presents the opinion of respondents regarding the effectiveness of the interview process. It is observed that most of the respondents feel that the interview process helps in evaluating the suitability of candidates for the job. This indicates that interviews play a major role in the selection process and are considered as an effective method for assessing candidates' skills and abilities.

Overall, the analysis shows that the organization follows a structured recruitment and selection process. The use of modern recruitment methods like online job portals and the importance given to interviews reflect a systematic approach towards hiring.

FINDINGS

Based on the analysis and interpretation of data, the following findings were identified:

- The company uses multiple recruitment sources such as online portals and referrals
- Recruitment methods are effective in attracting qualified candidates
- The selection process is considered fair by most respondents
- Interview process helps in evaluating candidates effectively
- Communication with candidates is not always consistent
- Feedback after interviews is sometimes delayed
- Job roles and requirements are not clearly understood in some cases
- The hiring process takes more time than expected
- Overall recruitment system is good but requires improvement in certain areas

SUGGESTIONS

Based on the findings of the study, the following suggestions are provided:

- The company should improve communication with candidates throughout the recruitment process
- Feedback should be given to candidates without delay after interviews

- Job roles, responsibilities and expectations should be clearly explained to applicants
- The time taken for recruitment should be reduced by improving process efficiency
- The company can adopt modern recruitment tools and techniques to attract better candidates
- More transparency should be maintained in the selection process

CONCLUSION

The conclusion is that the process of recruitment and selection of AKG India Private Limited, Coimbatore is a considerable factor in attracting and selection of relevant personnel that will help in the overall efficiency of the organization. According to the research, although the firm has set up formalized recruitment procedures and hiring thresholds, there is a requirement that the firm must keep enhancing in harmonizing these efforts with the industry regulations and changing staff expectations. Assessment procedures and the transparency of selection criteria are vital elements to determine the quality of the hiring decisions, and the lack of the gaps in the aspects can affect the performance and retention of the employees.

It is also concluded that the efficiency of the hiring process may be increased with increased communication, feedback, and better application of the recruitment sources to support the overall talent acquisition process. Fairness, transparency and flexibility in recruitment process must be stressed to achieve organizational objectives and sustainability in the long run. Through the mentioned areas to improve on, the company will be able to attain a more efficient, inclusive, and result-oriented recruitment and selection system that facilitates its growth and competitive advantage.

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