

A Study on the Process of Recruitment at Appxperts Private Limited

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ABSTRACT

Recruitment is a critical function of Human Resource Management that ensures organizations attract and retain the right talent at the right time. This study investigates the recruitment practices at AppXperts Private Limited, focusing on sources of recruitment, techniques employed, challenges faced, and their impact on organizational performance. Statistical tools such as percentage analysis, chi-square, correlation, and ANOVA were applied to interpret findings. Results highlight the importance of digital platforms, clear communication, and structured recruitment strategies in improving hiring quality while reducing time and cost. The study concludes that effective recruitment directly contributes to organizational success and aligns with SDG 8 (Decent Work and Economic Growth).

KEYWORDS: HRM, Recruitment Sources, Recruitment Strategies, SDG 8

Introduction

Recruitment is the process of identifying, attracting, and appointing suitable candidates for employment. It plays a vital role in organizational performance by ensuring the right person is placed in the right role. In today's competitive job market, recruitment has evolved into a strategic function that not only fills vacancies but also builds organizational resilience.

This study focuses on AppXperts Private Limited, a software development company based in India, offering IT services and app development solutions. The company emphasizes innovation, customer satisfaction, and operational excellence. Recruitment at AppXperts is crucial to sustaining its growth and delivering high-quality services.

Primary objectives:

It refers to information collected directly from the source for the purpose of the study. In this research, primary data was obtained through a structured questionnaire administered via Google Forms to 117 respondents, including job seekers and HR professionals. This provided firsthand insights into candidate experiences, awareness of recruitment processes, and perceptions of fairness and communication.

SECONDARY OBJECTIVES :

Secondary data refers to information gathered from existing sources to support and validate the study. In this research, secondary data was collected from HR journals, company records, and relevant websites, which offered contextual knowledge about recruitment policies, industry practices, and organizational strategies.

Review of Literature

Recruitment:

It has been defined as a positive process of attracting prospective employees and encouraging them to apply for jobs.

According to Edwin B Flippo:

Recruitment is nothing but the process of searching the candidates for employment and then stimulating them for jobs in the organization. It is the activity that links the employees and the jobseekers. It is also defined as the process of finding and attracting capable applicants for employment. It is the pool of applicants from which the new employees are selected. It can also be defined as a process to discover sources of manpower to meet the requirement of the staffing

schedule and to employ effective measures for attracting the manpower in adequate numbers in order to facilitate the effective selection of an efficient working force.

MAIN RECRUITMENT PROCESS:

The recruitment process is designed to staff the organization with the new employees, and it uses many different recruitment sources to attract the right talent in the defined quality and within a defined time. The recruitment process has several goals:

- Find the best talents for the vacancies
- Manage the recruitment sources
- Manage the vacancies in the organization
- Run the internal recruitment process
- Building the strong HR Marketing platform
- Co-operation with local and international universities
- Provide feedback about the trends in the job market.

Most recruitment goals are not visible to managers directly, and they use just sourcing of the job candidates as the main outcome from the recruitment process. HR has to use the other outcomes from the recruitment process as it is the source of valuable information.

Stonner, Freeman and Gilbert(2000) stated that the purpose of recruitment is to provide a group of candidate that islarge enough to let managers select the employees they need. Recruitment.

According to **Nzuve (1997)** refers to the discovery and development of the sources of required personnel so that sufficient number of candidates will always be available for employment in the organization.

Internal Recruitment :

This is for those people who are already working in the organization; the HR people publish the circular on notice board and online portal to invite the deserving employees to participate 13 in the interview via they can also upgrade their position level and avail their career growth.

Some of the advantages of internal hiring have been mentioned. We review what each of Stonner, Freeman and Gilbert (2000) identified three advantages of an organization policy to recruit from within:

First: individuals recruited from within are already familiar with the organization and its members, and this knowledge increases the likelihood that they will succeed.

Secondly: a promotion from within policy fosters loyalty and inspires greater effort among organization members

Finally: it is usually less expensive to recruit or promote from within than to hire from outside the organization. Certain disadvantages to internal recruitment were also recognized. It limits the pool of available talent. In addition, it reduces the chance that fresh view points will enter the organization, and it may encourage complacency among employees who assume seniority ensures

promotion.

External Recruitment :

Preliminary Steps for Recruitment:

There are some issues which are controlled by the administration of the company during the recruitment process. These are given below:

- 1) **Requisition:** Whenever recruitment is needed the respective department informs the HR Operations about their vacancy position and thus the HR starts their activities.
- 2) **Timing:** The HR Operations department usually gets 60 days to recruit and select a candidate. This time is not specified by the respective department in which a vacancy has been opened. Time period is totally controlled by the HR Operations.
- 3) **Types of Contact:** Qualification needed to perform the job is provided to the HR operation by respective department to make the recruitment process more efficient.
- 4) **Recruitment budget:** Robi Axiata Ltd. allocates a fixed amount of recruitment budget every year. Division wise this budget is allocated.

Nair NR& Mukherjee G. (2015)

India is facing a critical & paradoxical situation due to the mushrooming of Technical & Engineering colleges, where there is abundance of engineering graduated but they are not found fit by the corporates for their talent needs. Most of these graduates with their professional degrees are not found to be fit for the corporate world and their scope to acquire a job is highly constrained due to a lack of various soft skills. Presently organizations evaluate candidates' suitability and employability not only by their academic record but also by a set of personal and interpersonal skills which help them to be industry-ready and sustain in the corporate world for longer period of time. This paper proposes a few suggestions about how these soft skills can be instilled in students in the English class by incorporating a few creative and interesting tasks with the objective of bridging the gap between academia and industry.

RESEARCH METHODOLOGY:

MEANING:

Research methodology is a systematically solve the research problem. It may be understood as method of study, how research is done of scientifically the method adopted in collection the data analysis and interpretation of data.

SOURCES OF DATA COLLECTION:

Survey method is used in order to collect the data.

- Primary data
- Secondary data

Primary data were collected through a structured questionnaire.

Secondary data were gathered from company records, HR Journals, adm reports related to recruitment practices.

SAMPLING SIZE:

The sample size taken for the study Appxperts Private limited company 117

SAMPLING METHOD:

In this study uses a convince sampling which is type of non probability and the respondents were chosen based on their availability and willingness to participate.

CHI – SQUARE

1. age * Aware of recruitment process

HYPOTHESIS:

NULL HYPOTHESIS (H0) : There is no significance association between the age and income level of the respondents.

ALTERNATIVE HYPOTHESIS(H1): There is a significance between the age and income level of the respondents.

Age

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	A. 20-30	30	25.6	25.6
	B.31-45	50	42.7	68.4
	C.46-59	17	14.5	82.9
	D.Above 60	20	17.1	100.0
	Total	117	100.0	100.0

recruitment

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	90	76.9	76.9
	no	15	12.8	89.7
	may be	12	10.3	100.0
	Total	117	100.0	100.0

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	111.392 ^a	6	.000
Likelihood Ratio	104.716	6	.000
Linear-by-Linear Association	1.921	1	.166
N of Valid Cases	117		

a. 6 cells (50.0%) have expected count less than 5. The minimum expected count is 1.74.

Calculation:

Calculated value: 111.392

Degree of Freedom: 6

Tabulated value: .000

From the SPSS it is generated that the significant value is 0.000 it is less than 0.005 level of significance, so the null hypothesis is rejected.

CORREALTION:

How clearly was the job position described at the start*How are satisfied were you with final outcome of the recruitment process.

PARAMETRIC:

NULL HYPOTHESIS: There is no significance association between clearly was the job position described at the start*How are satisfied were you with final outcome of the recruitment process.

ALTERNATIVE HYPOTHESIS: There is a significant association between clearly was the job position described at the start*How are satisfied were you with final outcome of the recruitment process.

Correlations

		start	finaloutcome
start	Pearson Correlation	1	.849**
	Sig. (1-tailed)		.000
	N	117	117
finaloutcome	Pearson Correlation	.849**	1
	Sig. (1-tailed)	.000	
	N	117	117

**. Correlation is significant at the 0.01 level (1-tailed).

CALUCATION:

From the SPSS output generated the calculated value is .000 is less than the significant value .005. so the null hypothesis is rejected.

Inference:

Since the value is 0.849 that shows there is a strong positive relation exists. Thus there is a significant association between clearly was the job position described at the start*How are satisfied were you with final outcome of the recruitment process.

FINDINGS:

- ✓ Online application portals were generally user-friendly, though some candidates faced navigation challenges.
- ✓ Timely updates about application status were inconsistent, leading to dissatisfaction among some candidates.
- ✓ Interview schedules were mostly communicated in advance, but a minority reported unclear or late notifications.
- ✓ Perceptions of fairness in interviews were mixed, with some candidates noting bias.

Suggestions:

- ✓ Refine job postings to ensure they accurately reflect responsibilities and company culture.
- ✓ Strengthen communication by providing timely updates through multiple channels (email, SMS, portal notifications).
- ✓ Enhance recruitment portal usability with mobile-friendly design, progress tracking, and FAQs.
- ✓ Adopt AI-driven tools for resume screening, candidate matching, and recruitment analytics.
- ✓ Align recruitment strategies with SDG 8 (Decent Work and Economic Growth) by promoting fair wages, inclusivity, and sustainable workforce development.

CONCLUSION:

The Study of the recruitment process is a vital part of every organization as it determines the quality of talent hired and directly affects overall performance. A well-structured and transparent recruitment system helps in attracting skilled and qualified candidates, while also building a positive reputation for the company. Based on the overall study, it can be concluded that the recruitment process should focus on maintaining fairness, efficiency, and good communication. The company must provide clear job descriptions and ensure that the responsibilities mentioned in the job postings truly match the actual work expectations. Using technology such as online application systems, automated email updates, and virtual interviews can make the process faster and more convenient for both recruiters and applicants.

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