

REVIEW PAPER-

COMPARATIVE ANALYSIS OF CANDIDATE SOURCING AND RECRUITING

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ABSTRACT-

Human Resource management was originally known as personnel or people management. In the Past, its role was quite limited. Within any company or organization, HRM is a Formal way of managing people. It is a fundamental part of any organization and its management. In short Human Resource Development is a process which is needed to make the people grow continuously and growth of the people will ultimately lead to the growth and development of the organization. The main Responsibilities of the personnel department includes Hiring, Evaluating, Training and Compensation of employees. The human resource department deals with any issues facing the staff in their working capacity within and organization. HR is concerned with specific work practices and how they affect the organization's Overall Performances. Anything related to managing people within a company or organization. This means decisions, strategies, Principles, Operations, practices, functions, activities and the methods used to manage employees. The type of Relationships people have in their places of employment and anything that affects those relationships in a positive or negative way. Ensuring that employees are satisfied with the conditions of their employment. This leads to better services and production of Goods & Services and helps the company's success.

INTRODUCTION-

Sourcing:

Sourcing is the process of finding resumes within the recruitment process. Recruiters both third-party and corporate, need to find qualified candidates for their open job orders, oftentimes with very unique or niche work experience. In other words, HR sourcing is the process of proactively identifying, contacting and engaging qualified candidates for a job opening. It involves searching for, identifying and contacting potential candidates. Sourcing refers to the initial part of recruiting I.e, finding the candidates through a variety of methods. Some recruiters perform the sourcing function through placement and others specialize in only one aspect of the recruitment cycle. Professional recruiters who specialize only in the initial procurement of names and candidates are called sourcers. Many larger companies and specialist staffing firms employ teams of sourcing professionals that concentrate only on initial procurement of candidates. The sourcers then hand off the candidates to a different department of team of recruiters which handle qualification, Interview and Placement. The Primary goal of sourcing is to attract qualified candidates, including passive candidates who may not be actively looking for a job. This is done to ensure a divers pool of talent and increase the chances of finding the best fit position. Sourcing can be conducted by general recruiters as a part of

their responsibilities or by dedicated sourcers who focus solely on their task itself.

Ways of Sourcing Techniques:

1] Sourcing candidates through a recruiting database: Of course, many hiring authorities and recruiters both in house and third party maintain their own recruiting database of candidates. When these hiring authorities and recruiters have a job order, they often automatically check their own database first as a way of checking and sourcing candidates. The better your recruitment applicant tracking system is the more quickly you'll find the candidates you need.

2] Sourcing candidates through Social media: LinkedIn has become all the rage during the last several years, as countless companies and recruiters have added it to their talent sourcing strategy. They camp out within the social media platform on almost daily hoping to source High-Quality candidates and then recruit them. LinkedIn is the most definitely the most effective and most popular method of sourcing candidates through social media.

Recruitment:

Recruitment is the process of finding, screening, hiring and eventually on boarding qualified job candidates. The recruiting process can be relatively straightforward, but advances in technology, a tight labour market and a workforce pool that might span five generations can make the first step in finding potential candidates particularly challenging. Recruitment is a key part of human resource (HR) management and is supported by the hiring manager and others involved in the hiring process. Skilled recruitment efforts will make a company stand out and be more attractive to potential employees, a strategy that can directly impact a company's bottom line. Employees are the lifeblood of companies, so finding and attracting the best candidates possible

is of utmost importance. A poor recruitment effort can result in unfilled jobs and a loss of revenue, while successful recruitment will bring in the right candidates on a timely basis, ensuring a business can continue to move forward.

OBJECTIVES-

- To understand the overall process of the Recruitment.
- To study the sourcing and recruitment process of ACE Consultants.
- To know about the importance of the sourcing and recruitment.
- Main objective of ACE Human is to thoroughly understand and study various strategies used to source and hire candidates as per the needs and requirements of the Company Clients.

RESEARCH METHODOLOGY-

Research Methodology is a method to solve the research problem systematically. It involves gathering of data, use of statistical techniques, interpretations and concluding research data. Keeping in view the objectives of the study data is collected from different sources. The purpose of this section is to describe the methodology carried out to complete the work. The methodology plays a dominant role in any research work. The effectiveness of any research work depends upon the correctness and effectiveness of the research methodology.

Methods of Data Collection:

- **Primary Data:**
Primary data may be described as those data that have been observed and recorded by the researcher for the very first time to their knowledge is called Primary Data. Collection of primary data – (1) Questionnaire method.

- **Secondary Data:**

Secondary data are statistics not gathered for the immediate study at hand but for some other purpose. They can be described as those data that have been compiled by some other agencies other than the user. The secondary data are those which have already been collected by someone else and which have been passed through the statistical processes.

Collection of Secondary data – (1) Libraries, (2) Newspapers and Journals, (3) Websites, (4) Govt records etc.

RESEARCH DESIGN-

A Research design is a simply the framework or a plan for the study that is used as a guide in collecting and analysing the data. It is the blue print that is followed in completing a study.

Probability Sampling:

Probability is which each and every unit of universe of a population has equal chance to include in the sampling.

- ✓ Simple Random
- ✓ Multistage
- ✓ Cluster
- ✓ Area
- ✓ Sequential

- **Non Probability Sampling:**

The Non Probability sampling is each and every unit that doesn't have equal chance to including in the sampling.

- ✓ Judgement
- ✓ Snowball
- ✓ Convenience

- **Sampling:**

Sampling is a process technique by which we find the samples. Sample is a result of sampling.

Sampling is significant because it is safe time and money etc.

- **Sample Size:**

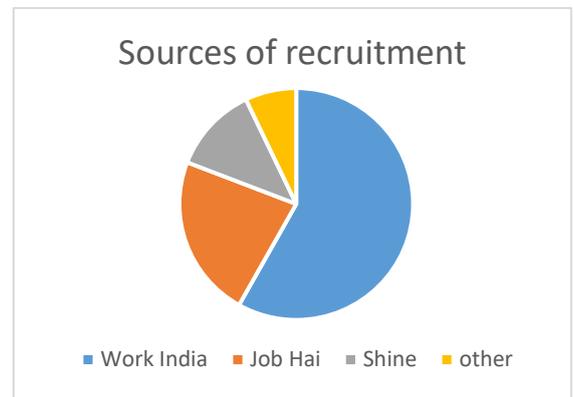
The sample size means total number of sample unit includes in the sample size and gathering information to another people.

- **Sample Unit:**

All those units which comes under the study for providing constitution that is sampling unit. And my sample unit is customers

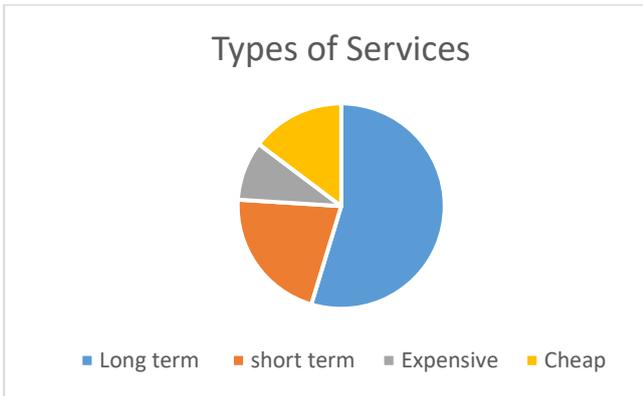
DATA ANALYSIS AND INTERPRETATION-

Q.1- What are the sources used for Recruitment in ACE Human Capital?



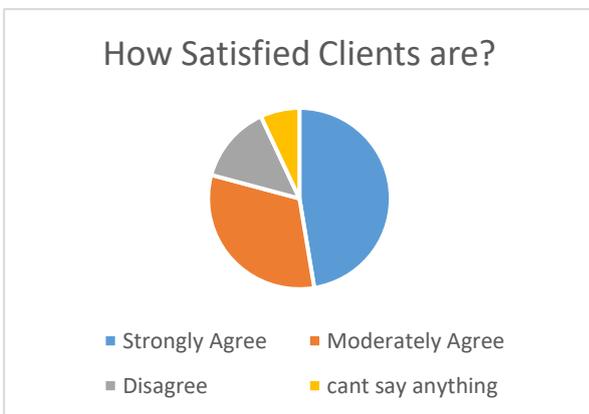
Interpretation: this Diagram shows the various sources from where recruiters find candidates at ACE. Mostly they use Job Portals only like Shine.com and Job Hai and at some random times using Work India respectively

Q.2. Are Clients Happy with the Recruitment services of ACE?



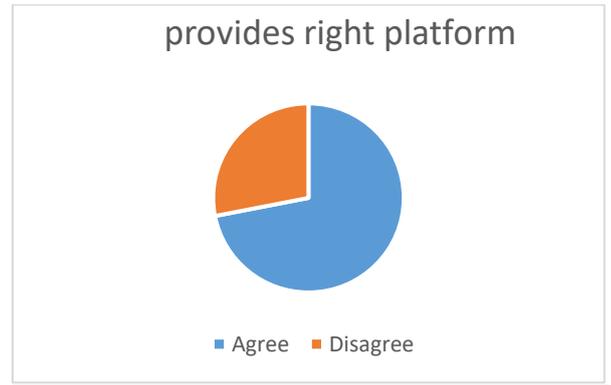
Interpretation: This Diagram shows the % of responses that more no of people would like to with long term, as compared to those who would take short term services and rest would like to go for services on the basis of its cheap and expensiveness.

Q.3.- Which type of services do Clients like to take?



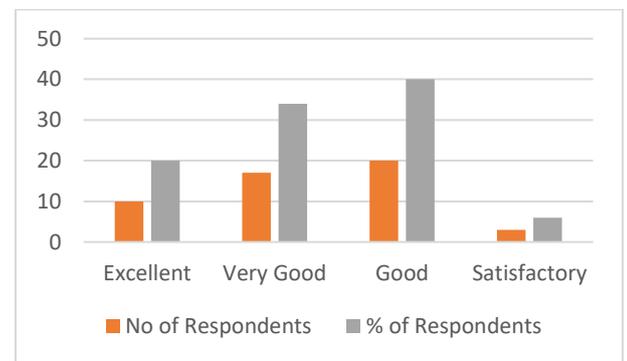
Interpretation: This Diagram shows the responses of Clients towards the services of ACE. The options provided are strongly agree, moderately agree, Disagree and can't say anything on the basis of which clients shows there response accordingly.

Q.4. Does ACE provides right platform for the candidates in finding right jobs?



Interpretation: From the above Pie chart observation, we can conclude that candidates are satisfied in finding right jobs through ACE consulting.

Q.5. How would you Rate services of ACE Consultants?



Interpretation: From the above Bar graph observations, Clients are well satisfied with the services provided by Ace consultants.

MAJOR FINDINGS OF THE STUDY-

The Findings from the Analysis including Bars, graphs and Pie chart are listed below.

- ACE Consultants work as a Middle men or a third party organization between its candidates and the companies (Clients).
- More than 660% candidates and clients are satisfied with the work of ACE Consultants.

- Candidates find their service of recruitment satisfactory and in well processed way.
- In comparison services provide by ACE consultants are better then the rest Competitors.

SUGGESTIONS-

- Time management is very essential and it should not be ignored at any level of process.
- The recruitment policy can be better than current policy.
- Walk ins should be entertained
- Communication, personal and technical skills needs to be tested well for candidates
- Telephonic interviews are usually biased.
- Employees should be more active towards follow ups of candidates.

CONCLUSION-

The main thing that I would like to conclude firstly is that with the help of analysis, feedback generated through questionnaire I found that the company is following and effective recruitment and sourcing process to its maximum extent. As per my study, out of the various methods of sourcing candidates, the best one is – getting references via references and networking. In the process, I came across various experiences where the role of an HR and the relevant traits he finds in the candidates were displayed. Company should focus on long term consistent performance rather than short term. The emphasis towards training and enhancing skills of recruiters needs to be more and also consistent. Even though an HR manager has many challenges to face in order to ensure that the human resource department contributes to the bottom-line and emerges as a strategic partner in the business, it is “Talent acquisition”, that is the key determining factor in how well an Human resource

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