Review Paper- Modern Recruitment and Selection Process

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Abstract –

This research paper is about Modern recruitment and selection process, in my research as I go further, I know about the many methods that is uses for hiring and selecting employees. The corporation has recently begun to view its human capital as its most significant asset. The organization closely monitors the recruitment process since it fosters the organization's advancement and growth. The term "recruitment" is now used to describe human resource logistics. Human resource logistics are now referred to as "recruitment". This paper's primary goal is to list standard procedures that businesses use when hiring and choosing employees. This paper focuses on the different methods of recruitment and selecting process, and choosing the right man for right job.

Keywords: recruitment, human capital, organization, selection, employees, advancement and growth
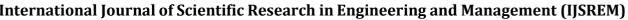
I.   INTRODUCTION-

Recruitment and selection process are essential components of human resource management. Recruitment comes before selection and helps match the right applicant with the right position. All organizations must make sure that hiring and selection are done in the early stages and that additional staff is available for business growth.

Modern recruitment is the use of modern strategies and technologies to attract, evaluate, and hire top people for organizations. It entails using digital channels and tools to communicate with candidates, speed the hiring process, and improve the candidate experience.

Companies can locate the best candidates to fill their available positions by using new and evolving strategies like modern recruitment techniques. As technology develops, recruiters have more opportunities to take advantage of these strategies and resources when looking for prospects.

A modern recruitment procedure includes utilizing contemporary, increasing methods of talent sourcing. Modern recruitment techniques help recruiters assess, communicate, and engage prospects, as well as determine whether the candidates' values match the firm's culture.

Selection involves selecting a suitable candidate from a pool of job applications. The selection

process begins after the recruitment procedure is complete. Recruitment is the positive element, while selection is the negative aspect of HR procedures.

Selection is the second stage of personnel planning. According to Bhattacharyya (2010), selection involves matching a candidate's skills to the job needs. The selection procedure varies by industry and can be time-consuming for large firms and more extensive for manufacturing organizations.

Modernizing of recruitment process is critical in today's fast-paced corporate world. Traditional recruiting tactics are no longer effective in attracting and retaining top talent. To remain competitive and hire the top candidates, businesses must embrace innovative techniques and technologies. Each employer in the company is required to advocate for and carry out the recruiting and selection process in a very special manner.

An efficient recruiting and selection process is essential to finding the correct applicant with the necessary job skills, thus management should be aware of how to choose competent individuals.

The primary goal of the research is to provide a framework for the hiring and selection process that takes the organization's performance into account.

II. MODERN RECRUITMENT AND SELECTION-

The priorities and expectations of today's workforce are different than in the past. As a result, traditional techniques of recruiting and selection may become ineffective. HRM recruiting and selection must adapt to evolving company and employee expectations.

The primary distinction between current and classic personnel selection processes is, of course, technology.

Recruitment and selection, like every other area of company today, is based on speed and precision. HR professionals must swiftly go through applications while precisely selecting the best individuals, as skilled applicants compete for fewer opportunities.Personnel selection involves three steps: recruitment, selection, and job implementation. An effective recruiting and selection process is crucial for organizations as it allows for objective verification of candidates' qualifications.

Modern recruitment techniques are new and evolving strategies that businesses can use to locate the best candidates to fill open positions. As technology advances, recruiters can use these approaches and tools more effectively while looking for applicants.

An increasing number of human resources practitioners recognize that their difficult and frequently repetitive work can be aided or even totally replaced by current technology solutions. Many firms use online knowledge management systems to hire staff, taking advantage of the World Wide Web. These are termed as E-recruitment solutions automate the process of posting openings and collecting CVs.

E-recruitment technologies have grown rapidly in recent years, enabling HR agencies and departments to reach a large audience at minimal cost.

It is important to note that staff selection differs from recruitment. Each represents a distinct phase. Recruitment is the initial step, followed by selection once you have a suitable pool of applicants.

Consider selection to be the stage of hiring in which the funnel narrows dramatically and the most promising hires are identified. Selection is a lengthy process for large corporations that varies by industry.

Candidates are selected based on many variables such as interviews, group discussions, reference and background checks, medical examinations, and career history. Effective recruitment and selection can greatly impact an organization's performance. It enhances worker performance and leads to better organizational outcomes. Every industry needs to conduct the hiring and selecting process in order to achieve organizational objectives.

The selection procedure varies by industry, firm, and even by department within the same company.

III.   STRATEGIES–

Any organization's success is determined by its ability to attract and retain excellent talent. Traditional hiring practices and selection techniques have evolved throughout time due to the development of new technologies and shifting workplace dynamics.

1.Build positive reputation

Before applying, candidates investigate the company's brand image and reputation. So, it becomes necessary to emphasize developing a positive reputation. It includes creating a strong employer brand through social media, job postings, and company websites, as well as giving a favorable candidate experience through prompt and clear communication.

Furthermore, addressing employee wellbeing, growth opportunities, and work-life balance leads to a better employee experience and reputation.

2. Social media platform

According to current statistics, 62% of job searchers use social media sites to research a firm before applying. Social media networks have become highly crucial and useful instruments for modern recruitment. As a result, employers may use sites like LinkedIn, Facebook, and Twitter to post job openings, showcase their employer brand, and communicate with potential workers. These

platforms not only assist job postings, but also allow HR professionals to engage with passive prospects and develop relationships over time Strategic use of social media allows organizations to reach a larger pool of candidates, secure top talent, and establish a strong team.

3. Personalize the recruitment procedure

Searching for outstanding talent is exciting but challenging for any firm. To attract the top individuals, the recruitment process must be tailored to their needs. One can begin by creating a clear job description, adapting recruitment channels to individual occupations, and personalizing interviews with applicant advantages. Make sure to hire and recruit personally by providing a highly personalized HR experience.

4. Employee referral programs

Leveraging the existing workforce is an excellent method for finding new talent. Offering incentives might also motivate employees. It might encourage employees to actively seek out and refer new candidates to the firm. Referral programs can help increase employee engagement and retention by making employees feel valued and recognized for their contributions to the company's success.

5. Use of technology: Artificial Intelligence

As the modern workforce evolves, firms must keep up with the latest trends and technology in recruitment and selection. AI-powered recruitment is one of the most popular trends in recent years. Artificial intelligence is used to automate certain components of the recruitment process, such as resume screening and interview scheduling. Technology has transformed the process of recruiting and selection. With a variety of tools and strategies available, including application tracking systems and video interviews,

the process can be expedited and the candidate experience improved. Artificial Intelligence has transformed the entire recruitment process. HR professionals are now using AI-powered tools and application tracking systems to automate candidate sourcing, screening, and evaluation.

IV. LITERATURE REVIEW-

Numerous studies have been conducted on the recruitment and selection process for employees in organizations. One of the most crucial HRM tasks that aids in finding qualified applicants is the recruiting and selection process. Effective recruitment and selection methods play a crucial role in determining an organization's success and sustainability.

According to Michael D., recruitment and selection processes were significant in the police force. According to White and Gipsy Escobar's (2008) research, businesses should prioritize seven recruitment, selection, and training challenges. M.N. Malhotra, 2014. (TerpsraD.1996) Muhammad Nurul

Absar (2012) highlights the significance of selecting manufacturing enterprises in Bangladesh, taking into account both state and private companies.

According to Bernardin, internal recruitment is more effective than external sources (H. John, 2003). According to Decker and Cornelius, modern recruiting methods such as recommendations, casual applications, and direct approaches are more effective than old methods (L. Barclay, 1985; Cappelli, 2001). The selection approach should also be used to current techniques (M. Smith, 2001). Effective recruitment and selection processes are crucial for achieving organizational goals across all sectors.

A common type of e-recruitment is video recruitment.
It is a tool that gathers all the candidates obtained, allowing you to systematize the project. The most crucial element is time efficiency, which is crucial

for business planning as it affects recruitment and selection.

V. OBJECTIVE OF STUDY –

➢ To study and analyze the modern recruitment and Selection process in organization.

➢ To understand the process of recruitment.

➢ To know the different strategies for recruitment selection process.

VI. NEED FOR THE STUDY –

The purpose of this study was to determine:
The recruitment process activity was carried out for several clients.
Analyze the modern strategies of selecting and recruitment.

VII. SCOPE OF THE STUDY-

• The study gave the researcher with valuable knowledge and experience, as well as an understanding of common recruitment processes.
• The study will include recruitment and selection difficulties, including new methodologies and models for efficiency.
• To provide any measures/recommendations to improve the recruitment operations.

A "careful investigation or inquiry, especially through search for new facts in any branch of knowledge," is what is meant by the word research.

VIII.   CONCLUSION –

Recruitment and section are an important function of Human Resource Management. Recruiting and selecting outstanding personnel is a best practice for organizations. It regulates organizational purposes. The recruitment and selection process are mostly governed by the organization's tactics, mission, and objective. Research indicates that using modern technologies in recruitment and selection not only ensures project completion but also improves the process for businesses to cut expenses and time. Introducing new technologies in the recruitment process can benefit firms, but research on its effectiveness is limited. Benefits may include time and cost savings, increased reach, and more accurate applicant information.

The benefits of e-recruiting vary every organization, as each has unique recruitment objectives that align with their strategy. The recruitment and selection process aligns with the organization's strategy, aims, and objectives.

The recruiting and selection process should attempt to find the right number and quality of people to meet the organization's human resource needs at the lowest possible cost. The planning of human resources is closely linked to the recruitment and selection procedure as well as human resource management. Organizations recognize the crucial role of recruiting and selection in their success. The ability of human resources departments to attract and retain qualified staff is a key performance indicator.

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