A STUDY ON EFFECTIVENESS OF RECRUITMENTPROCESS AT EPK GROUP (K21 CONSULTANCY)

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Abstract

This study is basically to understand the effectiveness of the recruitment and its process and organizational support for the better meant of the knowledge. The effectiveness of recruitment has become increasingly popular as a measure for identifying the process of recruitment in the organization and as a tool for developing recruitment process. There is little empirical research that substantiates the efficacy of recruitment in this organization. Here the researchers have taken individual factors upon growing up various variables and tried to find the relationship between the demographic factors and the individual factors. The researchers have applied some of the statistical tools like Percentage Analysis, Regression, and Correlation. Keywords: Effectiveness, Recruitment, Support, Knowledge

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1. INRODUCTION RECRUITMENT

Recruitmentreferstotheoverallprocessofattracting,shortlisting,selectingandappointing suitable candidates for job (either permanent or temporary) within an organization.Jobconsultancies playa crucial role in providingman power to the companies. Differentcompanies (clients) need different requirements, as per the requirements this consultancy workeffectively and efficiently with the required skill towards the candidate. Depending upon the jobstructure thenumberofroundshas beenconductedduringtheselectionprocess.

This study is basically to understand the effectiveness of the recruitment and its process andorganizational support for the better meant of the knowledge. The effectiveness of recruitmenthas become increasingly popular as a measure for identifying the process of recruitment in theorganization and as a tool for developing recruitment process. There is little empirical researchthatsubstantiatestheefficacyofrecruitmentin thisorganization.Heretheresearchershavetakenindividual factors upon growing up various variables and tried to find the relationship betweenthe demographicfactors andtheindividualfactors.

Recruitment is an integral part of human resources management because it helps organisationsfind new employees who are qualified for their positions. While involving various stages, likeadvertising jobvacancies,screeningapplicantsand selectingthe best candidate forthejob.

The process of finding and hiring the best-qualified candidate (from within or outside of anorganization)foraneworexistingjobisknownasrecruitmentprocess.Therecruitmentprocessincludes analysing the requirements of a job, attracting employees to that job, screening andselectingapplicants,hiring,andaddingthe newemployee totheorganization

TYPES OF RECRUITMENT
There are two types of recruiting
- Internal recruiting
- External recruiting

Internal Recruitment It is a recruitment which takes place within the concern or organization. Internal sources of recruitment are readily available to an organization. Internal sources are primarily three - Transfers, promotions, and Re-employment of ex-employees. Reemployment of ex-employees is one of the internal sources of recruitment in which employees can be invited and appointed to fill vacancies in the concern. There are situations when ex-employees provide unsolicited applications also.

External Recruitment External sources of recruitment have to be solicited from outside the organization. External sources are external to a concern. But it involves a lot of time and money. The external sources of recruitment include - Employment at the factory gate, advertisements, employment exchanges, employment agencies, educational institutes, labour contractors, recommendations etc.

STATEMENT OF THE PROBLEM
In today"s competitive work environment Recruitment plays an important role. Recruitment is a process of selecting people. In many organizations the recruiters are having less scope of recruitment practices. It is expected that recruitment of the candidates will be increased if the factors of recruitment practices expected by the recruiters are satisfied. Recruitment practices in the company are the very big challenge for them to implement and recruit the candidates properly. So this research paper has mentioned some recommendations and suggestions to improve the recruitment practices in the Organization. Henceforth the researcher made an attempt to study the recruitment process and its effectiveness.

2. RESEARCH METHODOLOGY

Research methodology is a way of explaining how a researcher intends to carry out theirresearch. It's a logical, systematic plan to resolve a research problem. A methodology details aresearcher's approach to the research to ensure reliable, valid results that address their aims andobjectives. It encompasses what data they're going to collect and where from, as well as how it'sbeingcollectedandanalyzed.

A research methodology gives research legitimacy and provides scientifically sound findings. Italso provides a detailed plan that helps to keep researchers on track, making the process smooth,effective and manageable. A researcher's methodology allows the reader to understand theapproach and methods used to reach conclusions, The research methodology is a part of yourresearch paper that describes your research process in detail. It would help if you always tried tomakethesectionoftheresearchmethodologyenjoyable.

OBJECTIVESOFRESEARCH:
PRIMARYOBJECTIVE:
Tostudyoneffectivenessrecruitment outsourcingprocesswith referencetoEPKGroup

Secondaryobjectives:

- Toanalysetheselectionprocedurefollowedbythecompany.
- Toanalysethebestsourceofrecruitmentofthecompany.

- Toknowtheinterviewprocessfollowedbythecompany .

RESEARCHDESIGN:
A Research Design is simply a structural framework of various research methods as wellastechniquesthatareutilisedbyaresearcher

By the term 'research ', we can understand that it's a collection of data that includescritical information by taking research methodologies into consideration. In other words, it is acompilation of information or data explored by setting a hypothesis and consequently comingupwith substantivefindingsinan organised way.Research canbedoneon an academicaswell ason a scientificbasisaswell.Theresearch design helpsaresearchertopursuetheirjourneyintotheunkno wnbutwithasystematicapproachbytheirside.

The researcher adopted the descriptive research design for this study. Descriptive research, also knownas statistical research, describes data and characteristics about the population or phenomenon beingstudied. Descriptive research answers the questions who, what, where, when and how. It includessurveys and fact-finding enquiries of different kinds. The major purpose of descriptive research isdescriptionofthestateofaffairs, asitexistsatpresent.

METHODOLOGY:
In order to reach the objectives of the study, a sample survey was conducted inside theorganisation and the responses were collected from the employees of the organisation. Aquestionnairewasgivento theemployeesand wereaskedto respond tothequestionsrelated tothe safetyandwelfareFacilitiesprovidedintheplant.

SAMPLE SIZE:
Sample size of 108 employees has been taken in the plant (population 300) through a stratifiedrandomsamplingtechnique.Astratifiedrand omsamplinginvolvesdividingtheentirepopulationint o homogeneous groups called strata (plural for stratum). Random samples are then selectedfromeachstratum.

Thepresent study takesintoconsiderationasamplesizeof108respondent s.

DATACOLLECTIONMETHOD:
PrimaryDatawascollecteddirectlyfromtheresponde ntsthroughquestionnaire.Whenthedatarequired for the research has to be fresh, accurate and reliable, primary data has to be collected.The questionnaire was designed in such a way to cover as many aspects of employee's feedbacktowardstrainingprovidedintheorganization. Manyquestionshavebeenaskedinitforfeedbackfrom

the respondent. Both opened ended questions and close ended questions have been askedforthestudy.

SecondaryDatawascollectedthroughpersonalinterv iewsanddiscussionswithofficials attheplant.

SCOPEOFTHESTUDY:
Thestudyisusefultothestudyishelpfultounderstand abouttheeffectivenessrecruitmentoutsourcing.

- Thestudyisusefultoknowhowthecompanyis recruiting.

- Thisstudyhelpstoidentifytheareaofproblem andsuggestingwaystoimproveon

- Thestudyhelpstounderstandthevarioustech niquesofrecruitmentfollowedby

- understandthesatisfactionlevelofemployee sandgrowthinRecruitment

PERIODOFSTUDY:
The period of study for the research by the author was 3Months (From 8[th]February2023 to 8[th]May2023).

LIMITATIONSOFSTUDY:

- Thesamplesizeisrestricted to108.
- Time constraintwasanotherlimitation.
- Unwillingness&biasfrompartofemployees.
- Sometimesemployeeswerenotresponsivede pendinguponthe situation.
- Unavailabilityofsecondarydata
- Theyhave afeartorevelthenegativepoints

LITERATURE REVIEW

1.French says that the importance of certain selection and recruitment activities in the organizations (G.R. French, 2012)

2. Sangeetha (2010). Decisions made in the recruitment and selection process or stage will impact on the company in the future. Bad decisions made in the selection process can create serious costs for an organization vice versa.

3. Neeraj (2012) defined selection as the process of picking individuals who have relevant qualifications to fill jobs in an organization. Selecting the right employees is important for three main reasons: performance, costs and legal obligations.

4. Florae (2014) argued that merit and demerit of the use of recruitment agencies to a firm is the same thing with that of external recruitment sources which he listed be: qualified personnel, a wider choice of candidates, fresh talent, competitive spirit among candidate etc.

Tools used for data collection

- CHISQUARE
- CORRELATION
- ONESAMPLETES

Chi-SquareTests

	Value	df	Asymptotic Significance (2-sided)
PearsonChi-Square	45.688[a]	10	<.001
Likelihood Ratio	44.461	10	<.001
Linear-by-LinearAssociation	.488	1	.485
NofValidCases	107		

a. 10 cells (55.6%) have expected count less than 5. Theminimumexpectedcount is.90.

H0:There isno association between experience and the number of stages undergone duringthe interview
     process.

H1:There isassociation between experience and number of stages undergone during theinterview process .

Significancelevel isconsidered tobe 0.05

The variable frequency is lesser than the significance level 0.05 the value of p is 0.001whichislesserthan0.5

Inference:

Thenull hypothesisH1isaccetedand H0isrejected.

There is association between the experience and the number of stages faceduring theinterview process.

TEST2:

	Correlations		Gender	Did you feelthat theinterviewprocess werefairand objective?
Gender	PearsonCorrelation		1	.124
	Sig.(2-tailed)			.203

Did you feel that theinterview process were fairandobjective?	N	107	107
	PearsonCorrelation	.124	1
	Sig.(2-tailed)	.203	
	N	107	108

H1: There is relation between gender and interview process being fair and objectiveH0: Thereisnorelationbetween the genderand interview processbeing andobjective

Pearson product correlation of training received and employee satisfaction was found to beweaklypositive and statistically insignificant (r = 0.124, p<0.005). Hence, H1 is rejected andHo is accepted. This show that gender does not have any significant in the interview processbeingfairandobjective.

Inference : There is a no significant Relationship between gender andinterview processbeingfairandobjective.This show thatgenderhasnoimpactininterview process.

TEST3:

One-SampleStatistics

	N	Mean	Std.Deviation	Std.ErrorMean
Experience	108	3.45	1.390	.134
Do you agree the directrecruitment and selectionpracticesarequietalong process	108	4.17	.826	.079

rdize$_r$a			PointEstimate	ConfidenceInterval	
				Lower	Upper
Experience	Cohen's d	1.390	2.484	2.101	2.865
	Hedges'correction	1.400	2.467	2.086	2.845
Do you agree thedirect recruitmentand selection practices arequieta longprocess	Cohen'sd	.826	5.045	4.342	5.744
	Hedges'correction	.832	5.009	4.312	5.704

a. Thedenominatorusedinestimatingtheeffectsizes.Cohen'sdusesthe sample standarddeviation. Hedges' correction usesthesamplestandard deviation,plusacorrectionfactor.

Inference:

Thenull hypothesisH1isacceptedand H0isrejected.

There is association between the experience and the number of stages facedduring theinterview process

H0: There is no signifance between the experience and direct recruitment &selectionpracticesis aquietprocess

FINDINGS:

H1:Thereissignifancebetween theexperienceand directrecruitment &selection practicesisa quietprocess
Significance levelis consideredtobe0.05

The variable frequency is lesser than the significance level 0.05 the value of p is 0.001whichislesserthan0.5

74% of the people choose job portals regarding the job opening and 19.2% of the peoplechoosethecareerwebsitesandadvertisementsandreferral arechosenbythelessnumberofpeople.Themajorityofthepeoplechoosingjobportals.

Regarding the job description 96.3% of the people

states that the job description were givenclear and accurate.3.7% states that the organisation does not give the job description veryclear and accurate during the recruitment process. The majority of the people says that jobdescriptionwas clearandaccurate

60.2% of the people states that the interview process would be for 10 mins.26.3% of thepeople states that the interview would be for 11-20 mins and 9.3% of people faced that theinterview would range from 21-30 mins and fewer percentage of people states that theirinterview process took more time. Majority of people says that their interview time was 10mins.

90.6% of the people states that the application process was easy to navigate. few peoplestates that it was bit difficult to understand. Majority of people says that the application waseasytonavigate.

98.1% of the people states that the interview structure was formal and structured. Majoritypeopleagreedtothepointthatthe interview processwouldbe formalandstructured.

89.8%saysthat thetimelycommunication regardingthestatusoftheapplication weregivenduring the interview process. Andthe rest states that they didn't receive propercommunication.Majoritypeople saysthatthetimelycommunicationwasgiven tothem.

43.5%stronglyagreethat theinterviewprocesswasfairand objective.49.1%ofthepeoplestates that the interview process was fair and objective .few people was neutral about thestatement and some disagree with this statement. Majority of people ages to the fact that theinterview process was fairandobjective.

44.4% of the people strongly agree that the questions asked in the interview was relevant tothe job requirement.51.9% agree that the questions asked were relevant and few disagree withthe statement

40.2%m of people says that clear picture was given regarding the company culture andexpectationand49.5%ofpeople agree tothisstatement.8.4%ofthepeople were neutral about it and few says that there no clear picture regarding the company culture andexpectations.

95.3% people agrees that the interviewer gave an opportunity to the candidate to ask aquestion.4.7% states that they were not given an opportunity. Majority of people agrees thatthey weregivenopportunitytoaska question.

93.5% people says the application form was viewed seriously and few does not agree to it.Majoritypeople agrees thattheapplicationformwasviewedseriously.

50.9% of the people states the there were an excellent organisational culture and 40.7% ofthepeople states thatitwas good

55.1% of people says that the faced only 2 stages during the selection process and 33.6 %ofpeople faced3stagesofselectionprocessand8.4%peopleface dmorerounds.

90.7% of people had a clear timeline regarding the

hiring decisions and 9.3% has no cleartimeline regarding the hiring decision. Majority of people says that their a clear timelineregardingthehiringdecisions.

48.1% agree that the recruitment process is a quiet long process and 37% of people stronglyagree that it is a long process and few disagree to it. Majority of people agrees to the fact thatthe interviewprocess is a quietlongprocess

57.9 % states that the judgement during the interview process based on the experience and36.4% of people believe that the judgement happened based on the technical knowledge andfew states that it is based on how flexible they towards the organisation and some states thatit is based on the tests that they keep during the interview process. Majority of people agreesthatthejudgementis baseduponexperience andtechnicalknowledge.

58.9% of the population was male and 36.4% of the people was female. Majority ofpopulationfoundtobemale.

The organisation contains 44.4% of the people are with more experience and 11.1% ofpeople are with 5-6 years of experience and 15.7% of people with3-4 years of experience andonly 7% of people who does not have any experience .In the organisation were majority ofthe peoplewerefoundtobethepeoplewhohavemoreworke xperience

71.3 % people who had completed only their UG and 25.9% people had their PG degree.Inthe organisation were majority of the people who have only one degree and few found tohave completedtheirmasters

20 73.1% of the people are young aged between 20-25 and 20.4% of people are between 26-30 age and rest of the organisation contains more aged people. Majority of the people arefoundtobeyoungergeneration.

83.3% of people suggests that their should be an improvement in the recruitmentprocess.16.7% says that no need of changes in the recruitment process. Majority of peoplesuggeststhattheirshouldbeanimprovementint herecruitment.

SUGGESTIONS
Employanew approachtodiscoveringtalent
Developa companyculturethatattracts toptalent
Recruit and develop talent internally.Hiring internally is a valuable recruitment strategybecause it guarantees that you're filling vacant positions with people who already understandyourcompany,its cultureandwhatisexpectedofthem.
Launch an employee referral program. These programs encourage employees to help fillvacant positions at the company by recommending qualified candidates and vouching fortheirskills andexperience.
HireacompanythatspecializesinRecruitmentProcess

Outsourcing(RPO)

Invest inArtificialIntelligence.AIcanbeused tofind efficienciesin yourrecruitmentprocessbyautomatingthemostrepetit iveandtedious parts.

GooglejobsearchWhenanyonesearchesforjobsitesand pagesonGoogle,asmillionsdo everyday,thesearch engineproduceslistingsofcurrent jobsavailableappropriatetoeachuser.

Industry meet-ups. e continues to push the power of networking: attending job fairs, industrymeet-ups, conventions, and conferencing is just as beneficial as it ever was. When it comes tounique and specialist positions, seeking out industry-specific events can be one of the fastestways to find a new pool of uniquely appropriate candidates. The most passionate about theircareers and industries will make the best new team players; where better to find thempolishing up on their knowledge, skills or learning about the breakthroughs in their chosenareasthanatsuchspecialistevents.

Social media recruiting. One of the more poorly utilized or badly managed recruitingtechniques, social media recruiting can provide great results in tracking down candidateswhen carried out correctly. Although hiring through social media isn't anything new, it's stilla powerful way to reach candidates. With so many users, so many platforms, and so manymethods to reach out, SM recruiting techniques are often free or hold incredibly good value;hirers would be remiss to fail to include them as part of their process. Depending on yourbrand, someplatformswill work better to find your ideal hire than others. Don't count outany less conventional platforms either, as there are plenty of opportunities in places youmightnothaveconsidered.

3. CONCLUSION:

Effective recruitment and selection can contribute towards an organization's success. Duringthe recruitment process, both internal and external sources of employees should beconsidered. This will increase the probability of organizations attracting a wide range ofcandidates.In addition,acomprehensiverecruitment andselection processshould befollowed. The process should not include any form of discrimination. This will ensure thatthe organizationprovidesequalemploymentopportunity.

In order to reach a wide range of potential applicants, various and valid mediums ofcommunicationshouldbeused.

Include all necessary skills, and include a list of desired skills that are not necessary but thatwould enhance the candidate's chances. If we fail to do this, we might end up with a low-qualitypoolofcandidatesandwindupwithlimitedchoi cestofilltheopenposition.