

# Significance of Recruitment Strategies Used By Indian Companies in Hiring Process

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## Abstract

Better recruitment and selection strategies result in improved organizational outcomes. With reference to this context, the research paper entitled Recruitment and Selection has been prepared to put a light on Recruitment and Selection process. The main objective is to identify general practices that organizations use to recruit and select employees and, to determine how the recruitment and selection practices affect organizational outcomes at Electronics Industry, In Krishna Dt Apoidea. Recruitment and Selection is the major function of the HR department besides the other functions, it is the solution to not only hatch the talent for a sector or any organization that is moving with an exponential pace, but also to provide quality employees for any organization, this article is a case study about the recruitment and selection process in an Indian IT MSME. The company was already facing some issues like pending projects and subsequently other problems sprouting because of that to which the only solution, that is, resolve all these issues was Recruitment and Selection. As a matter of fact, this was being followed by the company as daily chores, in-parallel with the problems. The purpose of this study was to understand each step of the process in-order to get some in-sights out of it. Human resources are now considered as an ASSET instead of LIABILITY. As now companies are focusing on retaining talents instead of searching for low-cost employees with lesser qualifications. Good Human resource management is now considered as one factor which adds competitive advantage to the company.

**Keywords:** Cost Considerations, Employee HRM, Human Resource, Organizational Strategy Recruitment, Recruitment Strategy.

## 1. INTRODUCTION

Human resources that are doing their jobs well will be able to pinpoint areas where help is needed. Finding qualified people to fill open positions in a company is called recruitment. Or, to put it another way, it is a connecting activity that brings together those who have positions to fill and people who are looking for work. The goal of any successful recruiting drive should be to draw in a big pool of competent candidates who would be willing to accept the position if it were provided to them. Similarly, a smart recruitment approach should entice excellent candidates while discouraging those who aren't a good fit for the position. This double goal will reduce the time and money spent on processing applications from people who aren't qualified for the position.

The term "recruitment" refers to the method of luring and enticing potential workers to apply for a position inside an. To recruit is to seek for and choose potential employees who are a good fit for a certain position. There are two main domains where hiring and selection processes are handled:

- A dogmatic approach to people or human resource management and
- There is a large subfield of psychological research that examines the absolute and relative validity of various recruiting strategies, including competence modeling, interviews, and psychometric testing.

There are many other approaches to recruiting, but for the purpose of clarity, we'll only talk about two of them.

- Internal Recruitment
- External Recruitment

## 2. LITERATURE REVIEW

**Siddhi Mehrotra (2022)** The rapidly developing and fiercely competitive corporate sector of the 21st century has made widespread use of artificial intelligence (AI). There have been several technological advancements that have prompted organizations to improve their value creation procedures to be more efficient and user-friendly for their customers. The many human resources procedures and activities have been drastically altered as a result of digitization. The purpose of this research is to provide light on how far AI has come in the recruitment process, and on how much businesses are embracing automation in HR administration. The research uses a theme analysis strategy, with primary data gathered via semi-structured interviews with four IT industry professionals. The findings of this study may help human resources professionals and recruiters evaluate the potential of artificial intelligence adoption and management to save operating expenses.

**Subhash c. Kundu (2015)** The recruiting and selection practices of Indian and global organizations in India were compared using primary data based on 426 respondents. This research used a latent trait model to determine that direct applicants, placement consultants, and employee recommendations were the most widely approved recruiting strategies in both MNCs and Indian enterprises, despite the growing popularity of internet-based strategies. Temporary staffing and newspaper ads were not widely used for hiring purposes by any of the companies surveyed, not only the MNCs and Indian businesses. When it comes to selecting new employees, multinational corporations (MNCs) and Indian organizations (NGOs) both place a premium on written examinations, general interviews, and assessments of specialized knowledge and ability. In contrast, multinational corporations were more likely than Indian businesses to use psychological exams and technical interviews. The study's implications and caveats were also examined.

**Sanket P. Gaikwad (2022)** In recent years, we've seen that HR has become a top priority for businesses of all sizes. A firm's market strength is directly related to the quality and quantity of its HR department's employees. The success of every business depends on having the right people in the appropriate jobs and making the right contributions. It is critical for businesses to have effective recruiting processes and policies in order to attract and retain top talent and ensure a steady supply of high-quality employees. This study focuses mostly on the most efficient procedures to follow throughout the recruitment process, including which procedures provide the best results and which ones to carry out first and last. Improvements in efficiency, accuracy in matching candidates to openings, and quality of hiring were noted once this procedure was put into place.

**Joy O. Ekwoaba (2015)** With Fidelity Bank Plc., Lagos, Nigeria as a case study, this research looks at how hiring practices affect employee productivity. Based on statistical analysis of valid replies from a survey given to a random sample of 130 respondents, it was shown that hiring practices had a substantial impact on business outcomes ( $X^2 = 35.723$ ;  $df = 3$ ;  $p < 0.05$ ). Organizational effectiveness improves with increasing objectivity in hiring practices ( $X^2 = 20.007$ ;  $df = 4$ ;  $p < 0.05$ ).

**Arya Ashish (2017)** Since commercial banks in India want to hire around 7.5 lakhs additional workers, recruitment and selection procedures, and how they affect the business performance of commercial banks in India, are major topics for debate. Because HRP and selection procedures are so intertwined, a model that includes both will provide superior results. Deficit prediction in the HRP process leads to the recruitment and selection phase. There are three overarching goals for this research: The first is to evaluate and contrast the success of various commercial banks. Two, to learn about and analyze the various approaches used by commercial banks in India to hiring new employees, and three, to see how these various approaches affect the banks' bottom lines. Overall, nine hypotheses were developed to achieve these goals. In conclusion, a healthy company performance outcome is the result of careful HR planning supported by careful recruiting and selection methods that yield the "right sort of person at the right location at the right time." It has the adaptability and scalability to help the company realize its goals. However, if only quality standards are satisfied and the number of workers is cut, whether deliberately or not, the bank's performance may suffer. This is why it's crucial for financial institutions to keep a close eye on staff attrition and retention rates.

## 3. RESEARCH METHODOLOGY

The goal of this case study is to gain an in-depth familiarity with Exception Aire Technologies' recruitment and selection processes, as well as each step involved, with the ultimate goal of resolving the issue of slow or delayed recruitment and better enabling the company to achieve its goals by giving priority to its most pressing requisitions. Because learning more about the procedure and its components was key to the study's rationale. In addition, the research was based entirely on first-hand observation and actual, operational use of the procedures

as stated by the business. Exploratory research is often the first step in a more in-depth investigation, with the findings then being used to inform the design of more targeted methods.

**Table 1. Tasks Given: To achieve the given target of requisitions**

Department	Profiles	Requisitions
IT	Laravel Developer	10
	Word Press Developer	4
	Code Igniter developer	4
	Android Developer	3
	Java Developer	3
	Angular Developer	3
	Mean Stack Developer	3
	Full Stack Developer	2
	Quality Analyst	3
Sales and Marketing	Business Development Executive	3
	Project Coordinator	2
	Project Manager	2
Digital Marketing	Graphic Designer	2
Human Resource	HR Recruiter	1
<b>Total Requisitions</b>		<b>45</b>

**Table 2. The profiles which was handled were**

Department	Profiles	Requisitions
IT	Laravel Developer	10
	Word Press Developer	4
	Code Igniter Developer	4
	Angular Developer	3
	Full Stack Developer	2
	Quality Analyst	3
Sales and Marketing	Business Development Executive	3
	Project Co-ordinator	2
	Project Manager	2
Human Resource	HR Recruiter	1
<b>Total Requisitions</b>		<b>34</b>

**Steps involved:**

**Recruitment:**

**1. Sourcing:** Naukri.com is a big sourcing platform, however it isn't always the best bet for some roles. candidates for the position of recruiter were obtained from free sites like In fact, the motivation behind this action was to cut down on the Naukri.com is a one-stop shop for all your manpower needs.

**2. Screening:** Qualifications, experience, and geographic proximity were used to narrow the pool of applicants down to a more manageable size. personal inclination, present wage in accordance with the need for a snapshot of the persona.

**3. Shortlisting and scheduling:** Assuming they pass the first screening, prospects are narrowed down for follow-up interviews with questions like:

- Familiarity with the framework (for example, Wordpress, Laravel, etc.) or their area of specialization
- Fluency in speaking and writing (ideal for profiles like BDE, Management positions (Project Coordinator, Project Manager, etc.)

□ **Notice Period:** Due to the urgency of most openings, applicants with a 15-day notice period were given priority. candidates with less than 30 days were put "on hold" as potentials in the pipeline.

### Selection:

For both IT and non-IT profiles, the selection process consists of many stages. There is a wide variety of tests from which to choose the interviews, and psychometric tests are examples of candidate examinations, exams, evaluations, exercises, aptitude conversations through various electronic means (telephone, videoconferencing, etc.).

### For IT Profiles:

Aptitude and logic tests come first, followed by a technical or domain assessment conversation (essentially to analyze the ideas and relevance of the skill-set level) through in-person, over-the-phone, or online interviews, and finally, a performance evaluation. Machine testing (specific versions are developed for a variety of profiles). various types of IT professionals) to evaluate the usefulness.

**Candidate's approach:** the fourth will be a face-to-face interview with the CTO (Chief Technical Officer) as a final nod for the selection of the candidacy; the fifth and last round is the HR Round to evaluate the candidate's suitability to the company and to negotiate the remuneration.

## 4. DATA ANALYSIS

Percentages, averages, and standard deviations are the only statistical measures used to illustrate the data. The rank correlation and t test for means and proportions are used to examine the validity of the hypotheses. 5 percent is used as the threshold of importance. The statistical studies are performed using the SPSS software.

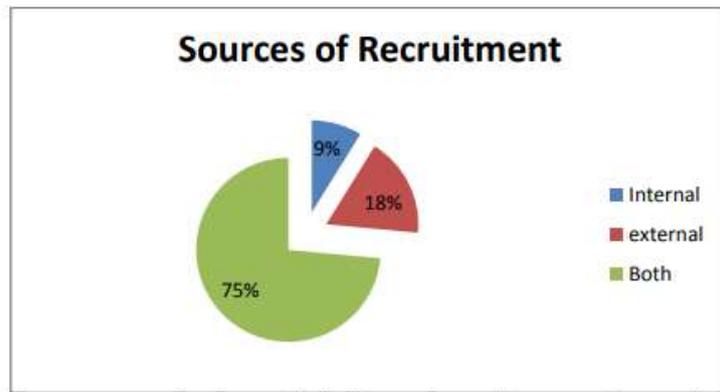
### Challenges Faced by HR Managers–Across Organization Type

Do Indian and multinational corporations (MNCs) human resource managers face the same difficulties? The five greatest difficulties faced by Indian HR managers are shown in Table 1.

- Change management (71.4%)
- High employee expectations (66.7%)
- Industrial relations (61.9%)
- Retention of talent (57.1%) and
- Recruitment, identification & hiring of right talent (57.1%)

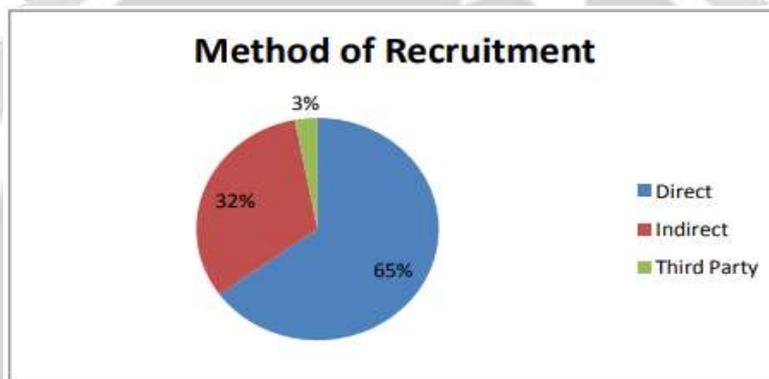
This is the opposite of what is seen with MNCs. The top five challenges were identified as follows: talent retention (75%), talent acquisition (71.4%), high employee expectations (67.9%), rising salary (58.9%), and change management (51.8%). One key distinction is the trend toward higher salaries, which was ranked eighth by Indian businesses. The rank correlation, however, is positive (0.737) and statistically significant (at the 0.05 level), suggesting that the difficulties are similarly ordered.

**Indian MNC's**



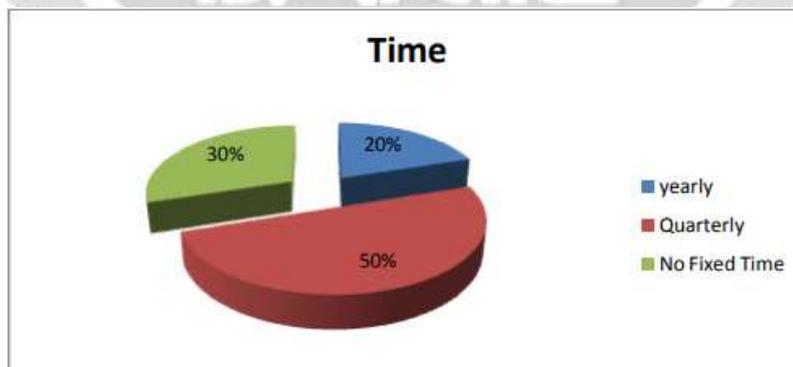
**Fig 1: Sources of Recruitment**

Seventy-five percent of managers say they use both internal and external sources when hiring, with the remaining 9 percent favoring internal sources and 18 percent preferring external ones.



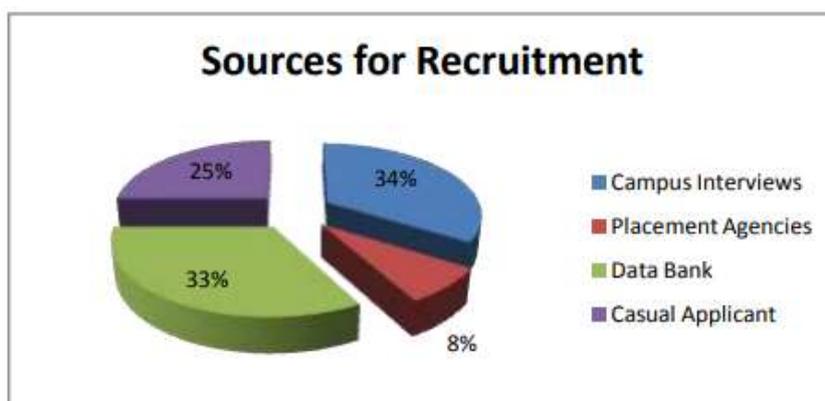
**Fig 2: Method of Recruitment**

Sixty-five percent of managers prefer the direct route for hiring, while 32% prefer the indirect route, and just 3 percent use a third party recruiter.



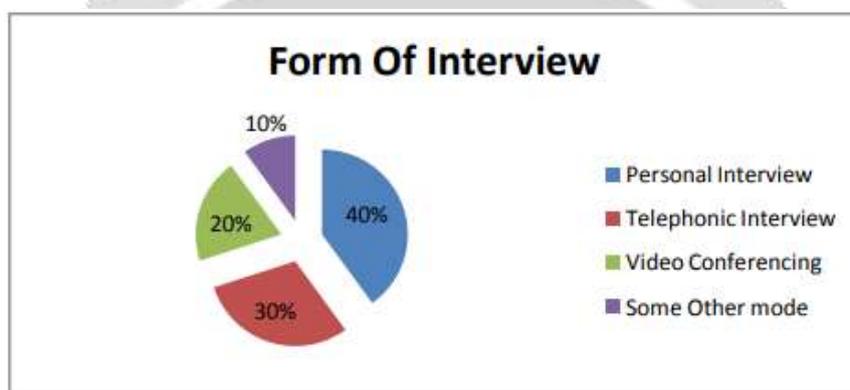
**Fig 3: Time**

About half of HR managers do manpower planning every three months, while the other half wait till once a year. Thirty percent of managers do not stick to a set schedule but instead do personnel planning whenever it is necessary.



**Fig 4: Sources of Recruitment**

Managers at 34% of Indian MNCs hire via campus interviews, 33% from data banks, 25% through casual applications, and 8% from recruitment agencies.



**Fig 5: Form of Interview**

Most managers (70%) prefer in-person meetings, whereas 30% use telephone interviews, 20% favor video conferences, and the other 10% use yet another method.



**Fig 6: HR Practices**

While 37% of managers give the HR department a positive review, 33% give it a glowing one, 19% give it a neutral one, and just 11% give it a negative one.

## 5. CONCLUSION

First and foremost, I would like to state that I have come to the conclusion, supported by analysis and the responses to the questionnaire, that the organization is following an effective Recruitment and Selection process. My research indicates that, among the several approaches of finding qualified applicants, reference checks and networking are the most effective. 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 concentrate on long term consistent performance rather than short term. Recruiters need additional and continuous opportunities for professional development. As we've seen, the recruiting and selection process is a crucial part of human resources, and it affects metrics like employee engagement, company growth, and overall productivity. In spite of the seemingly infinite stream of requests, they may be hidden by careful execution of each operation and careful monitoring of each step along the way. Also, best possible alternatives like telephonic or skype interviews can come into picture to save time and cost, to not only improve the quality hire from the scratch i.e., screening till onboarding follow ups with clear communication at each step should be conveyed but also to improvise the process to keep up with the trends and changes. This report provides a synopsis of research and surveys conducted on the topics of training and development in India as well as recruitment and selection.

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