

A Study On Effectiveness Of Recruitment Process With Reference To IT Industry

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Abstract

This study is basically to understand and analyze the effectiveness of the recruitment and its process with organizational support for the better aid of knowledge. Better recruitment strategies result in improving organizational outcomes. The main objective is to identify the level of satisfaction about the recruitment process in the IT industry. Sample size was 110. The research methodology applied to the exploratory method. The data was collected through well structured questionnaires. The source of data was both primary and secondary. Data analysis has been done with the help of SPSS software. Most of the respondents mentioned company portals as the most important medium for hiring employees. Some of the statistical tools like Percentage Analysis, weighted average method, chi- square method are applied to get an effective result. Most of the IT companies always take in consideration the cost-benefit ratio.

Keywords: *Recruitment, Recruitment process, IT Industry*

1. Introduction

Recruiting is the act of attracting, engaging, assessing, and on boarding talent for work. Depending on the size and culture of the organization, recruitment may be undertaken in house by hiring managers, human resource professionals and recruitment specialists. Recruitment refers to the process of attracting, screening, and selecting qualified people for a job at an organization. Recruitment is defined as, "the process of searching for prospective employees and stimulating them to apply for jobs in the organization". - **Edwin B. Flippo**

2. Effective Recruitment Process

An effective recruitment process looks at both internal and external candidates. The Organization will not make the easier choice of hiring a less appropriate person simply because they are an internal candidate. Encourage current employees to recommend people for the job.

2.1. Recruitment Process:



2.2. Importance Of Recruitment:

Recruiting staff is a very costly exercise. It is also an essential part of any business and it pays to do it properly. When organizations choose the right people for the job, train them well and treat them appropriately, these people not only produce good results but also tend to stay with the organization longer. An organization may have all of the latest technology and the best physical resources, but if it does not have the right people it will struggle to achieve the required outcome.

2.3. Types Of Recruitment:

1. Internal recruiting
2. 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.

3. Objectives

- ✓ To study on the effectiveness of recruitment in IT industry
- ✓ To find out the most preferred influencing factor in selecting the organisation
- ✓ To find out whether there is a significant relationship between work experience in this organization and level of satisfaction towards recruitment process

4. Review Of Literature

Sangeetha (2010) found that 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.

Absar (2012) found the importance of recruitment and selection by considering both public and private manufacturing firms.

Nartey (2012) found that recruitment and selection process should be done at each and every sector for fulfilling their organizational goals.

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.

Flora (2014) argued that the 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 candidates etc.

Ntiamoah et al., (2014) found that recruitment and selection have become ever more important as organizations increasingly regard their workforce as a source of competitive advantage.

5. Methodology

The research design adopted for this study is a descriptive in nature. Convenience sampling was adopted and primary data from 110 respondents are collected by survey using tool as a questionnaire. Pilot study was conducted with 11 respondents and the questionnaire was tested. The tools used for analysis are percentage analysis, weighted average method and chi-square method

6. Findings

Out of the total 110 respondents, 57% employees are male respondents and remaining 43% Employees are female respondents. 62% employees have come under the category of 21-30 age groups, 21% employees are coming under the category of 31-40 age groups, and 17% employees are coming under the category of above 41 age group.

45% of the respondents are satisfied towards current position, 46.3% of the respondents are satisfied towards remuneration, 42% of the respondents consider qualification as the main criteria in recruitment of employees, most of the respondents preferred image of the organization as the influencing factor in selecting the organisation and there is no significant relationship between work experience in this organization and level of satisfaction towards recruitment process.

7. Discussion

It is observed that organization members are all satisfied with the recruitment process. Based on my data collection most of the respondents are considerable category regarding job description about vacancy. Most of the employees Qualification is the major concerned for the job. Campus interview is a very effective source of recruitment in the IT industry. Based on my observed result Most of the respondents gave first rank to Image of the organization regarding factors which influence to select the organization.

8. Summary And Conclusion

In every organization, recruitment processes play a vital role. The study reveals that the recruitment process offered in the IT industry is very much effective. HR professional is having a big responsibility to hire the best person from the available talent pool. This study inferred that most of the employees are satisfied with the recruitment process and career growth opportunities in the organization. In the present scenario, "It is the biggest challenge for a HR manager to hunt for talent."

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