A STUDY ON RCRUITMENT AND SELECTION IN A RETAIL ORGANISATION

Modem Ramya
Student
Department of Master of Business Administration
DRK Institute of Science and Technology, Hyderabad

Dr. K. Venkata Subbaiah
Professor and Principal
Department of Master of Business Administration
DRK Institute of Science and Technology, Hyderabad

Mrs. A. Renuka
HOD and Assistant Professor
Department of Master of Business Administration
DRK Institute of Science and Technology, Hyderabad.
renuka.abburu@gmail.com

ABSTRACT:

Better recruiting and selection strategies lead to better organizational outcomes. With this in mind, we have done research on titled Recruitment and Selection, which sheds light on the recruitment and selection process. The primary objective is to identify the common methods organizations use to recruit and select employees, and how recruiting and selection methods affect organizational outcomes. Successful recruiting and selection practices are a critical element of HR entry into any organization. The main purpose of this article is to identify the common methods that organizations use to recruit and select employees. Research how recruitment and selection practices affect organizational outcomes and provide some helpful tips.

Keywords: Recruitment, Selection, Reference, Interview, qualification, reference.

Introduction:

Recruitment and selection refers to the process of attracting, screening, and selecting a qualified person for a job and require the optimum human recourse environment. All companies in any industry can benefit from contingency or retain professional recruiters or outsourcing the process to recruitment and selection agencies. Or in other words recruitment and selection is the act of process of recruiting. In physiology it is an increase in the response to a stimulus owing to the activation of additional receptors, resulting from the continuous application of the stimulus with the same intensity

Recruitment is the process of attracting the candidates and making them to apply for the job. Recruitment process followed at many Indian organizations is by framing the recruitment policy and then making the policy into action. Sources of the traditional recruitment are by employee referrals, transfers and promotions, walk-in and by the advertisements. In the modern economy the recruitment process was drastically changed with the entry of social media. Many organizations are following the online recruiting methods for attracting the prospective employees.

Selection is the process of picking individuals who have relevant qualifications to fill jobs in an organization. Selection is much more than just choosing the best candidate. It is an attempt to strike a happy balance between what the applicant can and wants to do and what the

AIJRRLSJM   **VOLUME 7, ISSUE 9 (2022, SEP)**   **(ISSN-2455-6602)ONLINE**

Anveshana's International Journal of Research in Regional Studies, Law, Social Sciences, Journalism and Management Practices

organization requires. Selecting the right employees is important for these main reasons: performance and costs

Performance:

Employees with right skills will do a better job for any company and for the owner. Employees without these requisite skills or who are abrasive would not perform effectively and the company performance will suffer to a great extent. So there is a time to screen out undesirables and to choose the better and perfect candidate that can effectively contribute to company success.

Cost:

It is important because it is costly to recruit and hire employees so cost-benefit ratio have to be considered while hiring of employees in order to avoid any unnecessary wastage of money and the valuable resources .The total cost of hiring a manager could easily be 10 times as high as once one add search fees, interviewing time, reference checking, and travel and moving expenses.

Review of Literature:

Miyake, (2002) indicated that while advertising is usual for job vacancies, applicants were sometimes recruited by word of mouth, through existing employees. Besides being cheaper, the "grapevine" finds employees who stay longer (low voluntary turnover) and who are less likely to be dismissed (low involuntary turnover). People recruited by word of mouth stay longer because they have a clearer idea of what the job really involves. The study reviewed five studies in which average labor turnover of those recruited by advertising was 51 percent. The labor turnover for spontaneous applicants was 37 per cent and turnover for applicants recommended by existing employees was 30 percent. One hypothesis proposed to account for this was the "best information" hypothesis.

Jovanovic (2004) said recruitment is a process of attracting a pool of high quality applicants so as to select the best among them. For this reason, top performing companies devoted considerable resources and energy to creating high quality selection systems. Due to the fact that organizations are always fortified by information technology to be more competitive, it is natural to also consider utilizing this technology to re-organize the traditional recruitment and selection process through proper decision techniques, with that both the effectiveness and the efficiency of the processes can be increased and the quality of the recruitment and selection decision improved

Kaplan and Norton (2004) found that the number of people who refused to provide screening information tended to be higher by telephone than in person. However, refusals over the telephone tend to be less likely than with mailed surveys (Kelly, 2006). It should be noted that telephone methods can be used not only for recruitment, but also for data collection. Recent advances in telephone survey methodology have made telephone recruitment and surveying an increasingly attractive option in many research fields.

According to Costello (2006) recruitment is described as the set of activities and processes used to legally obtain a sufficient number of qualified people at the right place and time so that the people and the organization can select each other in their own best short and long term interests.

AIJRRLSJM   **VOLUME 7, ISSUE 9 (2022, SEP)**   **(ISSN-2455-6602)ONLINE**

Anveshana's International Journal of Research in Regional Studies, Law, Social Sciences, Journalism and Management Practices

Objectives of the Study:
- To know the various recruitment strategies adopted in the company
- To assess the effectiveness of selection process followed in the organisation
- To determine whether present recruitment and selection procedures fulfills individual and organizational goal.

Research Methodology:

The study is an empirical research base on both primary data and secondary data. First hand data have been collected from the employees with the help of interview schedule. Secondary data is also collected from various studies, books, journals, magazines and websites to supplement the present study.

Sampling Design: The researcher has used convenient sampling method. Total number of respondents in this study sample size is 100.

Limitations of The Study

The following are the limitations of the study.

1. Time was the major constraint as the mentioned period was not enough to collect the data in detail.
2. Lack of prior experience in conducting such kind research may limit the quality of the research.
3. The study is limited to the employees of Big Bazaar, Hyderabad.

Data Analysis and Interpretation:

Table 1

(**SA:** Strongly Agree, **A**: Agree, **N:** Neutral, **D**: Disagree, **SD**: Strongly Disagree)

S. No:	Attributes	SA	A	N	D	SD	Mean	S. D.
1	Is Recruitment & Selection Policy of company clearly stated	28%	43%	10%	15%	5%	3.73	0.86
2	Does Recruitment and selection process is transparent enough	38%	30%	15%	13%	5%	3.83	0.84
3	Whether Recruitment and selection process fulfill your expectations	25%	30%	25%	15%	5%	3.55	0.82
4	Does the company follow different recruitment process for different grades of employment?	23%	40%	18%	15%	5%	3.60	0.78
5	The right job is being performed by the deserved person.	35%	28%	18%	13%	8%	3.70	0.94
6	The employee's competency matches with the job specification	33%	28%	23%	13%	5%	3.70	0.77

AIJRRLSJM   **VOLUME 7, ISSUE 9 (2022, SEP)**   **(ISSN-2455-6602)ONLINE**

Anveshana's International Journal of Research in Regional Studies, Law, Social Sciences, Journalism and Management Practices

7	Were you given same job description as discussed in the Interview	45%	35%	13%	5%	3%	4.15	0.97
8	is recruitment and selection doing in employee Carrier building	35%	30%	18%	13%	5%	3.78	1.04

Source: Primary data

The above table indicates that the company reflects environmental policy and strategies in recruitment policy (71%), Recruitment and selection process is transparent enough (68%), and Whether Recruitment and selection process fulfill your expectations (55%) of respondents were agreed. The organization has given same job description as discussed in the Interview (80%) to its employees. According to the above table, does the company has given same job description as discussed in the Interview was high mean and employee's competency matches with the job specification was low standard deviation among all attributes.

Findings:

- High percentage of respondents are satisfied with selection process, terms and conditions of the appointment letters, HR policies, there were able to get through with different rounds of selection methods which was challenging and interesting.
- Most of the people joined in the organization because of good carrier prospects.
- The standards being followed for recruitment and selection are just satisfactory.
- Once employee is placed in to a particular job, HR department is giving proper employee orientation program.
- Recruitment and selection policy is according to theoretical concept.

Suggestions:

- The management may use other forms of recruitment strategies such as external sources such as consultancy, colleges etc.
- It has also been suggested to the management to conduct common rounds for the candidates and equal importance must be given to all the rounds.
- The employees have shown positive attitude towards recruiting qualitative employees in their group.
- Though most of the people said that selection policy is unbiased, but HR department should care of those people who felt that there is some bias.
- Standards being followed for the process of recruitment and selection of an employee are not up to the mark, HR department is advised to improve it.
- HR department should organize workshops, seminars and meetings for the lower level employees stressing the need of scientific procedure of recruiting.
- HR department should gear up the lower level employees to face and prepare for a scientific interview and selection process.

AIJRRLSJM   **VOLUME 7, ISSUE 9 (2022, SEP)**   **(ISSN-2455-6602)ONLINE**

Anveshana's International Journal of Research in Regional Studies, Law, Social Sciences, Journalism and Management Practices

- While recruiting the top executives apart from experience, qualification, work minded, technical skills, communication abilities and patience should be taken in to consideration.

References

1. *H. John Bernardin " Human Resource Management", Fourth Edition, Mc GrawHill,2000.*
2. *Angelo S Denisi , "Human Resource Management" ,Second Edition, Biztantra, 2005.*
3. *GaryDessler, "Human Resource Management" Tenth Edition, Pearson Education, 2007,pg. no.423-530.*
4. *C.R. Kothari, "Research Methodology Methods and Techniques", Second Edition, New Age International Publishers, 2004.*
5. *Alpert, W. T. (1987) "An Analysis of Fringe Benefits Using Time-series Data", Applied Economics. Vol. 19, pp. 1-16.*
6. *Bender, K.A., S.M. Donohue and J.S. Heywood (2005) "Job Satisfaction and Gender Segregation" Oxford Economic Papers Vol. 57 pp. 479-496.*