

A STUDY OF RECRUITMENT AND SELECTION PROCESS OF SHREEM ELECTRIC LTD. JAYSINGPUR

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Abstract

Human capital is most valued and most treasured assets therefore from past decade the business organizations are more focusing on it. While recruiting the prospective employees the organizations has to map cautiously the available human resources because they give the organizations competitive edge over market. The term recruitment is many times used as a logistic of human resource capital for the lot of organizations and industries. Business organizations are using advanced modern recruiting and selection methods due to the entrance of multinational organizations. The objective of the article is to study the recruitment and selection process carried out at Shreem Electric Ltd. Jaysingpur. The best human Resource availability in organizations makes them competitive advantage and as well as they become the real life blood of the organizations. This research try to study the review of literature for recruitment and selection procedures followed at organizations. The research has done using both primary and secondary data. Primary data has been collected from 50 employees with help of structured questionnaire. Percentage method has been used to obtain the result. The research findings show that Shreem Electric Ltd. Jaysingpur follows good recruitment and selection process. Employees are satisfied with the organizational climate and the organization follows ethical recruitment policy.

Keywords:

Employees,
Recruitment & Selection,
Recruitment policy,
Ethical values.

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1. Introduction

Human resource management is very crucial domain of organizations. Recruitment is the basic function among the HR practices in which employees get an opportunity to enter in the organizations. Recruitment is the process of searching for prospective employees and stimulating them to apply for the job. Selection is the process of eliminating candidates and choosing an appropriate candidate among the job applicants. Selection process is next process after the completion of the recruitment process. Recruitment is the positive process whereas selection is the negative process of HR practices. Many of the researchers say that in order to sustain in the competitive environment the recruitment and selection policies should be ethical for the organizations. Recruitment is the first step then after selection and placement comes in the employment process (Rao, 2010). Employers goal is to select a best candidate who is suitable and capable of doing the allocated job to him or her. Process of recruitment differs from one organization to others. According to Edwin B. Flippo recruitment is the process of attracting the candidates and making them to apply for the job. Recruitment process used at most of the Indian organizations is by planning the recruitment policy and then implementing the policy into action. Sources of the traditional recruitment are by transfers and promotions, employee referrals, walk-in and by the advertisements in different media. In the modern economy the recruitment process was drastically changed with the entry of social media. Many organizations are using the online recruiting methods for attracting the prospective employees; in the Shreem Electric Ltd. both the traditional and online recruitment methods were followed. Various different factors affect the recruitment process like salary, brand image, good will, organization culture, working hours, facilities, welfare, location and etc. Selection is the next step in the process of planning of manpower. Selection is the method of choosing the better candidate which matches the candidate skills and the job requirements (Bhattacharyya, 2010). For large organizations Selection process will be lengthy and will be wider for manufacturing organizations and it differs from one industry to other (Venkatesh, 2008). As Shreem is a manufacturing organization its recruitment process will be wider in departments and activities. According to the Dale Yoder selection means dividing the total job applicants into two classes as selected and not selected (K. Aswathapa, 2007). The selection process followed at Shreem Electric Ltd. is similar to the selection procedure of scientific selection procedure. There are many factors or phases that are to be

considered while selecting a candidate those are like group discussions, medical tests, employment background, interviews, referral, etc.

2. Conceptual Framework

Personnel policy is the source for Recruitment policy of any organization and it is derived from the same. In other words recruitment policy is a part of the personnel policy. However, recruitment policy should take into consideration the government's reservation policy, policy regarding sons of soil, personnel policies of other organizations regarding merit, internal sources, social responsibility in absorbing minority sections, women, etc. The main goal of Recruitment policy should be to commit itself to the organization's personnel policy like servicing the community by absorbing the retrenched or laid-off employees or casual/temporary employees or dependents of present/former employees and to enrich the organization's human resources etc.

Recruitment policy should be formulated by considering following factors:

- Recruitment needs
- Recruitment cost
- Selection criteria and preference.
- Personnel policies of other competing organizations
- Government policies
- Organizations personnel policies
- Recruitment sources

To select mean to choose. Selection is the process of picking better candidates who have relevant educational qualifications and skills to fill jobs in an organization. The basic aim is to select the individual who can most successfully carry out the job from the pool of qualified candidates. The purpose of selection is to find out which job applicant will be successful, if hired and to pick up the most suitable candidate who would meet the requirements of the job in an organization best. To meet this goal, the company obtains and assesses information about the applicants in terms of experience, age, qualifications, skills, etc. It is checked that whether the needs of the job are matching with the profile of candidates. In the next phase the most suitable candidate is then picked up after eliminating the unsuitable applicants through successive stages of selection process. It is very important that employee is matched to a job position requirements because it directly affects the amount and quality of employees work. Any mismatch in this regard can cost

an organization a great deal of money, time and trouble, specially, in terms of training and operating costs. In course of time, the employee may find the job unpleasant and may leave in frustration. He may even circulate hot news and juicy bits of negative information and data about the company and organization, causing incalculable harm to the company in the long run. Effective selection, therefore, demands constant monitoring of the fit between people and the job.

3. Review of Literature

According to the Burack (1985) recruitment sources are closely linked to the organizational processes as performance of employees, employee turnover, employee satisfaction, employee wishes and the commitment of an organization. These recruitment and selection process should be done at each and every sector for fulfilling the goals of the organization (Nartey, 2012). Recruitment and selection practices were important in the department of police as said by Michael D. White and Glipsy Escobar (2008) in the world and this paper shows the importance of seven different issues that are related to recruitment, selection and training practices in the organizations (M. N. Malhotra, 2014) (Terpstra. D, 1996). Mohammed NurulAbsar (2012) says the importance of recruitment and selection in his paper by considering both private and public manufacturing firms in Bangladesh (M. M. Absar, 2012). Some of the research professionals and scholars say that there is a close linkage between the recruitment selection, organization performance, employee satisfaction and HR practices (Gorter, 1996). In his paper Recruitment and Selection of public workers: An international compendium of modern trends and practices say that the importance of using technology in the recruitment and selection process for updating the organizational resources (Hays, 2004). Ongori Henry and Temtime Z (2009) say that in their paper the recruitment and selection practices of the small and medium enterprises and improve them to improve their HR practices (R. D. Omolo, 2012). French says that the importance of certain selection and recruitment activities in the organizations (G.R.French, 2012). Among recruitment sources Bernardin compares internal & external sources of recruitment and concludes that internal source of recruitment is effective compared to the external source (H.John, 2003). Decker & Cornelius compared traditional and modern recruitment sources and concluded that compared to the traditional recruiting sources the modern sources like referrals, casual applicants and direct approaches will benefit at large (L.Barclay, 1985) (Cappelli, 2001).

The literature says that employers are using the traditional method of recruiting rather than the modern technologies (Schmidt, 1998). Chris Piotrowski and Terry Armstrong say that in their article that around all the organizations are using traditional recruitment sources and 30% of organizations are screening candidates honestly (Armstrong, 2006). According to SHRM (Society for Human Resource Management) the 15% joined in the organizations are placing false resume (Gusdorf, 2008). Some of the employers select the candidates with discrimination which was not supposed to be done in the organizations (Fomunjong, 2009).

4. Research Methodology

4.1 Objectives of the Study

- To study and analyze the Recruitment and Selection process used at Shreem Electric Ltd. Jaysingpur.
- To analyze the satisfactory level of the employees about Recruitment and Selection procedure of an organization.
- To study recruitment and selection methods used at Shreem Electric Ltd. Jaysingpur.

4.2 Sampling Design

Research design is defined as the specification of methods and procedures for understanding and accruing the information needed. It is a plan of organization frame for doing the collection of data. Data which is required for the study is collected from both the primary and secondary source. Type of research is descriptive. Inferential approach is used for study.

4.3 Methods of Data Collection

Data was collected through survey method by distributing questionnaires to employees. The sample size taken is 50 employees. The questionnaires were filled up and collected from 50 employees.

4.4 Research Tool

Structured Questionnaire was used to collect the primary data from employees.

4.5 Limitations and Scope of the Study:

It is difficult to collect data properly from employees due to the time constraint. Due to busy schedule of the employees sometimes it was hard to collect appropriate data to some extent. There is a chance for bias in the information given by the respondents. The study was based on sample hence results were not fully absolute. The present research is confined to study the recruitment and selection process used at Shreem Electric Ltd. Jaysingpur. The scope of study is confined to the recruitment and selection process followed in the organization.

5. Data Analysis

Collected data has been analyzed with help of tables

Table 1: Analysis of Opinion on Recruitment and Selection Process of the Organization

Particulars	No. of Respondents	Percentage
Very good	10	20
Good	30	60
Average	10	20
Poor	0	0
Total	50	100

Source: Field Data

Interpretation: From Table 1 it can be interpreted that 60% of employee's opinion is good about the recruitment and selection process of the company. 20 % employee's opinion is very good and the remaining 20% of employee's opinion is that the process is average.

Table 2: Analysis of opinion on modification of Recruitment policy

Particulars	No. of Respondents	Percentage
Yes	8	16
No	42	84
Total	50	100

Source: Field Data

Interpretation: From the Table 2 it is clear that 84% of candidates don't want to modify any recruitment policies but 16% of candidates say that there is need for modification of the recruitment policy. We can say that recruitment policy used by the company is good.

Table 3: Analysis of opinions on favoritism at the time of Selection

Particulars	No. of Respondents	Percentage
Yes	0	0
No	50	100
Total	50	100

Source: Field Data

Interpretation: Table 3 depicts that 100% of respondents said that there is no choice of favoritism at the time of selection.

Table 4: Analysis of satisfaction of Recruitment Procedure in the Organization

Particulars	No. of Respondents	Percentage
Fully satisfied	16	32
Satisfied	34	68
Less satisfied	0	0
Dis satisfied	0	0
Total	50	100

Source: Field Data

Interpretation: Table 4 depicts that 68% of respondents were satisfied with the selection process of the company but 32% were fully satisfied about the selection process.

Table 5: Analysis of satisfaction of Selection Process

Particulars	No. of Respondents	Percentage
Fully satisfied	19	38
Satisfied	31	62
Less satisfied	0	0
Dis satisfied	0	0

Total	50	100
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Source: Field Data

Interpretation: Table 5 depicts that 62% of respondents were satisfied in the selection process of the company but 38% were fully satisfied on the selection process.

Table 6: Analysis of knowing about the job vacancies in the organization

Particulars	No. of Respondents	Percentage
News Papers	07	14
Friends	29	58
Employee Referral	03	06
Direct approach	11	22
Total	50	100

Source: Field Data

Interpretation: Table 6 depicts that 58% of the candidates knew about the vacancies of the job through their friends. 22% of candidates approached to the company directly and 03 % employees were joined through the employee referrals, remaining 7% employees knew about vacancies through Newspaper.

Table 7: Analysis of previous work experience of the employees

Particulars	No. of Respondents	Percentage
Yes	29	58
No	21	42
Total	50	100

Source: Field Data

Interpretation: Table 7 depicts that 42% of employee's does not have the work experience but the remaining 58% of employees have the previous work experience.

Table 8: Analysis of organization Climate

Particulars	No. of Respondents	Percentage
Excellent	14	28
Good	20	40

Average	16	32
Poor	0	0
Very Poor	0	0
Total	50	100

Source: Field Data

Interpretation: Table 8 depicts that 40% of the respondents said that the organization climate is good, 28% of the respondents said that the organizational climate is excellent and the remaining 32% of the respondents said as average.

Table 9: Analysis of opinion about best source to recruit the employee in the organization

Particulars	No. of Respondents	Percentage
External source	12	24
Internal source	38	76
Total	50	100

Source: Field Data

Interpretation: Table 9 depicts that 76% of respondents said that internal source is the best to recruit the employees. But the remaining 24% of employees said that External source is the best to recruit the employees in the company.

Table 10: Analysis of recruitment Process in the organization is ethical

Particulars	No. of Respondents	Percentage
Yes	50	100
No	0	0
Total	50	100

Source: Field Data

Interpretation: Table 10 depicts that 100% of respondents said that the recruitment process in the organization is ethical and transparent.

Table 11: Analysis of stimulation for applying for job

Particulars	No. of Respondents	Percentage
Job Profile	17	34

Salary and Benefits	09	18
Goodwill of Company	22	44
All the above	02	04
Total	50	100

Source: Field Data

Interpretation: Table 11 depicts that 34% of respondents said that the job profile has stimulated to apply for the job, 04 % of respondents said that the job profile, salary and benefits and goodwill of the company have stimulated to apply for the job, 44% of the respondents said that they were stimulated by the goodwill of the company and the remaining 18 % of candidates responded that the salary and benefits have stimulated to apply for the job.

Findings

1. 60 % of respondents said that the recruitment and selection process is good in the company.
2. 84 % of respondents said that the current recruitment policy doesn't need any modifications in the company.
3. 100 % of respondents said that there is no choice of favoritism at the time of selection.
4. 68 % of respondents are satisfied with the recruitment procedure in the company.
5. 62 % of respondents said that they were satisfied in the selection process of the company.
6. 58 % of respondents i.e. majority of employees come to know about the job vacancies through their friends in the company.
7. 42 % of respondents said that the employees don't have the previous work experience.
8. 40 % of the respondents said that the organization climate is good.
9. 78 % of respondents said that the internal source is the best to recruit the employees.
10. 100 % of respondents said that the recruitment process in the organization is ethical and transparent.
11. 44 % of the respondents said that they were stimulated by the goodwill of the company

Suggestions

1. The management of Shreem Electric Ltd. Jaysingpur can increase its scope of recruitment through advertisements.

2. They should also follow new selection techniques and methods for better recruitment.
3. It is suggested that the HR department should involve various departmental heads while recruiting an individual, because the departmental heads can analyze the technical knowledge relating to the job to the particular department.

Future Scope of Research

The study was based on the recruitment and selection practices but there is a scope to study other HR practices and overall organizational study not only in the Shreem Electric Ltd. Jaysingpur but also considering the remaining manufacturing and service industries. There is scope for researchers for finding the linkage between the different HR practices with the recruitment and selection practices like organization performance, employee satisfaction etc. Researchers may also find the online recruitment sources followed in the organizations and also the online screening of employees.

6. Conclusion

The study was conducted among the employees of the Shreem Electric Ltd. Jaysingpur covering 50 respondents. The data was collected by means of questionnaire and the data was classified and analyzed carefully by all means. From the analysis, it has been found that the most of the employees in the company were satisfied but changes are required according to the changing scenario of recruitment process that has a great impact on working of the company as because of recruitment a fresh blood, new idea enters in the company. Selection process is also good and the company's recruitment department is doing well in placing the candidates and filling the job vacancies for all levels of positions. Some of the suggestions were mentioned to enhance the organizational policies, strategies, procedures and process. Overall the recruitment and selection process followed at Shreem Electric Ltd. Jaysingpur is good.

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