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## A STUDY ON RECRUITMENT AND SELECTION WITH REFERNECE TO BHARATHI CEMENTS, YERRAGUNTLA

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### Abstract

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#### Keywords:

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Recruitment and selection is an important area in human resource management that contributes to the initial satisfaction of the employees. Many organizations are planning new strategies and ways in order to recruit and select the best employees. Good employees at work place increase the productivity and profitability of the company. The study analyses the opinion of employees on Recruitment and selection, the statistical tools like reliability test and regression analysis are applied. The results of the study are very useful to every company which needs to manage its employees and make them satisfied at work place. The study helps in retaining the employees in the company for a long time.

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### 1. Introduction

Human Resource is the basic role to help the company to achieve the goals and tasks. A person who is paid to work for an organization in something is the fact that you are taking part in it which is important success for the performance. One of the most significant developments in the field of organizations in recent times is the increasing importance given to human resource. People are vital to organizations as they offer perspectives, values and attributes to organizational life; and when managed effectively, these human traits can be of considerable benefits to the organization. However recruitment and selection processes have elements of subjective judgment inherent in them. But treating job applicants in a professional and positive manner is more likely to leave them, whether they are successful or not, with a positive view of the organization and how it has dealt with the applicants.

In recruitment the employer study about the job analysis and job description and according to required category the employer's recruit people as per requirement. Edwin B Flippo defined, "Recruitment as the process of searching for prospective employee and stimulating them to apply for jobs in the organization." It is an important function of staffing. If employer chosen right people for right job gives them assurance for the success of organization and management is able to achieve its target. It leads to good productivity, morale and goodwill. "Selection is the process of choosing the most suitable candidate for the vacant position in the organization".

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## 2. Review of Literature

**Acharya (2008)** said that a constant characteristic among SMEs is their premature collapse. SMEs, just like other business organizations, need to be prepared for what may lie ahead through development of contingencies and flexible processes. Their future must be shaped by the consequences of their own planning and actions as effected by the human resource force.

**Boxall, Purcell and Wright (2007)** highlighted five different questions an organization has to answer to have an effective recruitment strategy in order to pursue its survival and success. Those questions are “Whom to recruit?”, “Where to recruit?”, “What recruitment sources to use?”, “When to recruit?” and “What message to communicate?” The notion of effectiveness in this study relates to the manner by which a company implements its employment policies.

**Dainty (2000)** pointed that people in a country or region who are able to do a job & available for work they always help the organization to be profitable and the staff expected to be trying to achieve their target.

**Gamage(2014)** explored that the quality of the human resource the firm heavily depends on the effectiveness of these two functions - Recruiting and selecting, the wrong candidates who are not capable come with a huge negative cost which businesses cannot afford.

**Greg Vickers et al (2012)** examines best practices in hiring related to the recruitment and selection process in English speaking countries with an Anglo Saxon heritage. Since such countries share a similar cultural backgrounds and histories, best practices are likely to be somewhat similar.

**Henry and Temtime (2009)** construed recruitment as the entry point of manpower into an organization and the path an organization must follow from there on in order to make sure that they have attracted the right individuals for their culture and vibes so that the overall strategic goals are achieved.

**Joy O. Ekwoaba et al (2015)** investigates the impact of recruitment and selection criteria on performance using Fidelity Bank Plc, Lagos Nigeria as focal point. This study suggests that in designing and instituting recruitment and selection criteria quality should not be compromised. This is more so as the right type of labour is hard to come by. Furthermore, given that organizational environment is ever changing, the bank’s management is implored to constantly evaluate the bank’s selection methods on the basis of their validity, impartiality, scope of usage, and cost.

**Muhammad Anosh, Naqvi Hamad & Anam Batool (2014)** said that Recruitment and selection as basic role in HRM something that people do regularly as practices and also the honest moral principles to do work or some other activity that brings pleasure that is extremely important to get the task of organizational position where it will be most useful or have the most effect that help to achieve especially when much time and effort will be needed.

**Priyanath (2006)** found difficulty centering on recruiting and selecting employees with the correct qualifications to help achieve goals. Further he argued that this problem is compounded by the lack of systematic method for recruiting and selecting employees

### 3. Research Method

The location for the study is restricted to the Bharathi cements company located in Ananthapur district of Andhra Pradesh. The criteria for selection of the respondents for the study were the employees of all categories working on permanent as well as contract basis. The total sample size was comprised of 150 employees, who were selected by stratified random sampling method.

Data collection was carried out with the prior permission of the Manager of the company and contacted the employees to get the responses. This data collection work is carried out during lunch time and completion of working hours. Good rapport with company employees was established by giving introduction about the objective of the study, importance of their co-operation and sincere responses before the distribution of the questionnaire. The employees were informed about the confidentiality of the information. They were given enough time to answer all the statements.

#### 4. Objectives of the Study:

1. To analyze the process of recruitment and selection.
2. To observe the selection procedure of a candidate from various sources of selection.
3. To find out the various recruitment sources used by the company.
4. To find out the reasons for acceptance of offer in the company.

### 5. Results and Analysis

**TABLE: I: SOURCES OF RECRUITMENT**

Source	Number of respondents
Newspapers	45
Journals and publications	10
Campus recruitments	40
Employee referrals	30
Consultancy	25
Total	150

**TABLE: II: CRITERIA FOR SELECTION**

Criteria	Number of respondents
Experience	25
Qualification	50
Both	72
Others	03
Total	150

**TABLE: III: TYPE OF SOURCE FOR RECRUITMENT AND SELECTION**

Source	Number of respondents
External	30
Internal	20
Both	100
Total	150

**TABLE: IV: METHOD OF RECRUITMENT AND SELECTION**

Method	Number of respondents
Written test	30
Group discussion	25
Interview	50
All the above	45
Total	150

**TABLE: V: TIME OF RECRUITMENT**

Time	Number of respondents
Quarterly	0
Half yearly	32
Annually	41
When required	77
Total	150

**TABLE: VI: REASON FOR ACCEPTANCE**

Reason for acceptance	Number of respondents
Relocation	20
Relationship with employer	15
Salary	50
Opportunity for growth	20
Job security	25
Identification with company	20
Total	150

**TABLE: VII: RELIABILITY OF RECRUITMENT AND SELECTION**

S.no	Factors	Number of items	Mean	Cronbach's Alpha Reliability
1	Encouraging and employee friendly recruitment policy	6	2.85	0.75
2	Impact of external factors	4	2.29	0.60
3	Organizational internal factors	3	2.46	0.54
4	Employment brand	2	2.39	0.65
5	Organizational growth and self advancement oppurtunities	2	2.79	0.55

From the above table 7 it is identified that the factors selected for the study are reliable to the study and it also reveals that these factors are suitable for further analysis.

**TABLE: VIII: STEP WISE REGRESSION ANALYSIS**

Model	R	R square	Adjusted R square	Std. error of the estimate
1	0.742	0.551	0.542	0.33783

Model	Unstandardised coefficients		Std. Coefficients	T	Sig.
	B	std.error			
Constant	1.480	0.120		12.357	0.000
1	0.389	0.025	0.688	15.411	0.000
2	0.24	0.028	0.037	0.835	0.405
3	0.57	0.40	0.064	1.423	1.56
4	0.023	0.021	0.048	1.070	0.285
5	0.068	0.028	0.113	2.455	0.015

The above table 8 reveals that the overall 54% of variance was explained by two factors namely encouraging and employee friendly recruitment policy and organizational growth and self advancement opportunities. These two factors are positively correlated with positive work culture.

#### 6. Suggestions:

1. Company needs to focus on growth and self employment opportunities in order to make the employees to feel more satisfied towards better recruitment and selection practices.
2. It is found that there is less relationship between employer and employee. So the company needs to focus on fostering good relationship between employer and employee in order to make the employees satisfied at work place.

#### 7. Conclusion

Recruitment and selection is considered as one of the most important functions of an organization. Unless the appropriate people are hired, even the best plans, organizational charts and control systems would not yield good results. Decisions regarding employee testing, work policies. Programs, compensation and corporate image have direct impact on Recruitment and selection. Of course, employees are deciding to leave the form of their own accord as well as join it. In the war for talent, rival firms are likely to lure valued employees away. Employees may find that their options and opportunities are more attractive across firms rather than within only firm.

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