

Modern Recruitment Techniques in Human Resource Management

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Abstract: - Recruitment is “hiring” of employees from outside. Recruitment has been regarded as the most important function of the HR department. The purpose of recruitment is to locate sources of manpower to meet the job requirements and job specification.

It is defined as “a process to discover the sources of manpower to meet the requirements of staffing schedule and to apply effective measures for attracting the manpower to adequate number to facilitate effective selection of an effective workforce.”

Keyword: - Recruitment, Hiring, HR Function, Effective Measure and Manpower.

Objective of the Study

- ❖ To know the modern recruitment techniques in the organization.
- ❖ To Evaluate Effectiveness of various Recruitment techniques.
- ❖ To know the increase success rate of selection process using the modern techniques of recruitment.
- ❖ To find out the impact of modern recruitment techniques which reduces the time –per-hire and cost-per-hire

Research Methodology:

Research is a systematic method of finding solutions to problems. It is essentially an investigation, a recording and an analysis of evidence for the purpose of gaining knowledge. According to Clifford woody, “research comprises of defining and redefining problem, formulating hypothesis or suggested solutions, collecting, organizing and evaluating data, reaching conclusions, testing conclusions to determine whether they fit the formulated hypothesis”

Sampling Design:

A sample design is a finite plan for obtaining a sample from a given population. Simple random sampling is used for this study.

Sample Size:

Number of the sampling units selected from the population is called the size of the sample.

Sample of 50 respondents were obtained from the population.

Sampling Procedure:

The procedure adopted in the present study is probability sampling, which is also known as chance sampling. Under this sampling design, every item of the frame has an equal chance of inclusion in the sample.

Methods of Data Collection:

The data's were collected through Primary and secondary sources.

- ❖ Primary Data
- ❖ Secondary Data

Primary Data:

The primary data are those which collected for the first time and thus happen to be in original character We collect during the course of doing experiment in our experimental research but, in case if research of descriptive type and perform surveys then we can obtain either through direct communication or through observation or interviews.

- ❖ Observation Method
- ❖ Interview Method
- ❖ Questionnaire Method

Secondary Data:

The secondary data on the other hand are those which have already been collected by someone else

and which already have been passed through statistical process. Secondary data may collected from

- ❖ Company Records
- ❖ HR Books
- ❖ Magazines
- ❖ Websites

Limitation of study:

- ❖ Time factor is the major limitation in my study conducted in the organization
- ❖ The Study covers automated methodology, required skilled people in both IT and HRM
- ❖ The sample size was restricted to 50 employees
- ❖ The study is limited to a period of 45 days
- ❖ The study doesn't cover all the units of PepsiCo India

The Recruitment's 2 "P"

1. Policy
2. Procedure

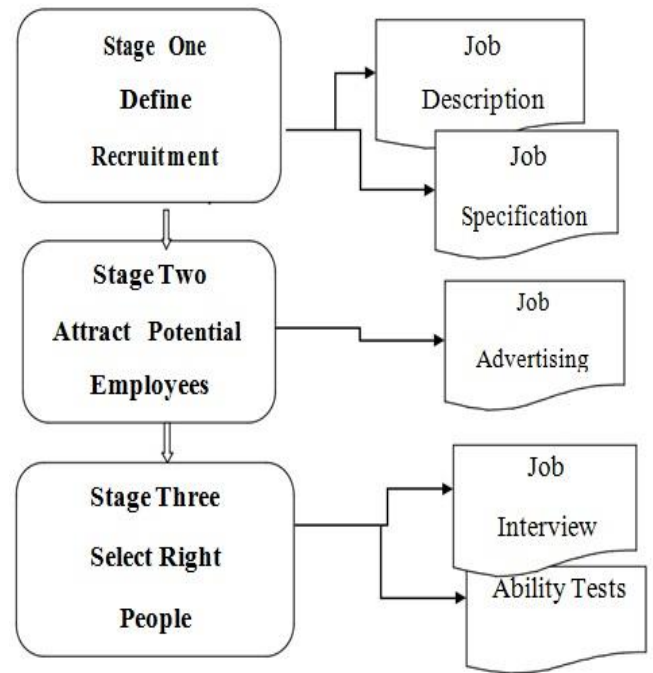
1. Policy:

The recruitment and selection decision is of prime importance as the vehicle for obtaining the best possible person-to-job fit which will, when aggregated, contribute significantly towards the Company's effectiveness. It is also becoming increasingly important, as the Company evolves and changes, that new recruits show a willingness to learn, adaptability and ability to work as part of a team.

General Process of Recruitment

The recruitment and selection is major function of the human resource department and recruitment process is the first step towards creating the competitive strength and recruitment strategic advantage for the organizations. Recruitment process involves a systematic procedure from sourcing the candidates to arranging and conducting the interviews and requires many resources and time. A general recruitment process is as:

The Recruitment Process



2. Procedure:

The following procedure should be used when a post is to be filled. The appointing manager must:

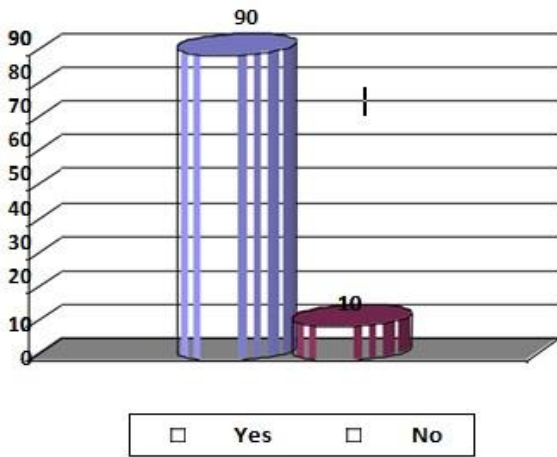
Define the job

If it is an existing post, is an exact replacement required or is this opportunity to revise the requirements. If it is a newly established post be clear on the exact requirements, draw up a job description and consult the appropriate Director / Human Resources Department in relation to the appropriate grade and salary.

Data Analysis and Interpretation

1. The HR Professional is aware of traditional and modern techniques in recruitment.

Responses	No. of Respondents	Percentage
Yes	45	90%
No	5	10%
Total	50	100%

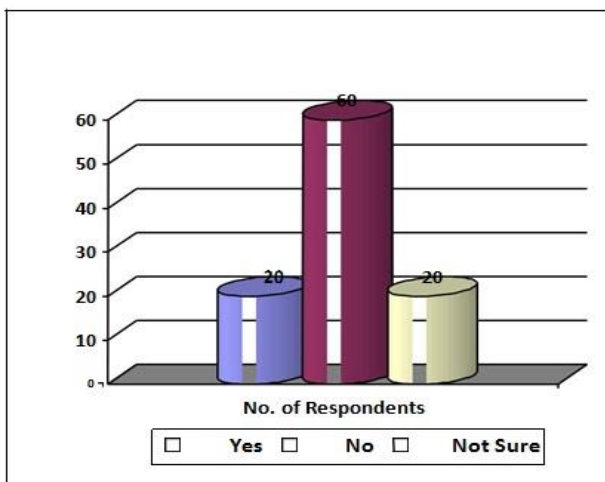


Interpretation:

From the above diagram we observed that Most of the HR Professionals are aware of Traditional and Modern Recruitment Techniques

2. The Employees Recruitments Requirements is fulfilled by using traditional recruitment method....

Responses	No. of Respondents	Percentage
Yes	10	20%
No	30	60%
Not Sure	10	20%
Total	50	100%

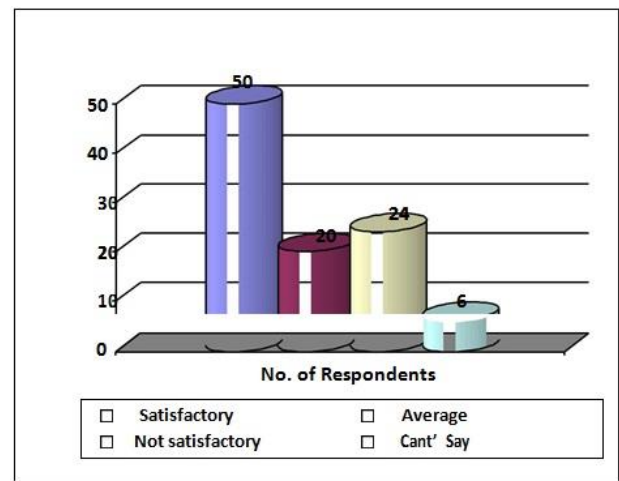


Interpretation:

From the above diagram we observed that many of the employees said that the Traditional Recruitment methods are not fulfilling the recruitment requirements.

3. The satisfaction level of the Employees regarding the recruitment method which is being presently followed by the company.

Responses	No. of Respondents	Percentage
Satisfactory	25	50%
Average	10	20%
Not satisfactory	12	24%
Cant' Say	3	6%
Total	50	100%

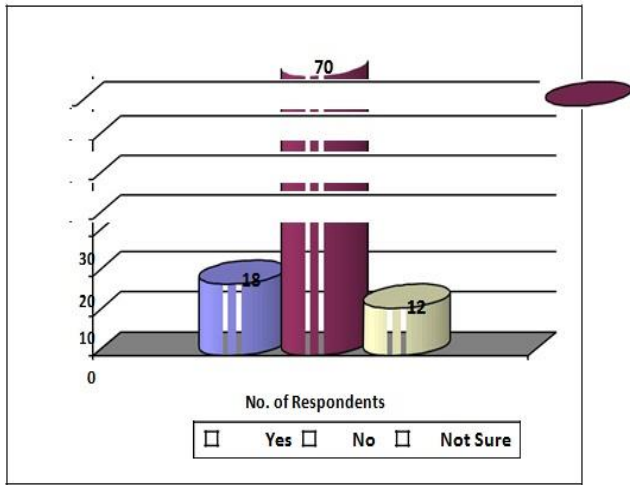


Interpretation:

From the above diagram we observed that 50% of the employees are satisfied and 25% are not satisfied and rest of them are averagely satisfied.

4. Employees Reaches the maximum human resources using traditional techniques

Responses	No. of Respondents	Percentage
Yes	9	18%
No	35	70%
Not Sure	6	12%
Total	50	100%

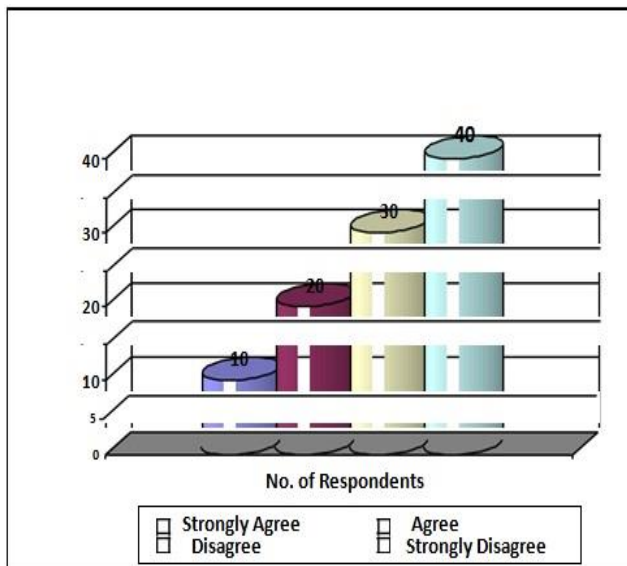


Interpretation:

From the above diagram we observed that majority of employee’s are not reaching the maximum human Resource using traditional techniques

5. The Requirement of Information technology knowledge to implement the traditional recruitment methods in Recruitment procedure

Responses	No. of Respondents	Percentage
Strongly Agree	5	10%
Agree	10	20%
Disagree	15	30%
Strongly Disagree	20	40%
Total	50	100%

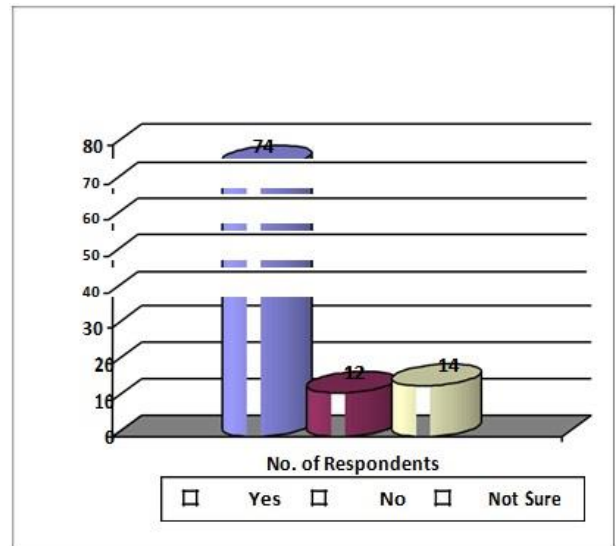


Interpretation:

From the above diagram we observed Most of them are strongly disagree that Information Technology skills are not required in Traditional practice.

6. The Application of Modern Recruitment Method is Easy and Understandable

Responses	No. of Respondents	Percentage
Yes	37	74%
No	6	12%
Not Sure	7	14%
Total	50	100%



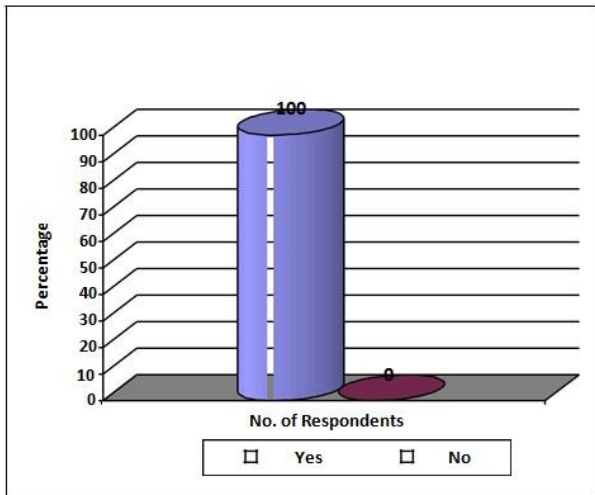
Interpretation:

From the above diagram we observed that 74% Techniques are very easy to understand and good applicable sure and some of them said that it’s not easy to applicable. Of employee’s said that Modern and remaining said that they are not

7. The Requirement of IT & HR people in modern recruitment Procedure..

Responses	No. of Respondents	Percentage
Yes	50	100%
No	0	0%
Total	50	100%

9. Understanding and accessing of E-recruitment procedures to the Employees is.....

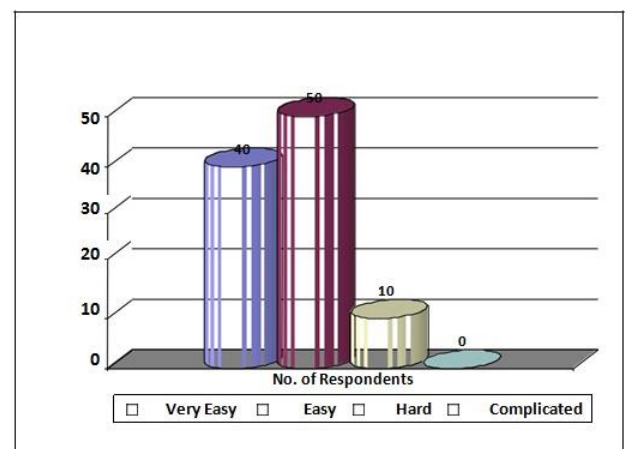


Responses	No. of Respondents	Percentage
Very Easy	20	40%
Easy	25	50%
Hard	5	10%
Complicated	0	0%
Total	50	100%

Interpretation:

From the above diagram we observed that Minimum level IT Skills are Mandatory to implement the Modern Recruitment Techniques.

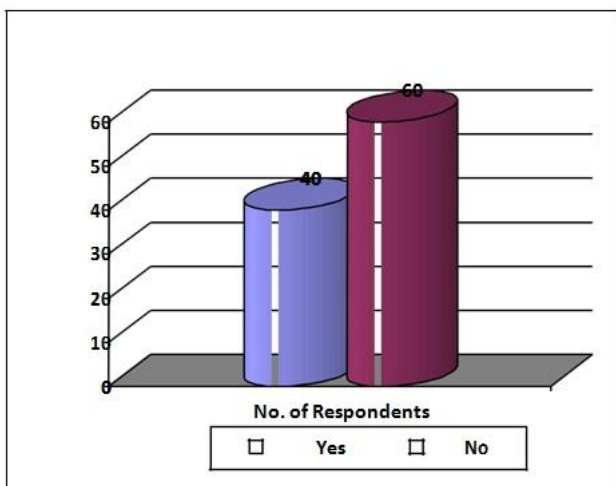
8. The Employees Awareness regarding the knowledge based recruitment



Responses	No. of Respondents	Percentage
Yes	20	40%
No	30	60%
Total	50	100%

Interpretation:

From the above diagram we observed that most of the employees said that Yes, it is very easy to learn and practice; even layman can also practice this with small training

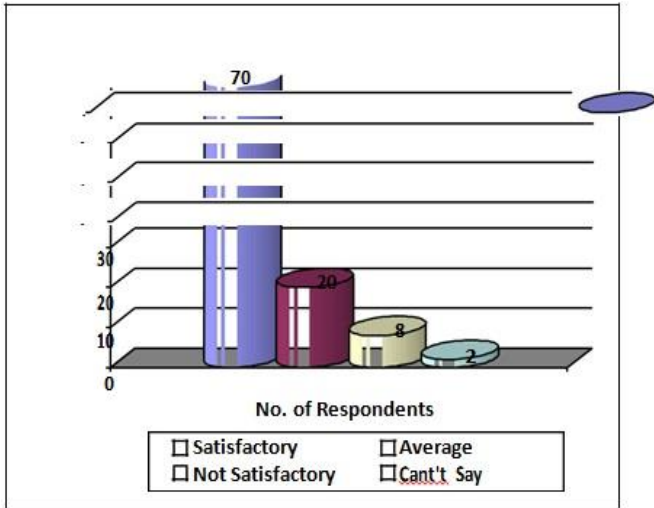


10. The Employees Satisfaction level for E-recruitment method

Interpretation:

It's a new philosophy method in Modern recruitment; Very few people are practicing the Knowledge based recruitment. And most of the employees are not aware of it.

Responses	No. of Respondents	Percentage
Satisfactory	35	70%
Average	10	20%
Not Satisfactory	4	8%
Can't Say	1	2%
Total	50	100%

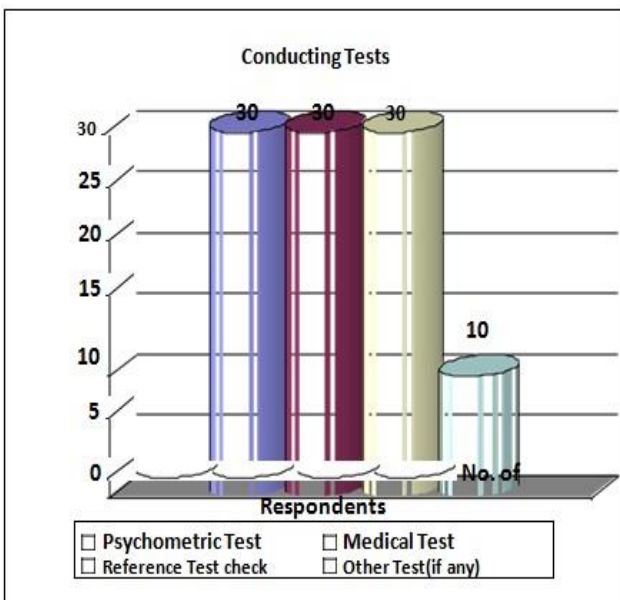


Interpretation:

From the above diagram we observed that, Majority of the people are satisfied with this method.

11. During Recruitment the Organization conducts any one of these test to the employees

Responses	No. of Respondents	Percentage
Psychometric Test	15	30%
Medical Test	15	30%
Reference Test check	15	30%
Other Test(if any)	5	10%
Total	50	100%

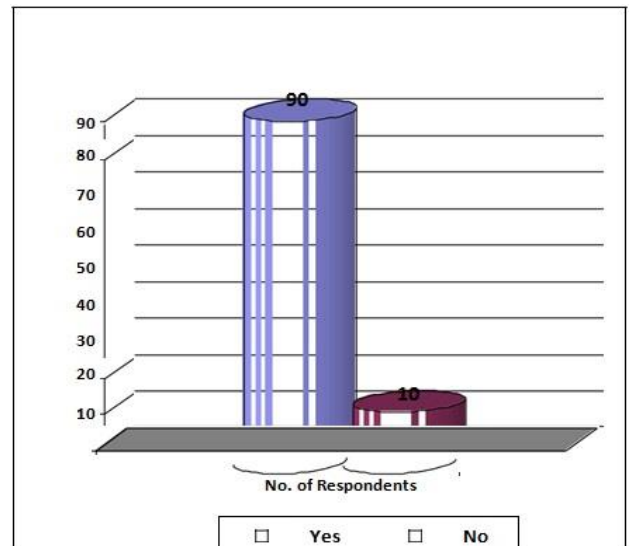


Interpretation:

From The above diagram we observed that all tests are being equally conducted by the organization to the employees, according to their requirements.

12. The usage of any modern innovative approaches by the employees in the organization

Responses	No. of Respondents	Percentage
Yes	45	90%
No	5	10%
Total	50	100%



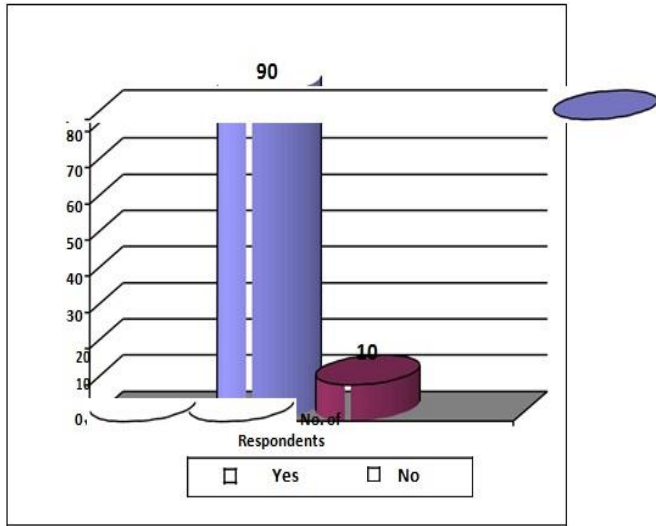
Interpretation:

From the above diagram we observed that, Yes Majority of the employees are using Modern innovative approaches.

13. Kind of information spreading system in Modern recruitment technique

13.1. Email/SMS campaign is being used by the organization –Yes/No

Responses	No. of Respondents	Percentage
Yes	45	90%
No	5	10%
Total	50	100%



Interpretation:

From the above diagram we observed that It is a growing concept, Day by day the practice is getting hi

13.3. Social Networks boggles is being used by the organization -Yes/No

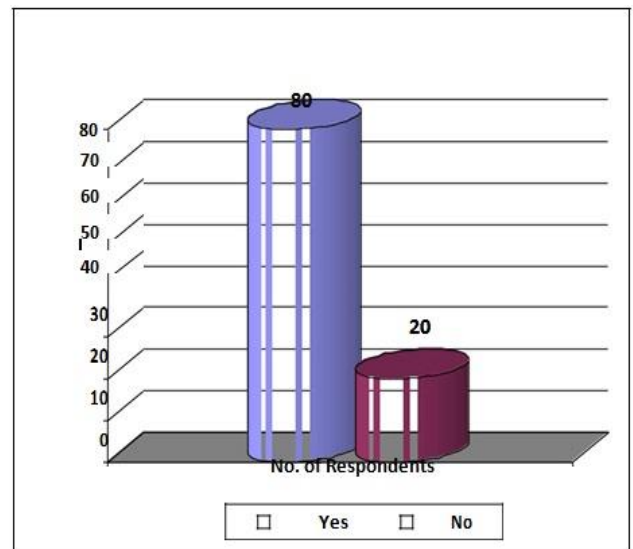
Responses	No. of Respondents	Percentage
Yes	40	80%
No	10	20%
Total	50	100%

Interpretation:

Nowadays, Email/SMS campaign is mandatory to reach the maximum resources. So most of the employees said that yes organization is using this campaign

13.2 Audio, video and visual Network like You Tube, Google videos is being used by the organization -Yes/No

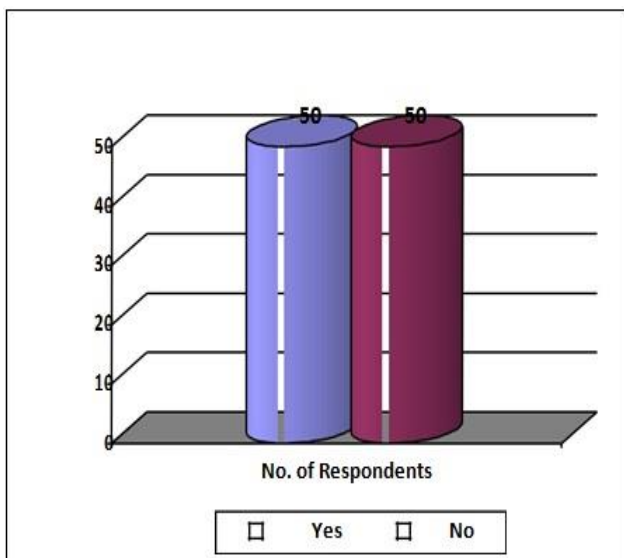
Responses	No. of Respondents	Percentage
Yes	25	50%
No	25	50%
Total	50	100%



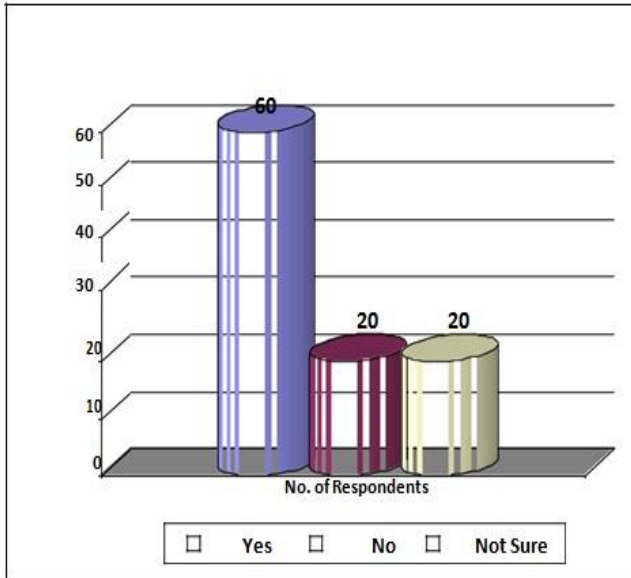
Interpretation:

From the above diagram we observed that we can reach the maximum e-resource using these social Networks boggles

14. The Event recruitment practice is good practice for huge recruitments



Responses	No. of Respondents	Percentage
Yes	30	60%
No	10	20%
Not Sure	10	20%
Total	50	100%



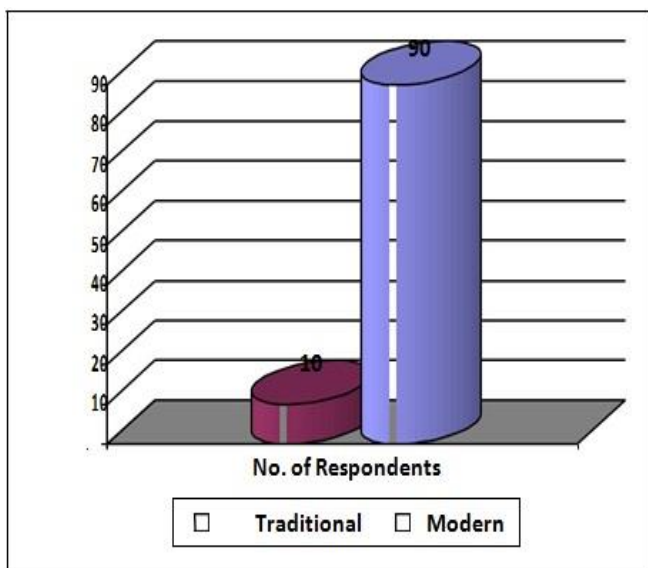
Interpretation:

From the above diagram we observed that, For the Huge recruitments, the event recruitment is bes

15. CV Management is good & comfortable in.....

A. Traditional B. Modern

Responses	No. of Respondents	Percentage
Yes	5	10%
No	45	90%
Total	50	100%



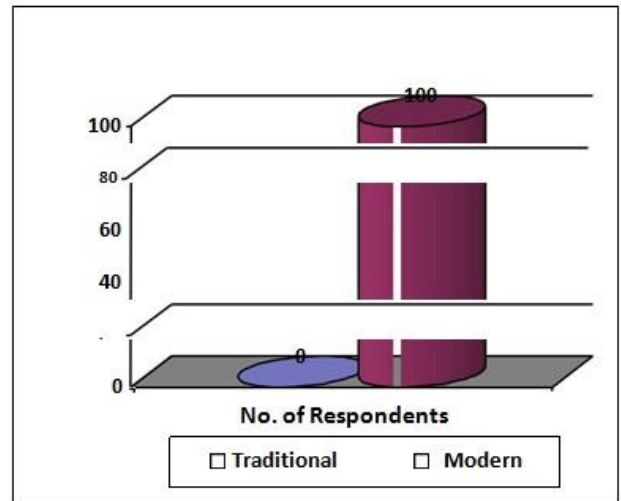
Interpretation

From the above diagram we observed that, yes this is good management and it's very comfortable for employees.

16. The practice which reduces Manual work in recruitment is

A. Traditional B. Modern

Responses	No. of Respondents	Percentage
Yes	0	0%
No	50	100%
Total	50	100%



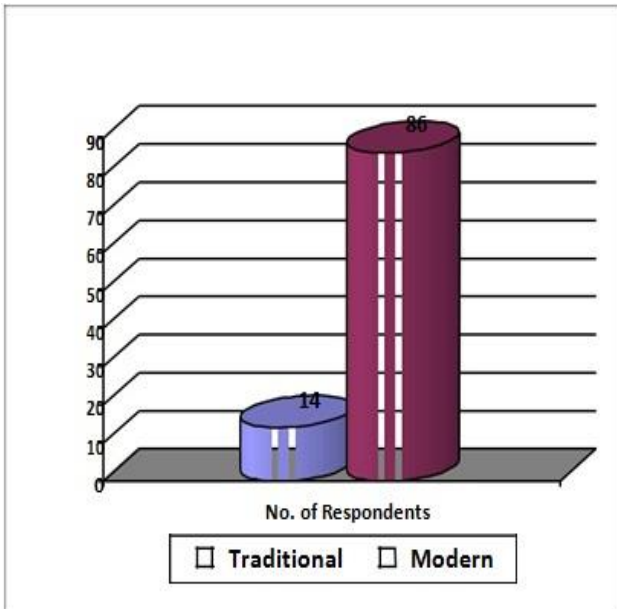
Interpretation:

From the above diagram we observed that Most the Employees said that Modern recruitment Practice reduces the manual work in recruitment.

17. Time management and Instant Results are excellent in....

A. Traditional B. Modern

Responses	No. of Respondents	Percentage
Yes	7	14%
No	43	86%
Total	50	100%



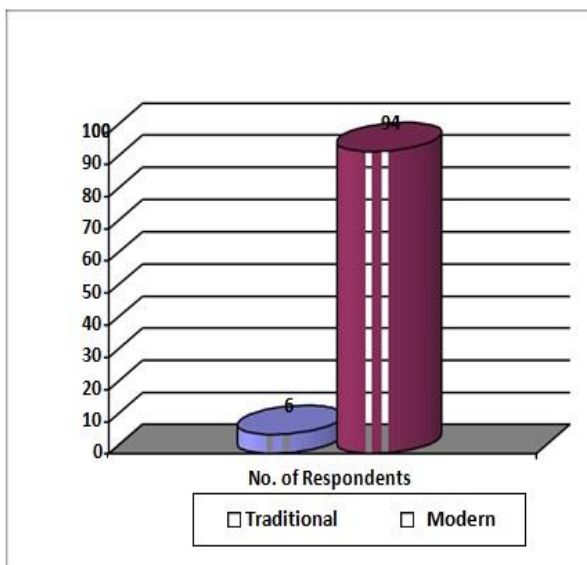
Interpretation:

From the above diagram we observed that Most of the HR people said that Time Management is very good, Instant results are fast in Modern recruitment.

18. The Method reduces the cost per hire is

A. Traditional B. Modern

Responses	No. of Respondents	Percentage
Yes	3	6%
No	42	94%
Total	50	100%



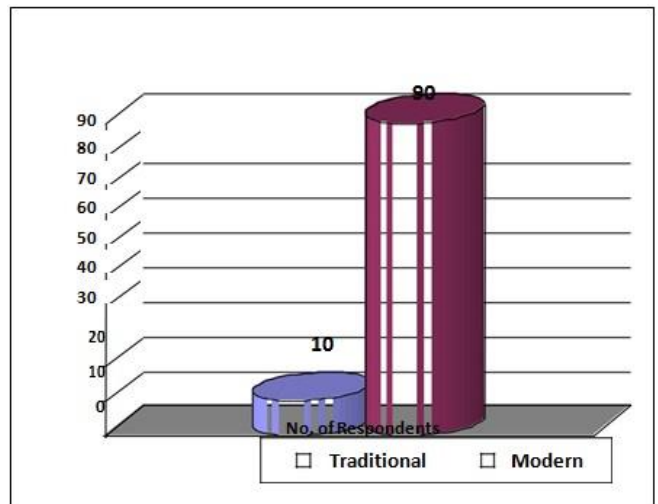
Interpretation:

From the above diagram we observed that Most of them said that Yes, the modern methods are best to reduce the cost per hire.

19. The Best model in the process to gain best results.

A. Traditional B. Modern

Responses	No. of Respondents	Percentage
Yes	5	10%
No	45	90%
Total	50	100%

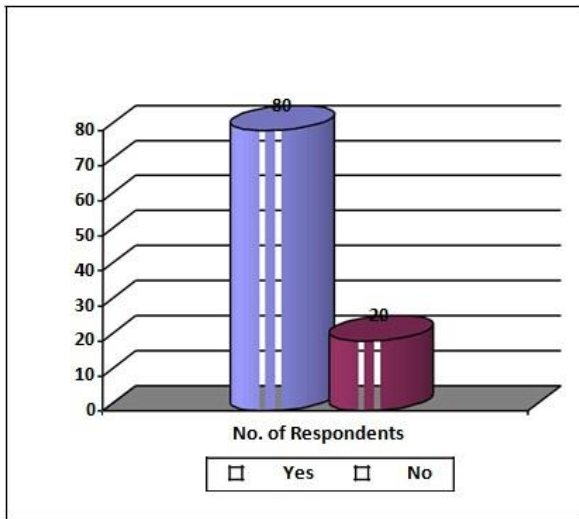


Interpretation:

From the above diagram we observed that Majority of employee's are said the modern techniques are best to gain results in organization.

20. Modern recruitment methods are very convenient for Candidates/Job seeker

Responses	No. of Respondents	Percentage
Yes	40	80%
No	10	20%
Total	50	100%



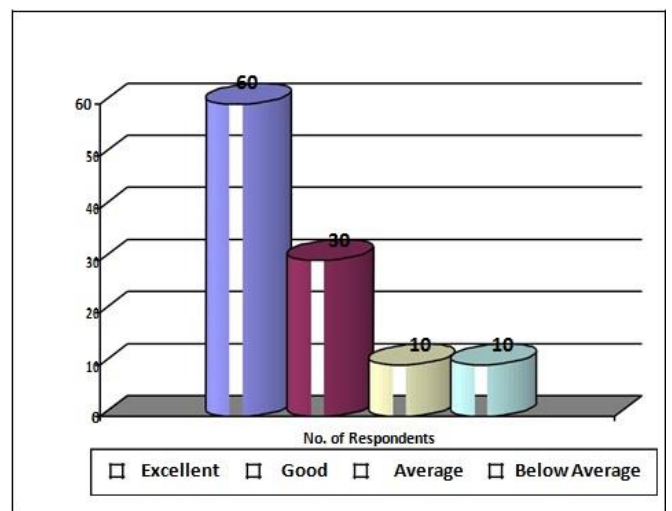
Responses	No. of Respondents	Percentage
Excellent	30	60%
Good	15	30%
Average	5	10%
Below Average	5	10%
Total	50	100%

Interpretation:

From the above diagram we observed that, yes the Modern Methods Is Very convenient For Candidates/Job seeker

21. Companies are tuning themselves towards Modern techniques.

Responses	No. of Respondents	Percentage
Yes	86	86%
No	14	14%
Total	50	100%



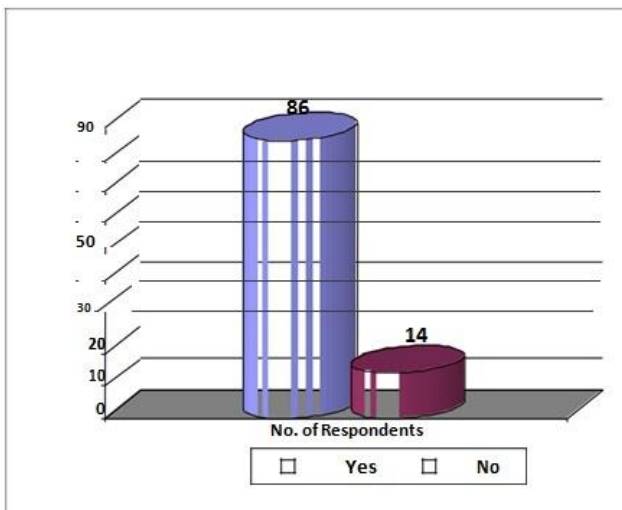
Interpretation:

From the above diagram we observed that Modern Recruitment Method is excellent in Recruitment procedure.

Findings:

Nowadays, almost all consulting companies are tuning themselves towards Modern Recruitment process.

- ❖ Modern recruitment process is following innovative approaches like most advanced media like social Networks, Mobile Services, and Bulk Mail Systems
- ❖ Highly growing concepts like Knowledge based, Strategic Recruitment process
- ❖ Complete automation procedures can reduce the manual work
- ❖ No Complication in CV management system/data bank management



Interpretation:

From the above diagram we observed that yes, companies are started to migrate to Modern Methods

22. The rate of Modern recruitment procedure

- ❖ E-recruitment will give a great opportunity to reduce time-per-hire and cost-per-hire
- ❖ Event Recruitment is the best practice for the Bulk requirements
- ❖ Modern Recruitment Techniques are easy to adopt

Suggestions:

The Single Most Important Asset Of Any Organisation Is Its People.

“The potential benefits for an organization come directly from the adoption of the refined skills and innovative ideas”

- ❖ The Modern Techniques will give sophisticated and matured solutions for all kind recruitments so it's always better than Traditional procedures
- ❖ To follow quality measurement and procedures in recruitment process, the modern recruitment model will give very easy approaches
- ❖ If you want to reduce the manual work in recruitments, you can choose the Modern Techniques and procedures
- ❖ To get more potential people in short period it's required because Time management is very essential and it should not be ignored at any level of the process.

Conclusions:

At the end, I like to say that HR professional is having a big responsibility to hire a best person from the available talent pool. At the same time, one needs to be cost conscious. Modern Recruitment models are a good practice in recruitment to be objective and seek to identify the candidates' abilities. Judge on individual merits and set the same standards for all. One need to use the technology, to get the best results from recruitment process.

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WEB SITES:

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