

EFFECTIVE RECRUITMENT LEAD TO RETAIN COMPETITIVE ADVANTAGE

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Abstract

In Human Resource Management, Recruitment plays a vital role for achieving their organisational goals. It is a process to find or hire the employees and also includes the best and most qualified employees with the introduction of the organisation. This process includes the analysis of requirement activities such as specific job, Application received from the attracting persons, Screening the applications as per our job specialisation and finally select the right person for the right job. This paper describes about the Recruitment, Process, Factors affecting and Best Practices in recruiting while selecting the employees.

Keywords: *Recruitment, Recruitment Process, Factors influencing Recruitment, Job Motivation, specialisation and best practices in recruiting*

1. Introduction

Hiring employees is most important factor to the organization. Without employees the organization structure cannot run with an effective manner. It is a core function to the organization. Behind the completed products and services the employee's manpower will play a most important role to the organization.

2. Review of Literature

Ashwathappa K¹ expressed Clear understanding business needs are closely relate to the successful recruitment. The job requirement is easily done with the help of short listing and screening methods. Leverage of employee referral is highly valuable factor to the growth of the organization. Don't make any compromise factor while recruiting process, because it affects the effective recruitment team.

Rao V.S.P² revealed The organization recruits the people with having needed qualification, soft skills and most experienced due to survive the highly competitive environment. The achievements or failure of the firm depends upon the caliber of the employees. While making recruitment the organization may keep the present and future requirements because Human resources is heart to the organization.

Prasad L. M³ explains The primary stage proposal of the organization to frame the recruitment policy for hiring suitable employees. To understand the nature, concepts and process of recruitment, it leads to acquire the process become more effective. To identify the methods or sources of recruitment, this gives the prospective and possible best candidates.

Khanka S. S⁴ defined Recruitment involves to discover the new employees to create new invention to the organization. The well-defined organization should concentrate the recruitment policies, process and new strategies according to the change of the society. Maintain employee's job satisfaction and engagement is most valuable and reliable factor to the organization. Once hiring process is done in a very good manner, the wealth and growth of the organization is most appreciable.

Meaning

Recruitment means to search for suitable and prospective employees to apply the jobs in the organization. It is a link between those with jobs and those needs of jobs. It also refers to discover the source and potential employees need for the Organization.

Recruitment Process

Organizations may have more procedure and structure to integrate the recruitment process. Before entering into the process the organization must know about the job vacancies and evaluate the job Positions.

The following are the main factors while making the recruitment process in the organizations.

Preparation of Job Analysis Report

While making the recruitment process, a Prime duty of the HR manager is to make the job analysis report for selection of employees. This report explains how many vacancies and need of new employees to all the departments on basis of workload assigned. This is the main tool of the organization for assessing test and interview questions to the applicants.

Build an exact job description

This process tells about the exact need of the organization. It creates the new demand and not the roster system already followed by them.

This description is mainly used to give advertisement and promotional activities. The following aspects have been mainly included while preparing job description.

- Name of the Post or Position
- Minimum requirements
- Basic Qualifications
- Main functions of the job
- Purpose for the Position

Evaluate or review of job description: After fixing the job description, review process is one of the smart ways of revisit the object. This review is most helpful if the process is followed in a earlier method. To know updated technology while recruiting, evaluation process gives accurate and current applicability reveals.

The following three major chart diagrams describe evaluation the job description.

Chart-1



Chart-2

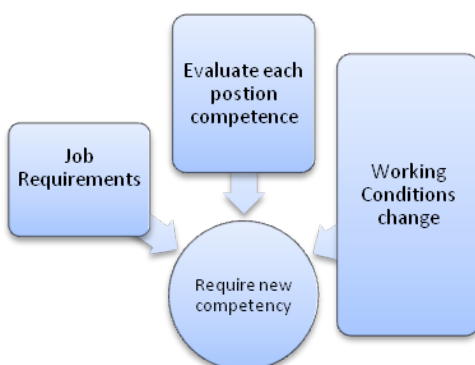
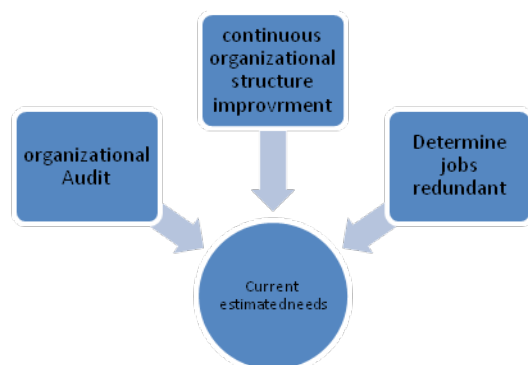


Chart-3



Set Basic or Minimum Qualifications for the employees

While recruiting process, the HR Manager considers the basic qualification applications for required the position of the job. The applicant should be directly relevant to the duties and responsibilities.

Notification of salary Rate

According to the duties and responsibilities allocated to the employees, the wages and compensation amounts are fixed as per labour laws or industrial act. For that any deviations made as the above wages it create more problems among the employees.

Searching of Talent Resource

Before make into the promonational activities, the organization must look forward for the potential candidates, because it is open stage interview to all the applicants.

- Internal department transfer
- Promotion transfer
- Media Advertising
- Online Advertisements eg.Facebook,Whatup
- Campus Selection from Colleges and Career Fairs
- Employment office

Applications Screening

Screening of application is the most required work for the recruitment. It is a testing and evaluation of employee's skills and personalities.

Screening at Primary Level

After getting the applications, the manger scrutinizes the applications according to the job position. He also verifies the basic qualifications such as skills and personalities of the applicants as per the job request.

Basic Interview Panels

At the end of primary screening, the candidates come under this stage. These types of interviews were made mostly phone calls, but now a day it is made so simple through the internet connection. This interview helps to know the basic skills and personal character of the candidates

Conduct of Written Exams or tests

The HR manager may conduct the written exams for selecting the employees for their required job. On the basis of the results they know about the skills and talent of them. Some

companies were conduct the behavioral and personal assessment tests while recruiting the employees.

Final Interview

The above all the interview and written exams were made by the hiring manager the applicant comes under the direct final interview session. This interview will be conducted in front of the management persons. The final shortlist applicants require facing interview with the hiring managers.

Selection

With the consolidated final interview report the management will select the qualified and well experienced applicants as per the position of the job. At the time of selection basic qualification, presence of mind to their work allocation, last working performances will take into the consideration.

Factors affecting Recruitment

Even though we make more using recruitment process some of the factors affecting the recruitment process. The following are the major or primary factors affecting the recruitment.

Size of the Firm or Enterprise

The first and foremost factor is size of the company. If the company is in large size the recruitment has been made at regular intervals.

So it creates more employment opportunities to the new employees. But in small scale sector the process is made only at the time vacancies needed. So this factor influences more affect to the enterprises.

Nature of the Employment

The economic employment conditions will affect greater level recruitment. In developed economic countries educational and technological skilled persons are most available. If the availability of skilled persons is high selection process is very easy to the organization. But in developing countries the skilled persons are not available due to lack of education. So the selection process is not applicable for the developing countries due to shortage of skilled employees.

Working conditions and Pay scale:

The pay scale is compared with others is a common fact to all the persons. So while fixing the pay band to the employees the management will consider the following points.

- According to the good working conditions such as ventilation. Sanitation etc
- Hire wages were compared with small company

- Offering low wages affect the labour turnover
- Employees will get more job satisfaction
- Unsatisfactory working conditions will lead to new fresh recruitment

Best Practices while making Recruitment

Every best practice will give the best output to the organization. So while applying the recruitment processes the following best practices will be followed for getting the best employees to the enterprises.

- Select skilled employees and give effective training to them.
- Cordial relationship between the Hiring managers and Recruitment consultant.
- Innovate New website for career opportunities offered by the organization
- Using updated technical tools and services.
- The HR manager having good relationship among the employees
- Counter salvation of stress management
- Maintain the automatic streamline of recruitment process

3. Conclusion

From the above study, we concluded that the recruitment process concerned with the Right person for the Right Job. For that, the organization may provide the above good working conditions along with the best pay band to the employees will helps to achieve the organization goal. Best practices tools and technologies will play a whitewall role for the firm achievements.

Recommendations

The Management should maintain the records related to the recruitment process every stage

The firm gets the feedback from the employees at regular intervals.

The organization updates their Website details in periodical levels.

Exit Interview

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