

## A, STUDY, ON, EFFECTIVENESS, OF, RECRUITMENT, ORGANIZATIONAL, SUPPORT

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**ABSTRACT:** This study aims to understand the effectiveness of recruitment processes and organizational support in enhancing knowledge within the organization. The effectiveness of recruitment has gained popularity as a key measure for evaluating and improving the recruitment process in organizations. However, there is limited empirical research that validates the effectiveness of recruitment in this particular organization. The researchers have examined individual factors, alongside various demographic variables, to explore the relationship between these factors. Statistical tools such as Percentage Analysis, Regression, and Correlation have been applied in this study.

**Keywords:** Effectiveness, Recruitment, Support, Knowledge

### INTRODUCTION

The, process, of, finding, and, hiring, the, best-qualified, candidate, (from, within, or, outside, of, an, organization), for, a, new, or, existing, job, is, known, as, recruitment, process., The, recruitment, process, includes, analyzing, the, requirements, of, a, job., attracting, employees, to, that, job., screening, and, selecting, applicants., hiring., and, adding, the, new, employee, to, the, organization.

### EFFECTIVE RECRUITMENT PROCESS

An effective recruitment process considers both internal and external candidates. The organization should avoid making the easier choice of hiring a less suitable internal candidate simply because they are already part of the company. Current employees should be encouraged to recommend potential candidates for the

job. According to a study by Development Dimensions International, the internet and employee referrals are the most popular and effective recruitment methods. It is important to invest time in researching which advertising methods will best target the desired audience.

### THE IMPORTANCE OF RECRUITMENT AND SELECTION

Recruiting staff is a costly but essential aspect of any business, and it's crucial to do it right. When organizations select the right people for the job, provide them with proper training, and treat them well, these employees not only deliver excellent results but also tend to stay with the organization longer. In such cases, the organization's initial and ongoing investment in its employees is well rewarded. Even with the latest technology

and top physical resources, an organization will struggle to achieve its desired outcomes if it doesn't have the right people. This principle applies across all business sectors, including schools, hospitals, legal practices, restaurants, airlines, and diesel engine manufacturers.

## STATEMENT OF THE PROBLEM

In today's competitive work environment, recruitment plays a crucial role. Recruitment is the process of selecting the right people for the job. However, in many organizations, recruiters have limited opportunities to implement effective recruitment practices. The recruitment of candidates is expected to improve if the factors that recruiters value are met. Implementing effective recruitment practices is a significant challenge for companies. Therefore, this research paper provides recommendations and suggestions to enhance recruitment practices within organizations. Consequently, the researcher has attempted to study the recruitment process and assess its effectiveness.

## OBJECTIVES OF THE RESEARCH

To study the recruitment process within the organization.

To assess the effectiveness of the recruitment and selection process.

## LIMITATIONS OF THE RESEARCH

- The study is applicable to recruiters of IT's only

- The study is not experimental in nature, so cannot determine the cause-effect
- Time constraints to carry out the survey within a month towards scattering recruiters were challenging
- The study is applicable only to the small group of BPS companies.

## RESEARCH METHODOLOGY:

This study primarily draws from an analysis of data collected. The data, which is primary in nature, was gathered from a sample of 100 participants from ITeS in Chennai. The tools used for the analysis include percentage analysis, regression, and correlation.

## LITERATURE REVIEW

1. French (2012) highlighted the importance of certain selection and recruitment activities within organizations.
2. Sangeetha (2010) emphasized that decisions made during the recruitment and selection process can have long-term impacts on the company. Poor decisions in the selection process can lead to significant costs for an organization, while good decisions can have positive outcomes.
3. Neeraj (2012) defined selection as the process of choosing individuals with relevant qualifications to fill roles in an organization. Selecting the right employees is crucial for three main reasons: performance, costs, and legal obligations.

4. Florae (2014) argued that the merits and demerits of using recruitment agencies are similar to those of external recruitment sources. These include access to qualified personnel, a wider choice of candidates, fresh talent, and a competitive spirit among candidates.

5. Olatunji and Ugoji (2013) conducted a study on the impact of personnel recruitment on organizational development.

6. Adeyemi et al. (2015) opined that all employees should be treated fairly in the recruitment and selection process and should be regularly appraised to ensure continual performance improvement.

## DATA ANALYSIS & INTERPRETATION

### Correlation between Age and training program

| S NO | VARIABLE                                             | R-VAL | SI G. | RESULTS                  |
|------|------------------------------------------------------|-------|-------|--------------------------|
| 1    | The Organiz<br>ation offers                          | .075  | .456  | Positively<br>correlated |
| 2    | The Organiza<br>tion offer<br>methods of<br>training | -.028 | .785  | Negatively<br>correlated |
| 3    | The training<br>in our<br>includes<br>social skills  | -.195 | .052  | Negatively<br>correlated |
| 4    | The Company<br>offer training                        | -.020 | .841  | Negatively<br>correlated |

|   |                                                                       |      |      |                          |
|---|-----------------------------------------------------------------------|------|------|--------------------------|
|   | program<br>once in every<br>quarter                                   |      |      |                          |
| 5 | The<br>Organization<br>tries to make<br>my<br>job more<br>interesting | .218 | .029 | Positively<br>correlated |

Given that the P-Value (0.456) is greater than 0.05, it can be deduced from the above table that there is a somewhat favorable association between Age and the organization's training programs for recruiters to hone their skill set. Additionally, given the P-Value (0.785) is greater than 0.05, it is inferred that there is a negative link between age and the organization's ability to offer a variety of training techniques. Given that the P-Value (0.052) is higher than 0.05, there is a negative association between age and training, which includes social skills, in our business. Given that the P-Value (0.0841) is greater than 0.05, it is implied that there is a negative link between age and the company's offer of a training session once every quarter. Ultimately, the chart demonstrates that the relationship between Organization and Age is moderately good.

| S NO | VARIABLE                                                 | R-VAL | SI G. | RES ULT S                        |
|------|----------------------------------------------------------|-------|-------|----------------------------------|
| 1    | Recruiters place the<br>right person in the<br>right job | 0.064 | 0.528 | Positi<br>vely<br>correl<br>ated |
| 2    | The recruitment<br>policy of the<br>organization         | 0.223 | 0.026 | Positi<br>vely<br>correl         |

|   |                                                               |       |       |                       |
|---|---------------------------------------------------------------|-------|-------|-----------------------|
|   | is inclusive and effective                                    |       |       | ated                  |
| 3 | Recruiters give applicants a of the interviews                | 0.046 | 0.651 | Positively correlated |
| 4 | The organization is using satisfactory methods of interview   | 0.074 | 0.466 | Positively correlated |
| 5 | Job responsibilities- and job description are clearly defined | 0.069 | 0.495 | Negatively correlated |

Based on the given data, it can be deduced that Experience and Recruiters place the correct individual in the right job with a somewhat high association because P-Value (0.528) is greater than.05.

Given that the P-Value is 0.026, it can be deduced that there is a positive link between experience and the organization's inclusive and effective recruitment policy. From the table above, Based on the P-Value of (0.651), which is greater than 0.05, it is deduced that there is a somewhat favorable link between experience and the amount of information recruiters provide to applicants during interviews.

Based on the preceding table, it can be deduced that Experience and the organization's use of suitable interview techniques have a somewhat favorable link since P-Value

## Correlation between Educational Qualification and effectiveness of Recruitment

| S NO | VARIABLE                                                       | R-VALUE | SIG. | RESULTS                |
|------|----------------------------------------------------------------|---------|------|------------------------|
| 1    | Innovative techniques recruitment                              | .009    | .925 | Positively correlated  |
| 2    | Environmental factor affects recruitment                       | -.143   | .156 | Negatively correlated  |
| 3    | High-quality candidates lessen employee turnover               | .053    | .601 | Positively correlated- |
| 4    | Current practices help to reach the result                     | -.104   | .305 | Negatively correlated  |
| 5    | The vast scope of improvement in the current process of hiring | .025    | .805 | Positively correlated  |

Given that the P-Value (.601) is greater than.05 and that there is a less negative correlation between educational qualification and current practices that aid in achieving the result, it can be inferred from the above table that there is a moderately positive correlation between educational qualification and high-quality candidates that reduce employee turnover. (-.104)

Table No: 8

Correlation analysis between individual factors

| S: N O | FACTORS                                                         | VARIABLE                                                | R-VALUE | SIG. | RESULTS                 |
|--------|-----------------------------------------------------------------|---------------------------------------------------------|---------|------|-------------------------|
| 1      | The Vast scope of improve ment in the current process of hiring | The Orga nization offers recogniti on for recruitm ent  | .322    | .001 | Positive ly correlat ed |
| 2      | The vast scope of improve ment in the current process of hiring | The Orga nization doing different kinds of recruit ment | -.405   | .000 | Negativ ely correlat ed |

Since the P-Value (.000) is less than .05, it can be concluded from the above table that there is a somewhat positive connection between recruiters and placing the right individual in the right job and that your organization's recruitment process is effective. The null hypothesis is accepted here.

Based on the above table, it can be deduced that there is a moderately positive correlation between the vast scope of improvement in the current hiring process and the organization's assistance in reducing work at the time of recruitment, as evidenced by the P-Value of .000 being less than .05. In this case, the null hypothesis is accepted. It can be deduced from the above table that there is a moderately favorable association between the large scope of improvement in the existing hiring process and the organization performing various kinds of

## Un-standardized Coefficients of Regression Model –Recruiters Opinion and Other Factors

| S No                               | Predictors             | Un-standardized Coefficients |            | Sig.  |
|------------------------------------|------------------------|------------------------------|------------|-------|
|                                    |                        | B                            | Std. Error |       |
|                                    | (Constant)             | 1.170                        | 0.413      | 0.006 |
| 1                                  | Recruitment process    | 0.273                        | 0.073      | 0.000 |
| 2                                  | Organizational Support | 0.675                        | 0.127      | 0.000 |
| 3                                  | Training               | 0.311                        | 0.139      | 0.028 |
| 4                                  | Recruiters opinion     | -0.509                       | 0.207      | 0.016 |
| <b>R=0.666 R<sup>2</sup>=0.443</b> |                        |                              |            |       |

(If the significance level (sig.) of p is less than 0.05, it suggests that the factor in question is significant inside the model.)

Hypothesis (H0): There is no correlation between the recruitment effectiveness and the demographic factors.

The table above demonstrates that the predictor variables, Opinion and Recruiters, are statistically significant drivers of Independent factors ( $p < 0.05$ ). Also, the researcher discovered

values of the model R and R<sup>2</sup>. The recruiter's perspective and the study components showed a high degree of correlation, as evidenced by the R value of 0.666, which shows the simple correlation. The R<sup>2</sup> value showed that the independent variables account for 0.443 (44.3%) of the variance of the independent variable

"Demographic

Factor."

## RESULTS AND DISCUSSION

Male employees make up 37% of the total who responded, while female employees make up 63% of the remaining respondents., 72% of employees fall into the 20- to 25-year-old age range, 27% fall into the 26- to 30-year-old age range, and 1% fall into the 31- to 35-year-old age range. Out, of, 100, respondents., 76%, have, 0-5, years, of, involvement., 24%, have, 6-10, years, of, involvement., Out of the 100 respondents, 39% have not yet graduated, while 61% have not yet graduated., It is inferred that there is a moderately positive correlation between the age of recruiters and the organization's training programs for them to improve their skill set., It, is, deduced, that, there, is, a, Negative, relationship, among, Age, and, Association, offer, unique, strategies, of, preparing., There is a positive correlation between experience and the organization's inclusive and effective recruitment policy.

## RECOMMENDATIONS

It has been observed that the selected organization has adhered to all recruitment procedures. To further motivate employees, the organization should plan to offer both monetary and non-monetary incentives. It is advised that the organization continue to follow its existing recruitment and selection policies in the future.

Additionally, the organization should give equal importance to external sources, such as agencies and references, to attract the desired and required employees.

Encouraging fresh graduates based on their skills, alongside experienced candidates, is also recommended. Moreover, the organization should adopt the latest interview techniques to effectively recruit prospective employees.

## CONCLUSION

Recruitment processes are crucial for every organization. The study indicates that TCS's recruitment process is highly effective. The HR manager should prioritize selecting suitable candidates through various channels, such as campus placements, sourcing, walk-ins, and consultancies. The selection process involves assessing candidates' skills, knowledge, and abilities to ensure they meet the requirements for available positions. Additionally, the organization offers strong support to recruiters throughout the recruitment process

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