

A STUDY ON RECRUITMENT AND SELECTION PROCESS

Nikita*

Open Scholar (M. Com, JRF Qualified)

House no. 2418-19 Urban Estate

Jind, Haryana, India

Email ID: nikitaredhu001@gmail.com

Accepted: 14.03.2022

Published: 01.04.2022

Keywords: Employees, Recruitment, Selection, Reference.

Abstract

In recent times, companies have started considering the human resource as the most valuable assets. In this research paper, the study is made about the recruitment and selection process of coca cola. This study enlightens that the company follows a well - defined policy of recruitment. The recruitment process is done by the organisation because it endows advance growth for organisation. The research is done by using primary data of employees working in the company. The main aim is to identify basic practices which the organisation uses to recruit and select the employees.

meaning of recruitment and selection, process of recruitment, sources of recruitment, process of selection, data gathered from employees of coca cola.

Recruitment:

Recruitment means searching for prospective candidates and inspiring them to apply for the post. It is a process of finding, screening, hiring, and eventually onboarding qualified job candidates. It involves everything from the identification of a specifying need to fill it.

According to Flippo, “Recruitment is the process of searching the prospective employees and stimulating and encouraging them to apply for jobs in an organisation”.

Process of recruitment:

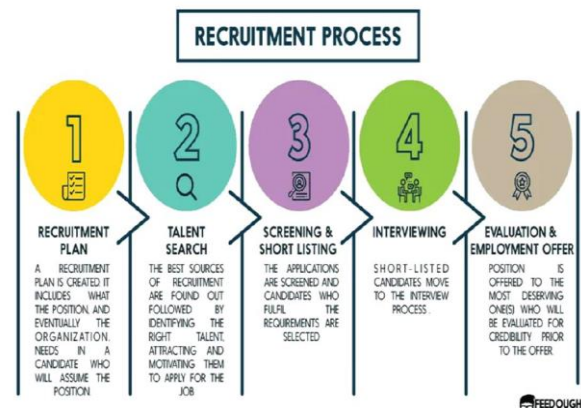
Paper Identification



*Corresponding Author

I. INTRODUCTION:

This paper throws light on the study of recruitment and selection process with reference. In this, we discuss the



Sources of recruitment:

A) **Internal Sources** –The internal sources of recruitment refer to hiring the people from within the organisation.

PRESENT EMPLOEES –

1. **Transfer:** Transfer generally involves shifting of persons from present job to other similar places.
2. **Promotion:** It refers to shifting of persons to positions carrying better prestige, higher responsibilities and more salaries. It is done on seniority or merit basis.

EMPLOYEE REFERRALS –

It is a structured program that companies use to find talented people by asking their existing employees to recommend candidates from their existing networks.

FORMER EMPLOYEES –

It is a process in which the ex- employees of the company are called back depending upon the requirement of the position.

B) **External Sources**– Every enterprise has to use external sources for recruitment to higher positions when existing employees are not suitable.

ADVERTISEMENTS –

It is the most effective method of recruitment. Advertisements are given in newspaper, magazines etc. the prospective candidates evaluate themselves against their requirement of jobs before sending their applications.

EMPLOYEMENT EXCHANGES-

Employment exchaneges provides employment assistance on the basis of qualification and experience.

CAMPUS RECRUITMENT-

Campus recruitment is a program convened within the university or other educational institutions that provide jobs to students nearing completion of their studies.

RECRUITING AGENCIES-

These are external firms that find suitable candidates for employees. They are tasked by employers to find

candidates for vacant positions within their organisation to save time and money.

Selection:

Selection is a process of picking up individuals with the requisite qualification and competence to fill jobs in the organisation.

According to Thomas Stone, “Selection is a process of differentiating between applicants in order to identify those with a greater likelihood of success in a job”.

Process of selection -**II. LITERATURE REVIEW:**

Pandey (2020) found that recruitment is a process of searching for prospective employees and stimulating them to apply for jobs in the organisation. Selection can be defined as process in which environment and organisation have to respond quickly to requirements for people. Selection of a wrong candidate or rejection of a right candidate can turn to be costly for the company.

Khandelwal and Kumar (2019) concluded that as organisations are not practicing the right process of recruitment and selection, there might be over cost

problems in long term because of repetition of entire recruitment and selection process. They found that there is a strong effect of recruitment or selection of right candidate with required set of skills, ability and knowledge resulting to cost effectiveness.

Roja et al. (2019) found that from last decades the business organisations are concentrating more on human capital as they are most valued and treasured assets. Best availability of human capital in organisation makes them competitive and they also became the real-life blood of organisation.

Decker and Cornelius said that compared to traditional recruiting sources of recruitment, the modern sources like casual applicants, direct approaches and referrals will be more beneficial.

Adeyemi et al. (2015) stated that the employees should all treated equally in recruitment process and can be appraised constantly to ensure that they will improve their performance.

III. RESEARCH METHODOLOGY:

Research methodology is a blueprint of methods and techniques used by a researcher to achieve the aim of study. The purpose of this is to explain the research design, sampling procedure, method of data collection and its analysis. There are 40 employees from coca cola which have been taken for the study. Information is based on questionnaires filled by sample employees.

Types of data-

The researcher has used primary data through questionnaires and secondary data for literature.

Sources of data-

Primary data is collected by sample of 40 employees of coca cola and secondary data is collected through journals, magazines, books and online sources.

Objectives of study:

1. The primary objective of study is to analyse the recruitment sources of coca cola.
2. To study the satisfaction among employees about recruitment.

3. To determine the best channel of recruitment in such companies.

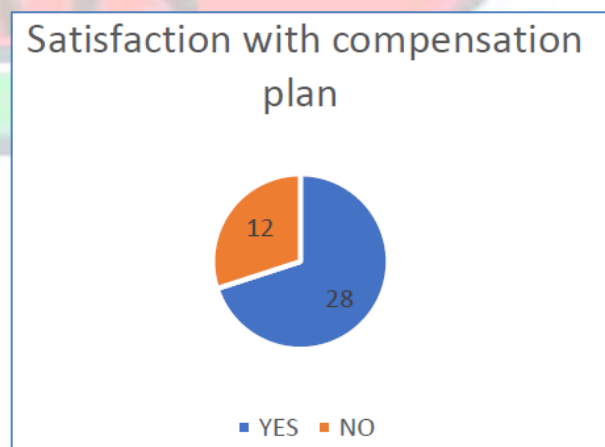
IV. FINDINGS:

About 40 questionnaires were issued to be filled by employees of coca cola about the process of recruitment and selection. The employees were asked some questions regarding recruitment and selection process of their company. The responses from them are as below:

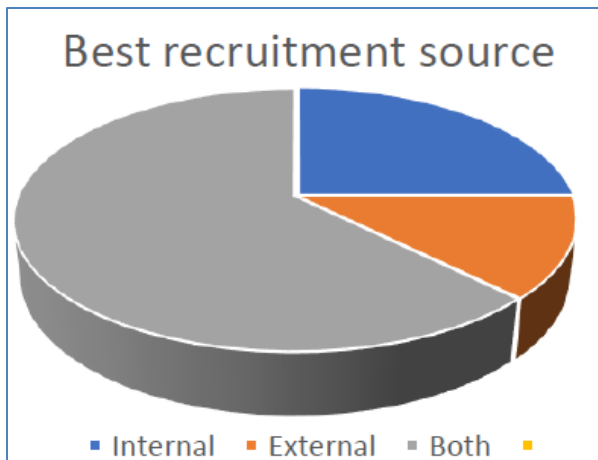
- i. Employees were asked whether they are satisfied with their job or not.



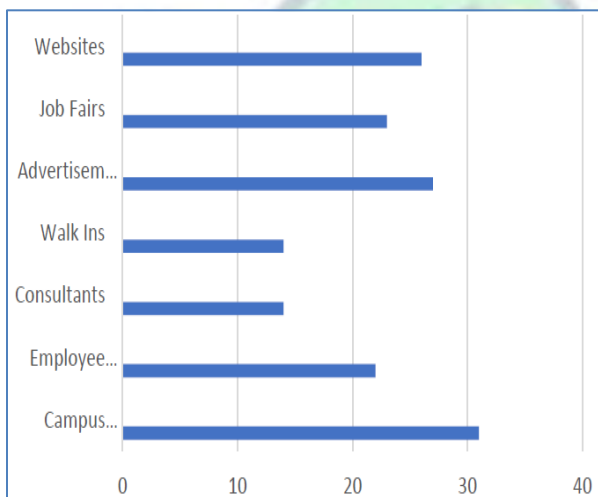
- ii. Employees were asked whether they are happy with present compensation plan of the company.



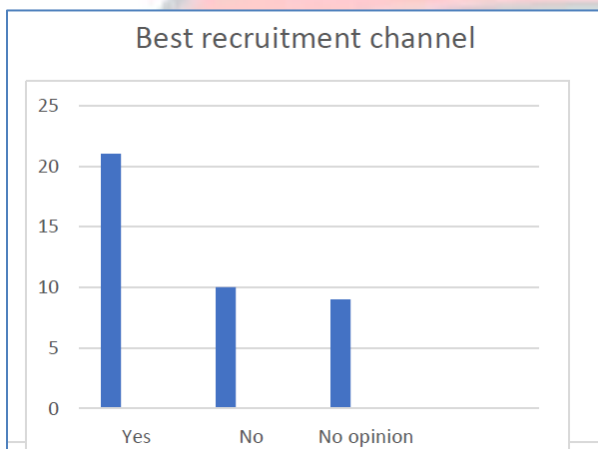
- iii. Employees were asked about best recruitment source according to them.



iv. Employees were asked about the sources of recruitment used by the company as per their opinion.



v. Employees were asked about the best recruitment channel.

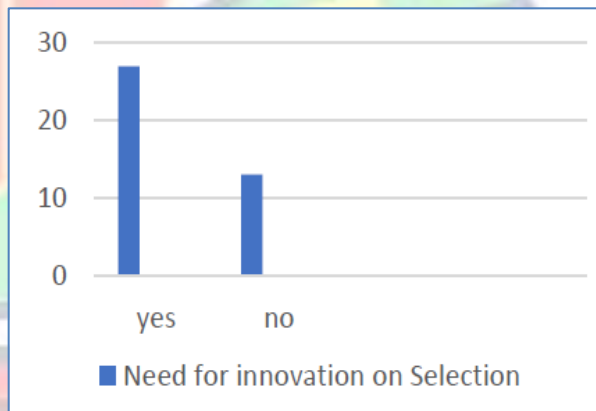


vi. Employees were asked about whether they want a reward policy for referring employees.

vii. Employees were asked whether internal recruitment is motivating or not.



viii. Employees were asked whether innovative techniques of selection process are needed such as psychometric tests etc.



V. CONCLUSION:

The research is done to understand the process of recruitment and selection to perceive case study of coca cola India. After gathering all the data from the employees, we conclude that coca cola is providing satisfactory job to maximum employees and they are happy with the current compensation plan of the company. The employees of coca cola prefer the most suitable channel for recruitment as advertisements in newspaper and through employment agencies. It can be concluded that this company is doing very well in field of soft drinks.

RÉFÉRENCIAS

- [1] Pandey (2020). Recruitment and selection. *IRE journals*, 3 (9), 245-8880.
- [2] Khandelwal, A and Kumar, A (2019). A study on recruitment and selection process with reference to current scenario in organisations. *Malaya journal of matematik*, 7(3), 412-418
- [3] Cascio, W. F., (2005). *Applied Psychology in Human Resource Management*. New Jersey
- [4] Redman, T. & Wilkinson, A. (2001). *Contemporary Human Resource Management*. England: Pearson Education.
- [5] Essentials of HRM and IR – Raymond J. Stone (2005)
- [6] McGraw Hill, 2003.
- [7] <https://www.google.co.in/>
- [8] <http://en.wikipedia.org/wiki/Recruitment>

