

A STUDY ON RECRUITMENT STRATEGIES IN HRM WITH REFERENCE TO BELIEVE HRD CONSULTANCY,SALEM

Submitted in partial fulfillment of the requirements for the award of Degree in

MASTER OF BUSINESS ADMINISTRATION

by

KARTHIKEYAN B

Register No.41410164



**DEPARTMENT OF BUSINESS ADMINISTRATION
SCHOOL OF MANAGEMENT STUDIES**

SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

**Accredited with Grade "A" by NAAC | 12B Status by UGC | Approved by AICTE
JEPPIAAR NAGAR, RAJIV GANDHI SALAI, CHENNAI - 600 119**

MAY 2023



SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

Accredited "A" Grade by NAAC | 12B Status by UGC | Approved by AICTE

www.sathyabama.ac.in

SCHOOL OF MANAGEMENT STUDIES

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **KARTHIKEYAN B 41410164** who carried out the project entitled "**a study on recruitment strategies in hrm with reference to believe hrd consultancy, salem**" under my supervision from January 2023 to March 2023.

Dr. PRINCY A S
Internal Guide

External Guide

Dr. BHUVANESWARI .G

Dean – School of Management Studies

SCHOOL OF MANAGEMENT STUDIES
SATHYABAMA
INSTITUTE OF SCIENCE AND TECHNOLOGY
(Deemed to be University)
Jeppiaar Nagar, Rajiv Gandhi Sala,
Chennai-600 119

Submitted for Viva voce Examination held on

06/05/2023

Internal Examiner

External Examiner

DECLARATION

I am **KARTHIKEYAN B (41410164)** hereby declare that the Project Report entitled **“A Study On Recruitment Strategies In Hrm With Reference To Believe Hrd Consultancy,Salem”** done by me under the guidance of **DR. PRINCY A S** is submitted in partial fulfillment of the requirements for the award of Master of Business Administration degree.

DATE: 06/05/2023



PLACE:Chennai

KARTHIKEYAN B

ACKNOWLEDGEMENT

I am pleased to acknowledge my sincere thanks to Board of Management of **SATHYABAMA** for their kind encouragement in doing this project and for completing it successfully. I am grateful to them.

I convey my sincere thanks to **Dr. G. Bhuvaneswari, MBA., Ph.D., Dean - School of Management Studies** and **Dr. A. Palani, M.Com., M.B.A., M.Phil., Ph.D., Head - School of Management Studies** for providing me necessary support and details at the right time during the progressive reviews.

I would like to express my sincere and deep sense of gratitude to my Project Guide **Dr. PRINCY A S** for her valuable guidance, suggestions and constant encouragement paved way for the successful completion of my project work.

I wish to express my thanks to all Teaching and Non-teaching staff members of the **School of Management Studies** who were helpful in many ways for the completion of the project.

KARTHIKEYAN B

CONSENT & COMPLETION LETTER IN COMPANY LETTER HEAD



TO WHOMSOEVER IT MAY CONCERN

This is to certify that **Mr. Karthikeyan.B (Reg.No. 41410164)** final year **MBA** student of **Sathyabama institute of science of technology** has successfully completed his Project work in our Organization from Jan 2023 to Mar 2023.

During the above period, he has evinced keen interest and involvement in collecting data and completing the project work within scheduled period.

During the study period his behavior and conduct were good. We wish him all success in his future endeavors.



With best wishes

For Believe HRD Consultancy and services

Mr. J.Kumar

[HR-Head]

Believe Human Resource Development Consultancy and Services.

129/298, Kuralagam Complex | 1st Floor | TVS Bus stop | Omalur Main Road | Salem-636007 | Tamilnadu | India
Ph:0427-4041424 | 9600917123 | Email: believehrd@gmail.com | Website:www.believehrd.com

TABLE OF CONTENTS

CHAPTER NO	TITLE	PAGE NO.
	ABSTRACT	(i)
	LIST OF TABLES	(ii)
	LIST OF CHARTS	(iii)
1	INTRODUCTION	1
	1.1 Introduction	1
	1.2 Industry Profile	3
	1.3 Company Profile	4
	1.4 Statement of the Problem	6
	1.5 Objectives of the Study	7
	1.6 Need for the Study	8
	1.7 Scope & Significance of the Study	8
	1.8 Limitation of Study	9
2	REVIEW OF LITERATURE	10
	2.1 Review of Literature	10
	2.2 Research Gap	17
3	RESEARCH METHODOLOGY	19
	3.1 Methodology	19
	3.2 Research Design	19
	3.3 Sampling Techniques	20
	3.4 Types of Data Collected	20
	3.5 Structure of Questionnaire	20
	3.6 Sample Size	20
	3.7 Period of Study	21
	3.8 Location & Targeted People of Study	21
	3.9 Hypothesis	21
	3.10 Tools for analysis	21
4	DATA ANALYSIS AND INTERPRETATION	24
	4.1 Percentage Analysis	24

	4.2 Weighted Average Method	50
	4.3 Karl pearson's Coefficient of Correlation	52
	4.4 Chi Square Analysis	53
5	FINDINGS, SUGGESTIONS AND CONCLUSION	54
	5.1 Findings of the Study	54
	5.2 Suggestions & Recommendations	56
	5.3 Conclusion	56
	REFERENCES	57
	ANNEXURE I – QUESTIONNAIRE	61
	ANNEXURE II – RESEARCH ARTICLE	65

ABSTRACT

This study aims to evaluate the recruitment process of Believe HRD Consultancy, including job analysis, sourcing, screening, selection, and onboarding, and its impact on overall business performance. The study identifies areas of improvement to enhance the recruitment strategies, such as implementing a system for recruitment processes and procedures, conducting monthly training programs, and collecting feedback for future reference. This study helps the organization to identify the area of problem & suggest way to improve the recruitment and selection process, this study focus on understanding recruitment & selection process. This study reaches the spectrum of recruitment methodologies followed in Believe HRD Consultancy towards developing a unique model, propose suggestions. The purpose of this research study was to evaluate the effectiveness of recruitment strategies employed by Believe HRD Consultancy, using a descriptive research design. The company uses social media to disseminate job vacancies and conducts personal interviews, resulting in a perceived unbiased and highly satisfactory selection process. These insights will help Believe HRD Consultancy improve their recruitment strategies and workforce quality, resulting in better overall business performance and it will be very helpful for planning a perfect Recruitment strategy for the next coming years. we can conclude that Believe HRD Consultancy in Salem implements effective recruitment strategies in HRM, targeting young candidates with UG education and 1-5 years of work experience.

LIST OF TABLE

S.NO	PARTICULARS	PAGE NO
4.1.1	Gender of respondent	24
4.1.2	Age of the respondents	25
4.1.3	Educational qualification of the respondents	26
4.1.4	Experience of the respondents	27
4.1.5	Reasons for joining /prefer Believe HRD consultancy services	28
4.1.6	Source of information to know the vacancy	29
4.1.7	Opinion on satisfied with the information published in media	30
4.1.8	Opinion on understand the job description given in the advertisement	31
4.1.9	Opinion on satisfied with the communication present in the media	32
4.1.10	Opinion about current recruitment strategies of Believe HRD consultancy services	33
4.1.11	Opinion about Most effective method of recruitment at Believe HRD consultancy services	34
4.1.12	Opinion on standard format for knowing the applicant	35
4.1.13	Opinion on talents in filling up of the particulars given in the format	36
4.1.14	Opinion on pre-screening criteria used for shortlisting candidates	37
4.1.15	Opinion on interviews are conducted by several people from different levels	38
4.1.16	Opinion on type of screening test is implemented	39
4.1.17	Opinion on type of questions asked in the screening process	40

4.1.18	Opinion on time taken for short listing the applicants	41
4.1.19	Opinion on type of questions asked in personal interview	42
4.1.20	Opinion on the selection process	43
4.1.21	Opinion on particulars in appointment order	44
4.1.22	Opinion on satisfied with the recruitment process	45
4.1.23	Opinion on at the time of joining management informed about the nature of work	46
4.1.24	Method of induction program	47
4.1.25	Opinion about induction program	48
4.1.26	Team leaders take interest and spend time with new employees	49
4.2.1	Weighted average analysis rank the right media/source	50
4.2.2	Weighted average analysis rank various qualities you observe/evaluate whilst selecting employees	51
4.3.1	Correlation analysis	52
4.4.1	Chi square analysis	53

LIST OF CHARTS

S.NO	PARTICULARS	PAGE NO
4.1.1	Gender of respondent	24
4.1.2	Age of the respondents	25
4.1.3	Educational qualification of the respondents	26
4.1.4	Experience of the respondents	27
4.1.5	Reasons for joining /prefer Believe HRD consultancy services	28
4.1.6	Source of information to know the vacancy	29
4.1.7	Opinion on satisfied with the information published in media	30
4.1.8	Opinion on understand the job description given in the advertisement	31
4.1.9	Opinion on satisfied with the communication present in the media	32
4.1.10	Opinion about current recruitment strategies of Believe HRD consultancy services	33
4.1.11	Opinion about Most effective method of recruitment at Believe HRD consultancy services	34
4.1.12	Opinion on standard format for knowing the applicant	35
4.1.13	Opinion on talents in filling up of the particulars given in the format	36
4.1.14	Opinion on pre-screening criteria used for shortlisting candidates	37
4.1.15	Opinion on interviews are conducted by several people from different levels	38
4.1.16	Opinion on type of screening test is implemented	39
4.1.17	Opinion on type of questions asked in the screening process	40
4.1.18	Opinion on time taken for short listing the applicants	41
4.1.19	Opinion on type of questions asked in personal interview	42

4.1.20	Opinion on the selection process	43
4.1.21	Opinion on particulars in appointment order	44
4.1.22	Opinion on satisfied with the recruitment process	45
4.1.23	Opinion on at the time of joining management informed about the nature of work	46
4.1.24	Method of induction program	47
4.1.25	Opinion about induction program	48
4.1.26	Team leaders take interest and spend time with new employees	49

CHAPTER- 1

INTRODUCTION

1.1 INTRODUCTION:

A research has its own importance in any business organization. It is a systematic and scientific investigation of any idea either precise or abstract from continuous basis of learning. In present days, the modern world is progressing at a very high pace. The increasing size and complexity of organizations, the intensive use of technology, combined with changing socio-cultural norms have contributed with immense complexity to Human Resources Management aspects of managing people in organizations. While the system in vogue has been meeting the current challenges, little research has been done to determine the effectiveness of recruitment strategies. The purpose of this research was to determine an effective recruitment strategies in India in meeting the challenges of the future. In manpower planning the completed length of service until leaving is to create interest, since it enables us to predict staff turnover in any organization. This will help to enhance the capability of Believe HRD Consultancy in using the recruitment process more effectively.

Human Resources Management is concerned with human beings, who are the energetic elements of management. The success of any organization or an enterprise will depend upon the ability, strength and motivation of person's working in it. The Human Resources Management refers to the systematic approach to the problems in any organization. It is concerned with recruitment, training and Development of personnel.

Human resource is the most important asset of an organization. It ensures sufficient supply, proper quantity and as well as effective utilization of human resources. In order to meet human resources needs, and organization will have to plan in advance about the requirement and the sources, etc. The organization may also have to undertake recruiting selecting and training processes. Human Resources Management includes the inventory of present manpower in the organization. In cases sufficient number of persons is not available in the organization then external sources are also identified for employing them. Human Resources Management lays emphasis on better working condition and also ensures the employment of proper work force.

A part of Human Resources Management is assigned to personnel who perform some of the staffing function. The staffing process is a flow of events, which result in a continuous managing organizational position at, all levels from the top management to the operative's level. This process includes manpower-planning, authorization for planning; developing sources of applicant evaluation of applications employment decision (selection) offers (placement) induction and orientation, transfers, demotions, promotions and separations. Manpower's planning is a process of analysing the present and future vacancies as a result of retirement, discharges, transfer, promotion, absence or other reasons.

Recruitment is concerned with the process of attracting qualified and components personnel for different jobs. This includes the identification of existing sources of the labour market, the development of new sources and the need for attracting large number potential applications so that good selections may be possible. Selection process is concerned with the development of selection policies and procedure and the evaluation of potential employees in terms of job specifications. This process includes the development of application blanks, valid and reliable tests, interview techniques employee reversal systems, evaluations and selections of personnel in terms of jobs specifications the making up of final recommendations to the hire management and the sending of offers and rejection latter's.

Organizations were asked what strategies they use to recruit both managerial / professional and non-management candidates. For recruiting managerial / professional candidates, the Internet is the most popular advertising medium, used by 76 percent of the organizations surveyed. Organizations regularly utilize internal resources (e.g., internal job postings and employee referrals) when recruiting both internal and external candidates. Different kinds of agencies are used to recruit for positions at different levels. Employment agencies, colleges, and professional organizations are used more often to recruit managerial/professional candidates.

The quality of an organization's offerings affects its ability to attract job candidates. Organizations believe they offer candidates a strong company reputation and high-quality benefits packages and learning opportunities

Organizations with the most effective recruiting strategies were 15 to 19 percent more likely to offer candidates high-quality options such as:

- Potential for advancement.
- Company reputation.

- Stocks.
- Benefits package.
- Corporate culture.
- Salary scale.

Organizations offering candidates and employees a positive culture (e.g., innovative, diverse, potential to advance) and learning environment have more satisfied employees and more successful at retaining them. Barriers to Effective Recruitment and Selection:

The surveyed organizations report that the top barriers to effective recruitment of candidates are:

- Shortage of qualified applicants
- Competition for the same applicants
- Difficulty in finding and identifying applicants

1.2 INDUSTRY PROFILE

The HR outsourcing business is expanding, and India is one of the newest entrants. The HR outsourcing business has so much potential that it may be a highly successful sector if handled with knowledge and integrity.

If a company lacks internal experience and secrecy and requires an unbiased perspective on human resources, HR outsourcing is a possible choice. Outsourcing is becoming more popular as most businesses lack the time or ability to cope with problems. Outsourcing has grown in popularity as businesses discover that external suppliers may deliver highly efficient and cost-effective HR services than in-house departments because to advances in technology and economies of scale.

When a group of companies decides to outsource their HR functions, there must be some advantages. The cost and time factor are the two biggest advantages.

The major benefits of HR outsourcing are as follows:

- Fosters Innovation
- Increased speed to market
- Improved quality
- Focus on core competence
- Cost reduction
- Reduced administrative costs
- Improved customer service

- Insufficient staff
- Conserve Capital

1.3 COMPANY PROFILE

Believe HRD is a service provider with specialization in Recruitment Solutions and Training Solutions for various types of industries, corporates, and NGOs, and was founded in 2008 in Salem, Tamil Nadu. Believe HRD has representatives from functions such as psychology counselling and career assistance, as well as resume services for job seekers.

A well-known name Believe-HRD consultation services serve as a portal for firms to access a variety of recruitment and selection services. They are a focused group of professionals who provide top-notch recruitment and selection services. Executive search, selection, staffing, consulting, outsourcing, and training are among the services provided to clients through their comprehensive set of management services.

Believe-HRD consultancy services has developed programmes to recruit talents and skills in order to suit the needs of industry. The gap between the abundance of talents on one hand and the needs of organizations for quality people on the other must be bridged; it is here that Believe-HRD consultant services hopes to make a difference by providing high-quality human resource and development services.

Vision

To be a world leader in matching demand for and fulfill Recruitment and HR services. We believe in the value of work as a unifying force that shapes society for the Empowerment

Mission

Shaping a great future together

Values

- **Respect** :To respect the dignity and inherent rights of the individual human being in all dealings with people.
- **Integrity**: To maintain high moral and ethical standards and to reflect honesty, integrity, reliability and forthrightness in all relationships.
- **Diversity**: To welcome the opinions and ideas of all people.

- **Service:** To serve fairly and in proper balance with the interests of all groups associated with the business customers, employees, community neighbors, government and the general public.

Believe-HRD consultancy services play a role in each mile stones of a human to empower their ability to reach their desire goal in every stage.

SERVICES OF BELIEVE-HRD CONSULTANCY SERVICES RPO SOLUTIONS

Believe-HRD consultancy services use almost every possible strategy to find the right resources as client need. For Believe-HRD consultancy services various IT and Non-IT clients they hire through classical Portal search to Social Media hiring. Believe-HRD consultancy services work on both Permanent and Contract Staffing for IT and Non-IT clients. Their Recruitment team comprises of experts from various verticals of the industry, who just don't work for closure of positions but to provide the appropriate candidates as the client needs.

TRAINING

Believe-HRD offer wide range of training programs for students on various areas to increase their employability Skills, Personality and job placements. We differ from other trainer by understanding their needs and capsule training in the way they prefer.

Few of their most demanded typical training areas are

- Personality Development for Work
- Leadership skills and Organizational Growth
- Professional Communication Process Enhancement
- Employee Relations and Cultural Development
- Vision, Mission and Core Values Orientation
- Fun and Win Environment Orientation
- Work Life Balancing
- Cost reduction implementation
- Change management and implementation

PSYCHOMETRIC ASSESSMENTS

Believe-HRD provide Psychometric Assessments (Micro research tools) & Counseling for

- Students (both school and college)
- Parents & Teachers

- Corporate

RECRUITMENT & SELECTION

Believe HRD services offer job placement service for college students and jobseekers in Salem. They offer four types of placement programme for students

1. On-campus placement
2. Off campus placement
3. Project Placement
4. Student Internship Placement

Functional area of Believe-HRD consultancy services

- Human resource strategic planning
- Human resource planning
- Manpower planning
- Recruitment / selection
- Training
- Management development
- Career planning / Guidance
- Counselling's

1.4 STATEMENT OF PROBLEM

The researcher examines the significance of recruitment strategies at Believe HRD Consultancy, Salem in this study. The difficulties with the organization's recruitment procedure are shown in this study.

The problem identified is that the recruitment strategies in Believe HRD Consultancy has certain issues, and it also involves developing an organizational system for implementing recruitment process and procedures to the employed, as well as conducting proper training programmes on a monthly basis to improve the employees' skills and collecting feedback for future reference. It includes instruction on interviewing as well as practical tips on building transparent and successful merit-based selection systems. The following listed points are covered as statement of problem for this study:

- Advice on how to develop thorough job descriptions and person specifications
- Guidelines on organizing and conducting short listing and interviewing processes

- Codes of Practice on each of the key activity areas in recruitment
- Advice on good practice in documenting different aspects of the process.

Finding, assessing, and engaging new employees or promoting existing ones are the main goals of recruitment. As a result, it focuses on matching potential candidates' skills and interests to the responsibilities and incentives of a certain position. HR Managers' recruitment decisions are among the most crucial of all decisions they must make because they are necessary for the growth of a successful staff. The success of organizations in this modern business environment depends on the caliber of the manpower that steers the day-to-day affairs of the organizations. The process of recruiting all categories of employees has been a matter of concern to many organizations and needs attention. Even though it is the wish of every organization to attract the best human resource in order to channel their collective effort into excellent performances, unconventional selection practices can mar any business plan. This study will therefore, identify and assess the effectiveness of the recruitment strategies of Believe HRD Consultancy, Salem.

1.5 OBJECTIVES OF THE STUDY

The effectiveness of recruitment strategies at Believe HRD Consultancy in Salem will be assessed in this project

Primary objective:

- To know the effectiveness of recruitment strategies at Believe HRD Consultancy, Salem

Secondary objective:

- To determine present and future manpower requirements of the organization in coordination with planning and job analysis activities.
- To evaluate the various recruitment techniques that followed by Believe HRD Consultancy, these include interviews, group tests, psychological tests, intelligence tests, technical tests and others
- To obtain the number and quality of employees that can be selected in order to help the organization to achieve its goals and objectives.
- To determine key employee skill gauges, like academic record, socio-economic conditions, overall work experience and experience in a specific field.

1.6 NEED FOR STUDY

The need for this study arises from the crucial role that recruitment plays in the success of an organization. A well-designed recruitment process can help organizations attract and retain the best talent, which is critical for achieving business objectives. Effective recruitment strategies can help organizations improve their workforce quality, reduce employee turnover, and increase employee retention. On the other hand, an ineffective recruitment process can lead to poor quality hires, increased employee turnover, and lower employee morale, which can have a negative impact on the organization's overall performance.

In the case of Believe HRD Consultancy, as a human resources consulting firm, the effectiveness of its recruitment strategies is vital to the quality of services it provides to its clients. Therefore, understanding the effectiveness of their recruitment strategies is essential to improving their overall business performance. This study will provide valuable insights into the recruitment process and help Believe HRD Consultancy identify areas of improvement to enhance their recruitment strategies, leading to a better-quality workforce and overall business performance.

1.7 SCOPE & SIGNIFICANCE OF THE STUDY

The scope of this study is to assess the effectiveness of the recruitment strategies implemented by Believe HRD Consultancy in Salem, India. The study will focus on the entire recruitment process, including job analysis, sourcing, screening, selection, and onboarding. The study will also assess the impact of recruitment strategies on the organization's overall business performance. It will help Believe HRD Consultancy to identify the strengths and weaknesses of its recruitment strategies and make necessary improvements to enhance its recruitment process. Secondly, the study will provide insights into the current trends and practices in recruitment, which can help Believe HRD Consultancy stay competitive and attract the best talent in the industry. Thirdly, the study will help to improve the quality of hires, reduce employee turnover, and increase employee retention, thereby contributing to the overall success of the organization. Finally, the study can also serve as a reference for other organizations looking to improve their recruitment process and enhance their overall business performance.

1.8 LIMITATIONS OF STUDY

- The study is applicable only to at Believe HRD Consultancy, Salem and not to any other similar organization.
- Entire analysis of the study, its findings and conclusion are based on the data collected through those 205 samples.
- Some of the respondents are not giving their opinion, since the study deals with the sensitive area of organization. therefore, it is difficult to extract accurate information from the employees.
- The respondents chosen were busy and have less time to answer the questionnaires.

CHAPTER 2

REVIEW OF LITERATURE

Venkatesh, D., & Jakka, S. R. (2023) the paper discusses how digital technology has transformed the recruitment process, and how companies are increasingly relying on technology to implement HR practices. The study aims to identify differences in the usage of digital technology by companies in recruiting employees in rural and urban areas. A 5-point Likert scale questionnaire was used to collect primary data from HR managers of select companies located in Yadadri Bhuvanagiri Dist of Telangana State. The data was analyzed using SPSS 28.0.0.0 and MS-Excel, and the findings suggest that there is no significant difference in technology usage in rural and urban areas for recruiting employees.

Sharma, E. A. (2023) This study aims to identify new recruitment and selection trends in Indian industries, particularly in the Information technology (IT) sector. Latest developments involve the use of technology such as internet, online and video interviews, ATS software, chatbots, block chain, virtual reality, HRM analytics, and AI recruitment software. Companies such as IBM, Tech Mahindra, and Godrej & Boyce are implementing these trends. A "skill-first" approach is being adopted, where a college degree is not always necessary if the candidate has the required new-age skills. Companies such as IBM, Accenture, and Apple are initiating this approach

Mehrotra, S., & Khanna, A. (2022) this study examines the acceptance of automation in human resource management by employers and the extent to which AI can be used for hiring. Data is collected through interviews with four experts in IT organizations using thematic analysis. The research can help recruiters and HR managers explore the potential of AI implementation for cost-cutting technical developments.

Muhammad, G., Siddique, M., & Dahri, A. S. (2022) this study investigates the mediating role of talent attraction between innovative e-recruitment strategies and human capital management effectiveness. The data was collected from 250 HR professionals in IT firms in Pakistan, and the results showed that job portals and corporate websites are the key tools for attracting talented candidates to IT firms,

whereas e-recruitment agencies and social network sites have no significant effect on talent attraction.

Olajide Ore & Martin Sposato (2022) this study revealed that AI facilitates the effective performance of routine tasks through automation. However, the adoption of AI technology in recruitment and selection is also fraught with risks that engender fear and distrust among recruiters. The effective adoption of AI can improve recruitment strategies. However, cynicism exists because of the fears of job losses to automation, even though the participants thought that their jobs would continue to exist because recruiters should always be humans.

Rashid Ashraf, Fauziah Binti Ani (2022) Social media is a modern tool getting more important in recruitment and selection. The primary objective was to explore and understand the role of LinkedIn in the marketing of jobs to attract qualified applicants. Another key objective was to analyse the practice of LinkedIn at the shortlisting stage to identify the most suitable applicants for the openings. The primary data was collated by employing an in-depth semi-structured interview method from three reputed 4/5 stars hotels in Al Ain, UAE. The findings revealed a high usage of LinkedIn during the recruitment and selection stages, leading to job applicants' quality and quantity.

Webber-Ritchey et al (2021) the authors used multiple strategies to recruit a diverse sample of nurses for their study, including a research team with diverse backgrounds, flyers, social media, and purposive sampling. They stress the importance of beginning recruitment efforts early and using various approaches to reach underrepresented populations. By doing so, they were able to obtain a diverse sample, which is crucial for promoting health equity and advancing scientific knowledge.

Sengupta, A., Lalwani, S., Goswami, S., & Srivastava, P. (2021) this paper discusses the impact of digital tools on HR transformation, with a focus on the efficiency of employees as a competitive advantage for organizations. The role of HR in aligning organizational vision, mission, and strategies is emphasized, and the digitization of HR functions is proposed as a means of achieving this alignment. The paper reviews the literature on the digitization of HR functions and identifies the technologies used for these functions. An exploratory study is conducted to assess the perception of HR professionals on the use of SMAC technologies, and the study

concludes that there is a significant difference in their perception of these technologies.

Dr. Nidhi Oswal, Dr. Majdi Khaleeli and Dr. Ayman Alarmoti (2020), The purpose of the paper is to review the use of AI applications in the recruitment process. The paper concludes that AI has the capabilities to enhance the quality of the recruitment process by matching the most suitable candidates for the job specifications. It can improve the overall quality of the recruitment process by deleting the lengthy and repetitive tasks done by HR during the recruitment & selection process. However, many jobs related to the administrative tasks of HR will no longer exist and will be taken over by machines.

Lewis, A., & Thomas, B. C. (2020), this research explores the effectiveness of using social media (SM) as a recruitment method for enterprises. The study gathered opinions from professionals, recruiters, and employees on the advantages and disadvantages of using SM for recruitment through focus groups and questionnaires. The study suggests that SM can improve recruitment efficiency and convenience for both employees and enterprises, but it can also create communication difficulties if the systems are not designed correctly.

Jewkes, M. D., (2020) Due to the COVID-19 pandemic in 2020, Extension's traditional in-person hiring processes for three vacant county faculty positions became complicated. In response, our search committee utilized innovative techniques, such as hosting a live "we're hiring" webinar, conducting icebreaker sessions, and scheduling live and recorded candidate presentations to conduct remote interviews. These efforts resulted in a larger pool of applicants, more relaxed web-based video interviews, and saved time and expenses. These strategies may serve as effective approaches and practices for hiring and interviewing in Extension during the pandemic and beyond.

Dr. Prasanna sivanandam¹ , Ms. Pooja mudaliar² (2020) The study is to determine the effectiveness of the screening process in recruitment consultancy firms and to include recommendations for the enhancement of the business and prospective jobseekers to make them eligible for selection. Researcher conclude that it takes reasonable time for the recruiters to screen the candidate's resume by comparing it with the Job description, maximum recruiter's opt for different job portals to source the candidate's. the candidates are always informed about the status of their application and informed if they are awarded a job.

Dragusha, B., Josimovski, S., & Jovevski, D. (2019) this research provides a theoretical and empirical evaluation of e-recruitment strategies in enterprises in the Republic of Kosovo and examines the impact of e-recruitment on the employment process. The study surveyed 317 managers and enterprise owners involved in the Strategic Human Resource Management process, finding that e-recruitment has the potential to improve qualitative selection, provide competitive advantages, and offer other benefits. Although not an official part of recruitment, e-recruitment was found to significantly enhance the recruitment process and change its nature.

Singh, H., & Kamal, R. (2019) this paper discusses the importance of human resources for organizations and how recruitment is a critical step in human resource management. It examines the recruitment practices used by the IT sector in the Delhi NCR region and concludes that positive and effective recruitment practices are being followed by IT companies in the region, with job portals and campus recruitment being the primary sources of recruitment.

Ahmad Azmy, S.E.(2018) researcher result that the recruitment has a positive impact on business performance. Recruitment must be able to adapt to the development of business trends. Some research results explain with the development of information technology, then the recruitment process can be done with online methods in order to be able to expand access to information. Recruitment must pay attention to equality of work to give everyone opportunity and avoid discrimination. Recruitment strategy must be formulated and specified. This is all done to improve the business performance of the company and able to meet the needs of human resources.

Sołek-Borowska, C., & Wilczewska, M. (2018). This paper uses a case study approach to examine how ItutorGroup incorporated modern technologies into their recruitment process. The study highlights the benefits of e-recruitment, particularly the ability to transform traditional recruitment into a collaborative, time- and space-independent process. The case study also shows how video-recruitment was used to enhance the selection and recruitment strategy. The research suggests that using modern technologies in recruitment and selection requires an experienced and competent team, but can lead to a shorter process and reduced costs.

Eva, T. P. (2018). The study investigated recruitment and selection practices in private commercial banks in Bangladesh. It identified commonly used sources and methods, perceived barriers, and strategies for maintaining effectiveness. Primary

data was collected from HR practitioners of 14 banks using a structured questionnaire. The study found differences in preference levels for recruitment sources and selection methods, but also noted commonalities in some areas. A selection model for entry-level positions was developed, and recommendations were provided.

Ashish Arya (2017) the job description standard is difficult to meet for most applicants, so assessing their potential to meet performance criteria is important. A combination of selection methods may be necessary rather than relying on a single method. Private sector recruitment policies are largely unregulated but are generally fair and non-discriminatory, with emphasis on accuracy and authenticity. Managers should focus on continuous work in the organization to maintain a productive and motivated workforce rather than solely searching for employees.

Nadda, V., Rafiq, Z., & Tyagi, P. (2017). The study examines the effectiveness and challenges of RPO adoption in the Indian hotel sector, driven by specific research objectives. Factors influencing outsourcing recruitment processes are identified, including organizational structure, project deadlines, insufficient time for internal HR, inefficiencies in recruitment stages, and expansion of geographies. A theoretical framework is built through analysis of previous literature, and a mixed-method approach is used for analysis. Positive cultural influence is found in RPO adoption during expansion and globalization, but organizational structure poses a challenge. Inefficient HR practices, lack of communication, and monitoring also hinder RPO effectiveness.

Hu, Huan (2016) in this study, HR professionals in online communities were asked about social media recruitment and how it has changed in recent years. The study found that social media recruitment is evolving and becoming a more popular method, with traditional strategies giving way to newer trends. The study also identified key aspects of social media recruitment, including development trends and major elements of the recruitment framework. While this study has some limitations, it offers an updated understanding of social media recruitment and its impact on applicant relationship management.

Amadoru, M., & Gamage, C. (2016), social media platforms have become popular tools for organizations to recruit new talent. The main objective of a study on social networks as a recruitment tool for HR professionals was to evaluate their usefulness and identify effective ways to use them. The study found that social networks are

useful for recruitment due to their process efficiency, reachability, and ability to attract passive talent. It is important for organizations to adopt innovative recruitment techniques to recruit competent people with the right skills for the right positions to achieve their vision, mission, and objectives.

Dr.R. Karthi, Ms.P. Balaishwarya, G. Karthiga (2015) the process of sourcing and screening is crucial for organizations to locate potential employees and encourage them to apply for open positions. It is important for organizations to have a well-defined sourcing and screening policy in place that can be efficiently implemented to find the best candidates for open positions. The selection of the wrong candidate or rejecting the right candidate could prove to be costly errors for the company. Based on the results of the company's investigation and survey of the sourcing and screening and selection process, the researcher was able to determine the organization's recruiting modules.

Abraham, M., (2015) this systematic review aims to assess whether the recruitment and selection process in SMEs is strategically aligned and whether there is evidence of a structured, innovative, and flexible recruitment and selection process. The review found that HR managers may be aware of Strategic Human Resource Management, but their understanding of the recruitment and selection process as a HR architecture linking the firm and HR strategy is unclear. HRM practices are often seen as less important, and recruitment and selection are an under-researched area. Furthermore, the concept of 'fit' in recruitment and selection for SMEs has not been explored. This suggests that HRM functions in Malaysian SMEs may be perceived as secondary, routine, and insignificant.

Sudhametti Naveen, Dr. D.N.M. Raju, (2014) the study found that industries prioritize skills, knowledge, and abilities when hiring. Incentives should be offered to attract top talent. External sources like employment agencies, data bank references, newspapers, and campus interviews are recommended to find the best candidates, with a preference for newspapers and campus interviews.

Syamala Devi (2014) this research focuses mainly on the recruitment policy of the organization, which is found to be ethical. The study answers questions about the effectiveness of the recruitment policy, recruiting strategy, environmental factors, and selection methods. The results are presented as percentages. The study shows that employees are satisfied with the recruitment and selection process, but changes are needed to adapt to the changing recruitment scenario and improve the

functioning of the company. However, more investigation and innovation are needed in the recruitment and selection process.

Caren B. Goldberg (2013) based on theoretical frameworks developed by Rynes and Barber, and Avery and McKay, we examined factors influencing organizations' decisions to target older job applicants and the impact of this decision on other recruiting strategies. Our study of HR professionals found that incumbent age and a pro-diversity organizational culture were linked to targeting older workers, while ageist attitudes and labour market tightness were not. The decision to target older applicants was also linked to the number of recruitment sources used and, in one sample, a focus on work environment benefits. However, this decision was not linked to an emphasis on financial stability benefits or the age of the recruiter.

According to **Nimit Chowdhary and Sonal Sisodia (2012)**, using illustrations in service sourcing and screening advertisements provides a concrete representation and challenges potential candidates to envision the relevance of the role. For employers in the service industry, making eye contact with potential employees can also help establish a personal connection and lay the foundation for a positive relationship.

Ayesh Tabassum (2011) conducted a study on the recruitment methods and sources used in public sector banks in Bangladesh. The study found that the banks require a large number of qualified, talented, and committed staff to achieve their goals, and they typically use external sources to recruit candidates. The banks have an extensive selection process that includes CV screening, employment tests, interviews, and background checks. The study also compared the cost and time effectiveness of internal and external sources of recruitment and found that internal sources are less costly and time-consuming than external sources. The banks mostly rely on advertising to attract candidates for job openings.

"HR professionals are becoming more aware of the importance of having an efficient recruiting programme that assists in hiring the right person for the right role, which leads to improved retention, lower hiring costs, and a strong return on investment (ROI) on a company's Sourcing and Screening programme," according to **Sangeetha (2010)**.

The article of **Gary Rees and Ray French (2010)** mentioned that the employees are satisfied with the present recruitment policy in organization. Employees are satisfied about the sources of recruitment external as well as internal even satisfied

preference given to qualification, experience, Knowledge etc. It finds that newspapers sources (advertisement) and campus interviews are highly used to recruit the candidates. In selection process company has conducted only formal interview of candidates. Policy of recruitment plays a key factor in the functioning of an organization. Qualification and experience have more importance in the comparison of skill and talent of employees. Traditional techniques of selection are not judged of candidates but new techniques are more useful to judge or appoint the appropriate candidates.

2.2 RESEARCH GAP

Research gap is used to find out the uncovered area of the present study. Taking into view of all the studies presented above, the main motivation behind the current research study is the two basic research gaps observed in previous researches.

Firstly, despite the widespread interest in the understanding of the recruitment strategies in HRM. There are many papers on the dimensional changes happening being executed by the HR in the process of hiring. They are adopting to the new resolutions on par with the technology up gradation. But the question is whether the applicants are aware about the changing dimension in the recruitment strategies.

Human resource management is a significant challenge at both the strategic and organizational levels. Human resources are thus effectively managed and developed in accordance with the organization's goals and plans. It has been noticed that in order for any business to fulfil its stated objectives and aims, management must implement policies or strategies that will help attract the best employees to work toward the organization's goals.

Secondly, it has been clearly stated in the background of the present research endeavour that research in the field of recruitment strategies, Research literature on recruitment has majorly covered company website with respect to information influencing perception of job applicant. However, today job applicant collects information from various sources such as SNS (LinkedIn), Facebook, Employee blog (Glass door), categorized as formal and informal sources. There is dearth of research in Indian Context to find out applicants perception about recruitment strategies followed by organizations.

The literature reviewed gives an overview of the studies relating to recruitment process, online job portals, social media, their role and importance in recruitment

but it fails to highlight job seekers perception, satisfaction level about source of recruitment such as social media recruitment particularly in Salem. This research also tries to figure out the intention of the candidates, what makes them apply for the job. So, this research paper can be attempted to check the awareness of applicants regarding the recruitment strategies adopted by organizations. Hence the research entitled “***A study on recruitment strategies in HRM with reference to Believe HRD Consultancy, Salem***”

CHAPTER- 3

RESEARCH METHDOLOGY

3.1 RESEARCH METHODOLOGY

The research methodology utilized in this study involves the use of a quantitative questionnaire, which will be administered both in the current and future data collection phases. This questionnaire will be analysed using statistical tools, such as the Statistical Package for Social Sciences (SPSS), to examine the relationship between the dependent and independent variables. The quantitative approach is employed in this study, which utilizes numerical data to objectively test the research objectives. Theoretical information will also be employed in the data analysis process to guide the interpretation of results. Overall, the methodology used in this study involves a rigorous process of data collection and analysis that is guided by both theoretical frameworks and statistical techniques.

3.2 RESEARCH DESIGN

Research design is the basic frame work, which provides guidelines for the research process. It provides the incomparable skeleton system for the research process. It was more of descriptive study than an exploratory one. Descriptive study helps in obtaining needed information required for this study. Another aspect that forms apart of research process is the sample design. When the marketing researcher has to decide to carry out a field survey, he has to decide whether it is to be census or sample survey. In almost all cases, a sample survey is undertaken on account of its overwhelming advantage over a census survey. The researcher has to select a specific type of sample design from a number of sample designs. In specific terms, a research design is the arrangement of conditions for collection and analysis of data in a manner that aims to combine relevance to the research prose with economy in procedure. The methodology adopted in this particular research is a data base survey, which is carried out in different phases through the cross-section field survey design using multiple data gathering methods. In this study the researcher has undergone descriptive research design to study the recruitment strategies.

3.2.1. Descriptive Design

Descriptive research studies are those studies, which are concerned with describing the characteristic of a particular individual, or of a group. The studies concerned with specific predictions, with narration of facts and characteristics concerning individual, group or situation are all examples of descriptive research studies.

3.3 SAMPLING TECHNIQUES

This study uses descriptive method. Report is being taken regarding what has happened and what is happening. The collected data are so arranged & analyzed that they must fulfil the aim for the particular purpose. It includes the survey and fact finding enquires about recruitment strategies in different Job role.

3.3.1. Random Sampling Method:

In this study, probability sampling method is used which means each and every item of the population has an equal or known chances of being selected.

3.4 TYPES OF DATA COLLECTED

The data so collected are of two types:

- a) Primary data: These are collected through method of questionnaire in which the details are collected from the respondent by filling up questionnaire.
- b) Secondary data: These are collected from website, company order etc.

3.5 STRUCTURE OF QUESTIONNAIRE:

Questionnaire are most commonly used structural techniques for the purpose of data collection. It consists of a series of optional questions to which respondent and replies.

Questionnaires were constructed based on the following types

- Open ended questions
- Close ended questions
- Multiple choice questions

3.6 SAMPLE SIZE

For the purpose of survey, 205 employees were selected for sampling. The population elements are selected on the basis of the strength of particular unit.

3.6.1. Sampling Design:

The populations are known population, where to find the sample size.

$$\begin{aligned} \text{Formula: } & z^2 \cdot p \cdot (1-p) / (1 + (z^2 \cdot p \cdot (1-p)) / (e^2 N)) \\ & = (1.96)^2 \cdot 0.5 \cdot (1-0.5) / (1 + ((1.96^2 \cdot 0.5 \cdot (1-0.5)) / (0.05)^2 \cdot 413)) \\ & = 205 \end{aligned}$$

z- Probability distribution, (95% confidence level z value:1.96) p – Probability sample size (50%), e-Margin of error (5%), N- Population size (413 employees).

3.7 PERIOD OF STUDY:

The survey is conducted during the period three month (From Jan 2023 to Mar 2023)

3.8 LOCATION & TARGETED PEOPLE OF STUDY

The field works is done at Believe HRD Consultancy, Salem

3.8.1. Defining the Populations

The Population or Universe can be Finite or infinite. The population is said to be finite if it consist of a fixed number of elements so that it is possible to enumerate it in its totality. So, in this project consist of finite population. 413 employees placed by believe HRD consultancy services.

3.9 HYPOTHESIS:

H1: There is no significant relationship between Opinion about current recruitment strategies and Satisfied with the recruitment process.

H2: There is no significant relationship between educational qualification and method of induction program conducted in Believe HRD consultancy services

3.10 TOOLS FOR ANALYSIS

The collection of data can be a manipulated by the statistical tool which coincides with the view and ideas of the researcher. More over the use of statistical tools may be differ from investigator in the context to money, time and availability of data.

The following statistical tools were used in the study:

- ❖ Percentage method
- ❖ Chi-square test
- ❖ Correlation
- ❖ Weighted average

3.10.1. Percentage Method

In this project Percentage method test was used. The percentage method is used to know the accurate percentages of the data took, it is easy to graph out through the percentages. The following are the formula

$$\text{Percentage of Respondent} = \frac{\text{No of Respondent}}{\text{Total no. of Respondents}} \times 100$$

From the above formula, can get percentages of the data given by the respondents.

3.10.2. Chi-square test

In this project chi-square test was used. This is an analysis of technique which analyzed the stated data in the project. It analysis the assumed data and calculated in the study. The Chi-square test is an important test amongst the several tests of significant developed by statistical. Chi-square, symbolically written as χ^2 (Pronounce as Ki-Spare), is a statistical measure used in the context of sampling analysis for comparing a variance to a theoretical variance.

Formula $\chi^2 = (O-E)^2 / E$

O = Observed frequency E = Expected frequency

3.10.3. Correlation

The correlation is one of the most common and most useful statistics. A correlation is a single number that describes the degree of relationship between two variables. Let's work through an example to show you how this statistic is computed.

$$\text{Correlation}(r) = \frac{[N\sum XY - (\sum X)(\sum Y)]}{\sqrt{[N\sum X^2 - (\sum X)^2][N\sum Y^2 - (\sum Y)^2]}}$$

Where

N = Number of values or elements

X = First Score

Y = Second Score

$\sum XY$ = Sum of the product of first and Second Scores

$\sum X$ = Sum of First Scores

$\sum Y$ = Sum of Second Scores

$\sum X^2$ = Sum of square First Scores

$\sum Y^2$ = Sum of square Second Scores

3.10.4. Weighted Average Method

- ❖ Weighted average can be defined as an average whose component items are multiplied by certain values (weights) and the aggregate of the products are divided by the total of weights.
- ❖ One of the limitations of simple arithmetic mean is that it gives equal importance to all the items of the distribution.
- ❖ In certain cases, relative importance of all the items in the distribution is not the same. Where the importance of the items varies.
- ❖ It is essential to allocate weight applied but may vary in different cases. Thus, weightage is a number standing for the relative importance of the items.

CHAPTER- 4

DATA ANALYSIS AND INTERPRETATION

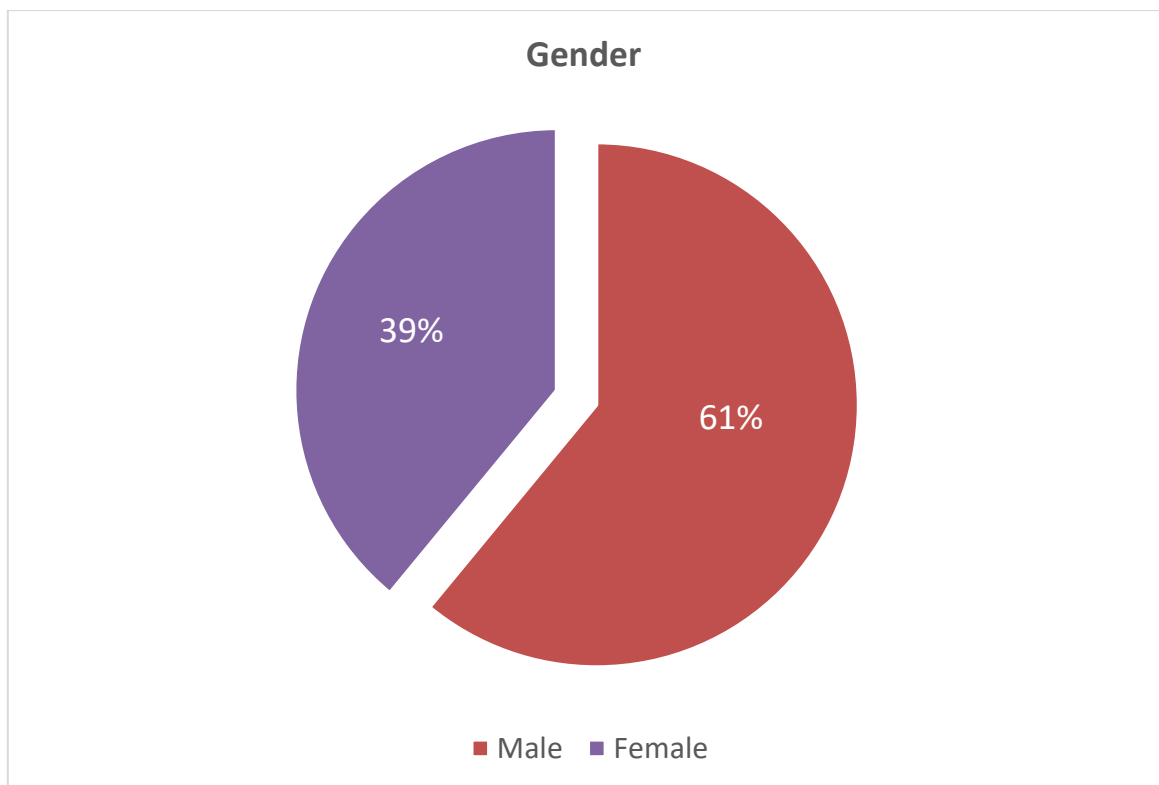
4.1 PERCENTAGE ANALYSIS

TABLE: 4.1.1- Gender Of The Respondents

GENDER	NO. OF RESPONDENTS	PERCENTAGE
Male	125	61%
Female	80	39%
Total	205	100.0

Source: Primary Data

CHART: 4.1.1- Gender Of The Respondents



Interpretation:

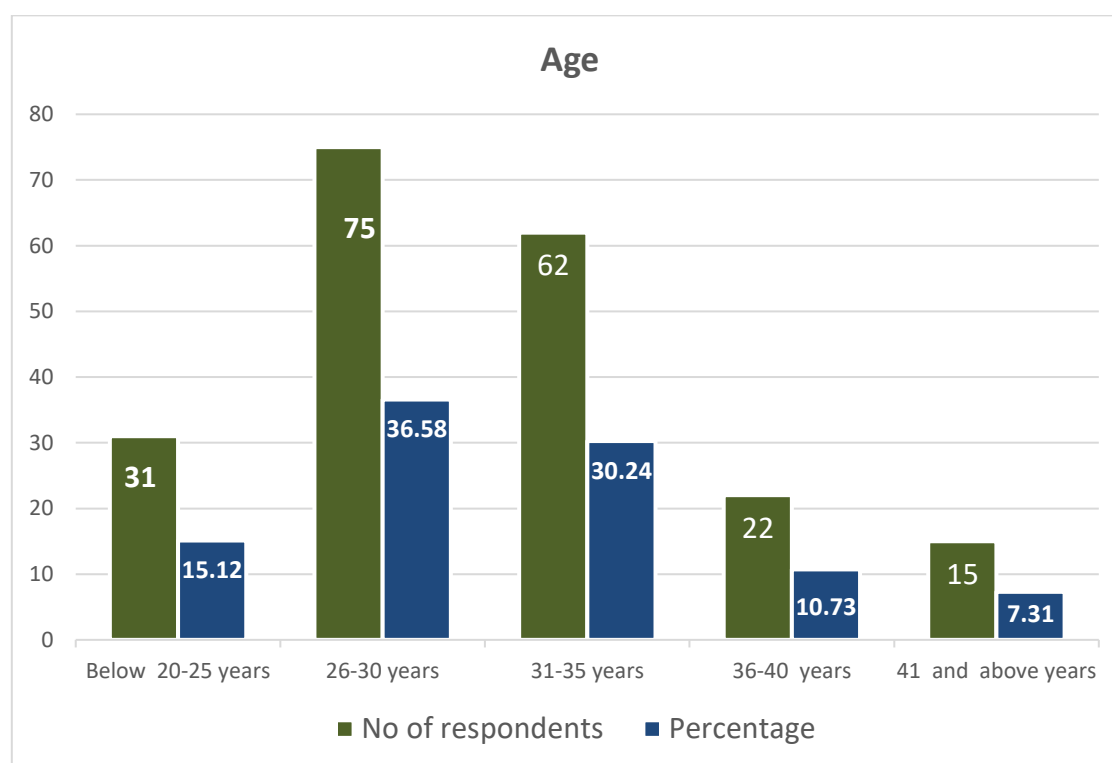
From the above table it is interpreted that the number of male respondents is 61% and female respondent is 39%.

TABLE: 4.1.2- Age Of The Respondents

AGE	NO. OF RESPONDENTS	PERCENTAGE
Below 20-25 years	31	15%
26-30 years	75	37%
31-35 years	62	30%
36-40 years	22	11%
41 and above years	15	7%
Total	205	100.0

Source: Primary Data

CHART: 4.1.2- Age Of The Respondents



Interpretation

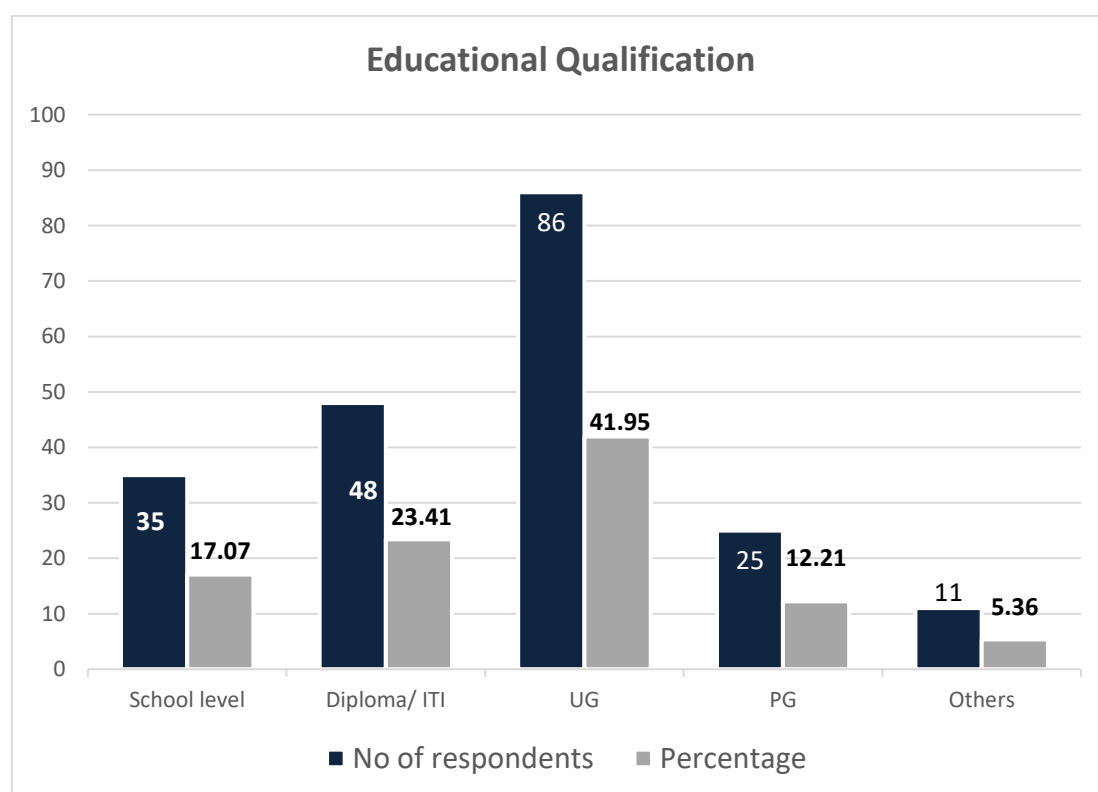
From the above table it is interpreted that the 15% of the respondents are belong age group of Below 20-25 years category, between 26-30 age of respondents are 37%, between 31-35 age of respondents 30%, between 36-40 age of respondents are 11%, and remaining 7% of the respondents are belong age group of 41 and above years category.

TABLE: 4.1.3- Educational Qualification Of The Respondents

EDUCATION QUALIFICATION	NO.OF RESPONDENTS	PERCENTAGE
School level	35	17%
Diploma/ ITI	48	23%
UG	86	42%
PG	25	12%
Others	11	6%
Total	205	100.0

Source: Primary Data

CHART: 4.1.3- Educational Qualification Of The Respondents



Interpretation

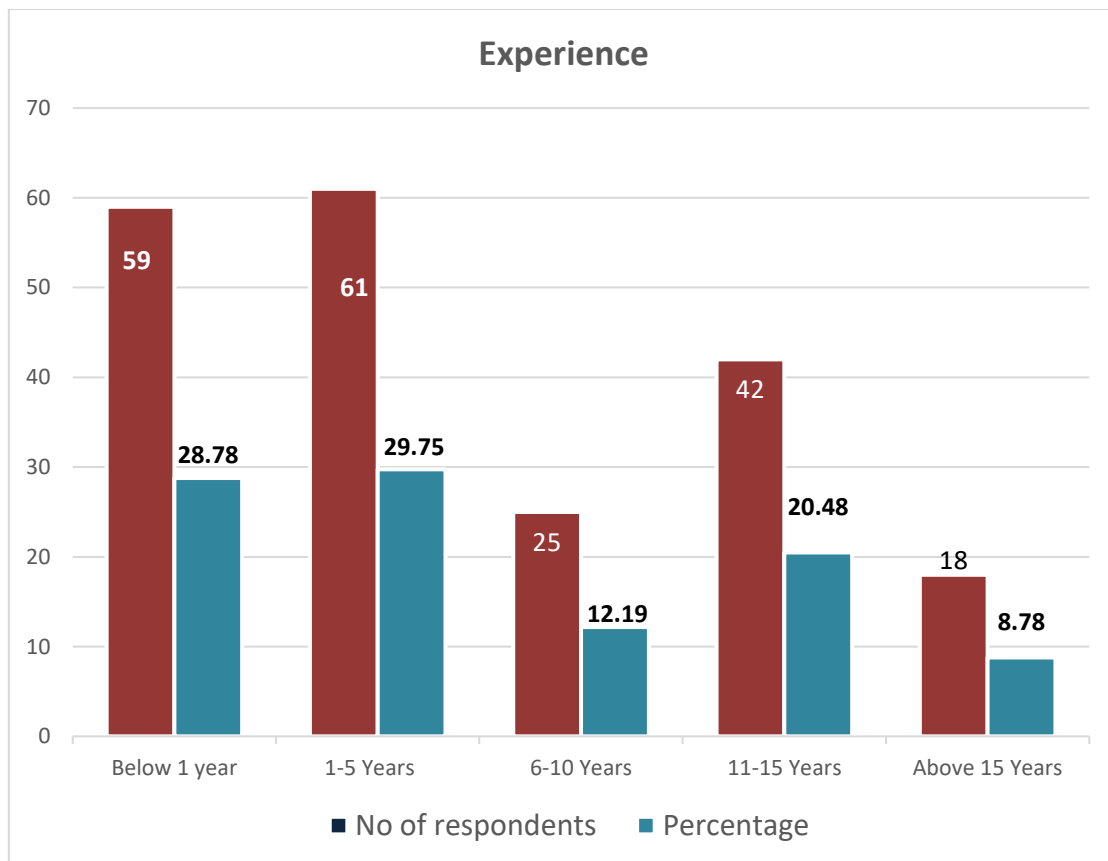
From the above table it is interpret that the educational qualification of the respondents 17% of the respondents are belongs School level, 23% of the respondents are belongs Diploma/ ITI educational qualification, 42% of the respondents are belongs UG educational qualification and 12% of the respondents are belongs PG educational qualification.

TABLE: 4.1.4- Experience Of The Respondents

EXPERIENCE	NO. OF RESPONDENTS	PERCENTAGE
Below 1 year	59	29%
1-5 Years	61	30%
6-10 Years	25	12%
11-15 Years	42	20%
Above 15 Years	18	9%
Total	205	100.0

Source: Primary Data

CHART: 4.1.4- Experience Of The Respondents



Interpretation

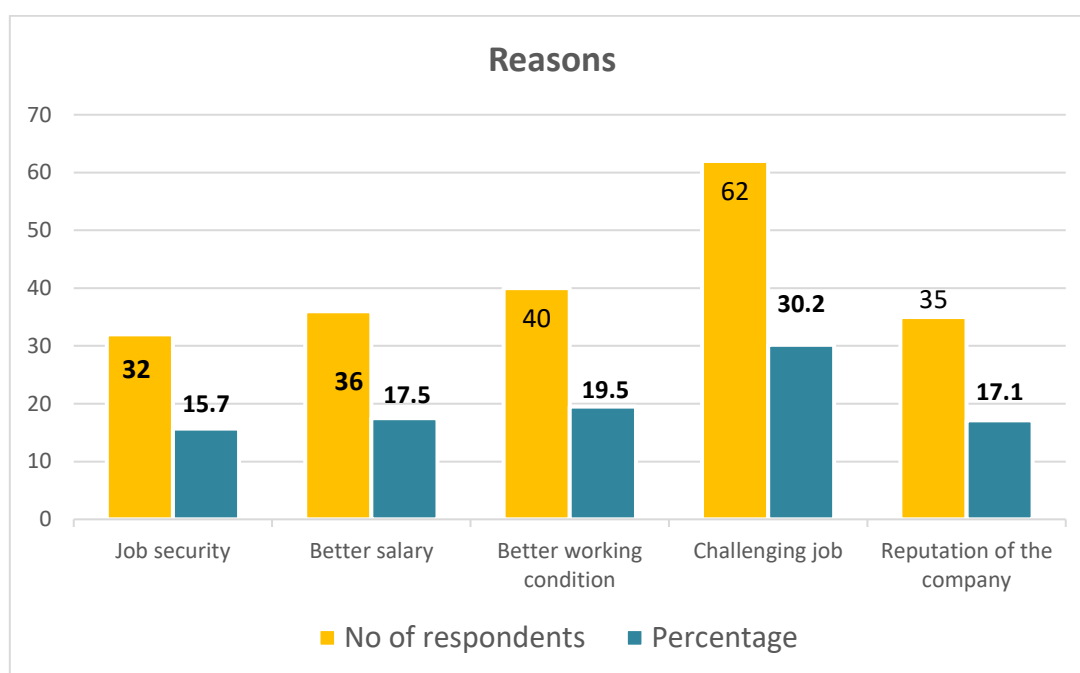
From the above table it is interpreted that the experience of the respondents 29% of the respondents had below 1 Year of experience, 30% of the respondents had between 1-5 yrs experience, 12% of the respondents had between 6-10 yrs experience, 20% of the respondents had between 11-15 yrs experience and 9% of the respondents had Above 15 yrs experience.

TABLE: 4.1.5- Reasons For Joining / Prefer Believe Hrd Consultancy Services

REASONS	NO. OF RESPONDENTS	PERCENTAGE
Job security	32	16%
Better salary	36	17%
Better working condition	40	20%
Challenging job	62	30%
Reputation of the company	35	17%
Total	205	100.0

Source: Primary data

CHART: 4.1.5- Reasons For Joining / Prefer Believe Hrd Consultancy Services



Interpretation:

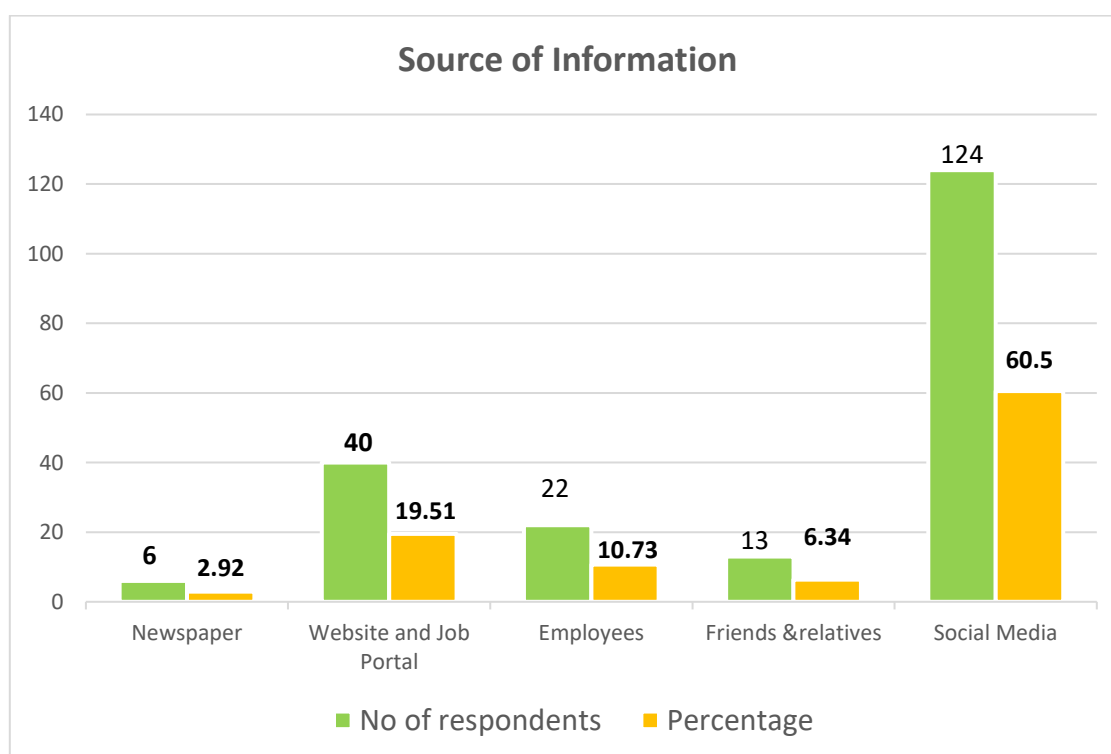
From the above table it is interpreted that the opinion of the respondents about reasons for joining /prefer Believe HRD Consultancy services, 16% of respondents were said Job security, 17% of respondents were said Better salary, 20% of respondents were said Better working condition, 30% of respondents were said Challenging job and 17% of respondents were said Reputation of the company.

TABLE: 4.1.6- Source Of Information To Know The Vacancy

SOURCE OF INFORMATION	NO. OF RESPONDENTS	PERCENTAGE
Newspaper	6	3%
Website and Job Portal	40	20%
Employees	22	11%
Friends & Relatives	13	6%
Social Media	124	60%
Total	205	100.0

Source: Primary Data

CHART-4.1.6- Source Of Information To Know The Vacancy



Interpretation:

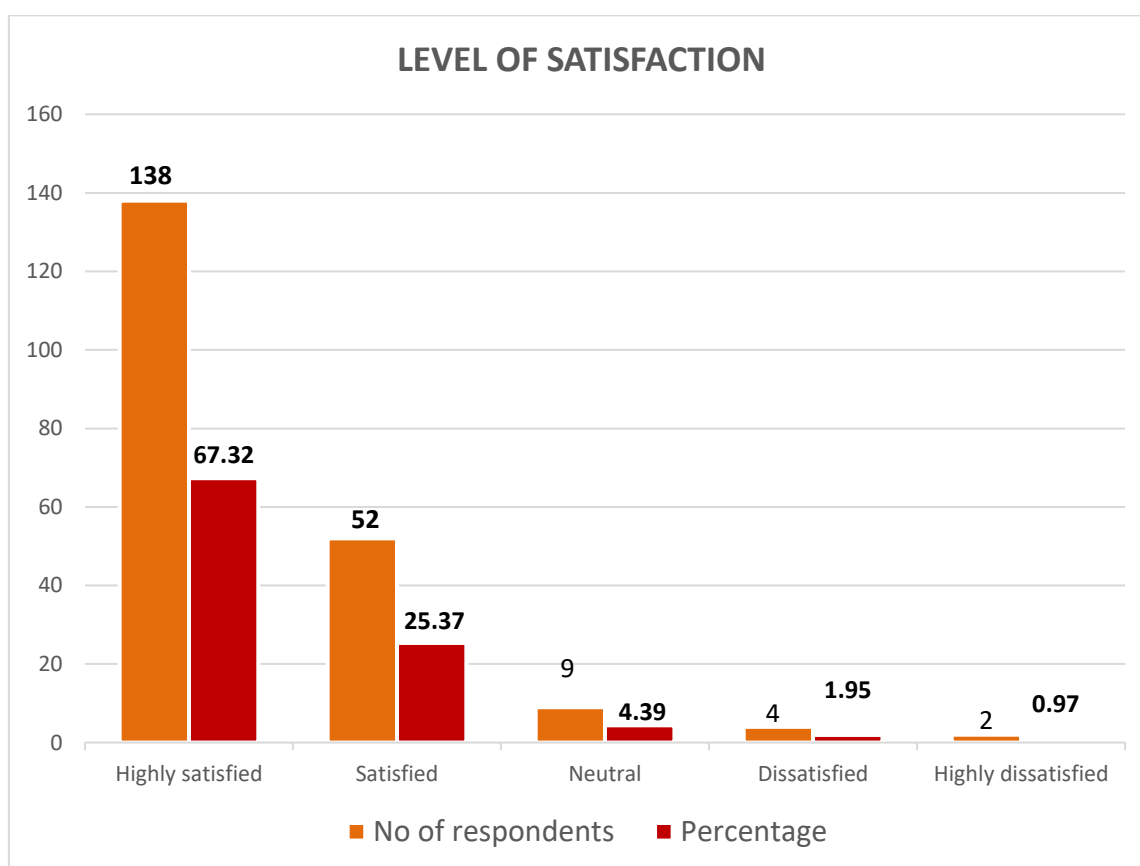
From the above table it is interpreted that the opinion of the respondents regarding source of information to know the vacancy in this company, 3% of respondents known from Newspaper, 20% of respondents known from Company website and Job portal, 11% of respondents known from employees of Believe HRD Consultancy services, 6% of respondents known from friends and relatives and 60% of respondents known from Social media.

TABLE: 4.1.7- Satisfied With The Information Published In Media

LEVEL OF SATISFACTION	NO. OF RESPONDENTS	PERCENTAGE
Highly satisfied	138	67%
Satisfied	52	25%
Neutral	9	5%
Dissatisfied	4	2%
Highly dissatisfied	2	1%
Total	205	100.0

Source: Primary Data

CHART: 4.1.7- Satisfied With The Information Published In Media



Interpretation:

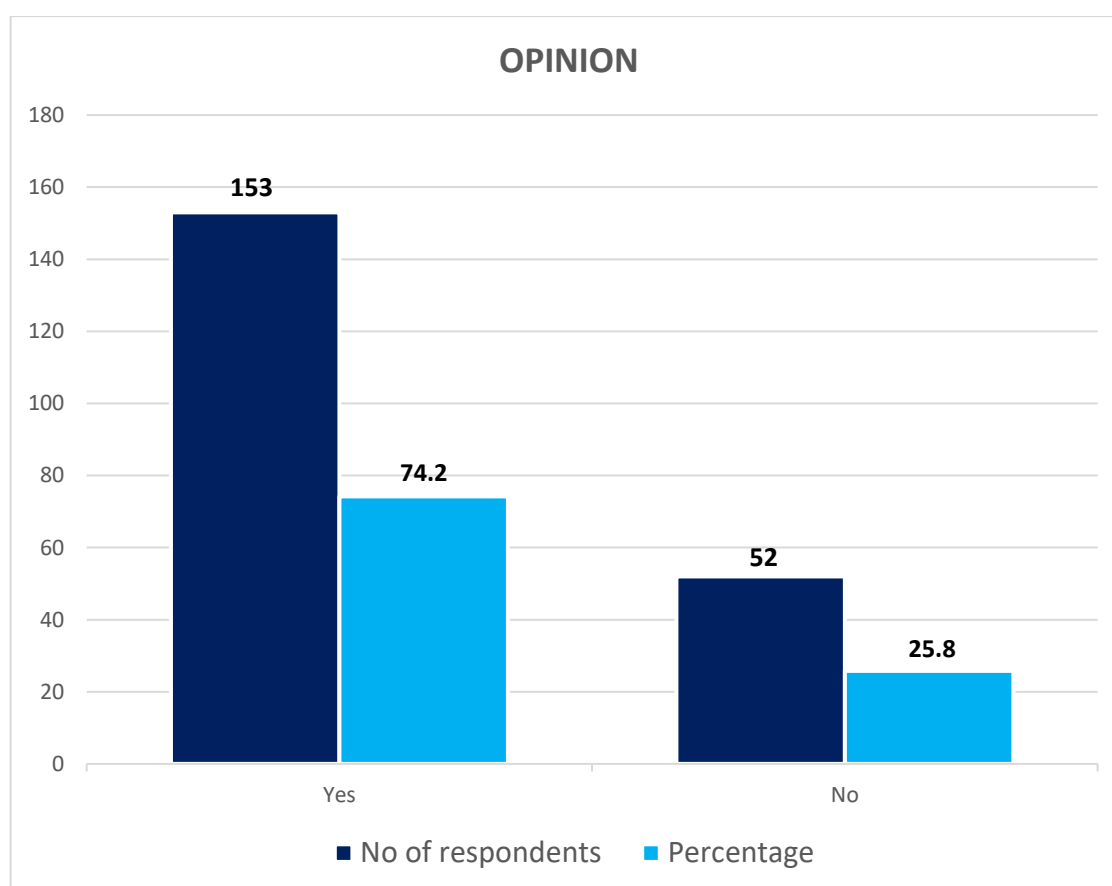
From the above table it is interpreted that the opinion of the respondents regarding satisfaction with the information published in media, 67% of respondents were highly satisfied, 25% of respondents were satisfied, 5% of respondents were neutral, 2% of respondents were dissatisfied and 1% of respondents were highly dissatisfied.

TABLE: 4.1.8- Understand The Job Description Given In The Advertisement

OPINION	NO. OF RESPONDENTS	PERCENTAGE
Yes	153	74%
No	52	26%
Total	205	100.0

Source: Primary Data

CHART: 4.1.8- Understand The Job Description Given In The Advertisement



Interpretation:

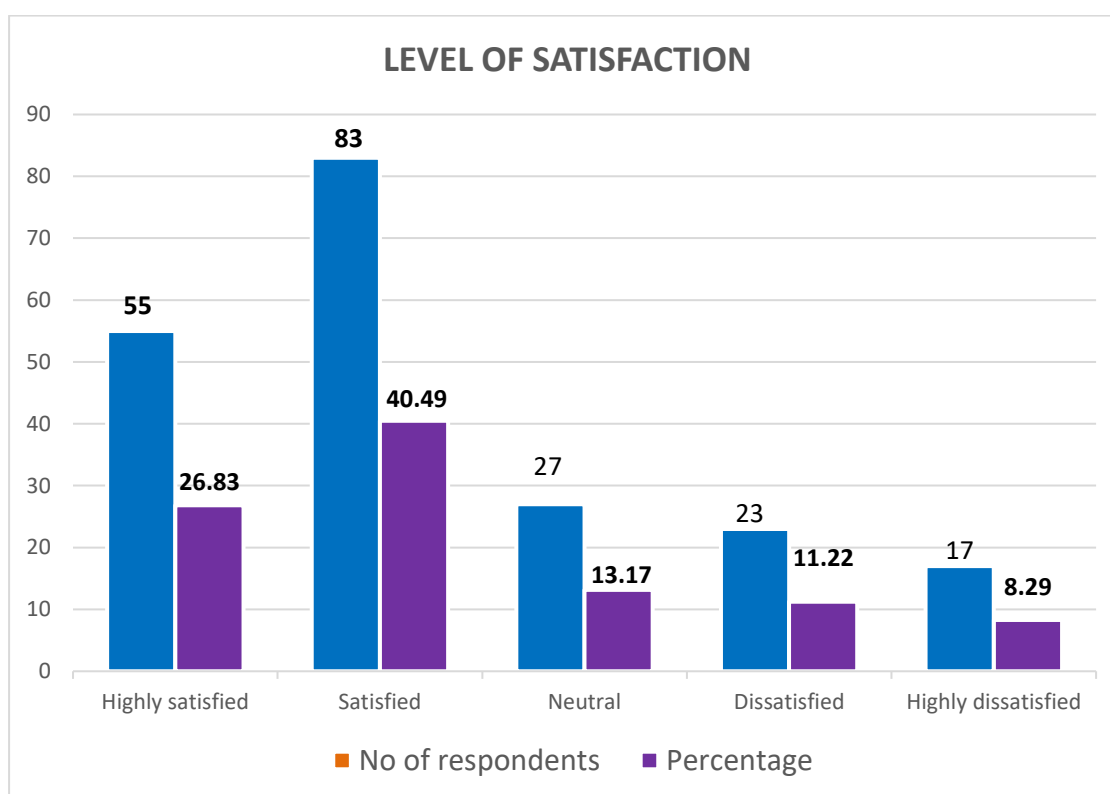
From the above table it is interpret that the opinion of the respondents regarding understand the job description given in the advertisement, 74% of respondents said they clearly understand the job description given in the advertisement and 26% of respondents said not clearly understand the job description given in the advertisement.

TABLE: 4.1.9- Satisfied With The Communication Present In The Media

LEVEL OF SATISFACTION	NO. OF RESPONDENTS	PERCENTAGE
Highly satisfied	55	27%
Satisfied	83	41%
Neutral	27	13%
Dissatisfied	23	11
Highly dissatisfied	17	8
Total	205	100.0

Source: Primary Data

CHART: 4.1.9- Satisfied With The Communication Present In The Media



Interpretation:

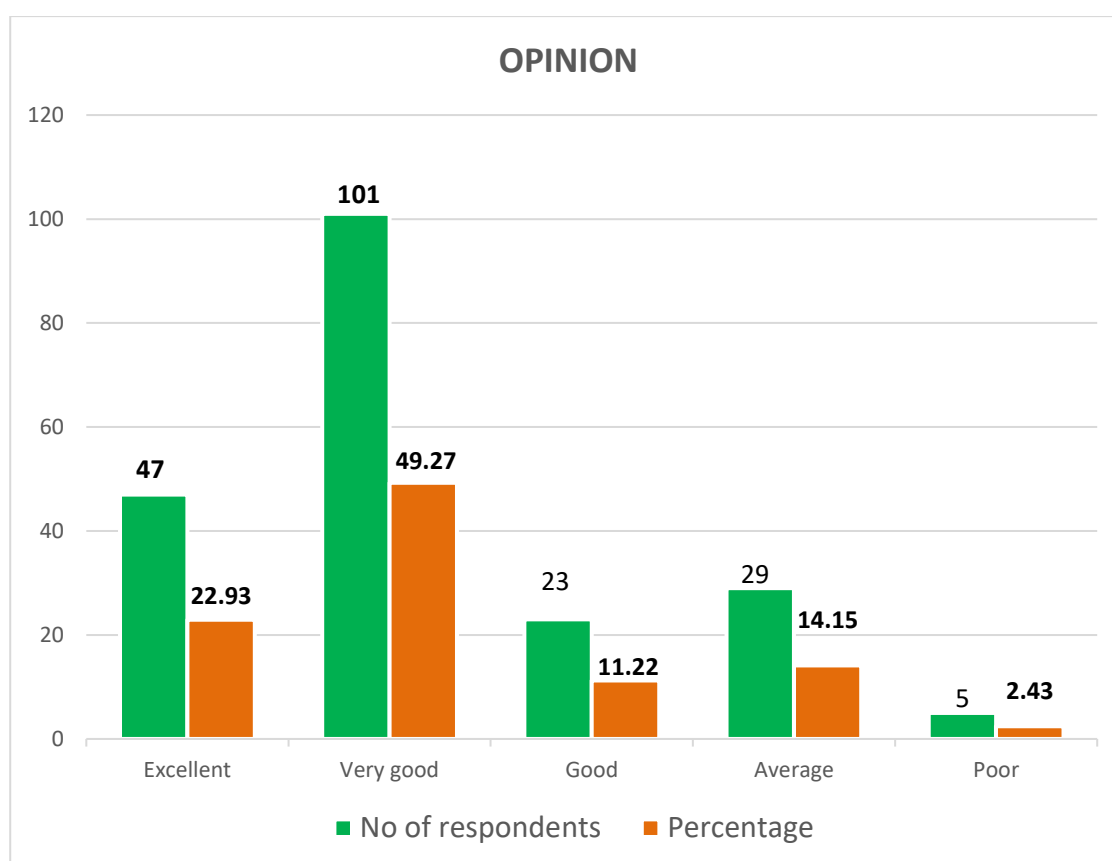
From the above table it is interpreted that the opinion of the respondents regarding satisfaction with the communication present in media, 27% of respondents were highly satisfied, 41% of respondents were satisfied, 13% of respondents were neutral, 11% of respondents were dissatisfied and 8% of respondents were highly dissatisfied.

TABLE: 4.1.10- Opinion About Current Recruitment Strategies

OPINION	NO. OF RESPONDENTS	PERCENTAGE
Excellent	47	23%
Very good	101	49%
Good	23	11%
Average	29	14%
Poor	5	3%
Total	205	100.0

Source: Primary Data

CHART: 4.1.10- Opinion About Current Recruitment Strategies



Interpretation:

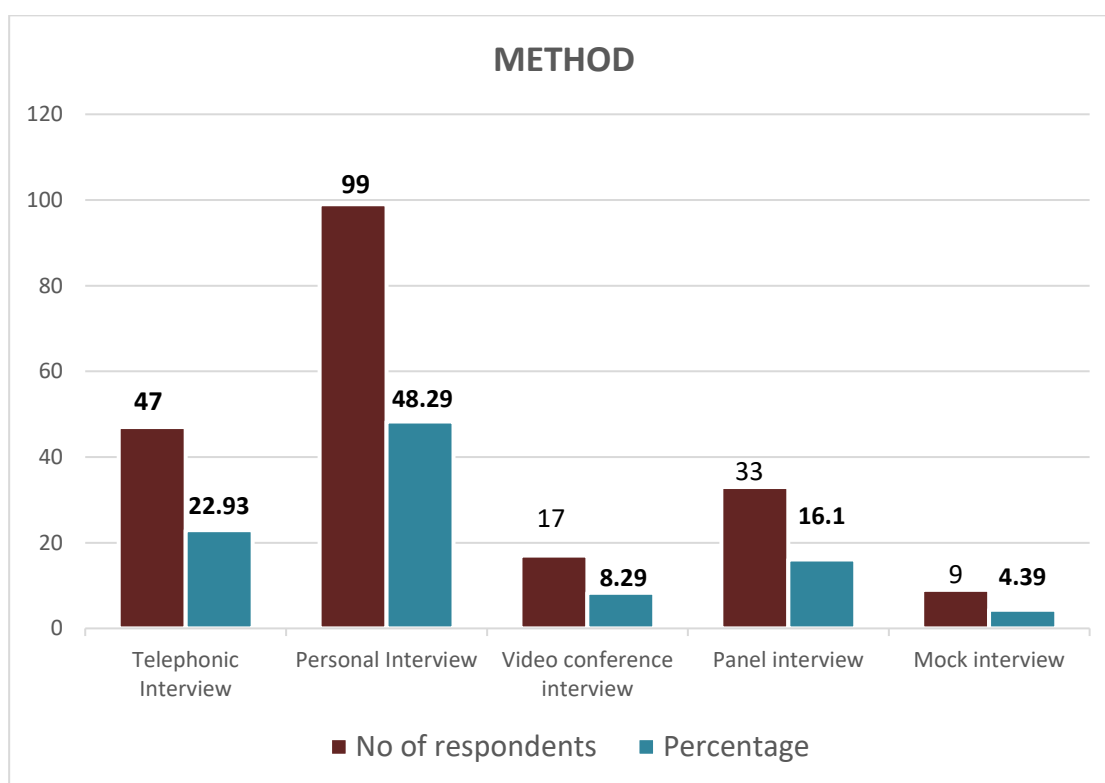
From the above table it is interpreted that the opinion of the respondents regarding current recruiting strategies of Believe HRD Consultancy services, 23% of respondent's opinion were excellent, 49% of respondent's opinion were very good, 11% of respondent's opinion were good, 14% of respondent's opinion were average and 3% of respondent's opinion were poor.

TABLE: 4.1.11- Most Effective Method Of Recruitment

METHOD	NO. OF RESPONDENTS	PERCENTAGE
Telephonic Interview	47	23%
Personal Interview	99	48%
Video conference interview	17	8%
Panel interview	33	16%
Mock interview	9	5%
Total	205	100.0

Source: Primary Data

CHART:4.1.11- Most Effective Method Of Recruitment



Interpretation:

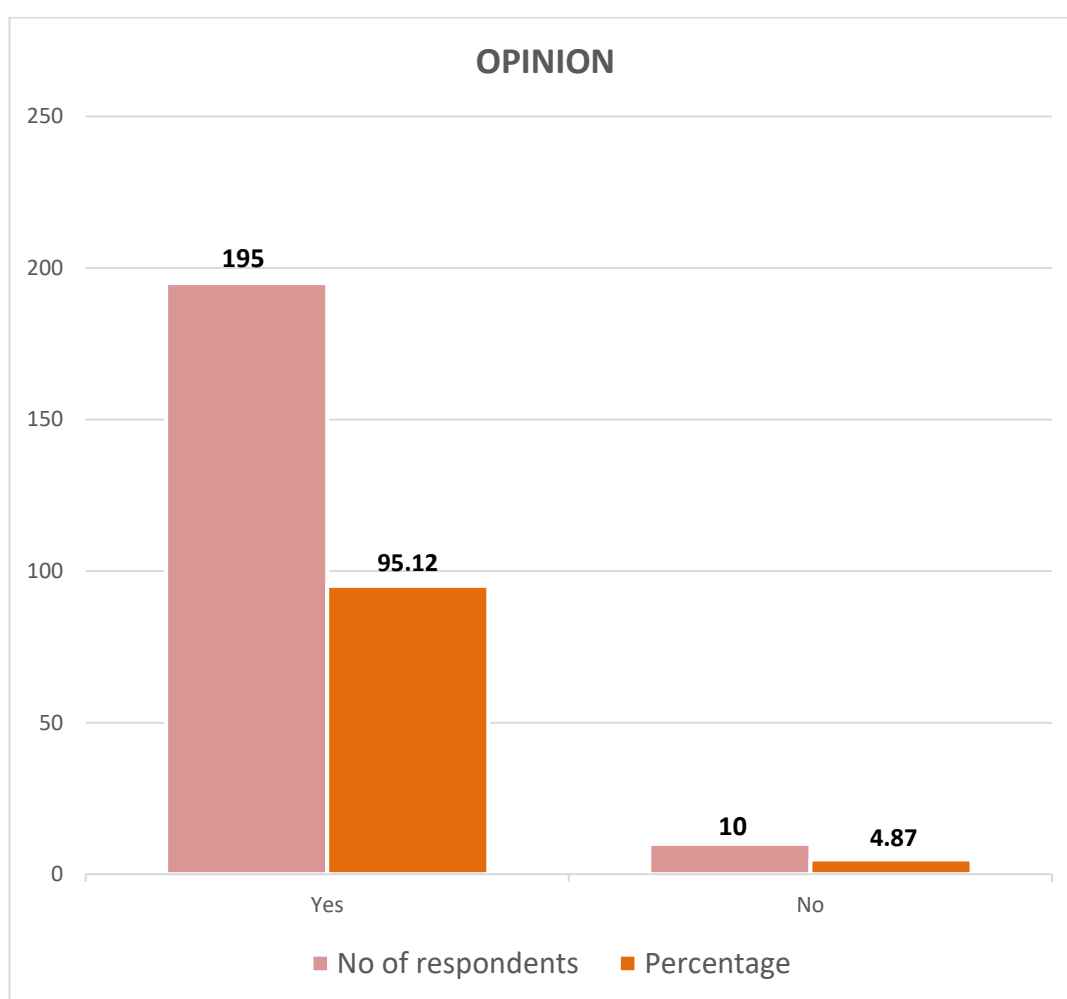
From the above table it is interpreted that the opinion of the respondents regarding the most effective method of recruitment at Believe HRD consultancy services, 23% of respondents were said Telephonic interview, 48% of respondents were said Personal Interview, 8% of respondents were told Video conference interview, 16% of respondents were said panel interview and 5% of respondents were told most effective recruitment method were mock interview.

TABLE:4.1.12- Standard Format For Knowing The Applicant

OPINION	NO. OF RESPONDENTS	PERCENTAGE
Yes	195	95%
No	10	5%
Total	205	100.0

Source: Primary Data

Chart-4.1.12- Standard Format For Knowing The Applicant



Interpretation:

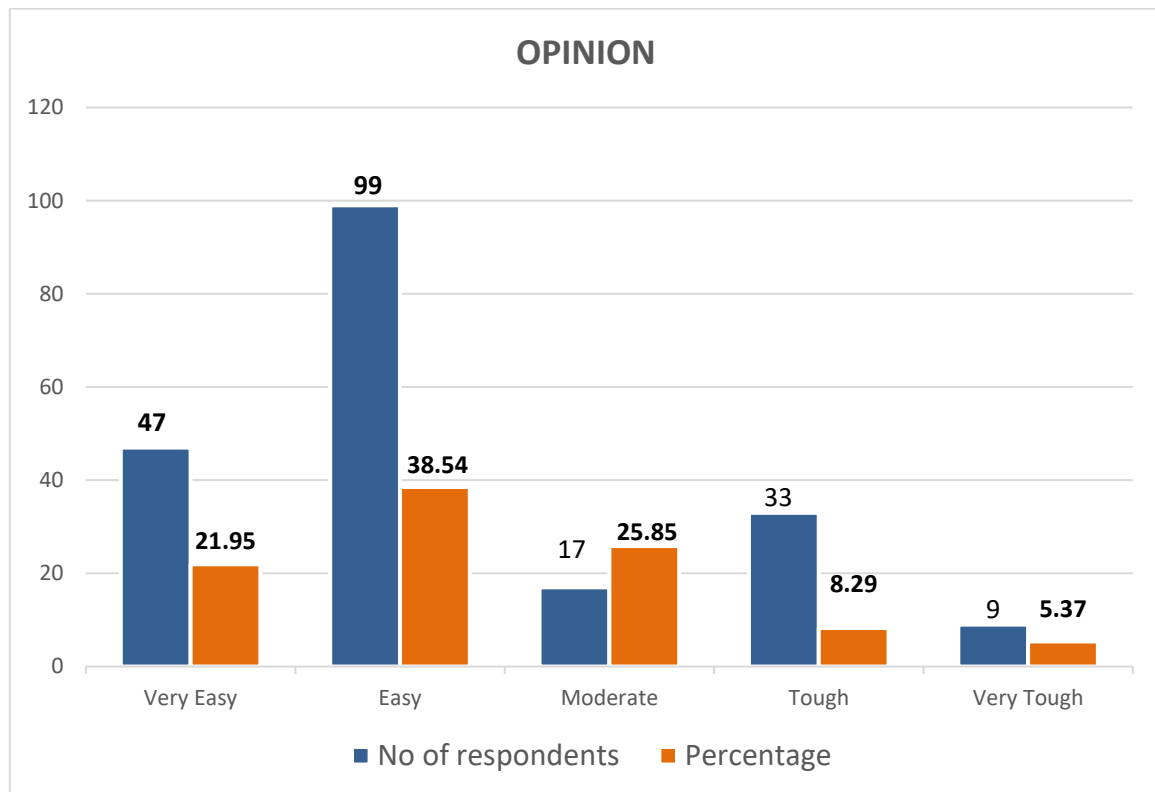
From the above table it is interpret that the opinion of the respondents regarding standard format for knowing the applicant in Believe HRD Consultancy services, 95% of respondents were said Believe HRD Consultancy services had a standard format for knowing the applicant and 5% of respondents were said Believe HRD Consultancy services had not a standard format for knowing the applicant.

TABLE: 4.1.13- Talents In Filling Up Of The Particulars Given In The Format

OPINION	NO. OF RESPONDENTS	PERCENTAGE
Very Easy	47	22%
Easy	99	39%
Moderate	17	26%
Tough	33	8%
Very Tough	9	5%
Total	205	100.0

Source: Primary Data

Chart-4.1.13- Talents In Filling Up Of The Particulars Given In The Format



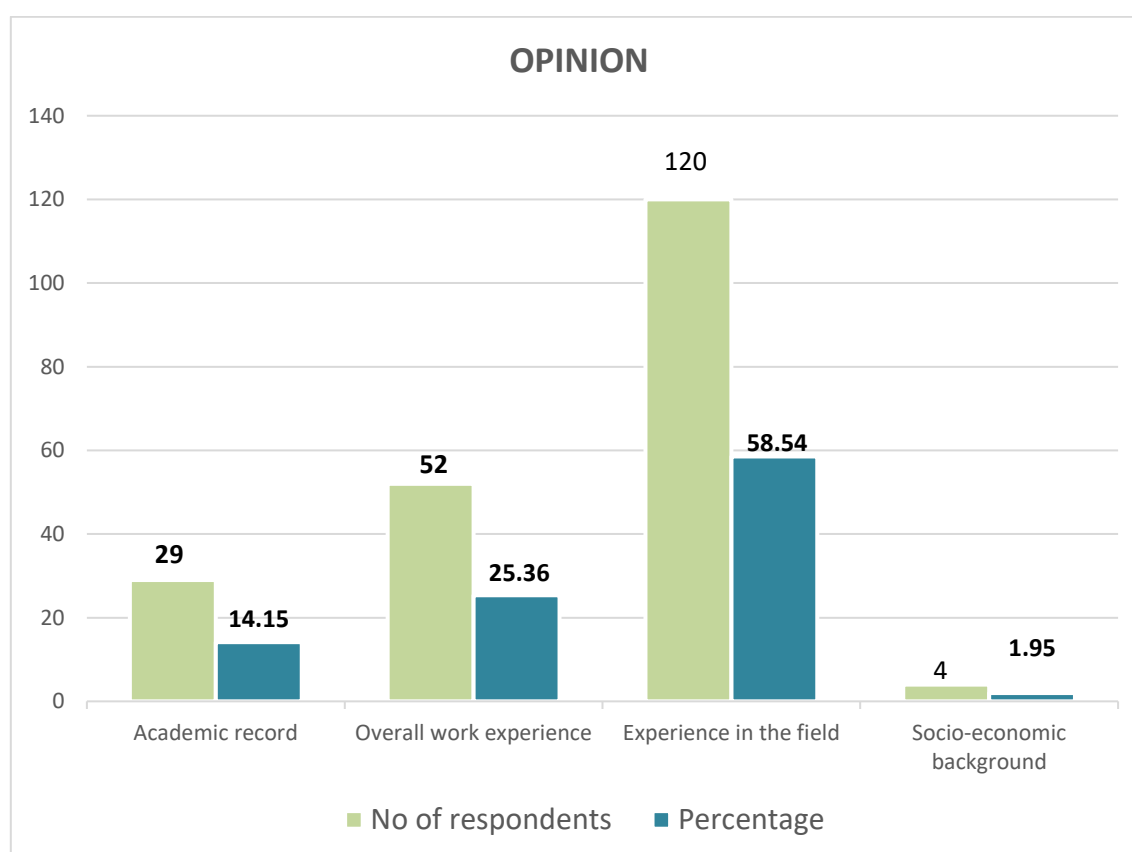
Interpretation:

From the above table it is interpreted that the opinion of the respondents regarding rate your talents in filling up of the particulars given in the format, 22% of respondents were said Very Easy, 39% of respondents were said Easy, 26% of respondents were said Moderate, 8% of respondents were said Tough and 5% of respondents were said Very Tough.

TABLE: 4.1.14- Pre-Screening Criteria Used For Shortlisting Candidates

OPINION	NO. OF RESPONDENTS	PERCENTAGE
Academic record	29	14%
Overall work experience	52	25%
Experience in the field	120	59%
Socio-economic background	4	2%
Total	205	100.0

Source: Primary Data

CHART-4.1.14- Pre-Screening Criteria Used For Shortlisting Candidates**Interpretation:**

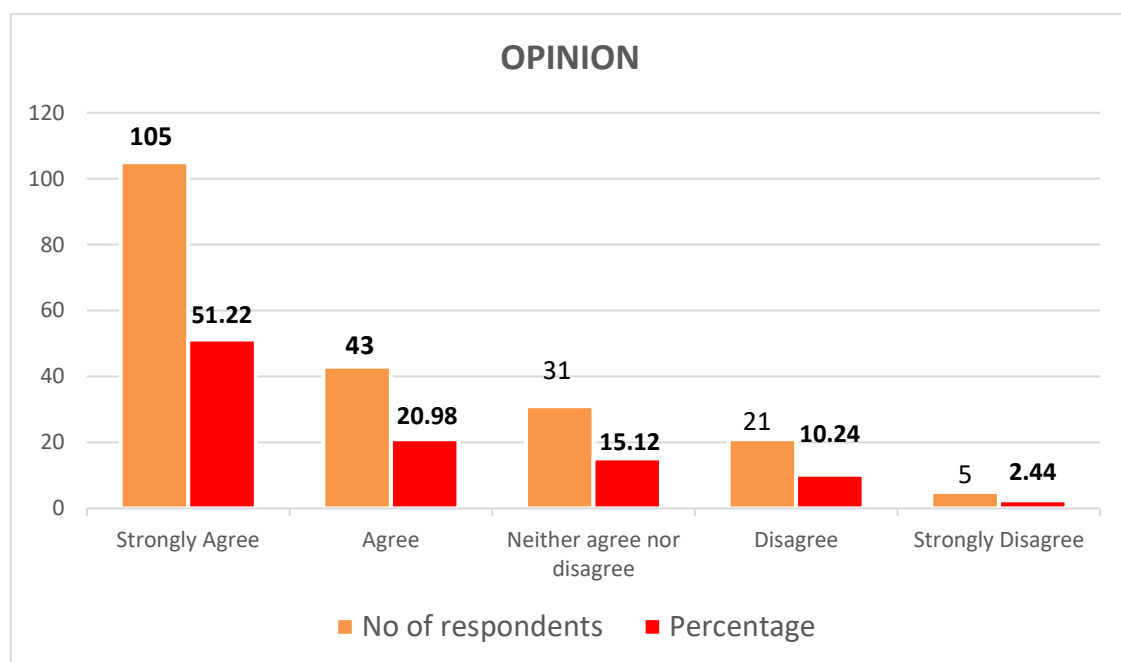
From the above table it is interpreted that the opinion of the respondents regarding pre-screening criteria used for shortlisting candidates, 14% of respondents were said Academic record, 25% of respondents were said Overall work experience, 59% of respondents were said Experience in the field, and 2% of respondents were said Socio-economic background.

TABLE: 4.1.15- Interviews Are Conducted By Several People From Different Levels

OPINION	NO. OF RESPONDENTS	PERCENTAGE
Strongly Agree	105	51
Agree	43	21%
Neither agree nor disagree	31	15%
Disagree	21	10%
Strongly Disagree	5	3%
Total	205	100.0

Source: Primary Data

CHART-4.1.15- Interviews Are Conducted By Several People From Different Levels



Interpretation:

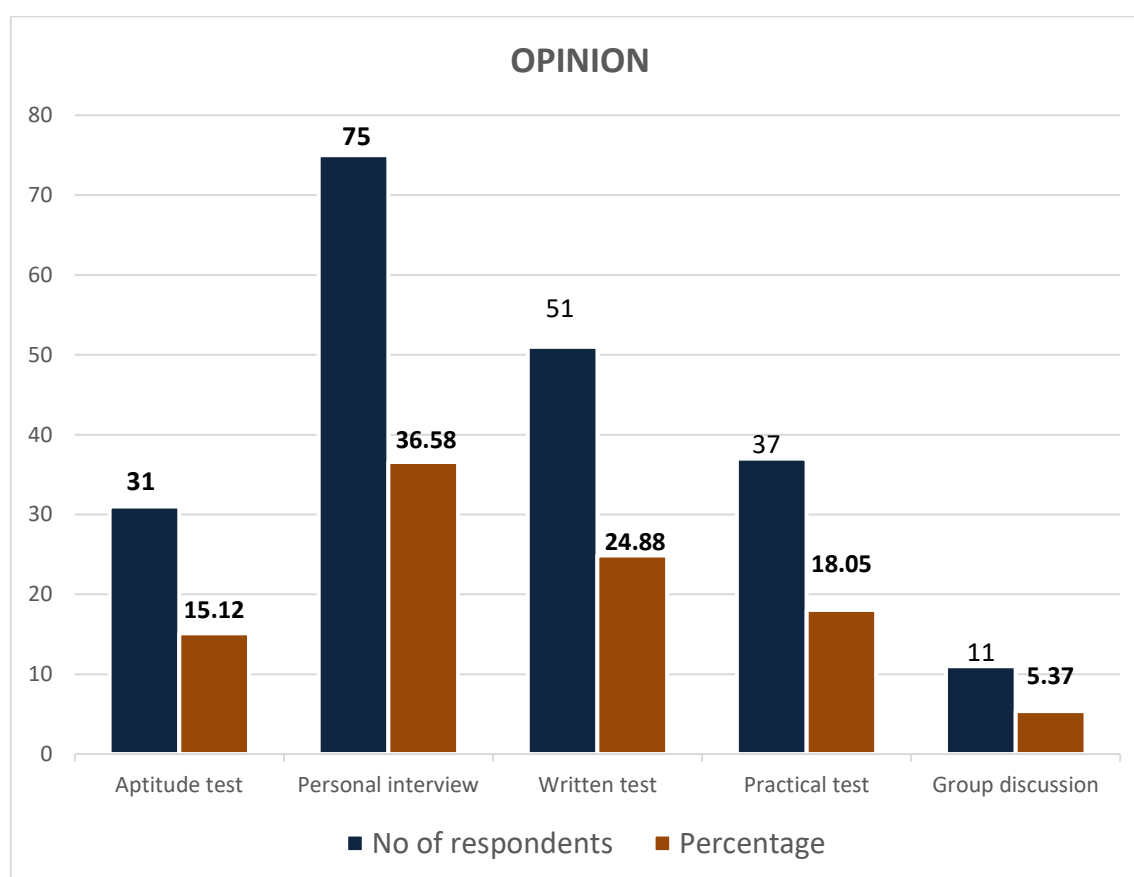
From the above table it is interpreted that the opinion of the respondents regarding interviews are conducted by several people from different levels, 51% of respondents were Strongly Agree, 21% of respondents were Agree, 15% of respondents were Neither agree nor disagree, 10% of respondents were Disagree and 3% of respondents were Strongly Disagree.

TABLE: 4.1.16- Type Of Screening Test Is Implemented

OPINION	NO. OF RESPONDENTS	PERCENTAGE
Aptitude test	31	15%
Personal interview	75	37%
Written test	51	25%
Practical test	37	18%
Group discussion	11	5%
Total	205	100.0

Source: Primary Data

CHART-4.1.16- Type Of Screening Test Is Implemented



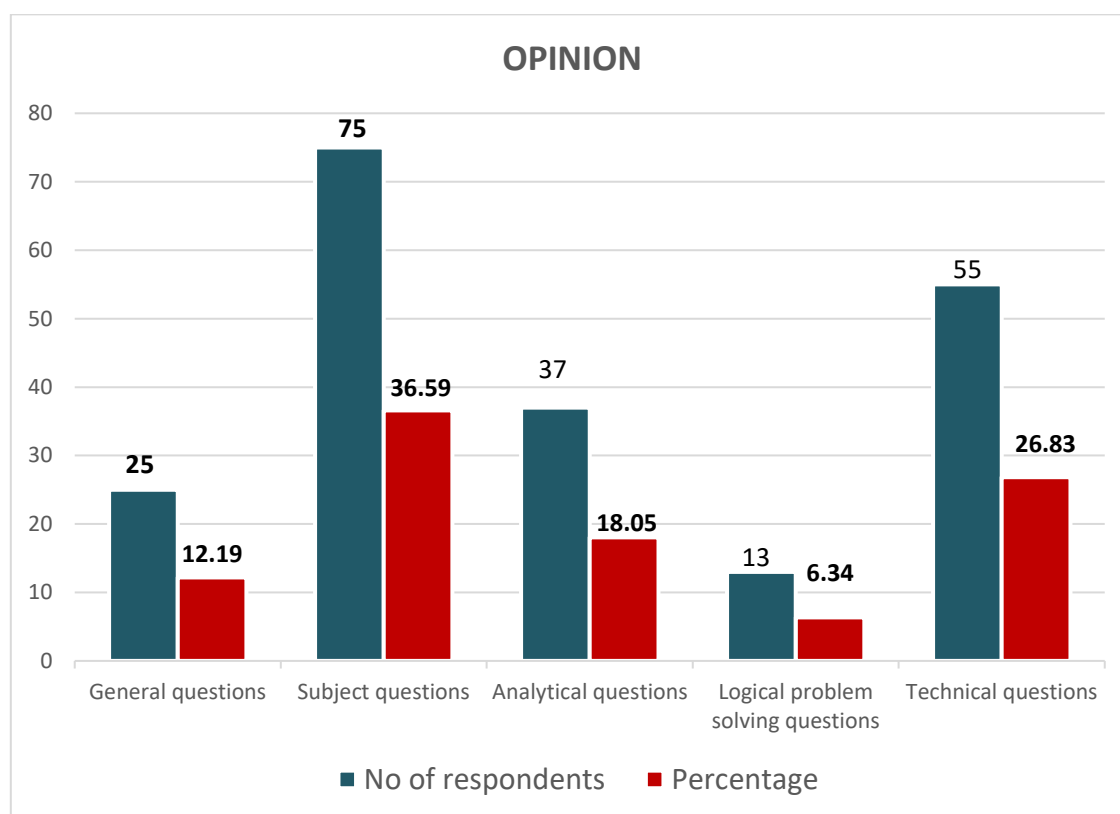
Interpretation:

From the above table it is interpreted that the opinion of the respondents regarding type of screening test is implemented, 15% of respondents were said Aptitude test, 37% of respondents were said Personal interview, 25% of respondents were said Written test, 18% of respondents were said Practical test and 5% of respondents were said Group discussion.

TABLE: 4.1.17- Type Of Questions Asked In The Screening Process

OPINION	NO. OF RESPONDENTS	PERCENTAGE
General questions	25	12%
Subject questions	75	37%
Analytical questions	37	18%
Logical problem-solving questions	13	6%
Technical questions	55	27%
Total	205	100.0

Source: Primary Data

CHART-4.1.17- Type Of Questions Asked In The Screening Process**Interpretation:**

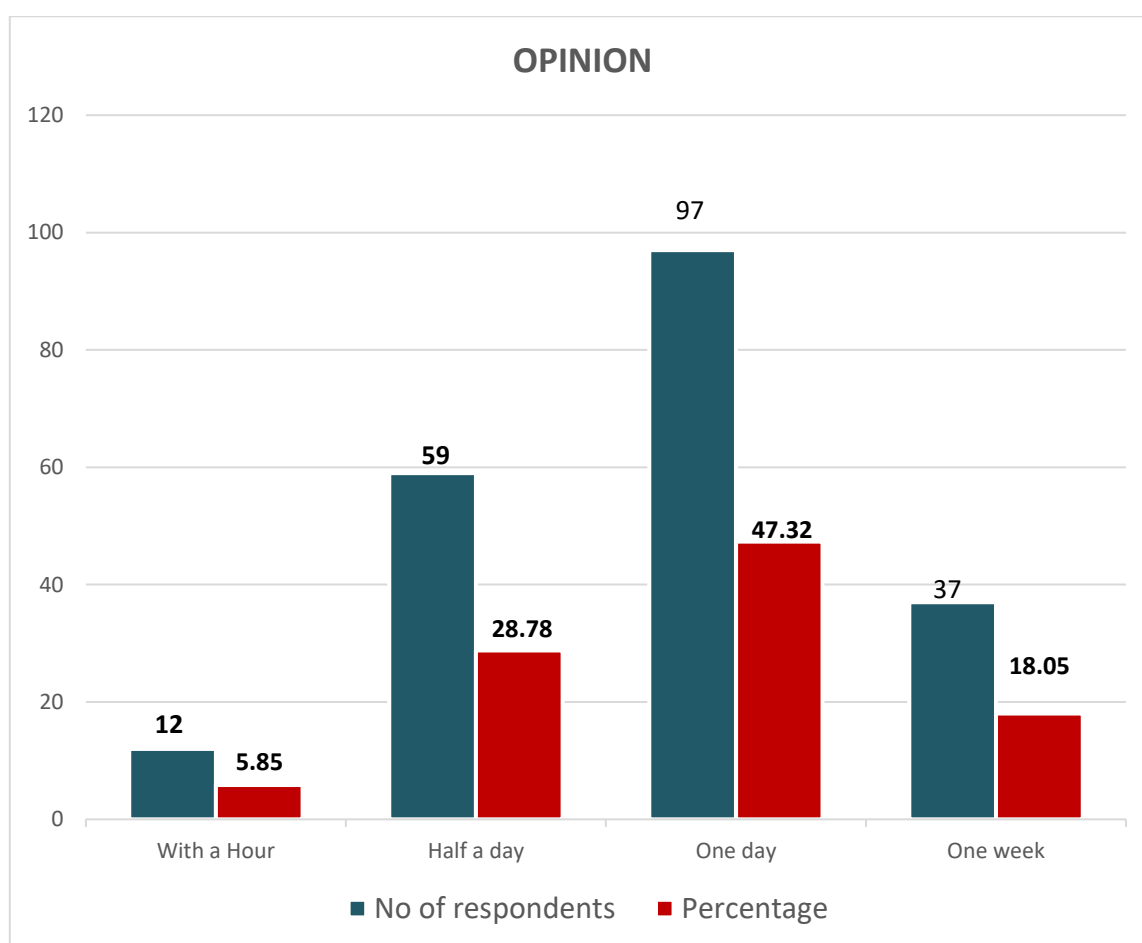
From the above table it is interpreted that the opinion of the respondents regarding type of questions asked in the screening process, 12% of respondents were said General questions, 37% of respondents were said Subject questions, 18% of respondents were said Analytical questions, 6% of respondents were said Logical problem-solving questions, and 27% of respondents were said technical questions.

TABLE: 4.1.18- Time Taken For Short Listing The Applicants

OPINION	NO. OF RESPONDENTS	PERCENTAGE
With a Hour	12	6%
Half a day	59	29%
One day	97	47%
One week	37	18%
Total	205	100.0

Source: Primary Data

CHART-4.1.18- Time Taken For Short Listing The Applicants



Interpretation:

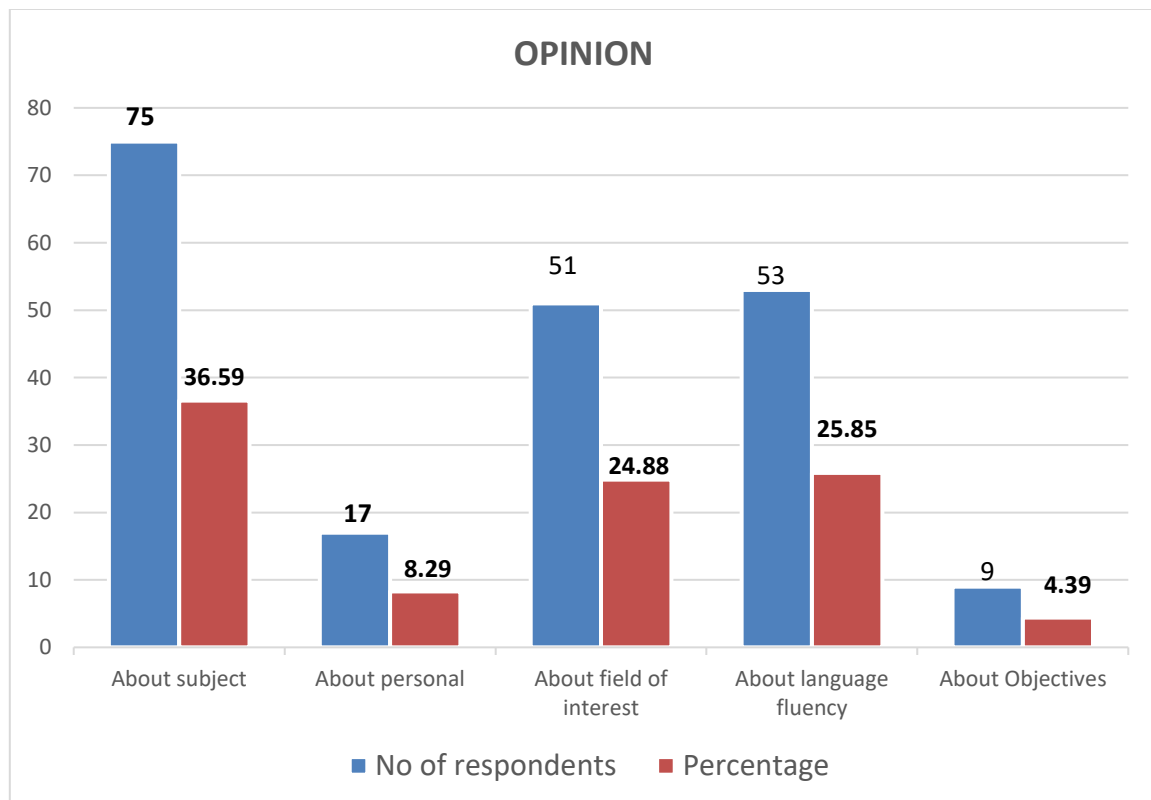
From the above table it is interpret that the opinion of the respondents regarding time taken for short listing the applicants, 6% of respondents were said With a Hour, 29% of respondents were said Half a day, 47% of respondents were said One day, and 18% of respondents were said One week.

TABLE: 4.1.19- Type Of Questions Asked In Personal Interview

OPINION	NO. OF RESPONDENTS	PERCENTAGE
About subject	75	37%
About personal	17	8%
About field of interest	51	25%
About language fluency	53	26%
About Objectives	9	4%
Total	205	100.0

Source: Primary data

CHART-4.1.19- Type Of Questions Asked In Personal Interview



Interpretation:

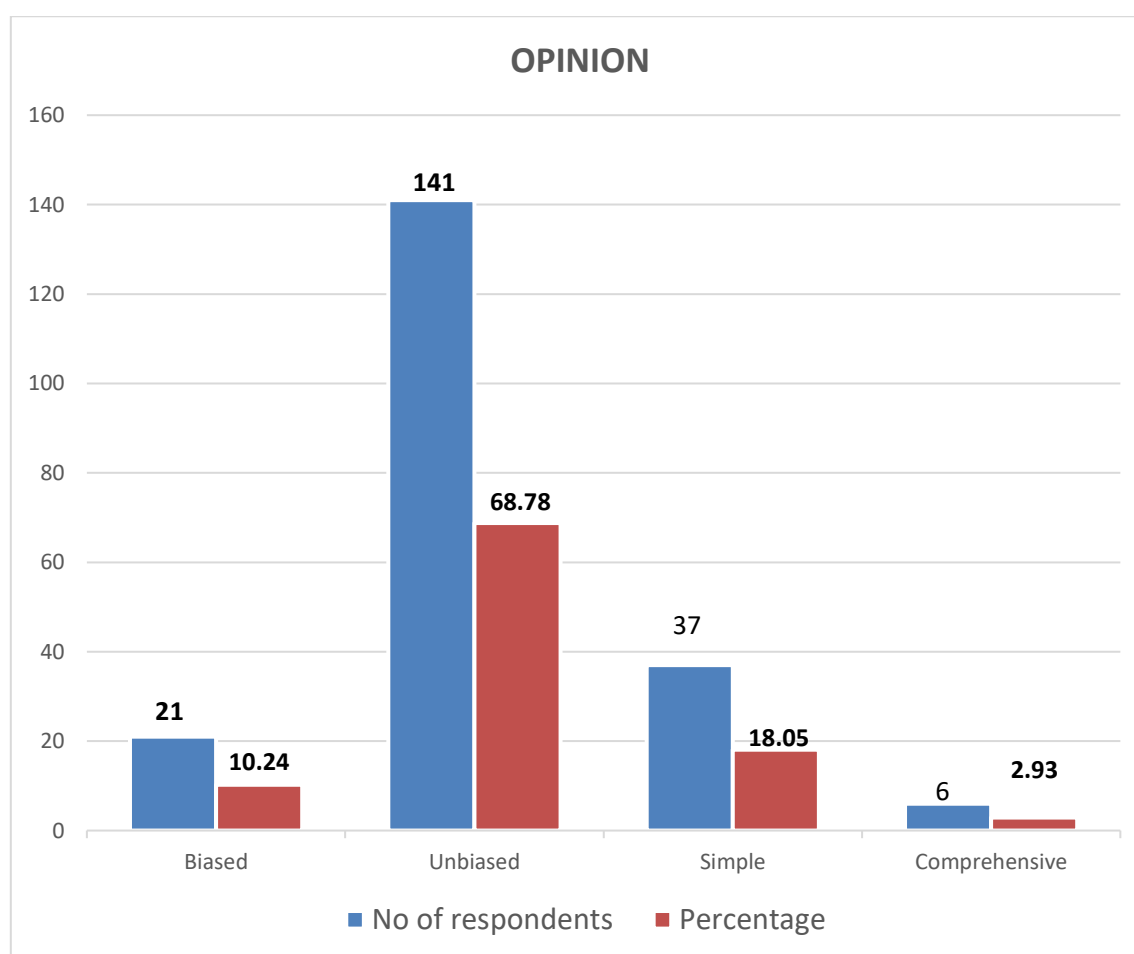
From the above table it is interpreted that the opinion of the respondents regarding type of questions asked in personal interview, 37% of respondents were said About subject, 8% of respondents were said About personal, 25% of respondents were said About field of interest, 26% of respondents were said About language fluency and 4% of respondents were said About Objectives.

TABLE: 4.1.20- Opinion On The Selection Process

OPINION	NO. OF RESPONDENTS	PERCENTAGE
Biased	21	10%
Unbiased	141	69%
Simple	37	18%
Comprehensive	6	3%
Total	205	100.0

Source: Primary Data

CHART-4.1.20- Opinion On The Selection Process



Interpretation:

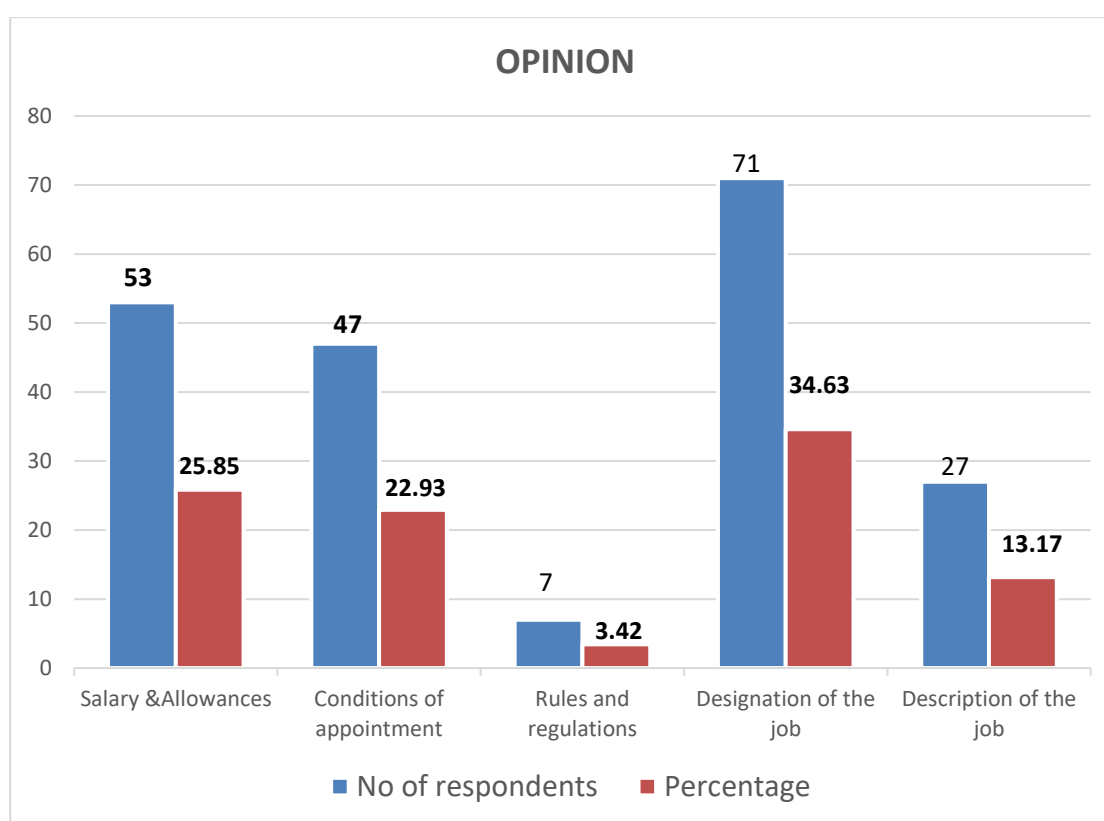
From the above table it is interpreted that the opinion of the respondents regarding the selection process in Believe HRD Consultancy services, 10% of respondents were said Biased, 69% of respondents were said Unbiased, 18% of respondents were said Simple and 3% of respondents were said comprehensive.

TABLE: 4.1.21- Particulars In Appointment Order

OPINION	NO. OF RESPONDENTS	PERCENTAGE
Salary & Allowances	53	26%
Conditions of appointment	47	23%
Rules and regulations	7	3%
Designation of the job	71	35%
Description of the job	27	13%
Total	205	100.0

Source: Primary Data

CHART-4.1.21- Particulars In Appointment Order



Interpretation:

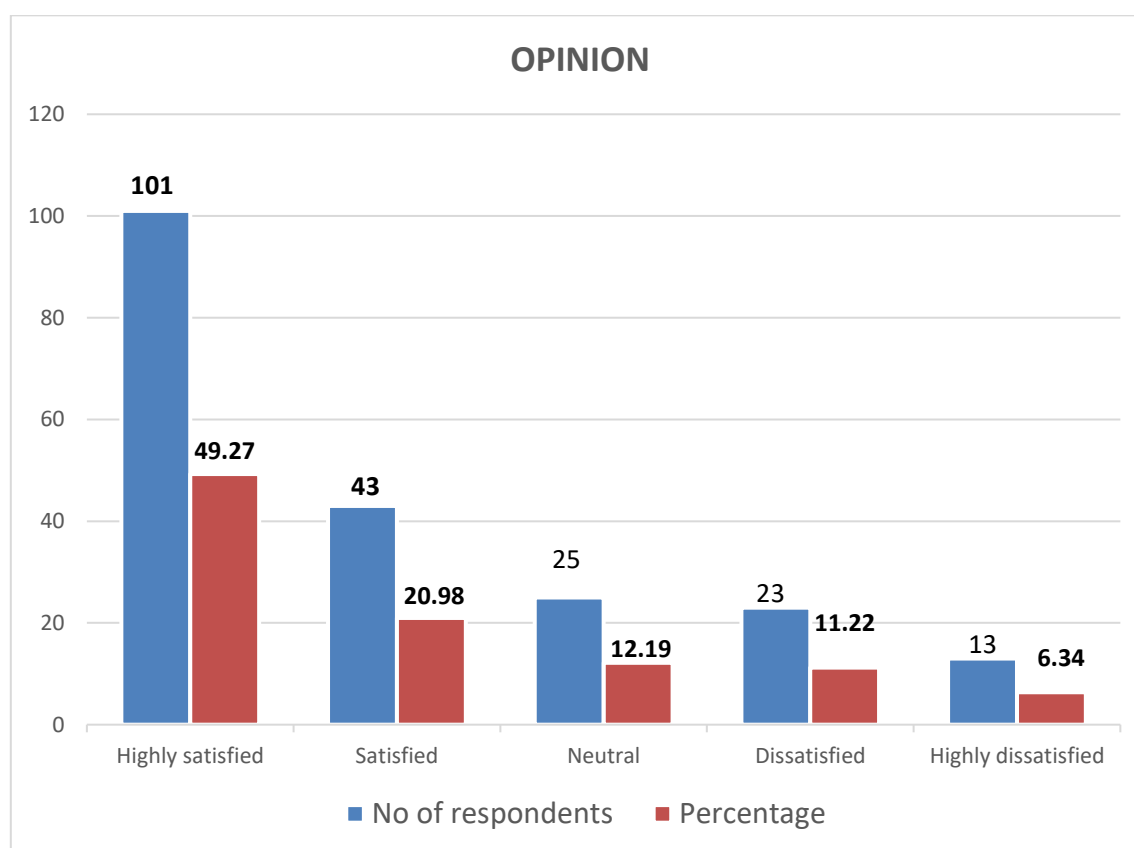
From the above table it is interpreted that the opinion of the respondents regarding particulars in the appointment order, 26% of respondents were said Salary & Allowances, 23% of respondents were said Conditions of appointment, 3% of respondents were said Rules and regulations, 35% of respondents were said Designation of the job and 13% of respondents were said Description of the job.

TABLE: 4.1.22- Satisfied With The Recruitment Process

OPINION	NO. OF RESPONDENTS	PERCENTAGE
Highly satisfied	101	49%
Satisfied	43	21%
Neutral	25	12%
Dissatisfied	23	11%
Highly dissatisfied	13	7%
Total	205	100.0

Source: Primary Data

CHART-4.1.22- Satisfied With The Recruitment Process



Interpretation:

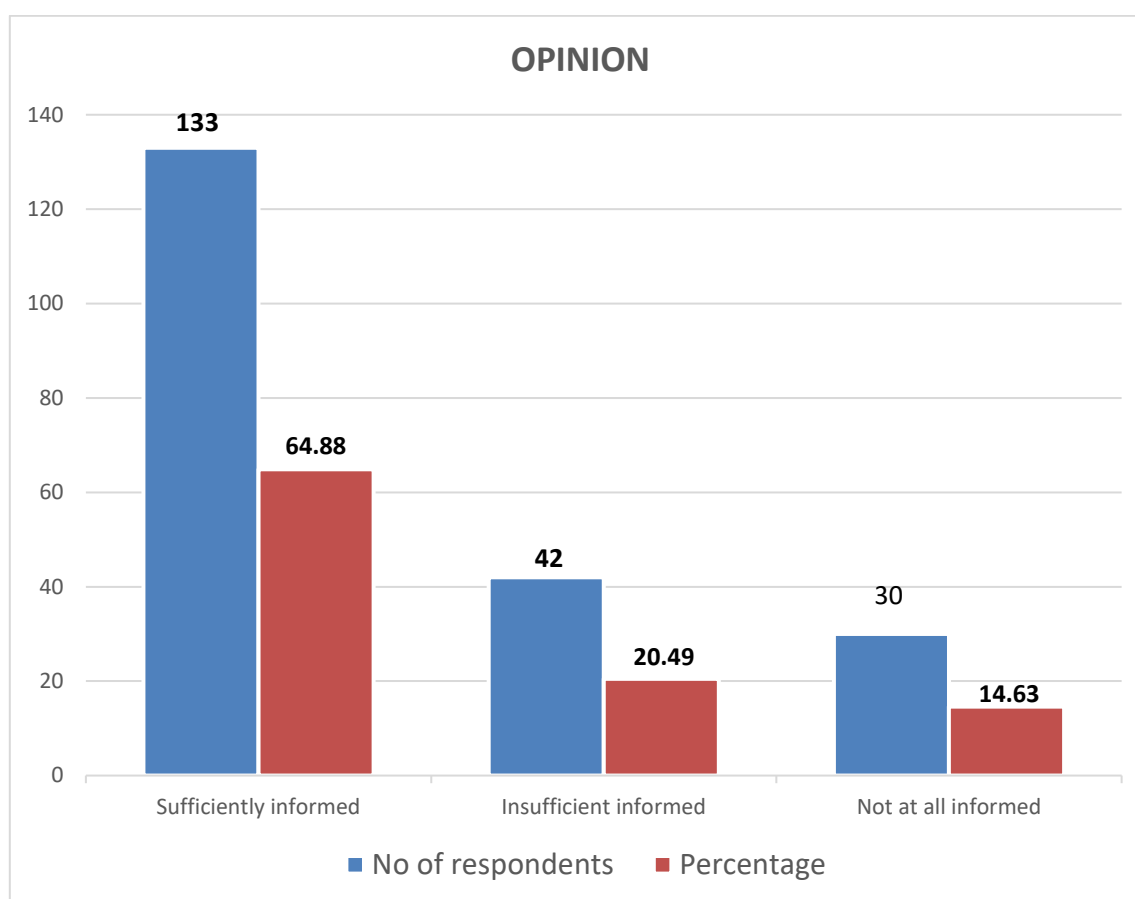
From the above table it is interpreted that the opinion of the respondents regarding satisfaction with the recruitment process of Believe HRD Consultancy services is as follows: 49% of respondents were highly satisfied, 21% of respondents were satisfied, 12% of respondents were neutral, 11% of respondents were dissatisfied and 7% of respondents were highly dissatisfied.

TABLE: 4.1.23- At The Time Of Joining Management Informed About The Nature Of Work

OPINION	NO. OF RESPONDENTS	PERCENTAGE
Sufficiently informed	133	65%
Insufficient informed	42	20%
Not at all informed	30	15%
Total	205	100.0

Source: Primary Data

CHART-4.1.23- At The Time Of Joining Management Informed About The Nature Of Work



Interpretation:

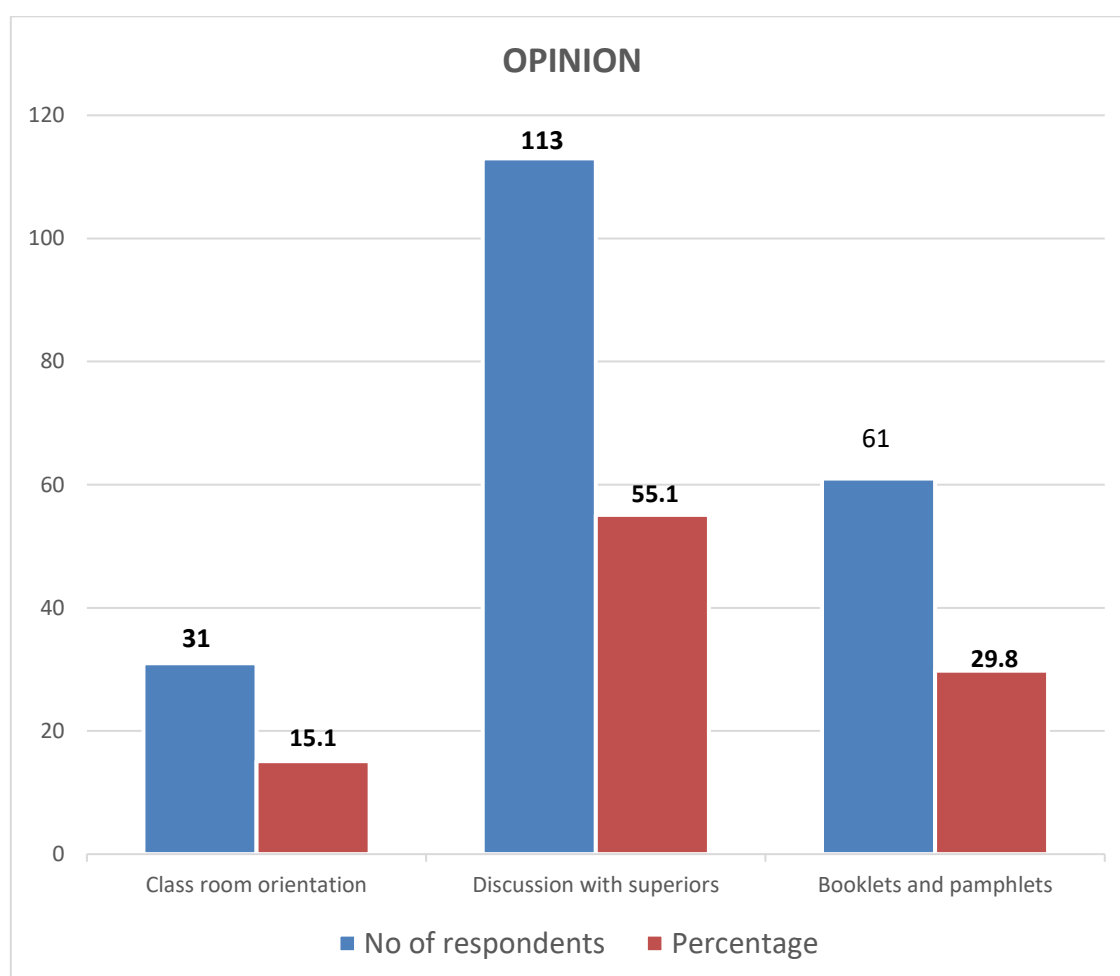
From the above table it is interpreted that the opinion of the respondents regarding at the time of joining management informed about the nature of work, 65% of respondents were Sufficiently informed, 20% of respondents were Insufficient informed, and 15% of respondents were Not at all informed.

TABLE: 4.1.24- Method Of Induction Program

OPINION	NO. OF RESPONDENTS	PERCENTAGE
Class room orientation	31	15%
Discussion with superiors	113	55%
Booklets and pamphlets	61	30%
Total	205	100.0

Source: Primary Data

CHART-4.1.24- Method Of Induction Program



Interpretation:

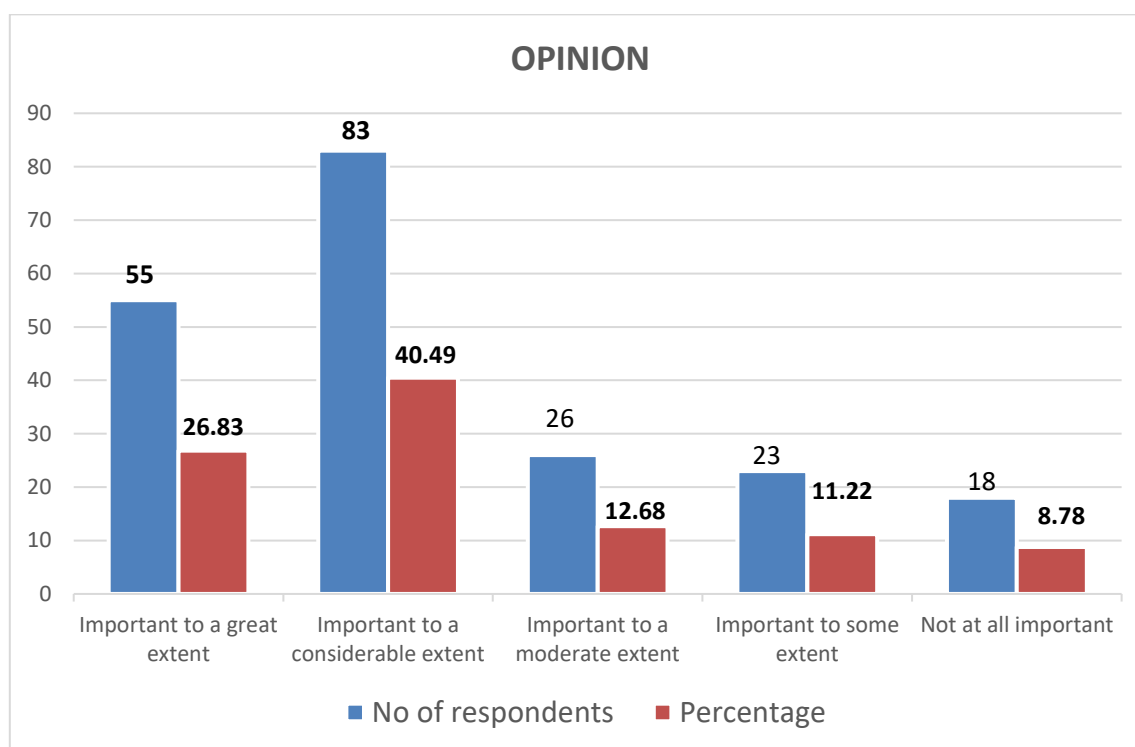
From the above table it is interpret that the opinion of the respondents regarding method of induction program conducted in Believe HRD Consultancy services, 15% of respondents were said Class room orientation, 55% of respondents were said Discussion with superiors, and 30% of respondents were said Booklets and pamphlets.

TABLE: 4.1.25- Opinion About Induction Program

OPINION	NO. OF RESPONDENTS	PERCENTAGE
Important to a great extent	55	27%
Important to a considerable extent	83	40%
Important to a moderate extent	26	13%
Important to some extent	23	11%
Not at all important	18	9%
Total	205	100.0

Source: Primary Data

CHART-4.1.25- Opinion About Induction Program



Interpretation:

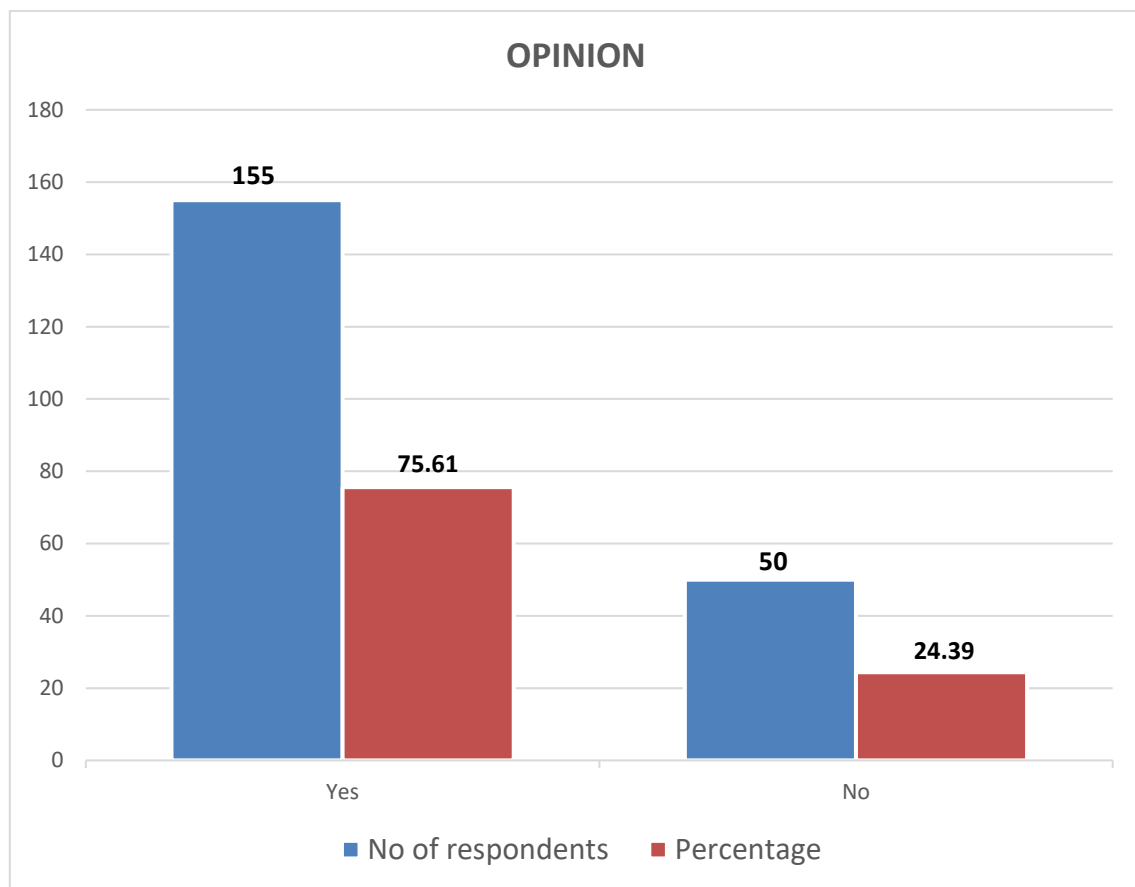
From the above table it is interpreted that the opinion of the respondents regarding importance of induction program conducted in Believe HRD Consultancy services, 27% of respondents were said Important to a great extent, 40% of respondents were said Important to a considerable extent, 13% of respondents were said Important to a moderate extent, 11% of respondents were said Important to some extent, and 9% of respondents were said Not at all important.

**TABLE: 4.1.26- Team Leaders Take Interest And Spend Time
With New Employees**

OPINION	NO. OF RESPONDENTS	PERCENTAGE
Yes	155	76%
No	50	24%
Total	205	100.0

Source: Primary Data

**CHART-4.1.26- Team Leaders Take Interest And Spend Time
With New Employees**



Interpretation:

From the above table it is interpreted that the opinion of the respondents regarding team leaders take interest and spend time with new employees at induction program conducted in Believe HRD Consultancy services, 76% of respondents were said yes, team leaders take interest and spend time with new employees at induction program conducted in Believe HRD Consultancy services and 24% of respondents were said No.

4.2. WEIGHTED AVERAGE METHOD

TABLE:4.2.1- Rank The Right Media/Source

RIGHT MEDIA/SOURCE	NO OF RESPONDENTS	WEIGHTS (W)	Z = NO OF RESPONDENTS X WEIGHTS	RANK
Advertisements- Print Media (Newspapers) and Local TV channels	44	4	176	II
Company website	28	2	56	III
Job portals	30	3	90	III
Employees of Believe HRD Consultancy services	21	1	21	IV
Social Media- Facebook, Linked in, YouTube	82	5	410	I
Total	205	15	753	

Source: Primary Data

Interpretation:

From the weighted average the table shows that 40 % of the respondents are agree Social Media- Facebook, Linked in, YouTube were the right media/source to be informed to the jobseekers regarding the vacancy in the Believe HRD Consultancy services were the 1st rank and Weighted Average= $753/15=50.2$.

TABLE:4.2.2- Rank Various Qualities Observe/ Evaluate Whilst Selecting Employees

QUALITIES	NO OF RESPONDENTS	WEIGHTS (W)	Z = NO OF RESPONDENTS X WEIGHTS	RANK
Intelligence	16	5	80	VI
Problem solving	24	7	168	IV
Creative	10	2	20	IX
Flexible	36	9	324	II
Quickness to learn	18	6	108	V
Perseverance	9	1	9	X
Passion for technology	12	3	36	VIII
Team spirit	40	10	400	I
Self-motivated	26	8	208	III
Result oriented	14	4	56	VII
Total	205	55	1409	

Source: Primary Data

Interpretation:

From the weighted average the table shows that 19.5 % of the respondents said Team spirit were important qualities observe/evaluate whilst selecting employees in the interview of Believe HRD Consultancy services were the 1st rank and Weighted Average=1409/55=26.

TABLE:4.3.1- KARL PEARSON'S COEFFICIENT OF CORRELATION

Aim: To find out the relationship between Opinion about current recruitment strategies and Satisfied with the recruitment process.

Ho: There is no significant relationship between Opinion about current recruitment strategies and Satisfied with the recruitment process.

H1: There is significant relationship between Opinion about current recruitment strategies and Satisfied with the recruitment process.

Correlations			
		Opinion about current recruitment strategies	Satisfied with the recruitment process
Opinion about current recruitment strategies	Pearson Correlation	1	.860**
	Sig. (2-tailed)		.000
	N	205	205
Satisfied with the recruitment process	Pearson Correlation	.860**	1
	Sig. (2-tailed)	.000	
	N	100	100
**. Correlation is significant at the 0.01 level (2-tailed).			

Source: Primary Data

Interpretation:

By using the Karl Pearson correlation for finding the relationship between, Opinion about current recruitment strategies and Satisfied with the recruitment process that there is a positive correlation underlies between both the factors with the value of 0.01 Level of significance and also, we found that strong relationship (0.860) found that between each variable.

TABLE:4.4.1- CHI SQUARE ANALYSIS

Null Hypothesis Ho: There is no significant relationship between educational qualification and method of induction program conducted in Believe HRD Consultancy services.

Alternative Hypothesis H1: There is a significant relationship between educational qualification and method of induction program conducted in Believe HRD Consultancy services.

Method of induction program * Educational Qualification Crosstabulation							
Count							
		Educational Qualification					Total
		School level	Diploma / ITI	UG	PG	Others	
Method of induction program	Class room orientation	8	1	18	4	0	31
	Discussion with superiors	11	16	58	17	11	113
	Booklets and pamphlets	16	31	10	4	0	61
Total		35	48	86	25	11	205

Chi-Square Tests			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	62.136 ^a	8	.000
Likelihood Ratio	68.014	8	.000
Linear-by-Linear Association	12.705	1	.000
N of Valid Cases	205		
a. 3 cells (20.0%) have expected count less than 5. The minimum expected count is 1.66.			

Significance Level: 5%

Source: Primary Data

Interpretation:

The calculated chi-square value (62.136) is greater than the table value (15.507). It indicated the p value is $0.00 < 0.05$. Hence, research hypothesis is accepted. Therefore, significant relationship between educational qualification and method of induction program conducted in Believe HRD Consultancy services.

CHAPTER - 5

FINDINGS, SUGGESTIONS AND CONCLUSION

5.1. FINDINGS

- Majority 61 % of the respondents are male
- Majority 37 % of the respondents are belong age group of Below 26-30 years category
- 42 % of the respondent belongs UG educational qualification
- 30 % of the respondents had 1-5 yrs experience
- 30 % of respondents said Challenging job as a reason for joining /prefer Believe HRD Consultancy services
- 60 % of respondents known the vacancy in this company from social media
- 67 % of respondents was highly satisfied with the information published in media
- 74 % of respondents said they clearly understand the job description given in the advertisement
- 41 % of respondents was satisfied with the communication present in media
- 49 % of respondent's opinion was very good about current recruiting strategies of Believe HRD Consultancy services
- 48 % of respondents were told most effective recruitment method was Personal Interview
- 95 % of respondents were said Believe HRD Consultancy services had a standard format for knowing the applicant
- 39 % of respondents were said Easy in filling up of the particulars given in the format
- 59 % of respondents were said Experience in the field used for shortlisting candidates
- 51 % of respondents were Strongly Agree about interviews are conducted by several people from different levels
- 37 % of respondents were said Personal interview is implemented for screening test
- 37 % of respondents were said Subject questions asked in the screening process

- 47 % of respondents were said One day time taken for short listing the applicants
- 37 % of respondents were said About subject related questions asked in personal interview
- 69 % of respondents were said Unbiased selection process in Believe HRD Consultancy services
- 35 % of respondents were said Designation of the job particulars in the appointment order
- 49 % of respondents were highly satisfied with the recruitment process of Believe HRD Consultancy services
- 65 % of respondents were Sufficiently informed about the nature of work
- 55 % of respondents were said Discussion with superiors' induction program conducted in Believe HRD Consultancy services
- 40 % of respondents were said Important to a considerable extent of induction program conducted in Believe HRD Consultancy services
- 76 % of respondents were said yes, team leaders take interest and spend time with new employees at induction program conducted in Believe HRD Consultancy services
- 40 % of the respondents are agree social media- Facebook, Linked in, YouTube was the right media/source to be informed to the jobseekers regarding the vacancy in the Believe HRD Consultancy services.
- 19.5 % of the respondents said Team spirit was important qualities observe/evaluate whilst selecting employees in the interview of Believe HRD Consultancy services.
- By using the Karl Pearson correlation, research found that positive and strong relationship between each Opinion about current recruitment strategies and Satisfied with the recruitment process.Hence alternative hypothesis accepted.
- By using the Chi square analysis, the research found that the result of p value is $0.00 < 0.05$. Hence,alternative hypothesis is accepted.therefore,significant relationship between educational qualification and method of induction program conducted in Believe HRD Consultancy services.

5.2. SUGGESTIONS & RECOMMENDATIONS

- The Manpower requirement of each department can be identified well in advance.
- Job definition is treated as critical and always precedes the process of recruitment
- The capabilities and aptitude of candidates are identified using scientific techniques.
- The selection process is objective and ensures that only competent people are recruited
- Candidates are given adequate and reliable information about the company and the job.
- Data and information for development decision, such as job rotation, is used to identify internal hiring needs.
- Employees regularly receive feedback about their potential for higher level jobs.
- The company has the capability to manage exist in the form of de-recruitment specialists.
- As far as possible, people are retrained and redeployed rather than being de-recruited.

5.3 CONCLUSION

Selection is getting very much importance these days in the organization. It is very critical thing to evaluate the human resources. It is a systematic procedure that involves many activities. the process includes the step like HR planning attracting applicant and screening them. If suitable employees are selected which are beneficial to the organization it is at safe side but if decision goes wrong, it can be dangerous to the organization. Recruitment strategies and its policies changed as per the organization. I found out some importance information and details through his survey, which are presented as interpretation, findings and suggestion. once these are taken into account it will be very helpful for planning a perfect recruitment strategy for the next coming years for Believe HRD consultancy services, Salem.

REFERENCES

ARTICLES

- Abraham, M., Kaliannan, M., Mohan, A. V., & Thomas, S. (2015). A review of SMEs recruitment and selection dilemma: Finding a'fit'. *The Journal of Developing Areas*, 49(5), 335-342.
- Ahmad Azmy, S. E. (2018). Recruitment strategy to hire the best people for organization. *Journal of Management and Leadership*, 1(2).
- Amadoru, M., & Gamage, C. (2016, June). Evaluating effective use of social networks for recruitment. In *Proceedings of the 2016 ACM SIGMIS Conference on Computers and People Research* (pp. 125-133).
- Arya, A. (2017). Recruitment and Selection Strategies and their Impact on Business Performance: A case Study of Selected Banks.
- Ashraf, R., & Ani, F. B. (2022). Role of LinkedIn Marketing in Recruitment and Selection Practices in the Hotel Industry. *Transnational Marketing Journal*, 10(3), 607-622.
- Caren B. Goldberg, Elissa L. Perry, Lisa M. Finkelstein & Amanda Shull (2013) Antecedents and outcomes of targeting older applicants in recruitment, *European Journal of Work and Organizational Psychology*, 22:3, 265-278, DOI: 10.1080/1359432X.2012.746315
- Dragusha, B., Josimovski, S., & Jovevski, D. (2019). Impact of e-recruitment strategies in enterprises of the Republic of Kosovo. *ILIRIA International Review*, 9(2).
- Eva, T. P. (2018). Recruitment and selection strategies and practices in the private sector commercial banks of Bangladesh: Evidence from human resource practitioners. *European Business & Management*, 4(1), 28-38.
- G. Karthiga, R. Karthi, P. Balaishwarya, "Recruitment and Selection Process", *International Journal of Scientific and Research Publications*, ISSN:2250-3153, Vol. 5, Issue 4, pp. 1-4, April 2015
- Hu, Huan (2016), Social media recruitment: a study based on the perceptions of HR professionals in online blogs from 2011-2015, Aalto University. School of Business, Master's thesis. <https://aaltodoc.aalto.fi/handle/123456789/24511>

- Jewkes, M. D., Swinton, J. J., Cromwell, S., Schramm, D. G., & Brower, N. (2020). Remote hiring innovation during the COVID-19 pandemic. *The Journal of Extension*, 58(5), 8.
- Lewis, A., & Thomas, B. C. (2020). Hiring the Best Job Applicants? The Effects of Social Media as an Innovative E-Entrepreneurship Recruitment Method. *Journal of Media Management and Entrepreneurship (JMME)*, 2(2), 19-37.
- Mehrotra, S., & Khanna, A. (2022). Recruitment through AI in selected Indian companies. *Metamorphosis*, 21(1), 31-39.
- Muhammad, G., Siddique, M., & Dahri, A. S. (2022). Innovative e-recruitment strategies as a tool for human capital management effectiveness: a mediating role of talent attraction. *Middle East Journal of Management*, 9(5), 504-523.
- Nadda, V., Rafiq, Z., & Tyagi, P. (2017). Effectiveness and Challenges of Recruitment process outsourcing (RPO) in the Indian Hotel Sector. *International Journal of Academic Research in Business and Social Sciences*, 7(2), 218-236.
- Ore, Olajide, and Martin Sposato. "Opportunities and risks of artificial intelligence in recruitment and selection." *International Journal of Organizational Analysis* 30.6 (2022): 1771-1782.
- Rees, G., & French, R. (2010). The scope and nature of human resource management and human resource development. In G. Rees, & R. French (Eds.), *Leading, managing and developing people* (pp. 12-33). CIPD Publications.
- Sangeetha, K., Effective Recruitment: A Framework (May 20, 2010). *The IUP Journal of Business Strategy*, Vol. 7, Nos. 1 & 2, pp. 93-107, March & June 2010, Available at SSRN: <https://ssrn.com/abstract=1612088>
- Sengupta, A., Lalwani, S., Goswami, S., & Srivastava, P. (2021). Reinventing HR functions with SMAC technologies-an exploratory study. *Materials Today: Proceedings*, 46, 10169-10174.
- Sharma, E. A. (2023) Major recent trends in recruitment and selection in Indian industries, with special reference to IT sector. *Amity Journal of Management*, 10(2), 37-39.
- Singh, H., & Kamal, R. (2019). Recruitment practices in IT sector: A study of Employees perspective. *Pramana research Journal*, 9(1), 318-323.

- Sisodia, S., & Chowdhary, N. (2012). Use of illustrations in recruitment advertising by service companies. *Journal of Services Research*, 12(2), 81+. https://link.gale.com/apps/doc/A309313451/AONE?u=tacoma_comm&sid=googleScholar&xid=52f096ab
- SIVANANDAM, P., & MUDALIAR, P. (2020). A study on scientific screening process in a recruitment consultancy firm. *Journal of Contemporary Issues in Business & Government*, 26(2).
- Sołek-Borowska, C., & Wilczewska, M. (2018). New technologies in the recruitment process. *Economics and Culture*, 15(2), 25-33.
- Syamala Devi Bhoganadam and Dr. Dasaraju Srinivasa Rao(2014), A study on recruitment and selection process of Sai Global YarnTex (India) private limited. *International Journal of Management Research & Review*, Volume 4/Issue 10.
- Tabassum, A. (2011). The process of Recruitment and Selection in Developing Country: A Case Study of Bank in Bangladesh. *ABAC Journal*, 55-67.
- Venkatesh, D., & Jakka, S. R. (2023). Digital Recruitment Technology Implementation: A Study of Select Companies in Yadadri Bhuvanagiri Dist. of Telangana State, India. *Asian Journal of Economics, Business and Accounting*, 23(6), 32-42.
- Webber-Ritchey, K. J., Aquino, E., Ponder, T. N., Lattner, C., Soco, C., Spurlark, R., & Simonovich, S. D. (2021). Recruitment strategies to optimize participation by diverse populations. *Nursing Science Quarterly*, 34(3), 235-243.

GENERAL REFERENCE FROM BOOKS

- Armstrong. (2003). *A Handbook of Human Resource Management Practice*. Noida: Gopsons Paper Ltd.
- Arora, V. A. (2011). *Human Resource Management*. Global Vision Publishing House. 3.
- C.B.Guptha, *Human Resource Management*, pp-156, 2000, Sultan and Chand publication
- C.M. Mamoria, S. G. (2006). *Human Resource Management*. Himalaya Publishing House. 8. Catherine, D. (2002). *Practical Research Methods*. New Delhi: UBS Publications and Distributors.
- C.R.Kothari, *Research Methodology*, pp-23-29, PHI Publication.

- Durai, P. Human Resource Management. Pearson Publications.
- Garner, E. (2012). Recruitment and Selection Hiring the People You Want. Ventus Publishing.
- Mishra, R. P. (1988). Research Methodology. New Delhi: Handbook, New Delhi.
- Rao, P. (2010). Human Resource Management. Himalaya Publishing House fifth revised edition. Sultan and Chand publication

Website

www.believehrd.com

ANNEXURE I

QUESTIONNAIRE

A STUDY ON RECRUITMENT STRATEGIES IN HRM WITH REFERENCE TO BELIEVE HRD CONSULTANCY, SALEM

Dear Sir /Madam,

I am Karthikeyan B doing a project in Believe HRD Consultancy conducting a survey on **“A study on recruitment strategies in HRM with reference to Believe HRD Consultancy, Salem”**. This questionnaire is only for academic purpose and would be kept confidential.

Personal Information

1) Name of employee

2) Gender of the respondent

a) Male b) Female

3) Age of the respondent

a) Below 20-25 b) 26-30 c) 31-35 d) 36-40 e) 41 and above

4) Educational qualification of the respondent

a) School level b) Diploma/ITI c) UG degree d) PG degree e) Others

5) Experience of the respondent

a) Below 1 year b) 1-5 Years
c) 6-10 Years d) 11-15 Years (e) Above 15 Years

6) What are the reasons for joining /prefer this Consultancy?

a) Job security b) Better salary c) Better working condition
d) Challenging job e) Reputation of the company

7) In which source you came to know that there is vacancy in Believe HRD Consultancy, Salem?

a) Newspaper b) Website and Job Portal c) Employees
d) Friends & relatives e) Social Media

8) Rank the right media/source to be informed to the jobseekers regarding the vacancy?

Source	Rank
Advertisements- Print Media (Newspapers) and Local TV channels	
Company website	

Job portals	
Employees of Believe HRD Consultancy	
Social Media- Facebook, Linked in, YouTube	

- 9) **Are you satisfied with the information published in the above media?**
a) Highly satisfied b) Satisfied c) Neutral d) Dissatisfied e) Highly dissatisfied
- 10) **Have you understand the job description given in the advertisement?**
a) Yes b) No
- 11) **Are you satisfied with the communication present in the media?**
a) Highly satisfied b) Satisfied c) Neutral d) Dissatisfied e) Highly dissatisfied
- 12) **What is your opinion about current recruitment strategies followed by Believe HRD Consultancy?**
a) Excellent b) Very good c) Good d) Average e) Poor
- 13) **Which is the most effective method of recruitment in Believe HRD Consultancy?**
a) Telephonic Interview
b) Personal Interview
c) Video conference interview d) Panel interview e) Mock interview
- 14) **Whether they had given any standard format for knowing the applicant?**
a) Yes b) No
- 15) **If yes, rate your talents in filling up of the particulars given in the format?**
a) Very Easy b) Easy c) Moderate d) Tough e) Very Tough
- 16) **What are the prescreening criteria used for shortlisting candidates in your company?**
a) Academic record b) Overall work experience c) Experience in the field
d) Socio-economic background e) others
- 17) **Do you agree interviews are conducted by several people from different levels of the company?**
a) Strongly agree b) Agree c) Neither agree nor disagree
d) Disagree e) Strongly disagree
- 18) **During interview if the applicant is more, what type of screening test is implemented?**
a) Aptitude test b) Personal interview c) Written test
d) Practical test e) Group discussion

19) What type of questions asked in the screening process?

- a) General questions b) Subject questions c) Analytical questions
d) Logical problem-solving questions e) Technical questions

20) How much time they will take for short listing the applicants?

- a) With a Hour b) Half a day c) One day d) One week e) One Month

21) During personal interview what type of questions asked?

- (a) About subject (b) About personal (c) About field of interest
(d) About language fluency (e) About Objectives

22) Among the various qualities you observe/evaluate whilst selecting employees for your company, please select and indicate the relevant qualities from the list below and highlight their order of importance?

Qualities	Rank
Intelligence	
Problem solving	
Creative	
Flexible	
Quickness to learn	
Perseverance	
Passion for technology	
Team spirit	
Self-motivated	
Result oriented	

23) What is your opinion on the recruitment strategies you have under gone?

- a) Biased b) Unbiased c) Neutral d) Simple e) Comprehensive

24) What are particulars and specifications given in the appointment order?

- a) Salary & Allowances b) Conditions of appointment
c) Rules and regulations d) Designation of the job e) Description of the job

25) Do you satisfied with the recruitment process conducted in Believe HRD Consultancy?

- a) Highly satisfied b) Satisfied c) Neutral d) Dissatisfied e) Highly dissatisfied

- 26) At the time of joining in this company has the management informed you about your duties, responsibilities and the nature of work?**
(a) Sufficiently informed (b) Insufficient informed (c) Not at all informed
- 27) What method of induction program is followed in your organization?**
(a) Class room orientation
(b) Discussion with superiors
(c) Booklets and pamphlets
- 28) What is your opinion about induction program?**
(a) Important to a great extent
(b) Important to a considerable extent
(c) Important to a moderate extent
(d) Important to some extent
(e) Not at all important
- 29) Do team leaders take interest and spend time with new employees during induction?**
a) Yes b) No
- 30) What are suggestions to implement Effective recruitment strategies at Believe HRD Consultancy?**

Thank you

ANNEXURE II

RESEARCH ARTICLE

A STUDY ON RECRUITMENT STRATEGIES IN HRM WITH REFERENCE TO BELIEVE HRD CONSULTANCY, SALEM

DR. A.S. PRINCY¹ & B. KARTHIKEYAN²

¹*Assistant Professor, School of Management Studies, Sathyabama Institute of Science and Technology, Chennai, Tamil Nadu, India*

²*MBA Student, School of Management Studies, Sathyabama Institute of Science and Technology, Chennai, Tamil Nadu, India*

ABSTRACT:

This study aims to evaluate the recruitment process of Believe HRD Consultancy, including job analysis, sourcing, screening, selection, and onboarding, and its impact on overall business performance. The study identifies areas of improvement to enhance the recruitment strategies, such as implementing a system for recruitment processes and procedures, conducting monthly training programs, and collecting feedback for future reference. This study helps the organization to identify the area of problem & suggest way to improve the recruitment and selection process, this study focus on understanding recruitment & selection process. This study reaches the spectrum of recruitment methodologies followed in Believe HRD Consultancy towards developing a unique model, propose suggestions. The purpose of this research study was to evaluate the effectiveness of recruitment strategies employed by Believe HRD Consultancy, using a descriptive research design. The company uses social media to disseminate job vacancies and conducts personal interviews, resulting in a perceived unbiased and highly satisfactory selection process. These insights will help Believe HRD Consultancy improve their recruitment strategies and workforce quality, resulting in better overall business performance and it will be very helpful for planning a perfect Recruitment strategy for the next coming years. we can conclude that Believe HRD Consultancy in Salem implements effective recruitment strategies in HRM, targeting young candidates with UG education and 1-5 years of work experience.

KEYWORDS:

Human Resource Management, HRM, Recruitment, Recruitment Strategies, RPO, Job, Interview, Consultancy, applicant, Screening Process, Induction Program.

INTRODUCTION:

A research has its own importance in any business organization. It is a systematic and scientific investigation of any idea either precise or abstract from continuous basis of learning. Human resource is the most important asset of an organization. It ensures sufficient supply, proper quantity and as well as effective utilization of human resources. Recruitment is concerned with the process of attracting qualified and components personnel for different jobs. This includes the identification of existing sources of the labour market, the development of new sources and the need for attracting large number potential applications so that good selections may be possible. This process includes the development of application blanks, valid and reliable tests, interview techniques employee reversal systems, evaluations and selections of personnel in terms of jobs specifications the making up of final recommendations to the hire management and the sending of offers and rejection latter's. Organizations were asked what strategies they use to recruit both managerial / professional and non-management candidates. For recruiting managerial / professional candidates, the Internet is the most popular advertising medium, used by 76 percent of the organizations surveyed. Organizations regularly utilize internal resources when recruiting both internal and external candidates.

INDUSTRY PROFILE:

The HR outsourcing business is expanding, and India is one of the newest entrants. The HR outsourcing business has so much potential that it may be a highly successful sector if handled with knowledge and integrity. Outsourcing has grown in popularity as businesses discover that external suppliers may deliver highly efficient and cost-effective HR services than in-house departments because of advances in technology and economies of scale. The cost and time factor are the two biggest advantages.

COMPANY PROFILE:

Believe HRD is a service provider with specialization in Recruitment Solutions and Training Solutions for various types of industries, corporates, and NGOs, and was founded in 2008 in Salem, Tamil Nadu. They are a focused group of professionals who provide top-notch recruitment and selection services. Executive search, selection, staffing, consulting, outsourcing, and training are among the services provided to clients through their comprehensive set of management services.

SERVICES OF BELIEVE-HRD CONSULTANCY SERVICES RPO SOLUTIONS

Believe-HRD consultancy services use almost every possible strategy to find the right resources as per client need. For Believe-HRD consultancy services various IT and Non-IT clients hire through classical Portal search to Social-media hiring. Believe-HRD consultancy services work on both Permanent and Contract Staffing for IT and Non-IT clients. Their Recruitment team comprises of experts from various verticals of the industry, who just don't work for closure of positions but to provide the appropriate candidates as per the client needs.

STATEMENT OF PROBLEM:

The problem identified is that the recruitment strategies in Believe HRD Consultancy has certain issues, and it also involves developing an organizational system for implementing recruitment process and procedures to the employed, as well as conducting proper training programmes on a monthly basis to improve the employees' skills and collecting feedback for future reference. It includes instruction on interviewing as well as practical tips on building transparent and successful merit-based selection systems. The following listed points are covered as statement of problem for this study:

- Advice on how to develop thorough job descriptions and person specifications
- Guidelines on organizing and conducting short listing and interviewing processes
- Codes of Practice on each of the key activity areas in recruitment
- Advice on good practice in documenting different aspects of the process

OBJECTIVES OF THE STUDY:

Primary objective:

- To know the effectiveness of recruitment strategies at Believe HRD Consultancy, Salem

Secondary objective:

- To determine present and future manpower requirements of the organization in coordination with planning and job analysis activities.
- To evaluate the various recruitment techniques that followed by Believe HRD Consultancy, these include interviews, group tests, psychological tests, intelligence tests, technical tests and others
- To obtain the number and quality of employees that can be selected in order to help the organization to achieve its goals and objectives.
- To determine key employee skill gauges, like academic record, socio-economic conditions, overall work experience and experience in a specific field.

REVIEW OF LITERATURE:

Venkatesh, D., & Jakka, S. R. (2023) the paper discusses how digital technology has transformed the recruitment process, and how companies are increasingly relying on technology to implement HR practices. The study aims to identify differences in the usage of digital technology by companies in recruiting employees in rural and urban areas. A 5-point Likert scale questionnaire was used to collect primary data from HR managers of select companies located in Yadadri Bhuvanagiri Dist of Telangana State. The data was analyzed

using SPSS 28.0.0.0 and MS-Excel, and the findings suggest that there is no significant difference in technology usage in rural and urban areas for recruiting employees.

Sharma, E. A. (2023) This study aims to identify new recruitment and selection trends in Indian industries, particularly in the Information technology (IT) sector. Latest developments involve the use of technology such as internet, online and video interviews, ATS software, chatbots, block chain, virtual reality, HRM analytics, and AI recruitment software. Companies such as IBM, Tech Mahindra, and Godrej & Boyce are implementing these trends. A "skill-first" approach is being adopted, where a college degree is not always necessary if the candidate has the required new-age skills. Companies such as IBM, Accenture, and Apple are initiating this approach.

Mehrotra, S., & Khanna, A. (2022) this study examines the acceptance of automation in human resource management by employers and the extent to which AI can be used for hiring. Data is collected through interviews with four experts in IT organizations using thematic analysis. The research can help recruiters and HR managers explore the potential of AI implementation for cost-cutting technical developments. **Rashid Ashraf, Fauziah Binti Ani (2022)** Social media is a modern tool getting more important in recruitment and selection. The primary objective was to explore and understand the role of LinkedIn in the marketing of jobs to attract qualified applicants. Another key objective was to analyse the practice of LinkedIn at the shortlisting stage to identify the most suitable applicants for the openings. The primary data was collated by employing an in-depth semi-structured interview method from three reputed 4/5 stars hotels in Al Ain, UAE. The findings revealed a high usage of LinkedIn during the recruitment and selection stages, leading to job applicants' quality and quantity.

Muhammad, G., Siddique, M., & Dahri, A. S. (2022) this study investigates the mediating role of talent attraction between innovative e-recruitment strategies and human capital management effectiveness. The data was collected from 250 HR professionals in IT firms in Pakistan, and the results showed that job portals and corporate websites are the key tools for attracting talented candidates to IT firms, whereas e-recruitment agencies and social network sites have no significant effect on talent attraction.

Dragusha, B., Josimovski, S., & Jovevski, D. (2019) this research provides a theoretical and empirical evaluation of e-recruitment strategies in enterprises in the Republic of Kosovo and examines the impact of e-recruitment on the employment process. The study surveyed 317 managers and enterprise owners involved in the Strategic Human Resource Management process, finding that e-recruitment has the potential to improve qualitative selection, provide competitive advantages, and offer other benefits. Although not an official part of recruitment, e-recruitment was found to significantly enhance the recruitment process and change its nature.

RESEARCH DESIGN:

Descriptive study helps in obtaining needed information required for this study. Another aspect that forms apart of research process is the sample design. When the marketing researcher has to decide to carry out a field survey, he has to decide whether it is to be census or sample survey.

SOURCE OF DATA:

- a) **Primary data:** These are collected through method of questionnaire in which the details are collected from 205 respondent by filling up questionnaire.
- b) **Secondary data:** These are collected from website, company order etc.

HYPOTHESIS:

H1: There is no significant relationship between Opinion about current recruitment strategies and Satisfied with the recruitment process.

H2: There is no significant relationship between educational qualification and method of induction program conducted in Believe HRD consultancy services.

TOOLS FOR ANALYSIS:

The collection of data can be a manipulated by the statistical tool which coincides with the view and ideas of the researcher. More over the use of statistical tools may be differ from investigator in the context to money, time and availability of data.

PERCENTAGE METHOD

Table shows that the most effective methods of recruitment

METHOD	No. of Respondents	Percentage
Telephonic Interview	47	23%
Personal Interview	99	48%
Video conference interview	17	8%
Panel interview	33	16%
Mock interview	9	5%
Total	205	100.0

Interpretation:

From the above table it is interpret that the opinion of the respondents regarding Most effective method of recruitment at Believe HRD Consultancy services, 23 % of respondents were said Telephonic Interview, 48 % of respondents were said Personal Interview, 8 % of respondents were told Video conference interview, 16 % of respondents were said panel interview and 5 % of respondents were told most effective recruitment method were mock interview.

WEIGHTED AVERAGE METHOD

RANK THE RIGHT MEDIA/ SOURCE

RIGHT MEDIA/SOURCE	No Of Respondents	Weights (s)	Z= no of respondents x weights	Rank
Advertisements- Print Media (Newspapers) and Local TV channels	44	4	176	II
Compay website	28	2	56	IV
Job portals	30	3	90	III
Employees of Believe HRD Consultancy services	21	1	21	V
Social Media- Facebook, Linked in, YouTube	82	5	410	I
Total	205	15	753	

Interpretation:

From the weighted average the table shows that 40 % of the respondents are agree Social media- Facebook, Linked in, YouTube were the right media/source to be informed to the jobseekers regarding the vacancy in the Believe HRD Consultancy services were the 1st rank and Weighted Average= $753/15=50.2$.

KARL PEARSON'S COEFFICIENT OF CORRELATION

Aim: To find out the relationship between Opinion about current recruitment strategies and Satisfied with the recruitment process.

H0: There is no significant relationship between Opinion about current recruitment strategies and Satisfied with the recruitment process.

H1: There is significant relationship between Opinion about current recruitment strategies and Satisfied with the recruitment process.

CORRELATIONS			
		Opinion about current recruitment strategies	Satisfied with the recruitment process
Opinion about current recruitment strategies	Pearson Correlation	1	.860**
	Sig. (2-tailed)		.000
	N	205	205
Satisfied with the recruitment process	Pearson Correlation	.860**	1
	Sig. (2-tailed)	.000	
	N	100	100
**. Correlation is significant at the 0.01 level (2-tailed).			

Interpretation:

The relationship between, Opinion about current recruitment strategies and Satisfied with the recruitment process that there is a positive correlation underlies between both the factors with the value of 0.01 Level of significance and also, we found that strong relationship (0.860) found that between each variable.

CHI SQUARE ANALYSIS:

Ho: There is no significant relationship between educational qualification and method of induction program conducted in Believe HRD Consultancy services.

H1: There is a significant relationship between educational qualification and method of induction program conducted in Believe HRD Consultancy services

METHOD OF INDUCTION PROGRAM * EDUCATIONAL QUALIFICATION CROSSTABULATION							
Count							
		Educational Qualification					Total
		School level	Diploma/ITI	UG	PG	Others	
Method of induction program	Class room orientation	8	1	18	4	0	31
	Discussion with superiors	11	16	58	17	11	113
	Booklets and pamphlets	16	31	10	4	0	61
Total		35	48	86	25	11	205

CHI-SQUARE TESTS			
	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	62.136 ^a	8	.000
Likelihood Ratio	68.014	8	.000
Linear-by-Linear Association	12.705	1	.000
N of Valid Cases	205		
a. 3 cells (20.0%) have expected count less than 5. The minimum expected count is 1.66.			

Interpretation:

The calculated chi-square value (62.136) is greater than the table value (15.507). It indicated the p value is $0.00 < 0.05$. Hence, research hypothesis is accepted. Therefore, significant relationship between educational qualification and method of induction program conducted in Believe HRD Consultancy services.

FINDINGS, SUGGESTIONS AND CONCLUSION**FINDINGS:**

- Majority 61% of the respondents are male
- 37 % of the respondents are belong age group of Below 26-30 years category
- 42 % of the respondent belongs UG educational qualification
- 30 % of the respondents had 1-5 yrs experience
- 30 % of respondents said Challenging job as a reason for joining /prefer Believe HRD Consultancy services
- 60 % of respondents known the vacancy in this company from social media
- 67 % of respondents was highly satisfied with the information published in media
- 74 % of respondents said they clearly understand the job description given in the advertisement
- 41% of respondents was satisfied with the communication present in media
- 49 % of respondent's opinion was very good about current recruiting strategies of Believe HRD Consultancy services
- 48 % of respondents were told most effective recruitment method was Personal Interview
- 95 % of respondents were said Believe HRD Consultancy services had a standard format for knowing the applicant
- 39 % of respondents were said Easy in filling up of the particulars given in the format
- 59 % of respondents were said Experience in the field used for shortlisting candidates
- 51 % of respondents were Strongly Agree about interviews are conducted by several people from different levels
- 37 % of respondents were said Personal interview is implemented for screening test
- 37 % of respondents were said Subject questions asked in the screening process
- 47 % of respondents were said One day time taken for short listing the applicants
- 37 % of respondents were said About subject related questions asked in personal interview
- 69 % of respondents were said Unbiased selection process in Believe HRD Consultancy services
- 35 % of respondents were said Designation of the job particulars in the appointment order
- 49 % of respondents were highly satisfied with the recruitment process of Believe HRD Consultancy services
- 65 % of respondents were Sufficiently informed about the nature of work
- 55 % of respondents were said Discussion with superiors' induction program conducted in Believe HRD Consultancy services
- 40 % of respondents were said Important to a considerable extent of induction program conducted in Believe HRD Consultancy services
- 76 % of respondents were said yes, team leaders take interest and spend time with new employees at induction program conducted in Believe HRD Consultancy services.
- 40 % of the respondents are agree social media- Facebook, Linked in, YouTube was the right media/source to be informed to the jobseekers regarding the vacancy in the Believe HRD Consultancy services.
- 19.5 % of the respondents said Team spirit was important qualities observe/evaluate whilst selecting employees in the interview of Believe HRD Consultancy services.
- By using the Karl Pearson correlation, research found that positive and strong relationship between each Opinion about current recruitment strategies and Satisfied with the recruitment process
- By using the Chi square analysis, the research found that the result of p value is $0.00 < 0.05$. Hence, alternative hypothesis is accepted. Therefore, significant relationship between educational qualification and method of induction program conducted in Believe HRD Consultancy services

SUGGESTION & RECOMMENDATIONS

- The Manpower requirement of each department can be identified well in advance.
- Job definition is treated as critical and always precedes the process of recruitment
- The capabilities and aptitude of candidates are identified using scientific techniques.
- The selection process is objective and ensures that only competent people are recruited
- Candidates are given adequate and reliable information about the company and the job.
- Data and information for development decision, such as job rotation, is used to identify internal hiring needs.
- Employees regularly receive feedback about their potential for higher level jobs.
- The company has the capability to manage exist in the form of de-recruitment specialists.
- As far as possible, people are retrained and redeployed rather than being de-recruited

LIMITATIONS OF STUDY

- The study is applicable only to at Believe HRD Consultancy, Salem and not to any other similar organization.
- Entire analysis of the study, its findings and conclusion are based on the data called through those 205 samples.
- Some of the respondents are not giving their opinion, since the study deals with the sensitive area of organization. Therefore, it is difficult to extract accurate information from the employees.
- The respondents chosen were busy and have less time to answer the questionnaires.

CONCLUSION

Selection is getting very much importance these days in the organization. It is very critical thing to evaluate the human resources. It is a systematic procedure that involves many activities. the process includes the step like HR planning attracting applicant and screening them. If suitable employees are selected which are beneficial to the organization it is at safe side but if decision goes wrong, it can be dangerous to the organization. Recruitment strategies and its policies changed as per the organization. I found out some importance information and details through his survey, which are presented as interpretation, findings and suggestion. once these are taken into account it will be very helpful for planning a perfect recruitment strategy for the next coming years for Believe HRD consultancy services, Salem.

REFERENCE

ARTICLES

- Abraham, M., Kaliannan, M., Mohan, A. V., & Thomas, S. (2015). A review of SMEs recruitment and selection dilemma: Finding a'fit'. *The Journal of Developing Areas*, 49(5), 335-342.
- Ahmad Azmy, S. E. (2018). Recruitment strategy to hire the best people for organization. *Journal of Management and Leadership*, 1(2).
- Amadoru, M., & Gamage, C. (2016, June). Evaluating effective use of social networks for recruitment. In *Proceedings of the 2016 ACM SIGMIS Conference on Computers and People Research* (pp. 125-133).
- Arya, A. (2017). Recruitment and Selection Strategies and their Impact on Business Performance: A case Study of Selected Banks.
- Ashraf, R., & Ani, F. B. (2022). Role of LinkedIn Marketing in Recruitment and Selection Practices in the Hotel Industry. *Transnational Marketing Journal*, 10(3), 607-622.
- Caren B. Goldberg, Elissa L. Perry, Lisa M. Finkelstein & Amanda Shull (2013) Antecedents and outcomes of targeting older applicants in recruitment, *European Journal of Work and Organizational Psychology*, 22:3, 265-278, DOI: 10.1080/1359432X.2012.746315
- Dragusha, B., Josimovski, S., & Jovevski, D. (2019). Impact of e-recruitment strategies in enterprises of the Republic of Kosovo. *ILIRIA International Review*, 9(2).

- Eva, T. P. (2018). Recruitment and selection strategies and practices in the private sector commercial banks of Bangladesh: Evidence from human resource practitioners. *European Business & Management*, 4(1), 28-38.
- G. Karthiga, R. Karthi, P. Balaishwarya, "Recruitment and Selection Process", *International Journal of Scientific and Research Publications*, ISSN:2250-3153, Vol. 5, Issue 4, pp. 1-4, April 2015
- Hu, Huan (2016), Social media recruitment: a study based on the perceptions of HR professionals in online blogs from 2011-2015, Aalto University. School of Business, Master's thesis. <https://aaltodoc.aalto.fi/handle/123456789/24511>
- Jewkes, M. D., Swinton, J. J., Cromwell, S., Schramm, D. G., & Brower, N. (2020). Remote hiring innovation during the COVID-19 pandemic. *The Journal of Extension*, 58(5), 8.
- Lewis, A., & Thomas, B. C. (2020). Hiring the Best Job Applicants? The Effects of Social Media as an Innovative E-Entrepreneurship Recruitment Method. *Journal of Media Management and Entrepreneurship (JMME)*, 2(2), 19-37.
- Mehrotra, S., & Khanna, A. (2022). Recruitment through AI in selected Indian companies. *Metamorphosis*, 21(1), 31-39.
- Muhammad, G., Siddique, M., & Dahri, A. S. (2022). Innovative e-recruitment strategies as a tool for human capital management effectiveness: a mediating role of talent attraction. *Middle East Journal of Management*, 9(5), 504-523.
- Nadda, V., Rafiq, Z., & Tyagi, P. (2017). Effectiveness and Challenges of Recruitment process outsourcing (RPO) in the Indian Hotel Sector. *International Journal of Academic Research in Business and Social Sciences*, 7(2), 218-236.
- Ore, Olajide, and Martin Sposato. "Opportunities and risks of artificial intelligence in recruitment and selection." *International Journal of Organizational Analysis* 30.6 (2022): 1771-1782.
- Rees, G., & French, R. (2010). The scope and nature of human resource management and human resource development. In G. Rees, & R. French (Eds.), *Leading, managing and developing people* (pp. 12-33). CIPD Publications.
- Sangeetha, K., Effective Recruitment: A Framework (May 20, 2010). *The IUP Journal of Business Strategy*, Vol. 7, Nos. 1 & 2, pp. 93-107, March & June 2010, Available at SSRN: <https://ssrn.com/abstract=1612088>
- Sengupta, A., Lalwani, S., Goswami, S., & Srivastava, P. (2021). Reinventing HR functions with SMAC technologies-an exploratory study. *Materials Today: Proceedings*, 46, 10169-10174.
- Sharma, E. A. (2023) Major recent trends in recruitment and selection in Indian industries, with special reference to IT sector. *Amity Journal of Management*, 10(2), 37-39.
- Singh, H., & Kamal, R. (2019). Recruitment practices in IT sector: A study of Employees perspective. *Pramana research Journal*, 9(1), 318-323.
- Sisodia, S., & Chowdhary, N. (2012). Use of illustrations in recruitment advertising by service companies. *Journal of Services Research*, 12(2), 81+. https://link.gale.com/apps/doc/A309313451/AONE?u=tacoma_comm&sid=googleScholar&xid=52f096ab
- SIVANANDAM, P., & MUDALIAR, P. (2020). A study on scientific screening process in a recruitment consultancy firm. *Journal of Contemporary Issues in Business & Government*, 26(2).
- Solek-Borowska, C., & Wilczewska, M. (2018). New technologies in the recruitment process. *Economics and Culture*, 15(2), 25-33.
- Syamala Devi Bhoganadam and Dr. Dasaraju Srinivasa Rao(2014), A study on recruitment and selection process of Sai Global YarnTex (India) private limited. *International Journal of Management Research & Review*, Volume 4/Issue 10.
- Tabassum, A. (2011). The process of Recruitment and Selection in Developing Country: A Case Study of Bank in Bangladesh. *ABAC Journal*, 55-67.
- Venkatesh, D., & Jakka, S. R. (2023). Digital Recruitment Technology Implementation: A Study of Select Companies in Yadadri Bhuvanagiri Dist. of Telangana State, India. *Asian Journal of Economics, Business and Accounting*, 23(6), 32-42.

- Webber-Ritchey, K. J., Aquino, E., Ponder, T. N., Lattner, C., Soco, C., Spurlark, R., & Simonovich, S. D. (2021). Recruitment strategies to optimize participation by diverse populations. *Nursing Science Quarterly*, 34(3), 235-243.

GENERAL REFERENCE FROM BOOKS

- Armstrong. (2003). A Handbook of Human Resource Management Practice. Noida: Gopsons Paper Ltd.
- Arora, V. A. (2011). Human Resource Management. Global Vision Publishing House. 3.
- C.B.Guptha, Human Resource Management, pp-156, 2000, Sultan and Chand publication
- C.R.Kothari, Research Methodology, pp-23-29, PHI Publication.
- C.M. Mamoria, S. G. (2006). Human Resource Management. Himalaya Publishing House. 8.
- Catherine, D. (2002). Practical Research Methods. New Delhi: UBS Publications and Distributers.
- Durai, P. Human Resource Management. Pearson Publications.
- Garner, E. (2012). Recruitment and Selection Hiring the People You Want. Ventus Publishing.
- Mishra, R. P. (1988). Research Methodology. New Delhi: Handbook, New Delhi.
- Rao, P. (2010). Human Resource Management. Himalaya Publishing House fifth revised edition. Sultan and Chand publication