

**A STUDY ON RECENT TRENDS OF RECRUITMENT AND
SELECTION PROCESS AT CAREERNET TECHNOLOGIES
PRIVATE LIMITED**

Submitted in partial fulfilment of the requirement for the award of

MASTER OF BUSINESS ADMINISTRATION

By

NANDHAGOPAL. R

Register No. 41410207



SCHOOL OF MANAGEMENT STUDIES

SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

Accredited with Grade "A" by NAAC 1128 Status by UGC I Approved by

A ICTE JEPPIAAR NAGAR, RAJIV GANDHISALAI, CHENNAI •
600119

April 2023

SCHOOL OF MANAGEMENT STUDIES

BONAFIDE CERTIFICATE

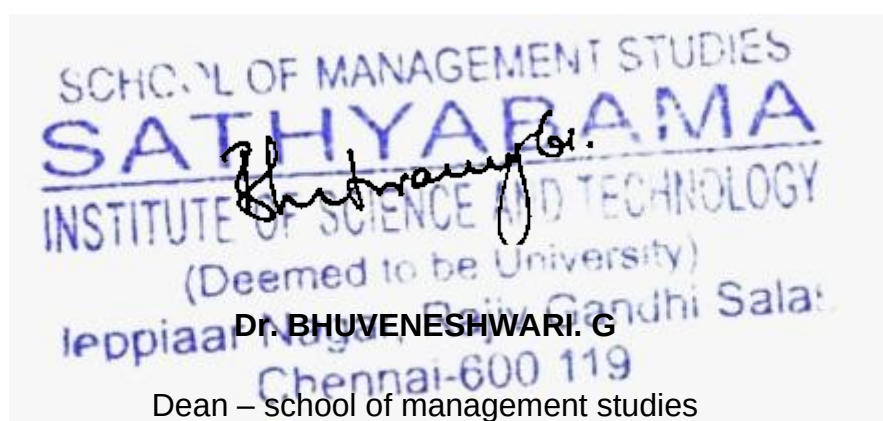
This is to certify that this project report is the benefited work of NANDHAGOPAL 41410207 who carried out the project “**A Study on Recent Trends of Recruitment and Selection Process at Careernet Technologies Private Limited**” under my supervision from January 2023 to April 2023

P. Hameem Khan

Dr. P. HAMEEM KHAN. MBA, MSCS, PhD.,

Internal Guide

External Guide



Dr. BHUVENESHWARI. G
Dean – school of management studies

Submitted for viva voice examination held on ____05.05.2023____

A handwritten signature in black ink, likely of the Internal Examiner, written over a light gray background.

Internal Examiner

A handwritten signature in black ink, likely of the External Examiner, written over a light green background.

External Examiner



Date: 25/03/2023

PROJECT COMPLETION LETTER

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr. **R. NANDHAGOPAL**, MBA final year student of Sathyabama institute of science and technology, Reg No: 41410207 Has been working with us on the project titled "**A study on Recent Trends of Recruitment and Selection Process**" at **Careernet Technologies Private Limited.**, Chennai during the period 3rd January 2023 to 31st March 2023.

Project Guide: A Prabhu Asirvatham

For Careernet Technologies Pvt. Ltd.

Saravana Kumar B

Manager - People Services

CareerNet Technologies, Hi Style Building, 131/2A, 131/2A, OMR Service Rd, Thiruvalluvar Nagar,

Perungudi, Chennai, Tamil Nadu - 600096

DECLARATION

I **NANDHAGOPAL. R (41410207)** hereby declares that the project report entitled to project “**A Study on Recent Trends of Recruitment and Selection Process at Careernet Technologies Private Limited**” done by me under the guidelines of **Dr. P. HAMEEM KHAN. MBA, MSCS, PhD.**, is submitted in partial fulfilment of the requirements for the aware of master of business administration degree.

Date: 05.05.2023

Place: CHENNAI



NANDHAGOPAL. R

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 successfully. I am grateful to them.

I convey my sincere thanks to **Dr. G. Bhuvaneswari**, Dean - School of Management Studies and **Dr. A. Palani**, 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. P. HAMEEM KHAN. MBA, MSCS, PhD.**, his 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.

ABSTRACT

Better recruitment and selection strategies result in improved organizational outcomes. With reference to this context, the Study on Talent acquisition has been prepared to put a light on Digital Recruitment and Selection process. The main objective is to identify general practices that organizations use to recruit digitally and select employees and, to determine how the recruitment and selection practices affect organizational outcomes.

The present research study is based on the Descriptive Research methodology, which is used to provide information about various demographics and all other factors related to it. It is useful in describing the factors that influence the investing decision. The purpose of this research is also to provide a representative picture of the population with a valid research instrument. The Descriptive Research design is also used to describe data and characteristics of the customer. This design deals with the facts and characteristics concerning with the individual respondents.

Tables and Charts are prepared for each question in the questionnaire using Percentage Analysis and Statistical tools like One-Way ANOVA, Correlation and Regression for analysis purpose and interpreted for general understanding. The collected data were analysed and tabulated. And the suggestions and conclusions are also given in this report for the growth and development of the Company.

TABLE OF CONTENTS

S.NO	PARTICULARS	PAGE NO
1	INTRODUCTION	1
2	INDUSTRY PROFILE	11
3	COMPANY PROFILE	14
4	REVIEW OF LITERATURE	25
5	RESEARCH METHODOLOGY	39
6	NEED OF THE STUDY	41
7	SCOPE OF THE STUDY	42
8	OBJECTIVES OF THE STUDY	42
9	DATA ANALYSIS	44
10	FINDINGS	72
11	SUGGESTIONS	74
12	CONCLUSION	75
13	BIBLIOGRAPHY	76
14	QUESTIONNAIRE	77

LIST OF TABLES

TABLE NO	PARTICULARS	PAGE NO
4.1	GENDER OF THE RESPONDENTS	44
4.2	AGE OF THE RECONDENTS	45
4.3	DESIGNATION OF THE RESPONDENTS	46
4.4	MARITAL STATUS OF THE RESPONDENTS	47
4.5	EDUCATION QUALIFICATION OF THE RESPONDENTS	48
4.6	YEAR OF EXPERIENCE	49
4.7	TIME PERIOD OF USING THE DIGITAL MODE OF RECRUITMENT	50
4.8	MODE OF RECRUITMENT	51
4.9	THE USE OF STANDARD PATTERN IN RECRUITMENT PROCESS	52
4.10	WHETHER THE ORGANIZATION MEASURE THE COST OF THE RECRUITING SOURCES	53
4.11	WHETHER CONTRACT SIGNED BY THE EMPLOYEES	54
4.12	WHETHER CONTRACT SIGNED BY THE EMPLOYEES	55
4.13	WHETHER THE JOB ANALYSIS WAS DONE FOR EACH POSITION	56
4.14	APPLYING THROUGH JOB PORTALS AND SOCIAL NETWORKING SITES IS EASILY ACCESSIBLE	57
4.15	AGILE RECRUITING FURNISH RECRUITMENT TEAMS AND HIRING MANAGERS	58
4.16	NEWLY EMERGED DIGITAL TOOLS USED IN THE RECRUITMENT PROCESS HAVE IMPROVED THE WORKFORCE ANALYTICS OF THE COMPANY	59
4.17	THE PRACTICE OF REMOTE WORKING BEEN MORE EFFECTIVE IN THE DIGITAL RECRUITMENT PROCESS	60
4.18	THE AGILE APPROACH, ENABLE ORGANIZATIONS TO ADJUST TO THE CHANGING SITUATION	61
4.19	THE RECRUITER STAND TO IDENTIFY RIGHT PERSON TO RIGHT JOB	62
4.20	THE SATISFACTION FOR ADVANCED AI TOOLS USED IN THE DIGITAL RECRUITMENT	63
4.21	PROPER FEEDBACK HAS BEEN SHARED BY THE CLIENT	64
4.22	WHETHER TO START SMART RECRUITING	65

4.23	THE CANDIDATE RECRUITED THROUGH JOB PORTALS MOTIVATES THE CURRENT EMPLOYEES	66
4.24	MOST IMPORTANT QUALITY THAT THE ORGANIZATION LOOKS FOR IN A CANDIDATE	67
4.25	HOW IMPORTANT IS EMPLOYER BRANDING TO THE RECRUITMENT STRATEGY	68
4.26	THE ONE WAY ANOVA BETWEEN THE MODE OF RECRUITMENT USED AND EXPERIENCE OF THE RECRUITER	69
4.27	THE CORRELATION BETWEEN THE AGE AND EFFECTIVENESS OF REMOTE WORKING	70
4.28	THE REGRESSION ANALYSIS FOR THE IMPACT OF TECHNOLOGY ON RECRUITMENT AND SELECTION	71

LIST OF CHARTS

CHART NO	PARTICULARS	PAGE NO
4.1	GENDER OF THE RESPONDENTS	44
4.2	AGE OF THE RECONDENTS	45
4.3	DESIGNATION OF THE RESPONDENTS	46
4.4	MARITAL STATUS OF THE RESPONDENTS	47
4.5	EDUCATION QUALIFICATION OF THE RESPONDENTS	48
4.6	YEAR OF EXPERIENCE	49
4.7	TIME PERIOD OF USING THE DIGITAL MODE OF RECRUITMENT	50
4.8	MODE OF RECRUITMENT	51
4.9	THE USE OF STANDARD PATTERN IN RECRUITMENT PROCESS	52
4.10	WHETHER THE ORGANIZATION MEASURE THE COST OF THE RECRUITING SOURCES	53
4.11	WHETHER CONTRACT SIGNED BY THE EMPLOYEES	54
4.12	WHETHER CONTRACT SIGNED BY THE EMPLOYEES	55
4.13	WHETHER THE JOB ANALYSIS WAS DONE FOR EACH POSITION	56
4.14	APPLYING THROUGH JOB PORTALS AND SOCIAL NETWORKING SITES IS EASILY ACCESSIBLE	57
4.15	AGILE RECRUITING FURNISH RECRUITMENT TEAMS AND HIRING MANAGERS	58
4.16	NEWLY EMERGED DIGITAL TOOLS USED IN THE RECRUITMENT PROCESS HAVE IMPROVED THE WORKFORCE ANALYTICS OF THE COMPANY	59
4.17	THE PRACTICE OF REMOTE WORKING BEEN MORE EFFECTIVE IN THE DIGITAL RECRUITMENT PROCESS	60
4.18	THE AGILE APPROACH, ENABLE ORGANIZATIONS TO ADJUST TO THE CHANGING SITUATION	61
4.19	THE RECRUITER STAND TO IDENTIFY RIGHT PERSON TO RIGHT JOB	62
4.20	THE SATISFACTION FOR ADVANCED AI TOOLS USED IN THE DIGITAL RECRUITMENT	63
4.21	PROPER FEEDBACK HAS BEEN SHARED BY THE CLIENT	64
4.22	WHETHER TO START SMART RECRUITING	65
4.23	THE CANDIDATE RECRUITED THROUGH JOB PORTALS MOTIVATES THE CURRENT EMPLOYEES	66
4.24	MOST IMPORTANT QUALITY THAT THE ORGANIZATION LOOKS FOR IN A CANDIDATE	67
4.25	HOW IMPORTANT IS EMPLOYER BRANDING TOTHE RECRUITMENT STRATEGY	68

CHAPTER 1

INTRODUCTION

INTRODUCTION

HISTORY OF RECRUITMENT

Believe it or not, employee recruitment as we know it today originated as a product of World War II. It came about from the gaps in the workplace that resulted from the call for men to join the war efforts. A lot of vacancies emerged in the workplace, which gave birth to staffing agencies. There followed a mad scramble to hire the men and women who were not called into military service in a desperate need to fill the vacancies left by departing soldiers. Even after the war ended, professional job recruiters continued to find work for the returning soldiers.

During the following decade, a new practice emerged: the creation of resumes that showed the applicants' profiles and skills. Staffing companies at this stage became even more focused on efficiently linking qualified applicants with the right jobs. There were a number of limitations, though, including the fact that recruiters had to work through newspaper ads. Applying and hiring were very cumbersome at this stage because applicants had to submit their typewritten resumes by hand or mail, and recruiters had to keep track of a slew of non-digital resumes.

COMPUTERS AND THE INTERNET

The entry of computers into the workplace drastically altered the staffing process by introducing software such as the Applicant Tracking Systems (ATS) and applicant databases. This made storing and searching through application files a lot easier and quicker.

The introduction of the World Wide Web further revolutionized the recruiting process. While recruitment before was localized, the internet allowed for placement firms to look for candidates on a global scale. Different websites and social media platforms gave staffing agencies a wide reach, allowing them to find the best candidates from around the globe.

The emerging technologies transformed recruitment agencies into tech-savvy companies that rely on the latest technology to recruit the best candidate for any position in a company. Companies could call on administrative assistant recruiters ,executive search firms, and more. Using their big databases, recruiters can connect employees with employers in limited time and with greater skill than ever before.

It's a great, new world for job applicants who can apply for employment in their robes and slippers from the comfort of home. No more traipsing around from business to business with resume in hand. People can submit their resume online through the job sections of companies, to recruitment agencies, or through various social media platforms.

Recruiters of days gone by would find today's processes to be downright wondrous. With all of the technology and resources in place, the entire hiring process can now be completed in a matter of days, including background checks. It's an exciting time to be looking for an employee or a job.

THE HISTORY OF RECRUITMENT INDUSTRY:

Early History the U.S. Army in World War I practiced some early methods of selection, using the IQ test to place recruits in specific positions. This use of a standardized test to rank individuals became adopted by many companies.

LEGISLATIVE EFFECTS

Legislation passed during the middle of the 20th century restricted certain hiring practices. Equal opportunity legislation and the expansion of protected classes slowly made previous questions illegal. According to the Department of Labor, current interview practices must be structured to respect these protected classes.

MODERN DAY SELECTION

Modern day selection techniques revolve around finding the applicant most suitable for the position. According to "Recruitment and Selection", 94 percent of companies use behavioural interviews to rank their applicants. These questions select applicants with the best skills for the position.

WHAT IS RECRUITMENT? Recruitment refers to the overall process of identifying, sourcing, screening, shortlisting, and interviewing candidates for jobs (either permanent or temporary) within an organization. Recruitment can also refer to the processes involved in choosing individuals for unpaid roles. Managers, human resource generalists and recruitment specialists may be tasked with carrying out recruitment, but in some cases public-sector employment, commercial recruitment agencies, or specialist search consultancies are used to undertake parts of the process. Internet-based technologies support all aspects of recruitment have become widespread, including the use of AI.



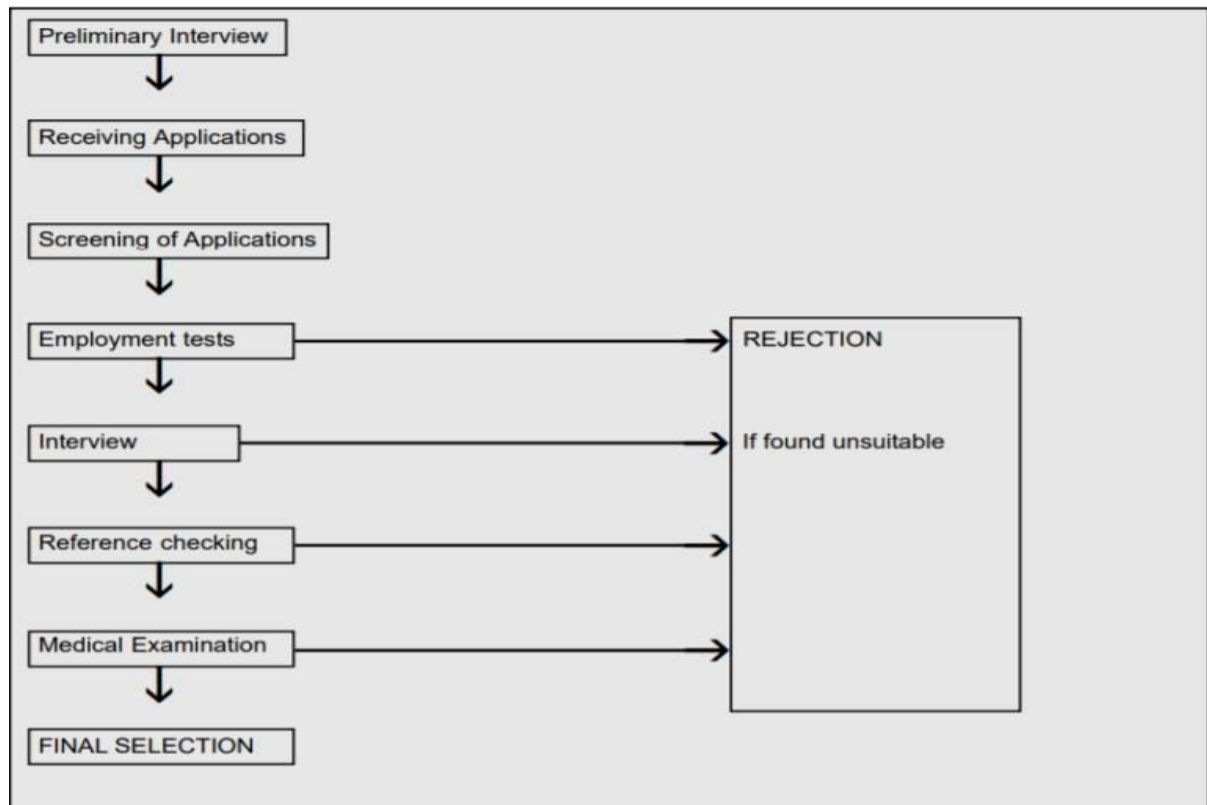
Job analysis -for new jobs or substantially changed jobs. It might be undertaken to document the knowledge, skills, abilities and other characteristics (KSAOs) required or sought for the job. From these, the relevant information is captured in a person specification.

Sourcing -attracting or identifying candidates

Screening and selection -picking, interviewing and hiring the right candidate.

WHAT IS SELECTION PROCESS?

Selection is a long and tedious process. Every candidate has to pass through several hurdles before he/she can get selected for job. The whole exercise might be called a rejection exercise but it has a positive outcome in terms of the appropriate personnel selected.



IMPORTANCE OF THE SELECTION PROCESS

- Proper selection and placement of employees lead to growth and development of the company.
- The company can similarly, only be as good as the capabilities of its employees.
- The hiring of talented and skilled employees results in the swift achievement of company goals. Industrial accidents will drastically reduce in numbers when the right technical staff is employed for the right jobs.
- When people get jobs, they are good at, it creates a sense of satisfaction with them and thus their work efficiency and quality improve.
- People who are satisfied with their jobs often tend to have high morale and motivation to perform better .

RECENT TREND IN RECRUITMENT AND SELECTION PROCESS:

In today's excited aggressive business environment, employees are a source of competitive benefit. It is critical for businesses to appoint the right employee, with the correct skills, exact knowledge, accurate attributes, at the proper time, for the precise job. The recruitment and selection process has become one of the key processes influencing the success of an organization. This paper examines the electronic recruitment and selection process and the latest trends concerning recruitment and selection. This paper consists of two phases. The first section explains the recruitment and selection process in it's totally. It examines and defines the various phases and sub phases comprising recruitment and selection. The final section lists the most modern trends concerning recruitment and selection.

WHAT IS E-RECRUITMENT?

The electronic process of finding, assessing, and recruiting employee s is known as e- recruitment. This process connects organisations with potential employees through the use of technology, and it has changed how employers and employees interact. Employers can use e- recruitment to post job openings and search resumes electronically, and employees can use it to submit applications and resumes electronically, search job postings, and receive job alerts.

CHARACTERISTICS OF E RECRUITMENT:

The following are the characteristics of E-Recruitment

User-friendly: An enlistment framework is a mind-boggling application that must be instinctive for the clients. The taking care of must be clear with an intelligent distribution of the functionalities so as to expand the client acknowledgment and profitability. The utilization of present-day web advances in the product design is a precondition, as well.

Web-based: In any case, a forward-thinking framework ought to be electronic. While it doesn't generally make a difference whether the information is facilitated on a server of the customer or of the provider. The entrance of all workers to a brought together database empowers the utilization from various areas. The product can then additionally be kept up and refreshed all the more routinely.

Multi-Channel-Posting: One of the scout's fundamental exercises is the distributing of bids for employment on different online occupation entryways to acquire the greatest reach. The focal treatment of the activity load up logins legitimately from the framework makes the capacity of multi-channel-presenting simple on handle and assists with sparing valuable time.

CV Parsing: CV parsing is the programmed checking of applicant information. Applications can be legitimately extricated, changed and assessed. Like this the HR representatives gain heaps of time while embeddings information. Besides the quantity of mistakes coming about because of the manual addition diminishes.

Matching: The coordinating between the applicants and the client's needs is one of the fundamental procedures for building administrations. It is pivotal that the applicable abilities that contain diverse explicit watchwords just as equivalent words and different spellings and different interpretations can bring a significant preferred position.

Talent pool: Any position can be set up with just a single competitor. In spite of the fact that this doesn't really suggest that different candidates don't speak to past human capital. In times where you need to discuss the

"war of gifts" with diminishing number of possibilities for the quantity of occupations to be staffed this potential ought not to be offered away with a negative response. Rather you can move them into an ability pool-with their

assent, obviously. Like this they can be rethought for later opportunities. Here it bodes well to utilize the enlistment programming rather like a CRM to set up a customary contact with the pool individuals

CRM: Enlistment as a rule begins with a staffing need whether it is interior or outer, for example for a customer. On the off chance that the building administrations can cover their own enrolment forms with the instrument, the equivalent ought to go for their client connections. Truth be told the contact and trade with the customer is accomplished for him. The selection representative can get required profile and offer competitors with the ideal capabilities legitimately through the CRM to make their work simpler.

Monitoring: So as to deal with an organization accurately you have to think about certain KPIs, particularly inside the center business zones of a building administration, for example enlistment and deals. The e- enlistment framework can bolster this with obviously organized reporting's. Like this, you can without much of a stretch see what number of uses were gotten, what number of customer interviews came about because of this and what number of ventures were won at long last.

Communication history: To evade those competitors and customer are getting contract twice or never, it is imperative to follow the associations with the related entertainers and to make them open for all workers included. Like this the procedures become intelligible and straightforward for all associates. In developed frameworks it is even conceivable to set programmed activities, for example to send predefined messages after a specific timeframe.

THE PURPOSE OF E-RECRUITMENT

The purposes of e-recruitment are as follows:

- Serve the HR industry with the markets most user-friendly e-recruitment tool.
- Contribute to the earth by empowering totally without paper enrollment.
- Make e-enrollment arrangements accessible for all sizes of organizations and associations, we achieve

this by the utilization of an exceptionally serious evaluating approach.

- Provide a HR apparatus that in all angles is totally liberated from pointless intricacy.
- Simplify the working day of the Recruiter by transforming the authoritative piece of the enrollment procedure into a breeze.

USES OF RECRUITMENT:

Time-saving: Regardless of where you are you can send out job postings anytime with internet access. As such, you can forget about the paperwork and the action of entering data manually. As a result, it will not only save time for HR managers, but by retrieving files from LinkedIn, the process of application will speed up.

Dynamic content: Generate dynamic content could build up your employer branding in a successful way to attract top talents and to boost corporate culture. Use your social media account to spread the word and to attract more traffic to both your website and social media accounts.

Minimized hiring cost: Labor costs in recruiting are usually high in terms of advertising, travel expenses, third-party recruiter fees etc. As a result, the hiring process usually takes up too much time and its cost could be minimized by implementing a software which allows you to post free job openings on multiple social platforms just by on click.

Effective: Online enrollment is effectively available to people, making it a progressively viable strategy for getting your posts took note. Online job ads can post within few minutes and they can be easily posted on several social media platform with no waste of time.

Shorten hiring process: The hiring process could be shortened by just clicking a few buttons to screen, filter, and sort applicants' data and CV. Online recruiting streamlines the process of inviting or rejecting applicants one by one and inserting applicants' data manually is no longer needed.

Accessible: Job ads and campaigns can be released through various social media platforms reaching the specific target group.

Broader scope for candidates: By using recruitment software, recruiters will be helped in reaching a wider number of candidates locally and abroad. Moreover,

statistical analysis will be essential for recruiters to track where applicants have seen the job advertisements.

Personalized design: Your professional career page is tailored made accordingly to the graphical identity of the company. As a result, this will help your employer branding, underlining the company's identity and values.

Filtration tools: Recruitment systems have filtration to help recruiters to find the ideal candidates with competencies that match the job position. Therefore, the filtration tools provided by e-recruitment systems speed up the process of sorting the candidates according to experience, education, competencies, and many more criteria.

Flexible and easy: There is no issue in figuring out how to use in e-enlistment framework. Along these lines, it is anything but difficult to utilize and gives a stage where all the HR chiefs could follow the employing procedure. Moreover, the cloud-based component permits the business to have a CV database without any limits and to be GDPR-objective.

EARLIER RECRUITMENT METHOD:

Directly enrollment is done physically. An organization advises the opportunities and candidates react by posting the resumes. The organization waitlists the applications and behaviors interviews/tests at an uncommon area and day. The outcomes are again implied to the applicants. The time and exertion spent on this procedure is excessively high. The customary enrollment framework takes additional time just as expensive.

- Identify opportunity
- Prepare expected set of responsibilities and individual detail
- Advertising the opening Managing the reaction Shot-posting
- Arrange interviews

ADVANTAGES AND DISADVANTAGES

ADVANTAGES:

- Wider get to and land spread
- Larger crowd
- Greater opportunity to discover right competitor faster/with more prominent viability
- 24/7-no sitting tight for issue dates
- Quicker and efficient/cost sparing
- Relatively modest
- Better match of laborers – opportunities
- Efficiency gains
- Cost sparing/sparing staff costs •Access detached jobseekers
- Reduction of unfit competitors.

DISADVANTAGES:

- Screening and checking the ability mapping and legitimacy of a large number of resumes is an issue and tedious exercise for associations.
- There is low web entrance and no entrance and absence of familiarity with web in numerous areas across India.

Organizations can't be needy exclusively and absolutely on the online enlistment strategy.

INDUSTRY PROFILE

CONSULTANCY INDUSTRY:

The consulting industry can trace its roots back to the late 19th century, when the world's first modern consulting firms were founded. From the turn of the century onwards, management consulting – which early on focused mainly on engineering and finance – increasingly gained terrain in the business world, although it wasn't until the 1930s that consulting firms started to grow their size beyond a few founding partners and small teams. In the slipstream of the growth of scientific management, operations and organizational theory, the number of consulting firms rapidly expanded in the next decades, with today's well-known US firms such as Arthur D. Little, A.T. Kearney, Booz Allen Hamilton and McKinsey & Company playing a frontrunner role.

The consulting industry started its internationalization in the early 1960s, when the large American management consultancies expanded into Europe, bringing their management models and experience to transform European organizations. For example, by the 1970s, McKinsey & Company had decentralized one quarter of the hundred largest companies in the United Kingdom. In the next thirty years, the consulting industry found itself in a phase of unprecedented growth across Western markets, far outpacing the growth of the world economy during the same time period. Revenues of the top ten worldwide management consultancies for instance grew from around \$200 million to around \$50 billion at the beginning of the 21st century, while the headcount of the thirty largest consultancy firms in the industry grew from about 20,000 in the early 1980s to approximately 430,000 in 2000.

CONSULTANCY FIRM IN INDIA:

Over the Years, the Indian consulting industry has seen a substantial growth, not only in terms of size, but also in terms of the service offerings. In recent years, the demand of specialist consulting services is being immensely sought by customers in India, which has eventually opened the opportunity for a large number of consultants to help businesses with expert knowledge base and resources. Due to constantly increasing demand, the industry is estimated to grow at a compounded annual growth rate of 30 percent to become a Rs 27,000 crores industry by 2020,

as per the reports of The Associated Chambers of Commerce and Industry of India (Assocham).

As of now, there are about 6000 consultancy firms in metropolitan cities including Delhi (25.7 percent) followed by, Mumbai (25.5 percent), Chennai (12.1 percent) and Kolkata (9.1 percent). Moreover, service sector contributes more than 50 percent to nation's GDP. Besides, there are around 2000 R&D institutions and laboratories supporting several domestic consultancy organizations directly or indirectly at a reasonable cost.

This fast growth of this sector in India is largely attributable to improved investment activities because of low-cost structure, entry of many big players into the Indian market, relaxation of previous FDI restrictions, and strong capabilities in areas like IT, management, civil engineering, telecommunication, petrochemicals, power and metallurgy. The steady growth will ultimately lead to expected rise in hiring activities.

The president of Assocham, Venugopal Dhoot, said that the countries worldwide including the United States of America, the United Kingdom, China, Japan, Saudi Arabia, and Gulf nations acknowledge the competency of Indian consultancy firms, with their ever-growing demand in the EU as well. He further mentioned the demand growth of Indian consultancy firms in view of their competitive edge over their counterparts in the ASEAN countries that include Germany, Italy and France.

THE DEMAND OF CONSULTING SERVICES IN INDIA

Due to the involuntary reduction in workforce, many organizations lack the technological, strategic and project management abilities to handle market and technical changes in the ever-growing market. Therefore, currently, the business world desperately needs consulting assistance. It is projected that by the next three years, there would be more than 2.2 lakh people getting employment in almost 10,000 consultancy firms across the nation.

Owing to the shortage of enough qualified people, some consulting firms have already devised creative solutions by launching their own accredited MBA programs. Many people are inclined towards this profession because of its heightened demand and visibility, along with enticing salary packages.

THE MAJOR STRENGTHS OF THE INDUSTRY

The major strengths that set Indian consultancy firm above the consultancy organizations of developed economies are professional competence, low-cost structure, high acceptability, flexible thinking, high learning agility, strong interpersonal skills, focused approach and overall business understanding. Moreover, their expertise in diverse areas and familiarity with the local conditions are a few other reasons that help them to score over the global players. However, the Indian consulting sector has some shortcomings, which have been hindering the export growth such as limited local presence in a foreign country due to lack of intensified market expertise, low quality assurance, low brand equity, lack of strategic tie-ups, insufficient international experience of Indian Consultants working overseas, and low level of R&D. Despite these limitations, the consulting sector in India is responding creatively to the changing needs of the clients and seeking innovations to meet their future needs.

The adoption of best practices data warehousing, knowledge management tools and internet ensures the faster growth of this industry in near future. Despite the expansion of the consulting organizations, the size of individual firms is growing in response to another industry trend. Consulting firms that are unable to compete on size are trying to fulfill the clients requirements by outsourcing their project to another firm while maintaining responsibility for the overall project.

MANAGEMENT CONSULTING INDUSTRY– A MAJOR CONTRIBUTOR

Indian management consulting industry is one of the fastest-growing industries, fuelled by the advancement in technology and rapid adoption of mobile devices. This sector includes areas like telecommunications, e- commerce, software designs, hardware systems design and implementation, intranet and internet schemes and functionality, and website development and operation. The multiple layers of management consulting sector cater to a distinct set of needs. TCS, Wipro, Infosys, are a few major IT industries in India competing with major contenders in the global IT sector.

CHALLENGES FOR INDIAN CONSULTING ORGANISATIONS

Keeping in mind the differences of the domestic market in India with respect to the Global market, the major challenges Indian Consultants usually face in India are:

- **COMPETITION AND DIFFERENTIATION:**

The biggest challenge for the Indian consulting firms is to compete with the global players in the market. There is need for Indian consultancy sectors to define their specializations and differentiate themselves from their competitors.⁴

- **ADOPTION OF NEW ORGANIZATIONAL DESIGN:**

With increasing globalization of consulting firms, Indian consultancy sectors need to adopt new organizational design that best suit their contexts and identities.

- **OUTSOURCING TO INDIA ACTS AS A CHALLENGE AS WELL AS DRIVER:**

Though outsourcing assists development and globalization, many Indian consulting firms find that it restrains their growth in the outsourced regions.

- **MANAGING THE KNOWLEDGE FLOWS:**

The firms have a challenge to leverage the organizational knowledge efficiently so that there would be a proper balance between utilization of existing knowledge and creating new knowledge.

COMPANY PROFILE



Careernet is India's leading talent solutions provider. From startups to Fortune 500 companies, we have been a trusted partner in the growth journey of organizations of all sizes. We have seen clients who were garage startups evolving into leading industry players. We have enabled both homegrown and global enterprises to start and scale in India. We have fulfilled the requirements of companies of all sizes at different growth stages with our holistic talent solutions.

We cherish the long-standing relationships with our vast clientele, 100+ of whom have trusted us for over a decade. We take pride in the roster of over 5,000 candidates who sought our advice in crafting their career journeys, and are CXOs today. For all of them, we make finding great teams and dream careers happen.

Whatever the role, whatever your requirement, we will deliver. We always have.

Just say the word, and we'll make sure **we make it happen.**



AIM / MISSION / VALUES

We are India's leading talent solutions provider. We are the trusted partner for you to shape your teams with holistic solutions at scale, and candidates to realise their dream careers. If you're a global employer starting in India, or an indigenous startup, or a large enterprise scaling up operations, your talent needs are at the heart of what we do. We always see to it that you find what you're searching for.

From finding the most passionate individual to looking for an entire team, we are adept at helping your organisation find the best talent. We help organisations discover markets, start business and scale up. And we have been doing it all since 1999.

HOW DO WE MAKE IT HAPPEN?

➤ CONSULT

- Industry Benchmarking
- Market Mapping
- Organization Design
- Budgeting
- Compensation Benchmarking

➤ ACCESS

- Talent Landscape
- Requirement Plan
- Search Strategy
- Sourcing and Head-hunting
- Channel Management

➤ ASSESS

- Assessment Development
- Assessment / Interview Platform
- AI-powered Proctoring
- Multi-skill Content Library
- Interview Services

➤ SELECT

- Application Management
- Stakeholder Management
- Funnelling and Selection
- Decisioning and Negotiation
- Reference Checks

➤ ONBOARD

- Offer Management
- Candidate Engagement

- BGV and Documentation
- SLA and Compliance
- Analytics and Reporting

MAKING GREAT TEAMS HAPPEN

➤ INNOVATION IN TALENT ACQUISITION

Since 1999, we have seen the evolution of talent acquisition in the country and transformed ourselves with the changing recruitment dynamics. That has helped us a great deal in innovating our solutions for clients from time to time.

➤ NETWORK OF HIGH-QUALITY PROFESSIONALS

Our world-class recruitment service platform makes it easy for us to nurture relationships with over 5 million candidates and 2,000+ institutions spanning 100+ locations pan-India. Our extensive talent network covers candidates across various specialties, domains, and levels.

➤ MEETING THE TALENT NEEDS OF ALL INDUSTRIES

Over these years, we have partnered with businesses of different sizes and nature, from brick and mortar organisations to new-age startups. From finding the right talent across functional domains to serving businesses across industry verticals, we do it all.

➤ TRUSTED BY LEADING ENTERPRISES

Our team comprises 2,000+ highly motivated professionals with 58% diversity and 20% tenured team with 5+ years of continued success. We have helped 1,000+ enterprise customers find the right talent and served 50+ Fortune 500 companies across domains so far.

➤ DRIVING DIGITISATION ACROSS VERTICALS

We have been able to convert over 1M+ digitised transactions across processes like campus assessments and onboarding. Currently, we are administering over 1 million assessments every year across India.

➤ SCALING UP RPOS AND TURNKEY ENGAGEMENTS

We have successfully onboarded more than 100+ RPO engagements, scaling from 200 to 5,000 every year.

➤ CXOS HIRED

We have onboarded 1,000+ CXOs. We continue to play an integral part in catalysing the Indian start-up

ecosystem.

➤ HIGH QUALITY TECHNOLOGY-ENABLED EXPERIENCE

We use a robust recruitment technology platform to deliver end to end recruitment services with consistency and high quality in real time.

➤ BROAD SPECTRUM OF CUSTOMISED SOLUTIONS

We offer a suite of customizable solutions to address specific requirements which span across the spectrum. From campus hiring to leadership hiring, we take care of it all.

➤ RISK-REWARD BASED SERVICES PARTNERSHIP

We work on a risk-reward based partnership maintaining the balance between service levels and pricing,

while incorporating this into our RPO engagement models.

CAREER TRANSITIONS

Workforce optimization initiatives often involve difficult decisions and communication to employees. While preparing and notifying impacted employees is part of the challenge, managing your company's reputation and work environment during and after the change is another. If your organisation undergoes restructuring, let us help you with the career transitions of your employees. We offer outplacement and career transition services bundled with support, counseling, career guidance and search advisory to facilitate transitions for your employees. From junior to senior levels, we provide assistance to employees across functions. We work with impacted employees to manage their

expectations about what lies ahead, help them understand their immediate career options, and provide assistance with outplacement.

➤ **PRODUCT & SERVICE**

- Campus Recruitment
- Lateral Hiring
- Executive Search
- Process Management Services
- Assessment & Outplacement Services
- Temporary Staffing
- Talent Branding

➤ **SOLUTIONS**

- RPO
- Permanent Hiring
- Professional Staffing
- Leadership Hiring
- Diversity & Inclusion
- Digital First Hiring
- Career Transitions

➤ **ACHIEVEMENTS**

- 500+ Client relationships
- 100+ RPO engagements
- 5M+Candidates database
- 1M+Assessments per year



At HirePro, we believe that the magic combination of cutting-edge technology and passionately committed people can help our customers recruit the best talent and build outperforming teams. Our product, technology and services teams obsess about automation and removing roadblocks in the hiring life cycle.

This passion to serve was born over two decades ago when our founders, Anshuman Das and Rishi Das, discerned a need in the then-fragmented marketplace for professional assessment and recruitment. To fulfill this, CareerNet Technologies was founded in 1999, which soon became a partner of choice for leading enterprises. The expertise we garnered helped us build technology-led solutions to meet unsolved needs of enterprises, candidates and academia which led to the birth of HirePro in 2004.

Today, HirePro is the preferred destination for businesses globally to manage diverse phases of the recruitment supply chain. Our platform, enabled by AI and assisted by our experts, helps companies to source, screen, assess, interview, select, and onboard the best talent.

We provide customisable proctored examination solutions to academia for conducting internal evaluations remotely and manage their admissions seamlessly.

We take pride in being the only recruitment technology company that offers complete remote recruitment.

The HirePro platform, enabled by AI and assisted by experts, helps companies to source, screen, assess, interview, select and onboard the best talent, virtually! We pioneered the implementation of proctoring technology in recruitment. The proctored assessment solution is an industry leader with 99% success rate in voice and face recognition when candidates are assessed with live or automated video proctoring. This enables automated detection and control of cheating.

Our technical innovations and solutions are eliminating the friction in the recruitment supply chain and thus changing the typical 60 days hiring cycle to a just-in-time hiring phenomenon.

Evaluate candidates remotely with precision and hire the best.

➤ **ASSURED QUALITY OF HIRE**

Augment your talent pipeline to perfectly fit organisational roles with our AI-powered platform.

○ **REDUCED COST PER HIRE**

Improve your recruiter efficiency and manage your source mix better.

○ **FASTER TIME TO HIRE**

Identify bottlenecks, automate administrative tasks and optimise time metrics.

○ **FRAUD-FREE ASSESSMENTS**

Automatically detect and control cheating with AI-driven live and automated proctoring.

➤ **SECURITY & COMPLIANCE**

Say goodbye to security concerns with the trust of our ISO27001 compliance and GDPR

readiness.

➤ **PRODUCT & SERVICE**

- Campus Hiring Workflows
- Coding Assessments
- Functional Assessments
- Onboarding
- Proctoring
- Video Interviews

➤ **SOLUTIONS**

- Custom-Built Assessments
- Expert Interviews
- University Hiring

➤ **ACHIEVEMENTS**

- 99 % Success Rate in Proctoring

- 1 M+ Proctored Assessments
- 100 K+ Live Videos
- 350 K+ Video Answers

○ CANDIDATE TESTIMONIALS

posted on 09 Apr 2022

Report

Lead Business Analyst For 9 Months In Bengaluru/Bangalore

★ 5.0

Shivaprasad Shetti · Corporate Functions Department · Worked from July 2021 to present · HiRePro Consulting

Likes

Company is good, compensation and benefits are also good .My manager is very supportive.Since i have not seen physical office as I joined few months back.i heard we have food and cab facility in office.currently work from home.Has reputed client to deal with.Frequent client meetings occur and planning on product implementation

Work Details

Work days: Alternate Saturday off (Flexible Timings)

Work related travel: This job involves travel within city.



LONGHOUSE Consulting is a specialized Executive Search and Advisory firm, with a deep understanding of the talent landscape in the high growth digital sector, emerging technologies, and the consumer internet space. We understand that the current uncertain environment requires talent which delivers today and is also FUTURE-READY. We are proud PARTNERS of leading latestage ventures since their early stage and have helped them hire talent across stages.

In today's dynamic and highly competitive market, attracting and retaining the right talent for key positions is imperative. At LONGHOUSE, we understand the need for quality professionals and since our inception, we have been advising

companies on defining critical leadership roles and acquiring the right talent, while maintaining a high standard of professional ethics. We offer a unique combination of world class processes, agility to deliver the right success model for each company, and an unmatched understanding of the talent landscape.

LONGHOUSE Consulting partners with organizations to weave a framework that nurtures and helps in the healthy growth of a formidable leadership ecosystem. We implement a time-tested and proven 'search methodology', which has been deployed across hundreds of CXO assignments across industries and functions. Our comprehensive assessment frameworks for evaluating candidates ensure strong fitment with a client's business, tech and product vision.

FUNCTIONS



CEO and Board



Revenue and Sales



Growth and Marketing



Finance, Legal and Corporate
Affairs



Technology and Engineering



IT and Digital



Data Science and Analytics



Product and Design



Supply Chain and Operations



Human Resources



Risk and Compliance

○ PRODUCT & SERVICE

- Executive Search
- Advisory
- Research
- Leadership assessment

➤ TESTIMONIALS

Bejul Somaia

MD | Lightspeed Venture Partners

"Longhouse has assisted us with hiring needs for several portfolio companies and has built a trusted business relationship with us and the companies they have served. They spend time understanding our requirements and bring in sector-specific understanding coupled with a strong yet flexible engagement model to help deliver results."

CHAPTER 2

REVIEW OF LITERATURE

REVIEW 1:

“An Empirical Study on Organisation Culture and Its Influence in Talent Acquisition and Building A Sound Reputation” by R. Sivakami published in the IOSR Journal of Business and Management (IOSR-JBM) in the year 2010 states that the internal branding of an organisation`s culture is important for effective recruitment that can intern result in the effectiveness of the Firm in the future. She used the method of circulating questionnaires to people. This study moves further to deliberate the affiliation between culture, talent acquisition and the reputation created, to identify elements that lead to augmentation of the above and finally to assess its significant addition to employee productivity and organisational performance. The study has also clearly the various relationships and its impact on the sumptuous achievement of organisational objectives in terms of effective recruitment, retainment of top and best talent and how the millennials are changing the landscape of work environment. The study has also enabled and made clear that sustainability as the watch word and that can be achieved only through a positive corporate and work culture.

REVIEW 2:

According to Wycliffe M. Nyangaresi (2013) and others Recruitment and Selection Process: A Case of City council of Nairobi, Kenya (2013) The study made important recommendations based on its findings and the most important of those recommendations was that for any organization in the competitive business world today to achieve its goals and objectives and in order to remain relevant to the market, it must invest heavily in the appointment and selection of its employees. And on the need to choose the right people for the right jobs right on time. And the recruitment and selection procedures must be fair enough for all applicants who provide equal opportunities to all applicants. It must be based on job descriptions and job descriptions for every job in the company. Employees must be appointed on the basis of their qualifications for the advertised position and not on the basis of someone who knows someone at the higher levels of that organization. If employees are hired on this basis, organizations are subject to failure.

REVIEW 3:

“A study on recruitment and selection process of sai global yarntex (india) private limited” written by Syamala Devi Bhoganadam and Dr.Dasaraju Srinivasa Rao published in IJMRR/ October 2014/ Volume 4/Issue 10/Article No-5/996-1006 was done to study and analyze the Recruitment and Selection process followed at Sai Global Yarntex Private Ltd. • To analyze the satisfactory level of the employees about Recruitment and Selection procedure of an organization. • To study recruitment and selection methods at Sai Global Yarntex P2private Ltd. Primary data was collected through survey method by distributing questionnaires to employees. The study was conducted among the workers of the Sai Global Yarntex Private Ltd, vellampalli covering 50 respondents. The data was collected by means of questionnaire and the data was classified and analyzed carefully by all means. From the analysis, it has been found that the most of the employees in the company were satisfied but changes are required according to the changing scenario of recruitment process that has a great impact on working of the company as a fresh blood, new idea enters in the company. Selection process is also good and the company's recruitment department is doing well in placing the candidates and filling the job vacancies for all levels of positions. Some of the suggestions were mentioned to enhance the organizational policies, strategies, procedures and process.

REVIEW 4:

According to Kazi, Ali and Rehnuma (2014) done a study to identify the effective recruitment challenges in hospitality industry Bangladesh. Questionnaire which is used for survey was mixed mode of Likert type of scale and dichotomous. Based on the study, Authors found the challenges faced by recruiter. They were compensation package, employer branding. But these two factors are attracting a greater number of candidates towards job opportunity. Since hospitality industry is growing, the recruiter needs to be careful in company positioning among talented candidates. Employee benefits, service package is used to evaluate the job opportunity to keep competitive in job market HR branding and employer branding should be attractive to the talent pool. Work life balance, quality work life is also considered. Prompting job application process is major concern in recruitment.

Since it is developing industry, they don't have developing system for recruitment regarding hospitality industry.

REVIEW 5:

According to Nicoleta and Doina in (2014) done a study of analyzing internal and external factors influencing recruitment and selection performance. They found the internal factors which influencing the recruitment is orientation and size of organization, its culture and structure, business strategy, life cycle of organization would have impact on recruitment. HR team, job stability, opportunities, diversity of organization, Qualification's level of candidates, their knowledge, skill and competencies also impact the recruitment process. The external factors like internationalization, globalization includes technology. Demographics change, foreign employee recruitment, labor market, legal and political factors with social and economic situation, the company location, education culture, emergence multinational firms such as education system of another country, immigration expertise, emergence of strategic alliances such as joint venture alliance company, then employer brand, competition market dynamics like outsourcing, routine process outsourcing, level of professionalism, quality of internal and external clients. Authors used Kalman filter to develop new strategies to overcome impacts in recruitment.

REVIEW 6:

According to Prabjot Kaur in (2015) done research in e- recruitment to find its trends, benefits, and its challenges. Through the studies Kaur found the challenges in e recruitment. Challenges were the recruiter needs to be a computer savvy. It means the candidates will be screened through only keywords application. Then compared to resources recruiter need to be aware of used keywords in those advertisements. Because sometimes it may lead to discrimination. Recruit will call first few applicants for interview due to keywords application from a vast pool of candidates. Recruiter will find large pool of non-serious applicants. The job postings will be outdated and many applicants complaining about no response from the company for their job application.

REVIEW 7:

According to EndahSetyowati (2016) Merit System in Recruitment and Selection Process of Civil Servant Candidate in Malang Indonesia (Implementation of

Recruitment and Selection of Civil ServantCandidate in 2010) (2016) The results showed that formation submission has not been based on the analysis on the needs of employees, as well as job and workload analysis. There are three factors inhibiting the application of the merit system in the recruitment and selection of employees. The first is the administrative barriers related to the lack of harmonization between the policy framework which became the legal basis for carrying out recruitment and selection of employees. The results showed indications of corruption in the process of recruitment and selection of employees. Results also indicate that the practice of transaction between applicants and committee still happens. The third is the technical barriers associated with the limited ability of personnel resources in carrying out the responsibility and the lack of infrastructure in the process of recruitment and selection of employees.

REVIEW 8:

“Improving recruitment, selection and retention of employees” written by MariiaBogatova and published in the Bachelor’s Thesis Business Management Edition II in the year 2018. The purpose of this study was to develop a relationship between the impact of recruitment and selection of the employee’s vs their retention at the organisation. The method of research used is qualitative research and the results to all the questions were correlated with the objectives of the current research paper and are designed in order to answer the research questions stated in the beginning. The qualitative methods included interviews with the CEO, the head of Human Resource department and a former trainee in the case company. The quantitative findings were discovered with the help of two questionnaires conducted among the former and current interns in D point group, and students and graduates from European universities. The received data was carefully analyzed; the quantitative findings were presented in form of graphs. The conclusions of the research were made in the end of the study, the research questions were answered, and practical suggestions for the case company were made. As the result of this work, the most effective recruitment channels were discovered, the most suitable selection methods were proposed, and sufficient retention tools were discussed. Furthermore, some additional ideas for future research were given.

REVIEW 9:

“Employee recruitment and its relationship with employee satisfaction: verifying the mediating role of the employer brand” written by Marko Slavkovic, Goran Pavlovic and Marijana Simic published in the Economic Horizons in the year 2019 was done in order to understand the relationship between employee satisfaction and the employee recruitment. The survey was conducted through a direct contact with the respondents, leaving them the time to complete the questionnaire. The results of the research presented in the paper show that, through directing the employee recruitment process, important organizational outcomes can be influenced, such as, for example, employee satisfaction. In addition, representing a company in the public as a desirable employer through the development of the employer brand also contributes to an increase in employee satisfaction. The general conclusion is that the mentioned “recruitment” and “employer brand” variables can positively influence employee satisfaction, which is an important prerequisite for creating an image of the company as an attractive place to work in. This increases the likelihood of attracting new talents to the organization and potentially solves the problem of the current deficit in talents and skills in the local and global labor markets. By investing in certain dimensions of the employer brand, a company actually works on aligning PO fits as an important assumption of attracting and retaining individuals within the company.

REVIEW 10:

According to Sophia Diana Rozario and Others Challenges in Recruitment and Selection Process: An Empirical Study (2019) The study indicated that there are some restrictions and it was considered an introductory study for future research. The first limitation relates to the cross-sectional nature of this study describing participants' feelings and thoughts about the selection process at a particular time only. Therefore, the results are based on the participant's emotions for that period only rather than evidence over a period of time for all VTA members. Another limitation is that the results are presented only to the views of the participants in this study only, and therefore represent a partial perspective for reviewing the selection process when considering all other employees in the organization who did not participate in the study. Based on the results of this research, one of the important results is to provide a comprehensive and representative research by

involving more participants from each organization in this sector. This will greatly enhance the empirical knowledge base on employee selection as well as provide valuable insights and comparisons on perceptions of talent acquisition between different sectors. This will make a valuable contribution to developing a more comprehensive understanding of talent acquisition and staff selection in the recruitment process.

REVIEW 11:

According to Latika Malhotra and Jagdeep (2019): "Gender equality-based talent acquisition and retention practices". A study of employees in Delhi-NCR region" states that the analysis of the variations in perception of male and female employees towards gender equality-based talent acquisition and retention practices, it was found that both the gender of employees perceives their talent acquisition practices to be unbiased similar. However, the differences between the perception of male and female candidates exists where talent retention practices are concerned. The method used in this study is a combination of exploratory and descriptive research design has been used in this study-considering the explorative nature and complexity of the research problem. Data for this empirical research work were collected from a survey of employees working in various Indian as well as multinational organizations in the National Capital Region. A self-administered questionnaire was e-mailed to potential respondents selected through convenience sampling technique. The questionnaire was sent along with a cover letter that explained the purpose of this research.

REVIEW 12:

According to Bushra Binte (2020) Mahbub the report made several recommendations,

the most important of which was that some procedures could be computerized via the Internet so that some work is reduced and opportunities for manual errors are reduced. It also recommended that it is necessary to assign more manpower. There is a need for more manpower in proportion to work. And the need to give more facilities to the trainees, and the most important goal was that they should search for quality instead of quantity in the case of selecting or employing employees sometimes to achieve the goal and incentive, they choose some

unqualified people who cannot bear the workload and fall into depression and finally expel them from the organization.

REVIEW 13:

According to Sania Usmani (2020) Recruitment and Selection Process at Workplace: A Qualitative,

Quantitative and Experimental Perspective of Physical Attractiveness and Social Desirability. (2020) The most important results and recommendations mentioned in this review came to search of three studies related to the subject of the recruitment process and selection in the workplace: a qualitative, quantitative and experimental perspective of physical attractiveness and social desire. It was concluded that all three studies and data analysis, and found that physical attractiveness does not play a role in the selection and employment process. Individually, this review will help shed light on theories on the factors that affect the recruitment process. The results of this review will also guide all future studies on how appearance, confidence, communication skills and resumption of clarity play an important role in the recruitment process rather than physical or facial attractiveness.

REVIEW 14:

According to Dharshini. K. A &Seleena (2020) RA Pragmatic study on Human Resources Trends in recruitment and selection process in Non-Banking Financial Companies in Kanya kumari district (2020) The most important study recommended that it is necessary to enhance the new form of talent acquisition, such as campus recruitment, the trainee's program to employ the appropriate talents, and the evaluation of candidates during recruitment must be more efficient. This study provides the conclusion that the recruitment process and selection among employees of non-banking financial companies have a positive importance Regarding their job satisfaction, the company still has to enhance the level of employment in new formulas for employment of qualified employees in the coming time period.

REVIEW 15:

Dr. Aruna Deshpande, an assistant professor published an article in the year 2020 titled “Talent Acquisition through Technology” that was published in the IOSR Journal of Business and Management (IOSR-JBM). The main purpose of this article was to find out the Impact of Technology Advancement on Talent Acquisition and the result of adapting new technology-based advancements in the recruitment of candidates. It is the overall operation pattern or framework that stipulates what information is to be collected from which sources by what procedure. the research methodology of this paper is totally depending upon secondary data like journal, books and various website from internet. accelerating digital, video, and cognitive technologies and ever- increasing transparency are quickly changing how recruiters find and court skilled employees. rather than continuing to focus on sourcing and selection, recruiters are now relationship builders and managers are looking to enable a positive candidate experience for new employees a task that requires both new responsibilities and new skills.

REVIEW 16:

According to Kanagavalli, Seethalakshmi, and Sowdamini (2019) posited that organizations that adopted the latest recruiting process such as workshops have been successful in finding the best candidate for the organization, which further align this theme. If a veteran is applying for a job in IT and they have been an IT (Keeling et al., 2018).

REVIEW 17:

Hiltrop (1996) was successful in **demonstrating the relationship between the HRM practices, HRM-organizational strategies as well as organizational performance**. He conducted his research on HR manager and company officials of 319 companies in Europe by circulation of questionnaire regarding HR practices and policies of their respective companies and discovered that employment security, training and development programs, recruitment and selection, teamwork, employee participation, and lastly, personnel planning are the most essential practices (Hiltrop 1999). As an objective of the research, the primary role of HR is to develop, control, manage, incite, and achieve the commitment of the employees. The survey was conducted based on random sampling technique. The findings of Hiltrop’s (1996) work also showed that selectively hiring has a positive

impact on organizational performance, and in turn provides a substantial practical insight for executives and officials involved. The finding also stated that there is a positive connection existing between firm performances and training is coherent with the human capital standpoint. Hence, Hiltrop (1996) suggests the managers need to develop HR practices that are more focused on training in order to achieve competitive benefits.

REVIEW 18:

Recruitment and selection and human resource management in the Taiwanese cultural context by **Yu-Ru (1999)**. The focus and objective of this research is upon human resource management and recruitment and selection practices in the Taiwanese cultural context. The samples were primarily focused upon manufacturing industry in Taiwan. The postal questionnaire was chosen for data collection. The 500 manufacturing companies randomly selected for this research were sent two questionnaire each. The questionnaire on HRM and recruitment and selection (HRMRS) was addressed to HR manager whereas the questionnaire on work-related values of national culture was addressed to non-managerial employee. Random Sampling technique is followed. The research results indicated that, in the majority of the responding firms, there was an HR manager/department (73%). Irrespective of firm size and ownership pattern, the majority of HR managers (71% and 88%) felt it was important that there was an HR specialist on the board participating in the development of corporate strategy, and that HR policy and corporate strategy were fully integrated.

REVIEW 19:

Galanaki (2002) had conducted a **descriptive study on the decision to recruit online**, involving 99 UK IT companies whose shares were traded in London stock exchange. A survey was carried out, in the form of a postal questionnaire, followed by an interview to which 34 companies replied. One sample t-test has been conducted to assess the primary data. Judgmental sampling more commonly known as purposive sampling is used, as subjects are chosen to be part of the sample with a specific purpose in mind. The findings of the study not only identified the efficacy of online recruitment but also discover the stage of recruitment in which organizations get more benefits through using the internet.

The author found that internet agencies provide the company with fewer but substantially better applicants than traditional recruitment agencies.

REVIEW 20:

“An Empirical Study on Organisation Culture and Its Influence in Talent **Acquisition and Building a Sound Reputation**” by **R. Sivakami (2010)** published in the IOSR Journal of Business and Management (IOSR-JBM) in the year 2010 states that the internal branding of an organization's culture is important for effective recruitment that can intern result in the effectiveness of the Firm in the future. The study used the method of circulating questionnaires to 175 peoples. This study moves further to deliberate the affiliation between culture, talent acquisition and the reputation created, to identify elements that lead to augmentation of the above and finally to assess its significant addition to employee productivity and organisational performance. Research methodology adopted is Descriptive. The study has also suggested the various relationships and its impact on the sumptuous achievement of organisational objectives in terms of effective recruitment, retainment of top and best talent and how the millennials are changing the landscape of work environment. The study has also enabled and made clear that sustainability as the watch word and that can be achieved only through a positive corporate and work culture.

REVIEW 21:

PriyankaJohnAttupuram,A.H.Sequeira,SivakumarGopalakrishnan(2015)

conducted study on the topic “**Talent Acquisition Process in a Multinational Company**”. The increased competitiveness in the recruitment market has led to organizations spending more time, effort and resources on developing their talent acquisition strategy. The objective of the project is to study the current talent acquisition process in the organization and identify areas for improvement. Secondly, the project studies the extent of adoption of best practices in the firm. The study also aims to examine the implementation of new and innovative methods in job analysis, recruitment, screening and selection processes in the organization. Descriptive research approach is applied in the study. Primary data is collected by means of direct interviews with 75 samples. Secondary data is collected from available books, publications, research studies, articles and

websites. Judgmental sampling more commonly known as purposive sampling is used, as subjects are chosen to be part of the sample with a specific purpose in mind. The findings stated that, in order to attain company objectives, it is essential to recruit people with requisite skills, qualification and experience keeping the present and future requirements in mind.

REVIEW 21

“A Study on Recruitment & Selection Process with Reference to Three Industries, **Cement Industry, Electronics Industry, Sugar Industry in Krishna Andra Pradesh, India**” in the year 2016 that has been published by **Sudhamsetti Naveen** in the IOSR Journal of Business and Management. The main objective of this article was to analyse and find the best suitable recruitment and selection process of the three industries namely: Cement, Electronics and Sugar. Another purpose of this article was to come up with suggestions to improve the recruitment and selection process of the organization s in the above mentioned three industries by the employees as sort of a feedback from them to the organizations. The article also aimed at the determination of the employee satisfaction level with the recruitment process of the organizations that came under the abovementioned industries. It involved gathering data with questionnaire, usage of descriptive random sampling techniques, interpretations and further drawing conclusions from the research data. The sample size of this study was 150 employees that were working in various organization s that were under the cement, sugar and electronics industry. As a result of conducting this research, it was found that the organization s under the sugar, cement and electronics industries need to focus more on their external recruitment sources such as references, agencies and data banks to improve the efficiency of the talent acquisition of the organizations.

REVIEW 22:

Zirra Clifford, Tizhe Oaya, Ogbu James (2017) conducted study on topic, **“Impact of Recruitment and Selection Strategy on Employees Performance”**. A Study of Three Selected Manufacturing Companies in Nigeria” written by Zirra Clifford, TizheOaya, Ogbu James and Ojo Grace Remilekun was published in the International Journal of Innovation and Economic Development in the year 2017. The objective of this paper is to find a relationship between the use of employee referral method and employee commitment in manufacturing organization, a

relationship between the use of Employment Agency method and employee productivities and a relationship between host Community influenced recruitment method and employee's job efficiency. The sample size of this study was 25 employees and the research instrument used for this study is primary in nature. Questionnaires were designed in a five-point Likert scale. The survey was conducted based on random sampling technique. The inferential statistics used is the one sample Ttest. As a result of this study, it was concluded that the Organizations can use employment agencies in the act of recruitment and selection but should be open to disclose the job description and responsibility to enable them select best suitable candidates for them. It was also found that the study also recommends that firms should recruit based on the capability of the candidates on performing the job responsibilities than consideration based on host community influences to ensure that effective candidate is employed to perform the specified duty effectively.

REVIEW 23:

Nafia Sultana, Nahida Sultana (2017) conducted study on topic, **“Analyzing the Effectiveness of Online Recruitment: A Case Study on Recruiters of Bangladesh”**. Addressing the effectiveness of online recruitment and generating the solutions for overcoming the current difficulties of online recruitment is key objective of the study. Some variables are identified to evaluate the usefulness of online recruitment to the recruiting organizations. Both primary and secondary data has been considered for the study. One sample t-test has been conducted to assess the primary data. The study not only identified the efficacy of online recruitment but also discover the stage of recruitment in which organizations get more benefits through using the internet. The convenient random sampling method was applied to select the respondents. Recruiters of different business industries who use online recruitment media for both posting vacancy advertisement and screening potential candidates were selected as the desired sample. A structured questionnaire has been prepared for primary data collection. There were about 100 questionnaires were sent, and 35 completed questionnaires were returned with the response rate of 35%. Of them, there are recruiters from different business organizations of Bangladesh. The findings suggested that very insignificant number of recruiters prefer traditional media, word of mouth and

referrals for employee recruitment. The perceived advantage analysis showed that online recruitment is effective regarding speed, cost, time, and accessibility, reducing workload, reaching to a large pool of candidates, meeting specified requirements, attracting passive job seeker and increasing organizational performance.

REVIEW 24:

.Susairaj and A.Laura Jenifer (2018) conducted study on topic **“A study on employee challenges towards recruitment and selection process”**. The objective of this study would include the following; better recruitment and selection strategies result in improved organizational outcomes Descriptive Research has been used, which involves surveys and fact findings of different kinds. The major purpose of descriptive research is the description of the state of affairs, as it exists at present. The main characteristics of this method are that the researcher has no control over the variable. The sampling technique adopted for the study is Random sampling. The questioners will be given to the employees of MRI SEED in their respective departments. The sampling size for the study was 50 employees from various departments. It includes HR, Finance, Sales, and operations. The more effectively organizations recruit and select candidates, the more likely they are to hire and retain satisfied employees. In addition, the effectiveness of the organization's selection system can influence bottom-line business outcomes, such as productivity and financial performance. Hence, investing in the development of a comprehensive and valid selection system is money well spent.

REVIEW 25:

Arisha Ali (2019) conducted study on the topic **“Organizational Excellence through Talent Acquisition”**. Talent acquisition bridges gap between demand and supply of right talent. Thus, talent acquisition is a worthy topic to be explored and companies need to understand and implement the process to gain organizational growth. The main objective of this research paper is to identify possible factors related to talent acquisition which influence talent acquisition process in organizations. Research methodology adopted is Descriptive. The sample size is 153. The data collection is Primary data i.e internal respondent-current employees, new hires; recent ex-employees Interviews of hr managers and Secondary data consist of Published press release, newsletters, magazines

and websites. The Data analysis is done by sending questionnaire to current employees and ex-employees and following results are derived using chi square test and SPSS. Thus, it is concluded that talent acquisition is the best refuge for organizational excellence as it promotes employer brand, helps in maintaining resource pool, fulfill candidate requirement on time, helps in succession planning and provides competitive advantage organizational development and sustain competition.

REVIEW 30:

Dr. Aruna Deshpande, an assistant professor published an article in the year 2020 titled

“Talent Acquisition through Technology” that was published in the IOSR Journal of Business and Management (IOSR-JBM). The main purpose of this article was to find out the Impact of Technology Advancement on Talent Acquisition and the result of adapting new technology-based advancements in the recruitment of candidates. The Research Methodology of this paper is totally depending upon secondary data like journal, books and various website from internet. The findings suggest that, rather than continuing to focus on sourcing and selection, recruiters are now relationship builders and managers and they are looking to enable a positive candidate experience for new employees—a task that requires both new responsibilities and new skills.

CHAPTER 3

RESEARCH METHODOLOGY

RESEARCH METHODOLOGY:

To define any research problem and give a suitable solution for the problem a sound Research is inevitable. Research as “The manipulation of things, concepts of symbols for the purpose of generalizing to extend, correct or verify knowledge, whether that knowledge aids in construction of theory or in the practice of an art”. Research methodology underlines the various steps involved in the particular research and systematically solving the problem with the objective of determining the facts. The research methodology is to describe the research procedure. This includes the overall research design and the data collection methods. This selection is important because, it is hard to discuss methodology with using technical terms. Data collection terms Trainees sample are always including the research. Research taken methods was research to benefits of employees to find out the effectiveness of learning in the organization. The Research Methodology followed for further work can be primarily classified into two stages namely Exploratory and Descriptive. The stepwise details of the research are as follows:

RESEARCH DESIGN:

The research adopted is Descriptive Research design for the study on the recent trends of

Recruitment and selection processes towards Careernet Technologies. As the term suggest, Descriptive Research is used to describe characteristics of a population or phenomenon being studied. It does not answer questions about how/when/why the characteristics occurred. Rather it addresses the "what" question (what are the characteristics of the population or situation being studied). The characteristics used to describe the situation or population is usually some kind of categorical scheme also known as descriptive categories.

POPULATION OF THE STUDY

A study of a group of individuals taken from the general population who share a common characteristic, such as age, sex, or health condition. In this research study, the population is the employees of Careernet Technologies Pvt Ltd.

SAMPLING TECHNIQUES:

CONVENIENCE SAMPLING:

Non-Probability Sampling method is used for data collection and relevant information was

gathered with the help of Survey. The respondents were Employees in Careernet Technologies Pvt Ltd.

SAMPLE SIZE:

The Sample Size undertaken for this Research study is 303.

SAMPLING UNIT:

Every single individual undertaken in the research study is called a sampling unit. In this

research study, sampling units every Employees in Careernet Technologies Pvt Ltd.

SAMPLING PROCEDURE:

The primary consideration in Random sampling is judgment of researcher as to identify who can provide the best information to achieve the objectives of the study. The researcher only goes to those people who in his/her opinion is likely to have the required information be willing to share it. Here the researcher acquires the information through questionnaire.

DATA COLLECTION:

PRIMARY DATA:

The primary data was collected with the help of a structured questionnaire. The data collection was done through filling of questionnaires given to Employees in the organization. This research uses Area Sample survey to gather information.

SECONDARY DATA:

The research also relied upon many secondary sources for getting a clear picture of environment. Secondary sources include previous Study Reports, Journals, Magazines, Newspapers and Books with a view to supplement the primary data. The wide scope of the World Wide Web was also used to collect the detailed

information about the topic. The study of secondary sources made the structuring of questionnaire easy.

TOOLS OF ANALYSIS:

Following statistical tools are used to analyse the data and interpret the information as findings of the Research:

✚ Percentage Analysis:

It is one of the basic statistical tools which is widely used in analysis and interpretation of primary data. It deals with the number of respondents response to a particular question is percentage arrived from the total population selected for the study.

✚ One Way ANOVA:

The one-way analysis of variance (ANOVA) is used to determine whether there are any statistically significant differences between the means of three or more independent (unrelated) groups.

✚ Correlation:

Correlation is a statistical technique that can show whether and how strongly pairs of variables are related.

NEED FOR THE STUDY

The study is done to find out the effectiveness of recruitment and selection process carried out in the Careernet Technologies company. To suggest them the various advanced technologies and methods to recruit the suitable candidate for the job. The results of the study may help the recruitment team to improve their recruitment policies and process in order to improve the effectiveness and efficiency of the recruitment process.

OBJECTIVES

- To study the existing recruitment and selection process done in the company.
- To measure the recent trends and practices of E recruitment
- To understand the relationship between the digital recruitment and selection process with the candidate
- To enhance productivity, solutions and optimizing the recruitment processes.
- To give suggestions for improving the recruitment and selection process

SCOPE OF STUDY

- To understand the company's recruitment and selection process both internal and external recruitment and selection process, how they have managed during the period of covid and post covid situation, if it is helpful for the employees to adapt and how far it was handled during covid and post covid situation.
- Research design is a detailed plan to do the research. The aim of research design is to give answer to research problem and control variance. It is the blue print of the study. It comprises of defining and rede- fining of problems, formulating, collecting, organizing and evaluating data for making alteration and reaching conclusion.
- The research design is descriptive research. Descriptive research is a study designed to depict the participants in an accurate way. More simply put, descriptive research is all about describing people who take part in the study.
- There are three ways a researcher can go about doing a descriptive research project, and they are:
 - Observational, defined as a method of viewing and recording the participants.
 - Case study, defined as an in-depth study of an individual or group of individuals.
 - Survey, defined as a brief interview or discussion with an individual about a specific topic. Survey method is used in this study. Questionnaires are the most commonly used tool in the survey research.

LIMITATIONS OF THE STUDY

- Lack of interest to fill the questionnaire is the major drawback
- Fear of expressing the true facts among the respondents could be a limitation.
- There were difficulties in obtaining information and other necessary data from higher authorities due to their busy work schedule.
- The reliability of secondary data is purely based on the information obtained from the staff.
- Difficulties in collecting information from Work from home employees.

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

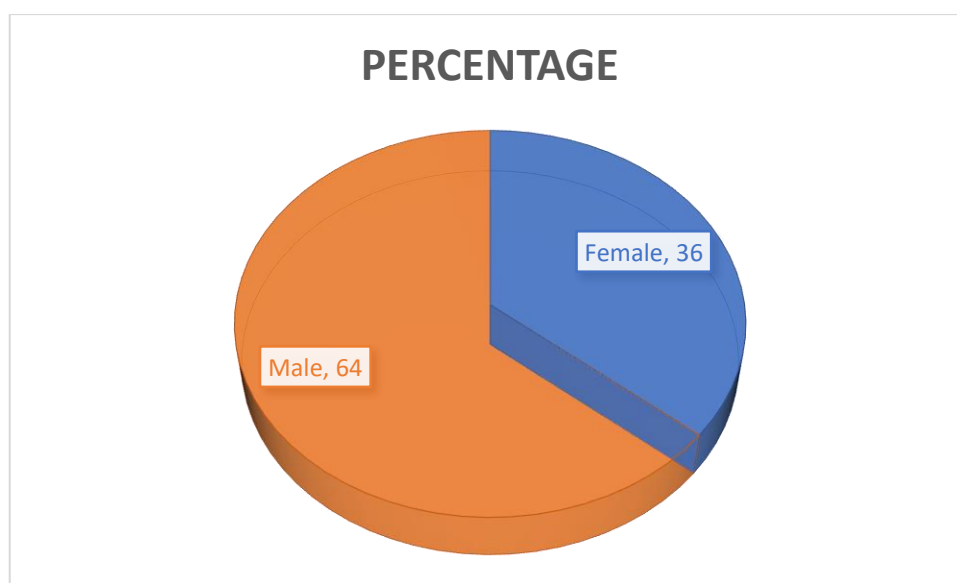
TABLE 4.1

TABLE SHOWING THE GENDER OF RESPONDENTS

S. No	Gender	No. of respondents	Percentage
1	Female	107	36
2	Male	195	64
	Total	303	100

CHART 4.1

CHART SHOWING THE DESIGNATION OF RESPONDENTS



INFERENCE

From the above chart, it is inferred that out of 303 respondents, 64% of the respondents are Male and 34% are Female. Majority of the respondents (i.e.,) 64% are Male.

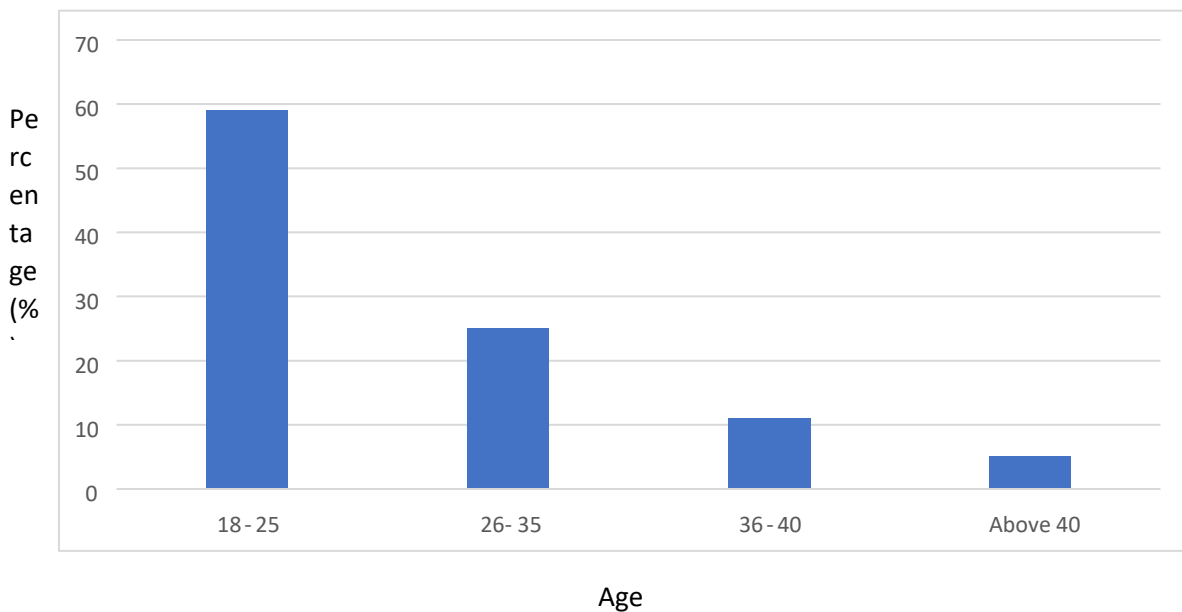
TABLE 4.2

TABLE SHOWING THE AGE OF RESPONDENTS

S No	Age	No of respondents	Percentage (%)
1	18 – 25	179	59
2	26- 35	75	25
3	36 – 40	32	11
4	Above 40	17	5
	Total	303	100

CHART 4.2

CHART SHOWING THE AGE OF RESPONDENTS



INFERENCE

From the above chart, it is inferred that out of 303 respondents, 59% of the respondents are between the age of 18 – 25, 25% are between the age of 26 – 35, 11% are between the age of 36 – 40% and the 5% are above 40. Majority of the respondents (i.e.,) 59% of the respondents are between the age of 18 – 25.

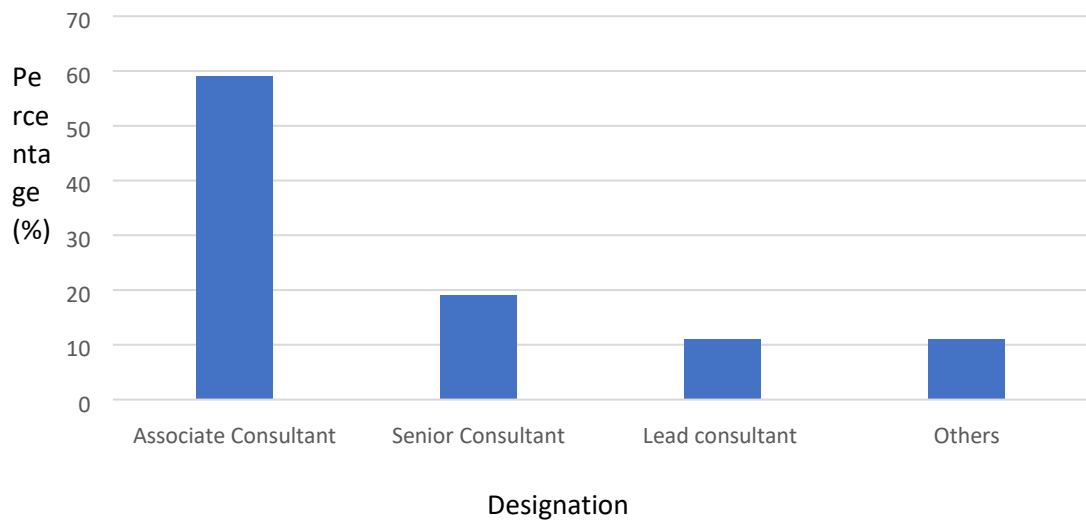
TABLE 4.3

TABLE SHOWING THE DESIGNATION OF RESPONDENTS

S No	Designations	No of respondents	Percentage (%)
1	Associate Consultant	180	59
2	Senior Consultant	58	19
3	Lead consultant	33	11
4	Others	32	11
	Total	303	100

CHART 4.3

CHART SHOWING THE DESIGNATION OF RESPONDENTS



INFERENCE

From the above chart, it is inferred that out of 303 respondents, 59% of the respondents are Associate Consultant, 19% are Senior Consultant, 11% are Lead Consultant and 11% are with other designations. Majority of the respondents (i.e.,) 59% of them are Associate Consultant.

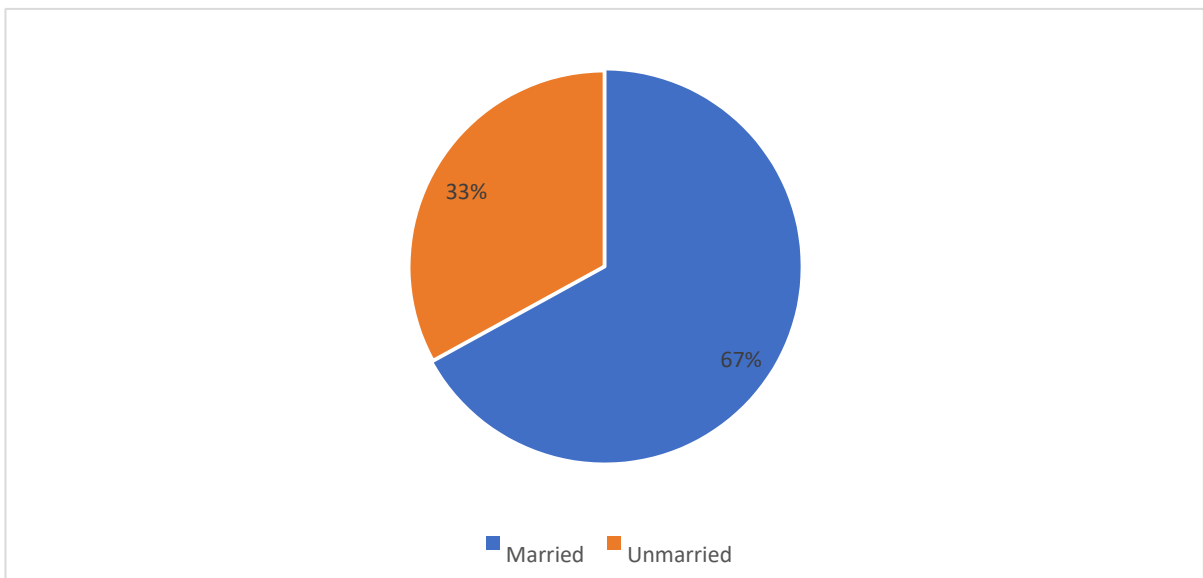
TABLE 4.4

TABLE SHOWING THE MARITAL STATUS OF RESPONDENTS.

S No	Marital Status	No of respondents	Percentage (%)
1	Married	185	67
2	Unmarried	91	33
	Total	276	100

CHART 4.4

CHART SHOWING THE MARITAL STATUS OF RESPONDENTS.



INFERENCE

From the above chart, it is inferred that out of 276 respondents, 67% of the respondents are married and 33% are unmarried. Majority of the respondents (67%) of the respondents are married.

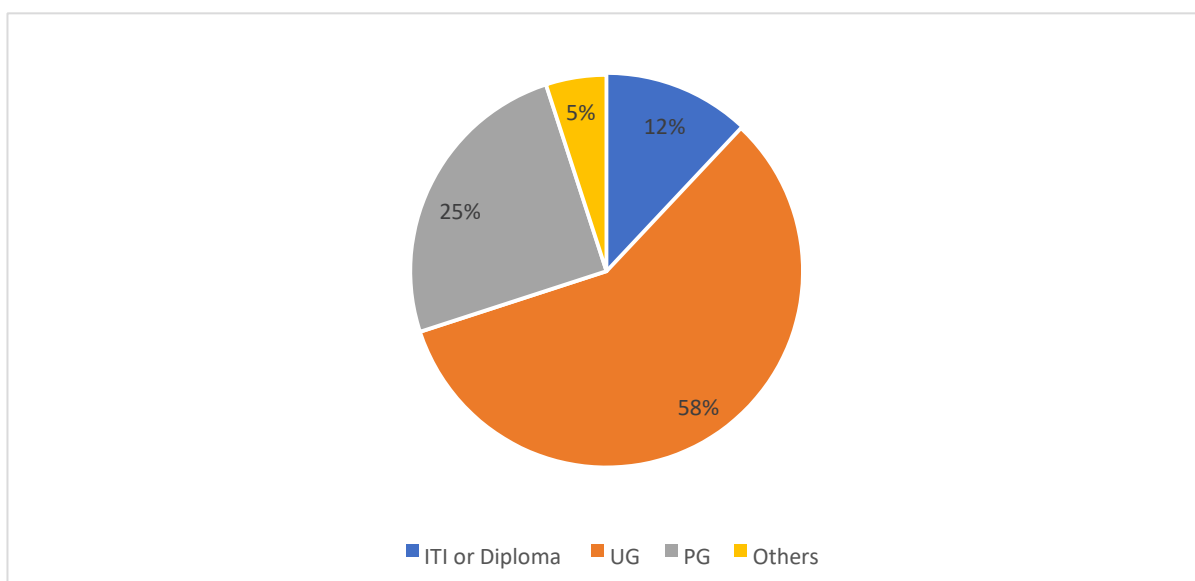
TABLE 4.5

TABLE SHOWING THE EDUCATIONAL QUALIFICATION

S No	Educational Qualification	No of respondents	Percentage (%)
1	UG or PG	211	76.4
2	ITI or Other	58	21.0
3	Diploma	7	2.5
	Total	276	100.0

CHART 4.5

CHART SHOWING THE EDUCATIONAL QUALIFICATION



INFERENCE

From the above chart, it is inferred that out of 276 respondents, 58% of the respondents have UG qualification, 25% have PG qualification, 12% have ITI or Diploma and 5% have other qualifications. Majority of the respondents (58%) of the respondents are of UG qualification.

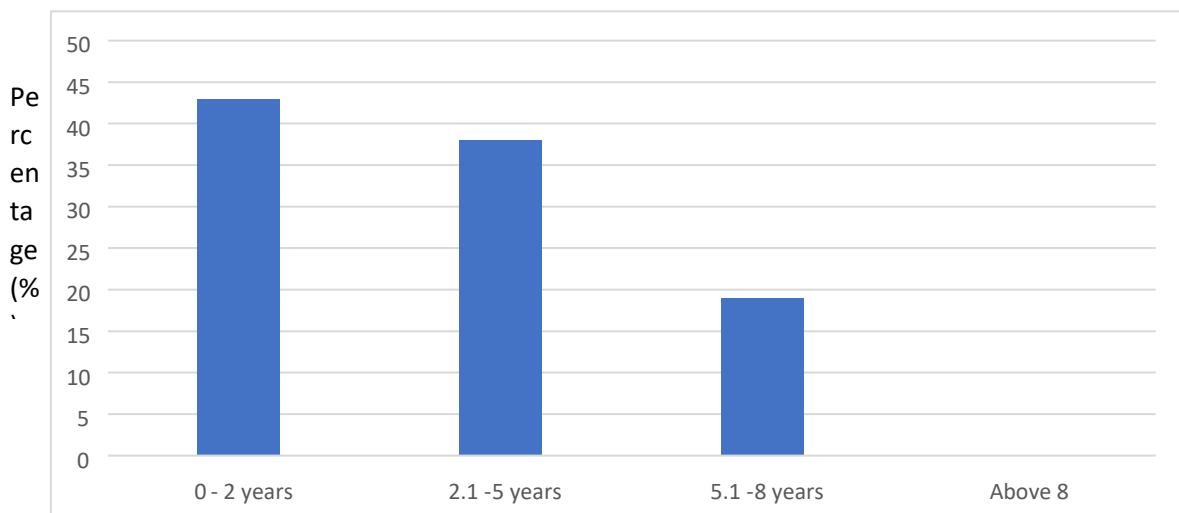
TABLE 4.6

TABLE SHOWING THE YEARS OF EXPERIENCE

S No	Rating	No of respondents	Percentage (%)
1	0 - 2 years	129	43
2	2.1 - 5 years	115	38
3	5.1 - 8 years	59	19
	Total	303	100

CHART 4.6

CHART SHOWING THE YEARS OF EXPERIENCE



Years of Experience

INFERENCE

From the above chart, it is inferred that out of 303 respondents, 43% of the respondents are having 0 - 2 years of experience, 38% are having 2.1 – 3 years of experience and 19% are having 5.1 – 8 years of experience. Majority of the respondents (i.e.,) 43% of the respondents having 0-2 years of experience.

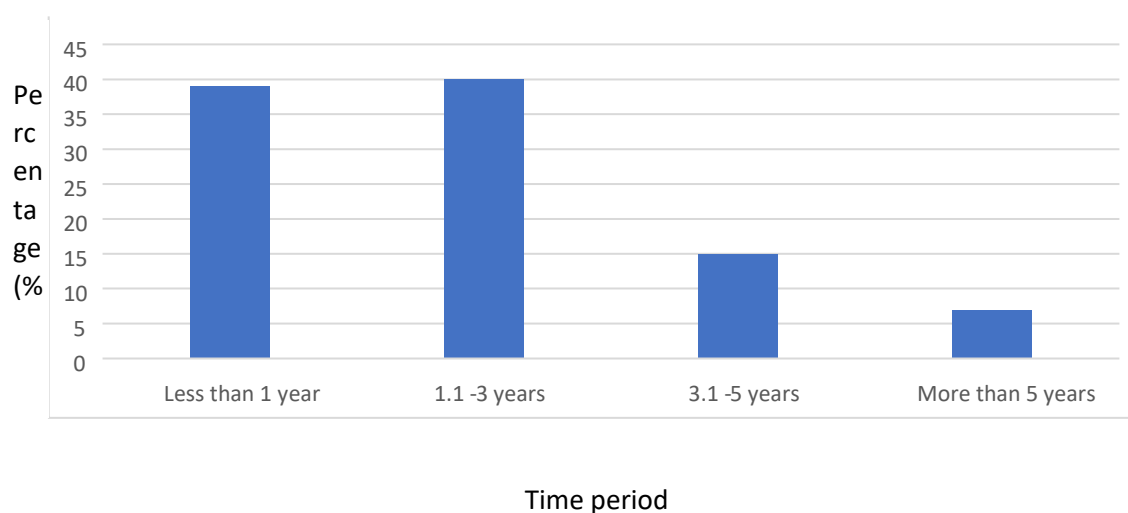
TABLE 4.7

TABLE SHOWING THE TIME PERIOD OF USING THE DIGITAL MODE OF RECRUITMENT

S No	Rating	No of respondents	Percentage (%)
1	Less than 1 year	118	39
2	1.1 - 3 years	121	40
3	3.1 - 5 years	44	15
4	More than 5 years	20	7
	Total	303	100

CHART 4.7

CHART SHOWING THE TIME PERIOD OF USING THE DIGITAL MODE OF RECRUITMENT

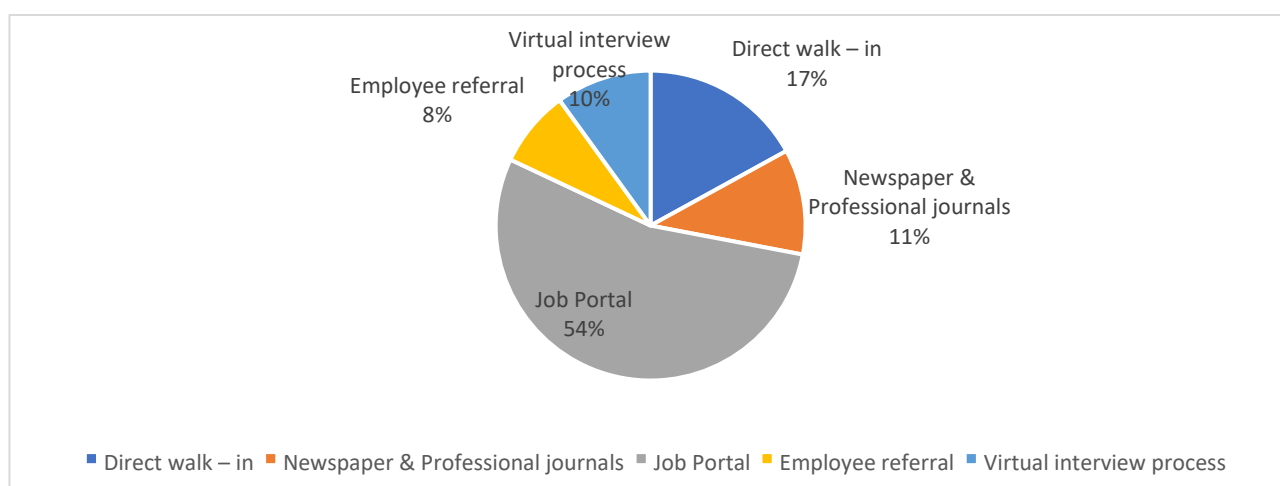


INFERENCE

From the above chart, it is inferred that out of 303 respondents, 39% of the respondents have used digital mode of recruitment for less than 1 year, 39% of the respondents have used 1.1 - 3 years, 15% have used for 3.1 – 5 years and 7% have used for more than 5 years.

TABLE 4.8**TABLE SHOWING THE MODE OF RECRUITMENT**

S No	Mode of Recruitment	No of respondents	Percentage (%)
1	Direct walk – in	52	17
2	Newspaper & Professional journals	34	11
3	Job Portal	163	54
4	Employee referral	25	8
5	Virtual interview process	29	10
	Total	303	100

CHART 4.8**CHART SHOWING THE MODE OF RECRUITMENT**

INFERENCE

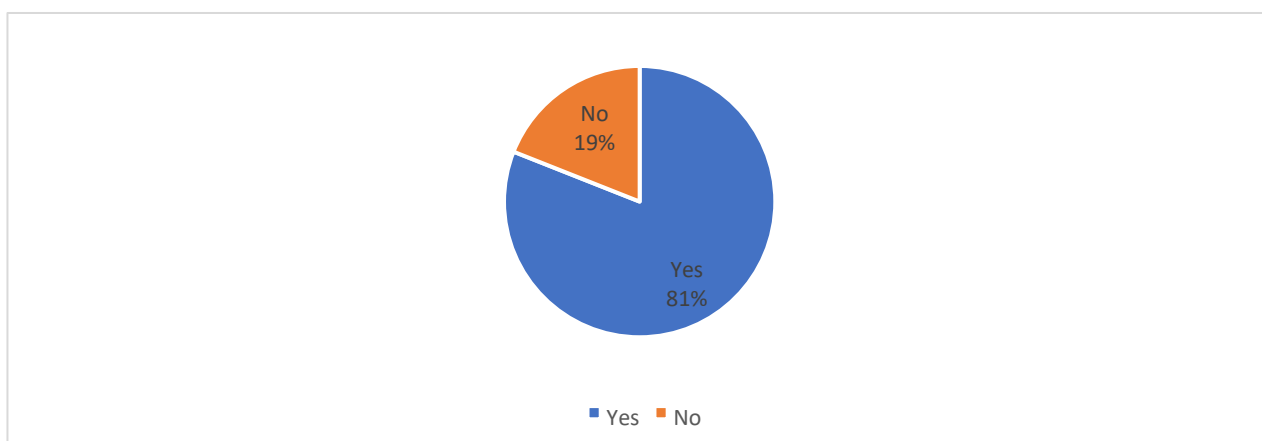
From the above chart, it is inferred that out of 303 respondents, 54% of respondents use Job portal as mode of recruitment, 17% use direct walk in, 11% use Newspaper & Professional, 10% use virtual interview and 8% use employee referral. Majority of the respondents (i.e.,) 54% of the respondents are using job portal as mode of recruitment.

TABLE 4.9
SHOWING THE USE OF STANDARD PATTERN IN RECRUITMENT
PROCESS

S No	Options	No of respondents	Percentage (%)
1	Yes	246	81
2	No	57	19
	Total	303	100

CHART 4.9

CHART SHOWING THE USE OF STANDARD PATTERN IN
RECRUITMENT PROCESS



INFERENCE

From the above chart, it is inferred that out of 303 respondents, 81% of the respondents responded “yes” for use of standard pattern in recruitment process and 19% have responded “no”. Majority of the respondents (i.e.,) 81% of the respondents have responded “yes” for use of standard pattern in recruitment process in the organization.

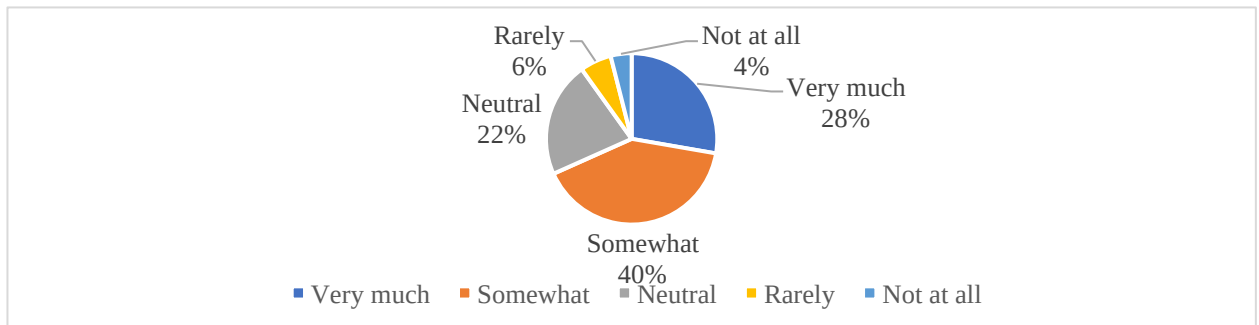
TABLE 4.10

TABLE SHOWING WHETHER THE ORGANIZATION MEASURE THE COST OF THE RECRUITING SOURCES

S No	Options	No of respondents	Percentage (%)
1	Very much	84	28
2	Somewhat	125	41
3	Neutral	66	22
4	Rarely	17	6
5	Not at all	11	4
	Total	303	100

CHART 4.10

CHART SHOWING WHETHER THE ORGANIZATION MEASURE THE COST OF THE RECRUITING SOURCES



INFERENCE

From the above chart, it is inferred that out of 303 respondents, 40% of the respondents responded "Somewhat", 28% of the respondents have responded "Very much", 22% of the respondents have responded "Neutral", 6% of the respondents have responded "Rarely" and 4% of the respondents have responded "Not at all" over measuring the cost of the recruitment. Majority of the respondents (i.e.,) 40% of the respondents have responded "very much" for measuring the cost of the recruitment in the organization.

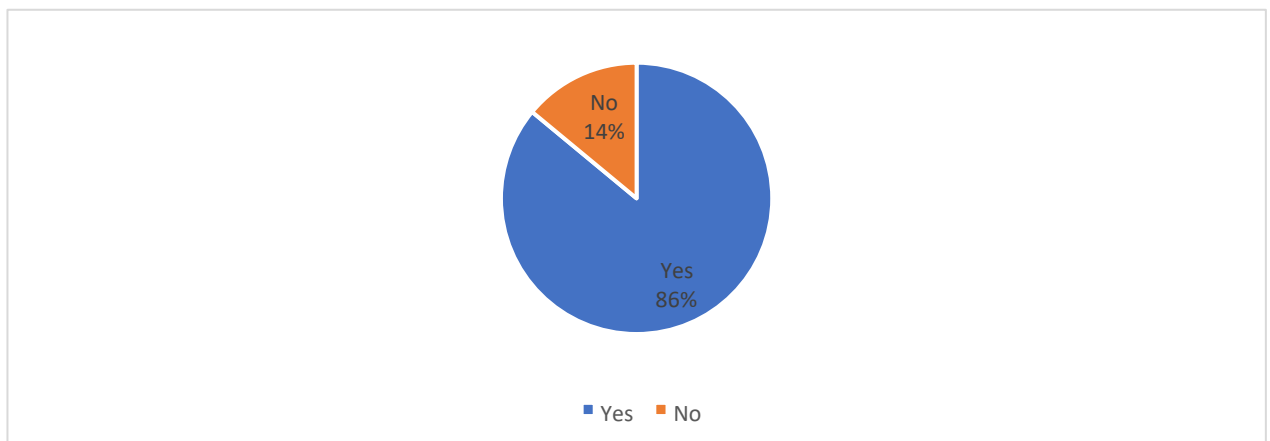
TABLE 4.11

TABLE SHOWING WHETHER CONTRACT SIGNED BY THE EMPLOYEES

S No	Options	No of respondents	Percentage (%)
1	Yes	260	86
2	No	43	14
	Total	303	100

CHART 4.11

CHART SHOWING WHETHER CONTRACT SIGNED BY THE EMPLOYEES



INFERENCE

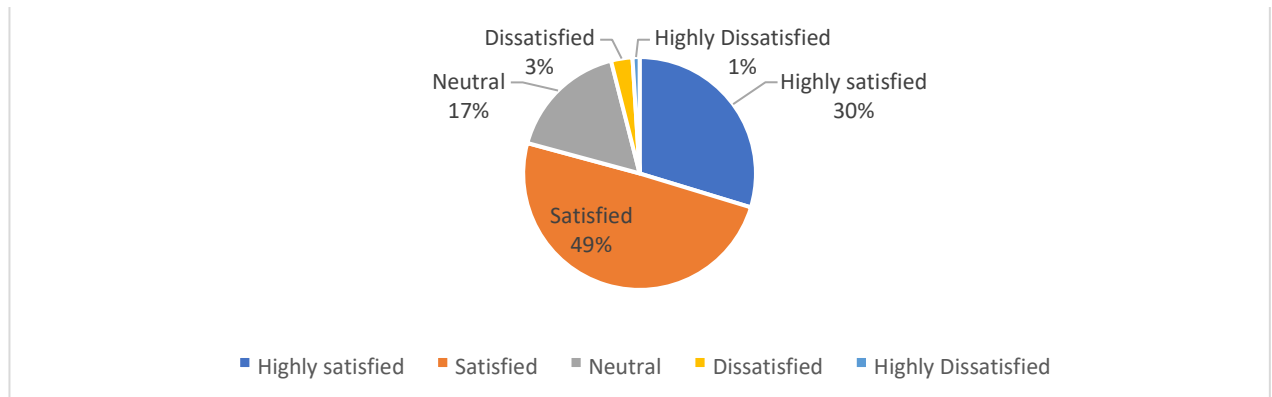
From the above chart, it is inferred that out of 303 respondents, 88% of the respondents have responded “yes” and 14% of the respondents have responded “no”. Majority of the respondents (i.e.,) 88% of the respondents have responded “yes” for signing contract by the employees while joining the organization.

TABLE 4.12
THE SATISFACTION TOWARDS NEWLY EMERGED
DIGITAL RECRUITMENT PROCESS

S No	Rating	No of respondents	Percentage (%)
1	Highly satisfied	92	30
2	Satisfied	150	50
3	Neutral	51	17
4	Dissatisfied	8	3
5	Highly Dissatisfied	2	1
	Total	303	100

CHART 4.12

CHART SHOWING THE SATISFACTION TOWARDS NEWLY EMERGED
DIGITAL RECRUITMENT PROCESS



INFERENCE

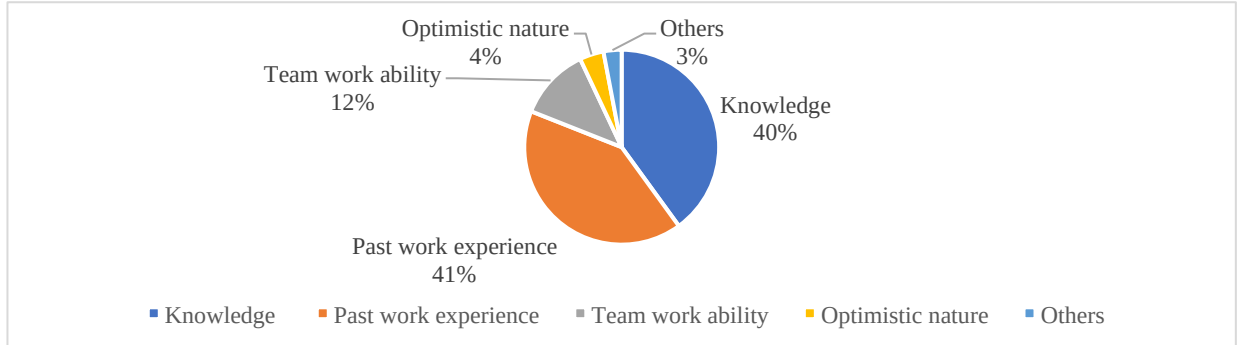
From the above chart, it is inferred that out of 303 respondents, 49% of the respondents are Satisfied, 30% of the respondents are Highly satisfied, 17% of the respondents are Neutral, 3% of the respondents are Dissatisfied and 1% of the respondents are Highly Dissatisfied over the newly emerged digital recruitment process. Majority of the respondents (i.e.,) 49% of the respondents are satisfied over the newly emerged digital recruitment process.

TABLE 4.13
WHETHER THE JOB ANALYSIS WAS DONE FOR
EACH POSITION

S No	Options	No of respondents	Percentage (%)
1	Strongly agree	86	28
2	Agree	149	49
3	Neutral	47	16
4	Disagree	3	1
5	Strongly Disagree	18	6
	Total	303	100

CHART 4.13

CHART SHOWING WHETHER THE JOB ANALYSIS WAS DONE FOR
EACH POSITION



INFERENCE

From the above chart, it is inferred that out of 303 respondents, 49% of the respondents have gi Agreed, 28% of the respondents have Strongly agreed, 16% of the respondents are Neutral, 6% of the respondents have strongly disagreed and 1% of the respondents have Disagreed. Majority of the respondents (i.e.,) 49% of the respondents have Agreed for the job analysis being done for each position.

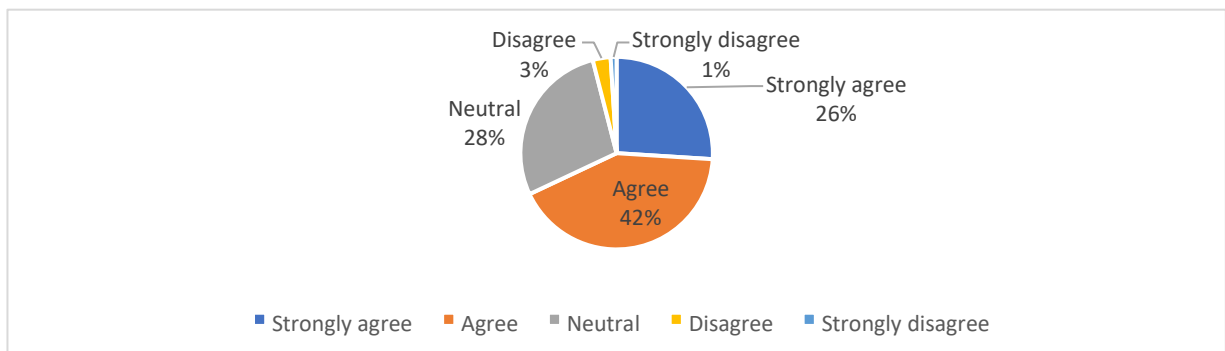
TABLE 4.14

**TABLE WHETHER APPLYING THROUGH JOB PORTALS AND SOCIAL
NETWORKING SITES IS EASILY ACCESSIBLE**

S No	Options	No of respondents	Percentage (%)
1	Strongly agree	80	26
2	Agree	127	42
3	Neutral	84	28
4	Disagree	9	3
5	Strongly disagree	3	1
	Total	303	100

CHART 4.14

**CHART SHOWING WHETHER APPLYING THROUGH JOB PORTALS AND SOCIAL
NETWORKING SITES IS EASILY ACCESSIBLE**



INFERENCE

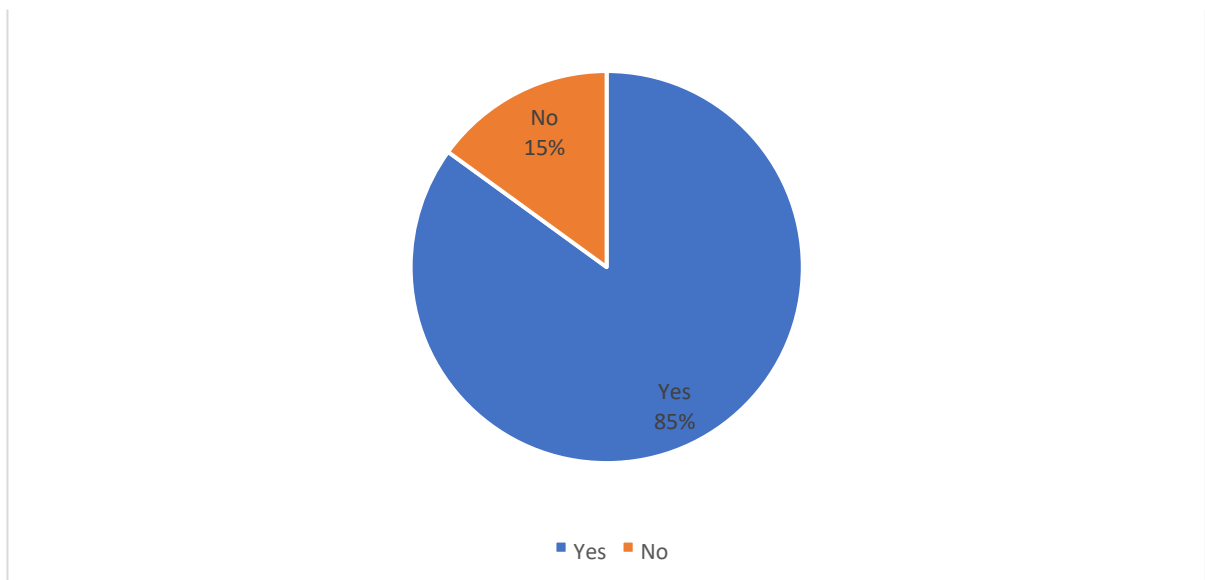
From the above chart, it is inferred that out of 303 respondents, 42% of the respondents have Agreed, 28% of the respondents are Neutral, 26% of the respondents have Strongly agreed, 3% of the respondents have Disagreed and 1% of the respondents have Strongly disagreed. Majority of the respondents (i.e.,) 42% of the respondents have Agreed for the fact that applying through job portals and social networking sites is easily accessible.

TABLE 4.15
SHOWING WHETHER AGILE RECRUITING
FURNISH RECRUITMENT TEAMS AND HIRING MANAGERS

S No	Options	No of respondents	Percentage (%)
1	Yes	259	85
2	No	44	15
	Total	303	100

CHART 4.15

CHART SHOWING WHETHER AGILE RECRUITING FURNISH
RECRUITMENT TEAMS AND HIRING MANAGERS



INFERENCE

From the above chart, it is inferred that out of 303 respondents, 85% of the respondents have responded “Yes” and 15% of the respondents have responded “No”. Majority of the respondents (i.e.,) 85% of the respondents have responded “yes” for agile recruiting furnish recruitment teams and hiring managers.

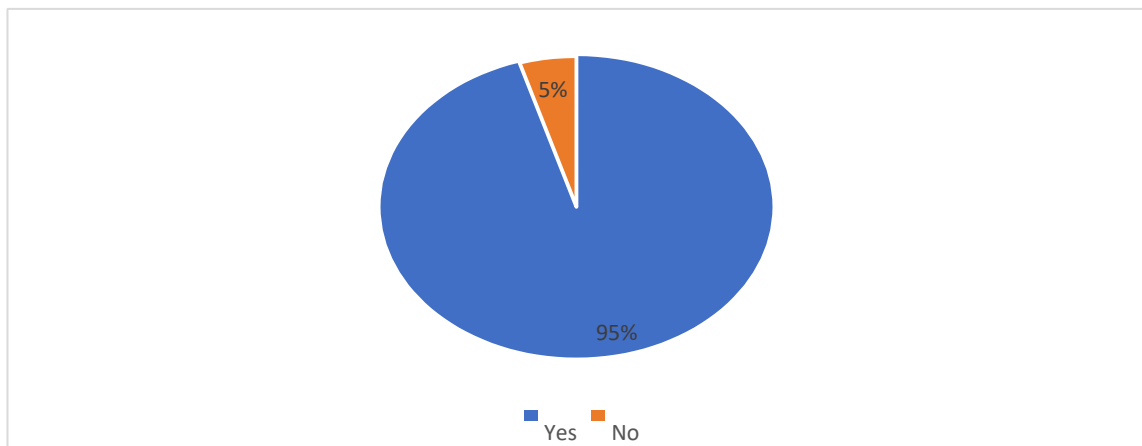
TABLE 4.16

**TABLE SHOWING WHETHER NEWLY EMERGED DIGITAL TOOLS USED IN
THE RECRUITMENT PROCESS HAVE IMPROVED THE WORKFORCE
ANALYTICS OF THE COMPANY**

S No	Options	No of respondents	Percentage (%)
1	Yes	260	86
2	No	43	14
	Total	303	100

CHART 4.16

**CHART SHOWING WHETHER NEWLY EMERGED DIGITAL TOOLS USED IN
THE RECRUITMENT PROCESS HAVE IMPROVED THE WORKFORCE
ANALYTICS OF THE COMPANY**



INFERENCE

From the above chart, it is inferred that out of 276 respondents, 95% of the respondents have given yes and 5% of the respondents have given no. Majority of the respondents (95%) of the respondents have given yes for the newly emerged digital tools have improved the workforce analytics of the company.

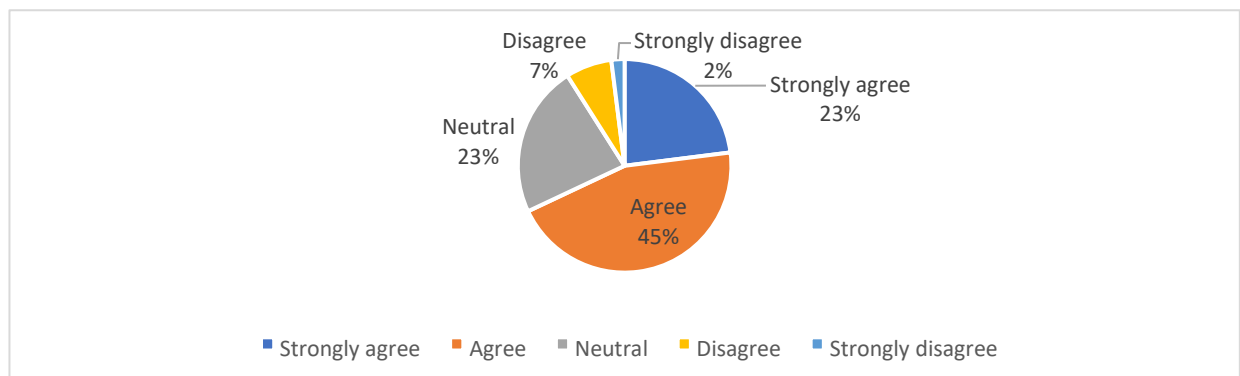
TABLE 4.17

TABLE SHOWING WHETHER THE PRACTICE OF REMOTE WORKING BEEN MORE EFFECTIVE IN THE DIGITAL RECRUITMENT PROCESS

S No	Options	No of respondents	Percentage (%)
1	Strongly agree	70	23
2	Agree	135	45
3	Neutral	70	23
4	Disagree	21	7
5	Strongly disagree	7	2
	Total	303	100

CHART 4.17

CHART SHOWING WHETHER THE PRACTICE OF REMOTE WORKING BEEN MORE EFFECTIVE IN THE DIGITAL RECRUITMENT PROCESS



INFERENCE

From the above chart, it is inferred that out of 303 respondents, 45% of the respondents have agreed, 23% of the respondents have strongly agreed, 23% of the respondents are neutral, 7% of the respondents have disagreed and 2% of respondents have strongly disagreed. Majority of the respondents (i.e.,) 45% of the respondents have agreed over the practice of remote working been more effective in the digital recruitment process.

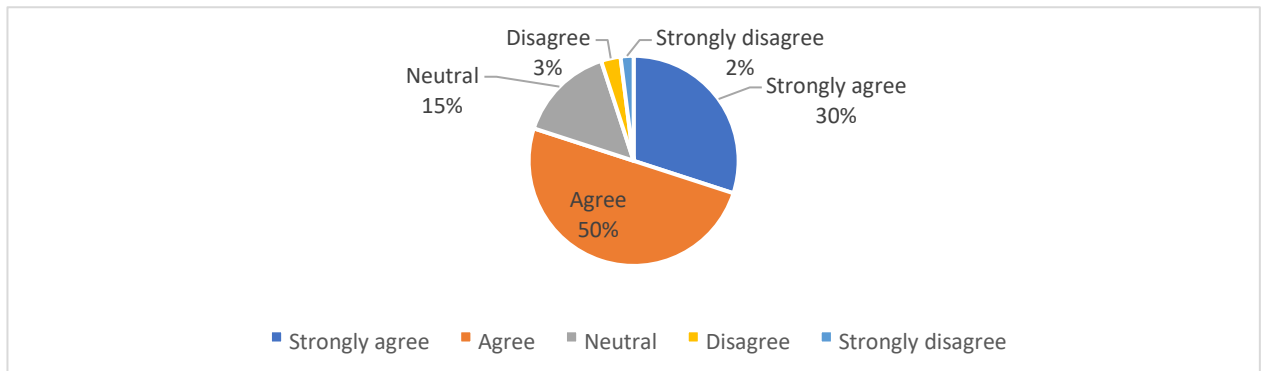
TABLE 4.18

TABLE SHOWING WHETHER THE AGILE APPROACH, ENABLE ORGANIZATIONS TO ADJUST TO THE CHANGING SITUATION

S No	Options	No of respondents	Percentage (%)
1	Strongly agree	91	30
2	Agree	152	50
3	Neutral	45	15
4	Disagree	9	3
5	Strongly disagree	6	2
	Total	303	100

CHART 4.18

CHART SHOWING WHETHER THE AGILE APPROACH ENABLE ORGANIZATIONS ADJUST TO THE CHANGING SITUATION



INFERENCE

From the above chart, it is inferred that out of 303 respondents, 50% of the respondents have agreed, 30% of the respondents have strongly agreed, 15% of the respondents are neutral, 3% of the respondents have disagreed and 2% have strongly disagreed. Majority of the respondents (i.e.,) 50% of the respondents have agreed for the agile approach to recruitment, enabling the organization to adjust to the changing situation.

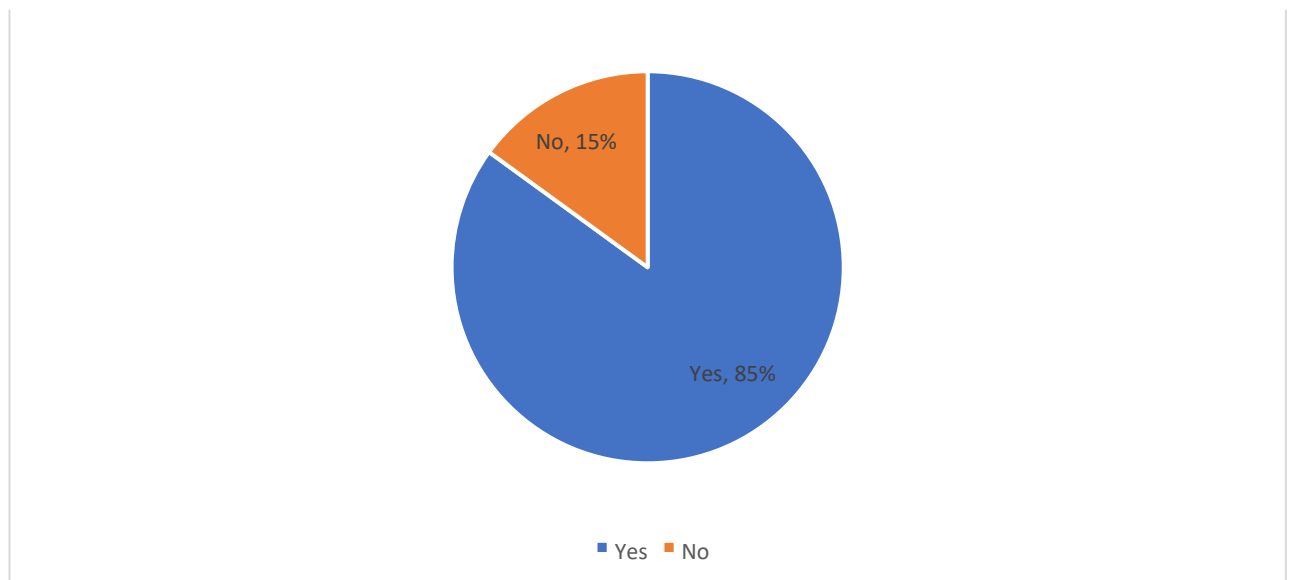
TABLE 4.19

TABLE SHOWING WHETHER THE RECRUITER STAND TO IDENTIFY RIGHT PERSON TO RIGHT JOB

S No	Options	No of respondents	Percentage (%)
1	Yes	258	85
2	No	45	15
	Total	303	100

CHART 4.19

CHART SHOWING WHETHER THE RECRUITER STAND TO IDENTIFY RIGHT PERSON TO RIGHT JOB



INFERENCE

From the above chart, it is inferred that out of 303 respondents, 85% of the respondents have responded “Yes” and 15% of the respondents have responded “No”. Majority of the respondents (i.e.,) 85% of the respondents have responded “yes” for the recruiter’s stand to identify right person to right job.

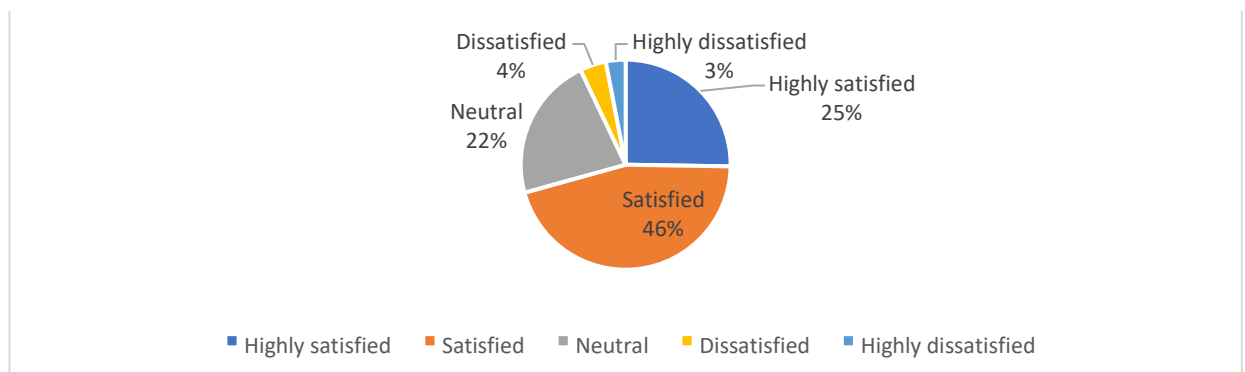
TABLE 4.20

**TABLE SHOWING THE SATISFACTION FOR ADVANCED AI TOOLS USED IN
THE DIGITAL RECRUITMENT**

S No	Options	No of respondents	Percentage (%)
1	Highly satisfied	77	25
2	Satisfied	136	45
3	Neutral	67	22
4	Not satisfied	13	4
5	Highly Not satisfied	10	3
	Total	303	100

CHART 4.20

**CHART SHOWING THE SATISFACTION FOR ADVANCED AI TOOLS
USED IN THE DIGITAL RECRUITMENT**



INFERENCE

From the above chart, it is inferred that out of 303 respondents, 46% of the respondents are Satisfied, 25% of the respondents are Highly satisfied, 22% of the respondents are Neutral, 4% of the respondents are Dissatisfied and 3% of the respondents are Highly dissatisfied. Majority of the respondents (i.e.,) 46% of the respondents are Satisfied with the advanced AI tools used in the digital recruitment.

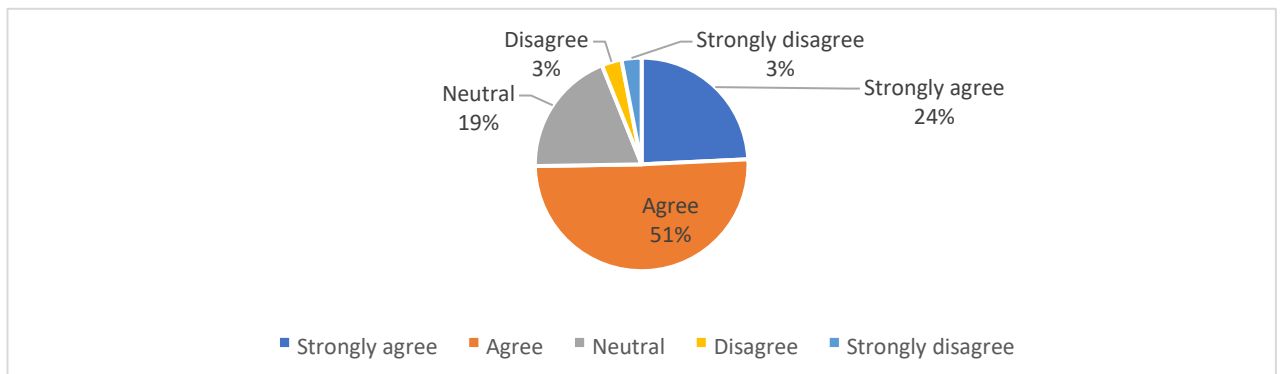
TABLE 4.21

**TABLE SHOWING WHETHER PROPER FEEDBACK HAS BEEN SHARED
BY THE CLIENT**

S No	Options	No of respondents	Percentage (%)
1	Strongly agree	74	24
2	Agree	152	50
3	Neutral	59	19
4	Disagree	10	3
5	Strongly disagree	8	3
	Total	303	100

CHART 4.21

**CHART SHOWING WHETHER PROPER FEEDBACK HAS BEEN SHARED
BY THE CLIENT**



INFERENCE

From the above chart, it is inferred that out of 303 respondents, 51% of the respondents have agreed, 24% of the respondents have strongly agreed, 19% of the respondents are neutral, 3% of the respondents have disagreed and strongly disagreed. Majority of the respondents (i.e.,) 51% of the respondents have agreed for the feedback being shared by the client.

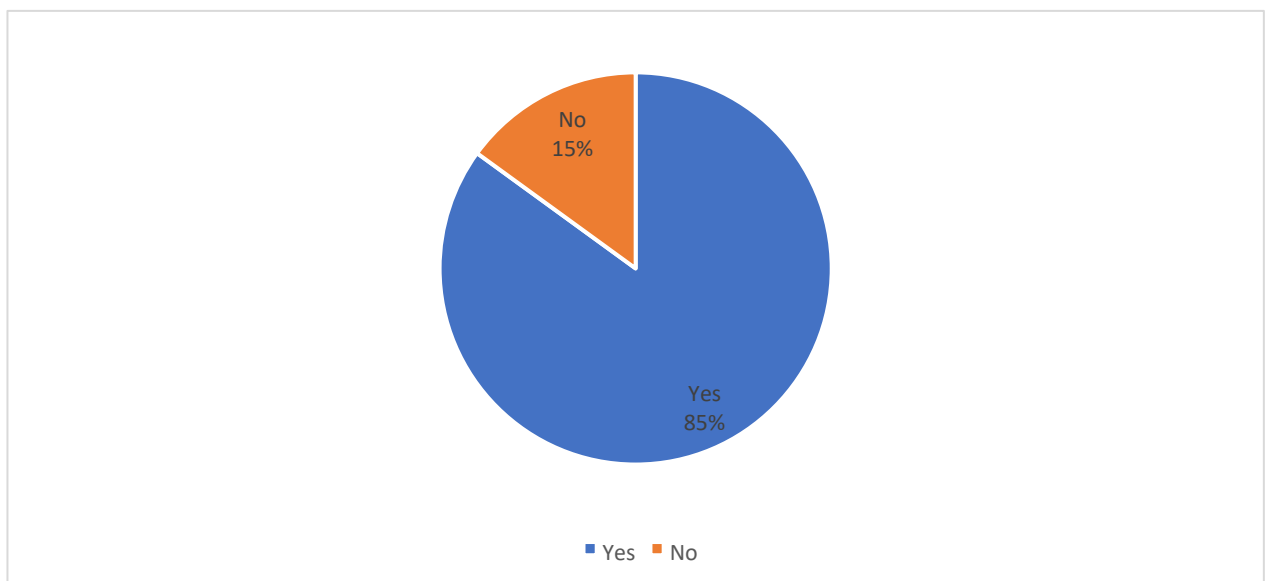
TABLE 4.22

TABLE SHOWING WHETHER TO START SMART RECRUITING

S No	Options	No of respondents	Percentage (%)
1	Yes	258	85
2	No	45	15
	Total	303	100

CHART 4.22

CHART SHOWING WHETHER TO START SMART RECRUITING



INFERENCE

From the above chart, it is inferred that out of 303 respondents, 85% of the respondents have responded “Yes” and 15% of the respondents have responded “No”. Majority of the respondents (i.e.,) 85% of the respondents have responded “yes” for starting Smart Recruitment to reach candidates remotely and through their mobile devices.

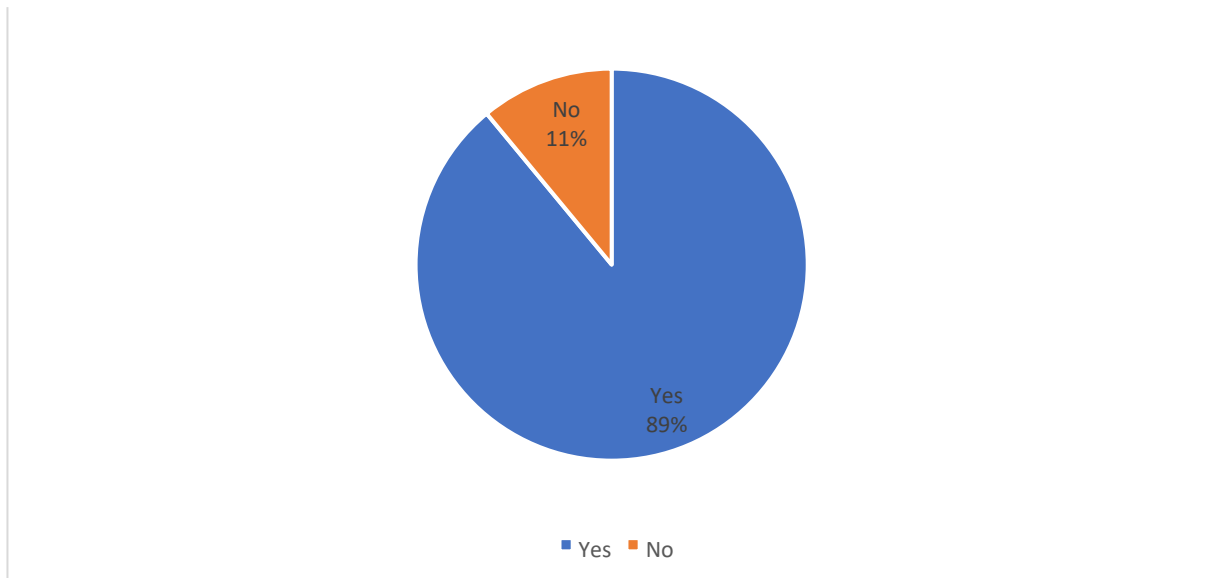
TABLE 4.23

TABLE SHOWING WHETHER THE CANDIDATE RECRUITED THROUGH JOB PORTALS MOTIVATES THE CURRENT EMPLOYEES

S No	Options	No of respondents	Percentage (%)
1	Yes	269	89
2	No	34	11
	Total	303	100

CHART 4.23

CHART SHOWING WHETHER THE CANDIDATE RECRUITED THROUGH JOB PORTALS MOTIVATES THE CURRENT EMPLOYEES



INFERENCE

From the above chart, it is inferred that out of 303 respondents, 89% of the respondents have responded “Yes” and 11% of the respondents have responded “No”. Majority of the respondents (i.e.,) 89% of the respondents have responded “yes” for, whether the candidates recruited through job portals motivates the current employees.

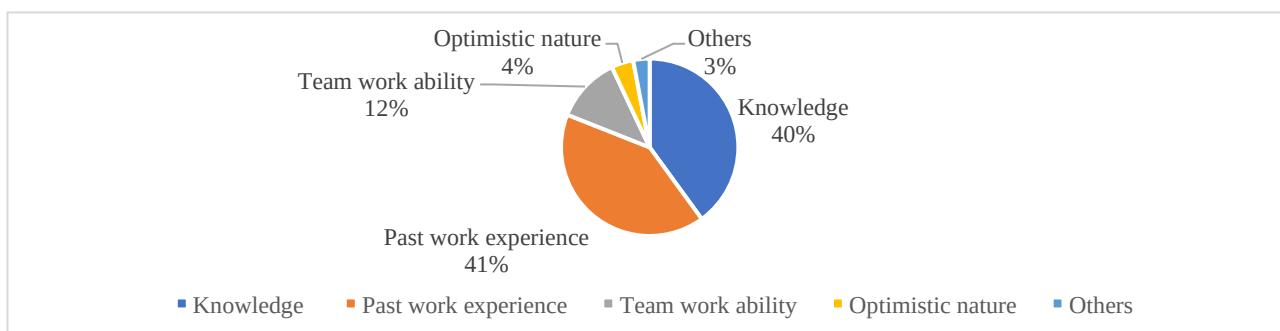
TABLE 4.24

**TABLE SHOWING THE MOST IMPORTANT QUALITY THAT THE
ORGANIZATION LOOKS FOR IN A CANDIDATE**

S No	Options	No of respondents	Percentage (%)
1	Knowledge	121	40
2	Past work experience	124	41
3	Team work ability	37	12
4	Optimistic nature	13	4
5	Others	8	3
	Total	303	100

CHART 4.24

**CHART SHOWING THE MOST IMPORTANT QUALITY THAT THE
ORGANIZATION LOOKS FOR IN A CANDIDATE**



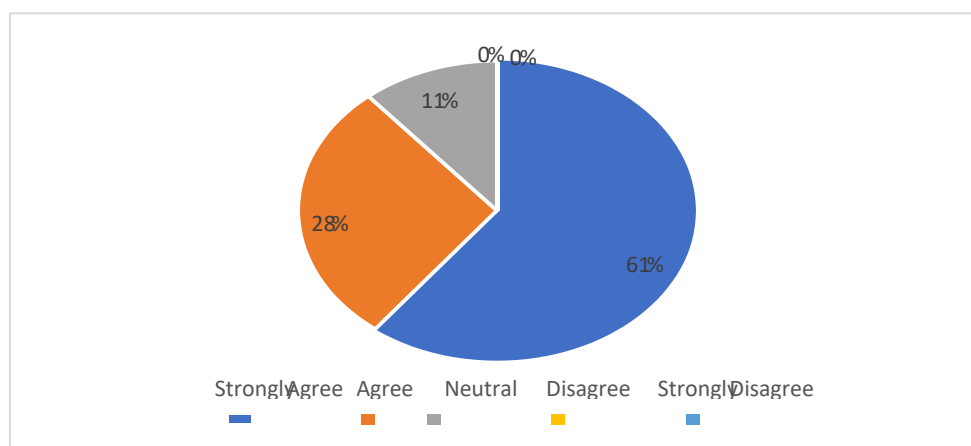
INFERENCE

From the above chart, it is inferred that out of 303 respondents, 41% of the respondents have responded “Past work experience”, 40% of the respondents have responded “Knowledge”, 12% of the respondents have responded “Team work ability”, 4% of the respondents have responded “Optimistic Nature” and 3% have responded “others”. Majority of the respondents (i.e.), 41% of the respondents have responded “Past work experience” as the most important quality that the organization looks for in a candidate.

TABLE 4.25
TABLE SHOWING HOW IMPORTANT IS EMPLOYER BRANDING TO THE
RECRUITMENT STRATEGY

S No	Options	No of respondents	Percentage (%)
1	Strongly Agree	167	60.5
2	Agree	78	28.3
3	Neutral	31	11.2
4	Disagree	0	0.0
5	Strongly Disagree	0	0.0
	Total	276	100.0

CHART 4.25
CHART SHOWING HOW IMPORTANT IS EMPLOYER BRANDING TO THE
RECRUITMENT STRATEGY



INFERENCE

From the above chart, it is inferred that out of 276 respondents, 28% of the respondents have given agree, 61% of the respondents have given strongly agree, 11% of the respondents have given neutral, 0% of the respondents have given disagree and strongly disagree. Majority of the respondents (61%) of the respondents strongly agree that employer branding is important for recruitment strategy.

ONE WAY ANOVA

SETTING OF HYPOTHESES:

- H0: There is no significant difference between mode of recruitment used and experience of the recruiter.
- H1: There is significant difference between mode of recruitment used and experience of the recruiter.

TABLE 4.26

**TABLE SHOWING THE ONE WAY ANOVA BETWEEN THE MODE OF
RECRUITMENT USED AND EXPERIENCE OF THE RECRUITER**

Source of Variation	Sum Of Squares	Df	Mean Square	Sig.	F
Between Groups	166.8713	1	166.8713	0.001	3.856901
Within Groups	544.8449	604	0.902061		
Total	711.7162	605			

INTERPRETATION:

Since the calculated value (i.e., .001) is less than 0.05, the alternate Hypothesis (H1) is accepted and the null Hypothesis (H0) is rejected, which says that there is significant difference between mode of recruitment used and experience of the recruiter.

CORRELATION

SETTING OF HYPOTHESES:

- H0: There is no relation between Age and Effectiveness of remote working.
- H1: There is a relation between Age and Effectiveness of remote working.

TABLE 4.27

**TABLE SHOWING THE CORRELATION BETWEEN THE AGE AND
EFFECTIVENESS OF REMOTE WORKING**

Correlation		AGE	Effectiveness of remote working
AGE	Correlation	1	0.2
	Coefficient		
	Sig (2 tailed test)		0.005
	N	303	303
Effectiveness of remote working	Correlation	0.2	1
	Coefficient		
	Sig (2 tailed test)	0.005	
	N	303	303

INTERPRETATION:

Since the calculated value (i.e., 0.2) is greater than 0.05, the Null Hypothesis (H0) is rejected and the Alternate Hypothesis (H1) is accepted, which says that there is a relationship between Age and Effectiveness of remote working.

REGRESSION ANALYSIS:

SETTING OF HYPOTHESES:

- H0: There is no significant impact of technology on recruitment and selection.
- H1: There is a significant impact of technology on recruitment and selection.

TABLE 4.28

**TABLE SHOWING THE REGRESSION ANALYSIS FOR THE IMPACT OF
TECHNOLOGY ON RECRUITMENT AND SELECTION**

MODEL	R	R Square	Adjusted R Square	Std. Error of the Estimated
1	.679	.353	.383	.603

INTERPRETATION:

Since the calculated value (i.e., 0.353) is greater than 0.05, the Null Hypothesis (H0) is rejected and the Alternate Hypothesis (H1) is accepted, which says that there is a significant impact of technology on recruitment and selection.

CHAPTER 5

FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 FINDINGS

1. Majority of the employees (i.e.,) 64% are Male.
2. Around 59% of them are Associate Consultant.
3. Most of the employees (i.e.,) 59% of them are between the age of 18 – 25.
4. 50% of the employees are married and 50% are unmarried.
5. Around 58% of the employees are with UG qualification.
6. 43% of the employees are having 0-2 years of experience.
7. Majority of the employees (i.e.,) 42% are working 1.1– 5 years in Careernet.
8. Most of the employees (i.e.,) 39% of them have used digital mode of recruitment for less than 1 year.
9. Majority of the employees (i.e.,) 54% of the employees are using job portal as mode of recruitment.
10. Majority of the employees (i.e.,) 81% of them have given yes for use of standard pattern in recruitment process in the organization.
11. Most of the employees (i.e.,) 40% of them have given very much over measuring the cost of the recruitment in the organization.
12. Majority of the employees (i.e.,) 88% of them have given yes for signing contract by the employees while joining the organization.
13. Around 49% of the employees have given satisfied over the newly emerged digital recruitment process.
14. Most of the employees (i.e.,) 49% of them have given agreed over the job analysis done for each position.
15. Majority of the employees (i.e.,) 89% of them have given yes for the candidate recruited through job portals motivates the current employees.
16. Around 42% of the employees have agreed over applying through job portals and social networking sites is easily accessible.

17. Majority of the employees (i.e.,) 85% of them have given yes for the recruiter stand to identify right person to right job.
18. Around 46% of the employees are satisfied over the satisfaction for advanced AI tools used in the digital recruitment.
19. Around 51% of the employees have agreed over whether proper feedback has been shared by the client.
20. Most of the employees (i.e.,) 85% of them have given yes to start Smart Recruiting to reach candidates remotely and through their mobile devices.
21. Most of the employees (i.e.,) 85% of them have given yes to whether agile recruiting furnish recruitment teams and hiring managers.
22. Most of the employees (i.e.,) 45% of them have agreed over the practice of remote working been more effective in the digital recruitment process.
23. Majority of the employees (i.e.,) 50% of them have agreed over the agile approach to recruitment, enabling the organization to adjust to the changing situation.
24. 41% of the respondents have responded "Past work experience" as the most important quality that the organization looks for in a candidate.
25. 48% of the respondents have agreed for the newly emerged digital tools improving the workforce analytics of the company.
26. There is a significant difference between mode of recruitment used and experience of the recruiter.
27. There is a relationship between Age and Effectiveness of remote working.
28. There is a significant impact of technology on recruitment and selection.

5.2 SUGGESTIONS

Strategies for better e-recruitment practices should be developed, for effective recruitment. Track the performance of new hires and use that data to identify the best social network sources resulting in productive employees. Keep job applicants engaged by emailing them continuous updates on interview schedules, expected timetable for feedback, and links to recruitment videos. Create an exhaustive profile of the ideal candidate, including relevant skills, expertise, and personality needed for cultural fit. Once the information is detailed, configure the e-recruitment system to search for this data. Ensure that e-recruitment options are available on a variety of platforms, including mobile.

Maintain a pool of talented employees who may be recruited as a rehire. These “boomerang” workers have proven skill sets and are known to be a good fit culturally. Integrate with payroll to ensure that HR is immediately aware when positions become open, and can advertise for a new candidate immediately. Also, this data can be used to offer current employees emerging opportunities in vacant positions.

5.3 CONCLUSION

Each manual step of sourcing, selection, hiring, and on-boarding takes hours of your time and even more of your budget. Some tasks, like interviewing and training, will always be done best by humans. But, with the technology available today, repetitive manual tasks like document collection, sending application updates, and assessing candidates can be done more quickly and accurately using technology. That means by taking that very manual process, and turn it into a partially or fully automated one. By digitizing certain aspects of the recruitment process, it is possible to easily turn a very manual process into one that is fast and only requires manual tasks where they'll have the highest impact: at the interview, and during the hiring decision. That way, recruiters can focus on hard-to-fill roles or employer branding initiatives, and hiring managers can focus on their business-critical tasks. Digital selection process also has a strong digital presence. Digital recruitment has not only led to generation of expanded pool of applicants and making the whole world its catchment area, but has also led to remarkable improvement, efficiency and effectiveness of the recruitment process. Online recruiting is changing the way employers think about finding good employees and the way employees think about their jobs and their employers. Indeed, the Internet may completely change the way companies manage human resources.

BIBLIOGRAPHY

1. **Hiltrop (1996)** - "To Study the relationship between the HRM practices, HRM organizational strategies as well as organizational performance"- Volume 14, issue 6 (Page 628-637)
2. **Yu-Ru (1999)** - "Recruitment and selection and human resource management in the Taiwanese cultural context"- Page 296-302
3. **Galanaki (2002)** - "Had conducted a descriptive study on the decision to recruit online, involving 99 UK IT companies"- Volume 7 (Page 243-251)
4. **R. Sivakami (2010)**- "An Empirical Study on Organization Culture and Its Influence in Talent Acquisition and Building a Sound Reputation" – Volume 8 (Page 1-8)
5. **Priyanka John Attupuram, A.H. Sequeira, Sivakumar Gopalakrishnan (2015)** - "Study on the topic Talent Acquisition Process in a Multinational Company"- (Page 1-56)
6. **Sudhamsetti Naveen (2016)** - "A Study on Recruitment & Selection Process with Reference to Three Industries, Cement Industry, Electronics Industry, Sugar Industry in Krishna Andhra Pradesh"- Volume 17 (Page 60-67)
7. **Zirra Clifford, Tizhe Oaya, Ogbu James (2017)** - "**Impact of Recruitment and Selection** Strategy on Employees Performance". A Study of Three Selected Manufacturing Companies in Nigeria"- Volume 3 (Page 32-42)
8. **Nafia Sultana, Nahida Sultana (2017)** - "Analyzing the Effectiveness of Online Recruitment: A Case Study on Recruiters of Bangladesh"- Volume 7 (Page 79-84)
9. **A. Susairaj and A. Laura Jenifer (2018)**- "A study on employee challenges towards recruitment and selection process"- Volume 2 (Page 1-7)
10. **Arisha Ali (2019)** - "Study on the topic Organizational Excellence through Talent Acquisition"- Volume 4 (Page 102-104)

ANNEXTURE

QUESTIONNAIRES:

1. Name:

2. Designation:

3. Age:

- 18 - 25
- 26 - 35
- 35 - 40
- Above 40

4. Marital status:

- Married
- Unmarried

5. Educational qualification:

- Below Hr. sec.
- Hr. sec
- ITI or other
- UG or PG
- Diploma

6. Years of the experience:

- 0 - 2 years
- 3 - 5 years
- 6 - 8 years
- Above 8 years

7. Time period of using the digital mode of recruitment:

- Less than a year
- 1.1 - 3 years
- 3.1 - 5 years
- 5 years and above

8. Which mode of recruitment process does the company follow often?

- Direct walk – in
- Newspaper & Professional journals
- Job Portal
- Employee referral
- Virtual interview process

9. Do you have any standard pattern in selection process? (From initial interview to final placement)

- Yes
- No

10. Does your organization measure the cost of the recruiting sources?

- Very much
- Somewhat
- Neutral
- Rarely
- Not at all

11. Is there any contract signed by the employees while joining the organization?

- Yes
- No

12. Is the newly emerged digital recruitment process performed in your organization is up to satisfaction?

- Highly satisfied
- Satisfied
- Neutral
- Dissatisfied
- Highly Dissatisfied

13. Which is the most important quality that the organization looks for in a candidate?

- Knowledge

- Past Experience
- Team Work Ability
- Optimistic Nature
- Others

14. Do you agree whether the job analysis was done for each position?

- Strongly Agree
- Agree
- Neutral
- Strongly Disagree
- Disagree

15. Do you agree that applying through job portals and social networking sites is easily accessible to the candidate?

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

16. Do you agree the newly emerged digital tools used in the recruitment process have improved the workforce analytics of the company?

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

17. Does agile recruiting furnish recruitment teams and hiring managers by breaking projects into smaller tasks, prioritization, and frequent feedback?

- Yes
- No

18. Do you agree the practice of remote working been more effective in the digital recruitment process?

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

19. Do you agree that, in the turbulent period, does the agile approach to recruitment, enable organizations to adjust to the changing situation and quickly adapt their activities?

- Strongly agree
- Agree
- Neutral
- Disagree
- Strongly disagree

20. Do you feel whether the recruiter's stand to identify right person to right job based as per the recruitment process?

- Yes
- No

21. Rate your satisfaction for advanced AI tools used in the digital recruitment?

- Satisfied
- Highly satisfied
- Neutral
- Not satisfied
- Highly not satisfied

22. Do you agree that post selection of the candidate whether proper feedback has been shared by the client?

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree

23. Would you recommend your company to start Smart Recruiting is to reach candidates remotely and through their mobile devices? (Through Applications).

- Yes
- No

24. Do you think that candidate recruited through job portals motivates the current employees making them feel that the hired person is not appointed through any referral?

- Yes
- No

25. How important is employer branding to your recruitment strategy used in your company?

- Strongly Agree
- Agree
- Neutral
- Disagree
- Strongly Disagree