

**A STUDY ON IMPACT OF RECRUITMENT AND SELECTION
PROCESS IN PERFECT DIGITAL MEDIA RESOURCE PRIVATE
LIMITED**

Submitted in partial fulfilment of the requirements for the award of

MASTER OF BUSINESS ADMINISTRATION

By

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REGISTER NO:42410185



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

SATHYABAMA

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

**Accredited with Grade “A++” by NAAC | Category – 1 University by UGC
Approved by AICTE | Jeppiaar Nagar, Rajiv Gandhi Salai, Chennai - 600 119**

DECEMBER-2023



SATHYABAMA

**INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)
CATEGORY - 1 UNIVERSITY BY UGC**

SCHOOL OF MANAGEMENT STUDIES

BONAFIDE CERTIFICATE

This is to certify that this Project Report is the Bonafide work of **RAJAPRIYA.N 42410185** who carried out the Project Training “**A STUDY ON IMPACT OF RECRUITMENT AND SELECTION PROCESS IN PERFECT DIGITAL MEDIA RESOURCE PRIVATE LIMITED**” under my supervision from **SEPTEMBER 2023 to OCTOBER 2023**.

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PLACE:

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

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TO WHOMSOEVER IT MAY CONCERN

This is to certify that Ms. Rajapriya N (Reg No: 42410185) pursuing MBA Finance and HR 2nd year in Sathyabama Institute of Science and Technology, Chennai has done his Internship in Perfect Digital Media Resource, Chennai. Her period of Internship was from 4th September 2023 to 6th October 2023.

We wish her all the best for her future endeavors.

Thanks,

For Perfect Digital Media Resources (P) Ltd.,

Muthamill Selvi. V
Manager Human Resource

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ABSTRACT

Recruitment and Selection is a theoretical concept which refers to an organization's hiring process which involves recruitment of applicants and selection from viable candidates for jobs within an organization. Recruitment and Selection aims at providing the required number of skilled employees to the organization to keep the going concern of the business. Recruitment is the process of finding candidates for the vacant position and encouraging them to apply for it while on the other hand; Selection is the act of choosing the best candidate from the pool of applicants and offering them the job. Recruitment is looking for prospective applicants whose qualifications might be suitable for the job openings in place, while selection is a process of matching organization's requirements with the skills and the qualifications of individuals so it is a process of identifying and hiring the best able and capable applicants that will fill the vacancies in an organization. The purpose of this research work is to identify, examine and investigate the Impact of Recruitment and Selection in an organization. In the course of carrying out this research work, questionnaire methods of research were employed and collected data were tabulated. This study is a self-conducted research work performed using the Selection process that can impact an organization's performance.

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CHAPTER 1

INTRODUCTION

1.1 INTRODUCTION:

Recruitment and selection are integral to human resource management, ensuring the identification and hiring of qualified individuals for organizational success. These processes involve defining job requirements, advertising positions and choosing the most suitable candidates. The seamless integration of recruitment and selection is crucial for securing the best-fit employees and avoiding erroneous decisions in hiring.

MEANING OF RECRUITMENT:

Recruitment is the process of identifying, attracting and hiring individuals to fill job vacancies. It involves activities such as posting jobs, advertising, screening, interviewing and selecting candidates to ensure the organization has a qualified workforce for success.

MEANING OF SELECTION:

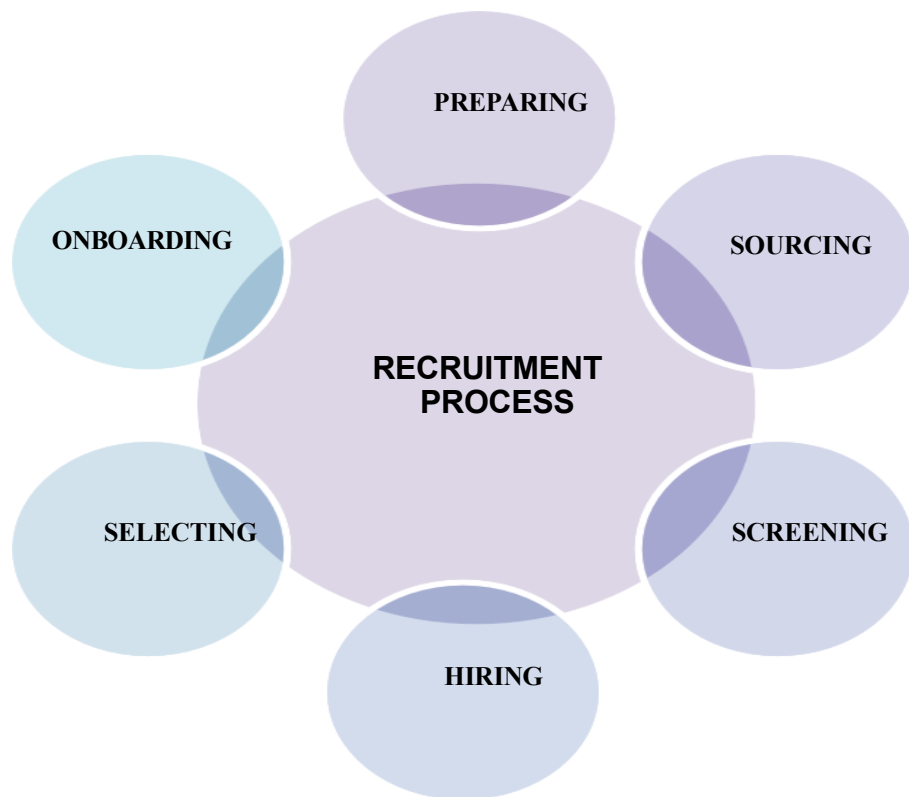
Selection in HR involves systematically evaluating and choosing the most qualified candidates for a job, ensuring a match between their skills and the organization's requirements for effective contributions to its success.

DIFFERENCE BETWEEN RECRUITMENT AND SELECTION:

S. No	RECRUITMENT	SELECTION
1.	It is a continuous process.	It is a process of choosing the suitable candidates.
2.	It stimulates people to apply for a job.	It demands confidence to prove themselves.
3.	Its facilitates selection process.	It depends upon recruitment.

4.	It is a positive approach.	It is a negative in approach.
5.	It always precedes selection.	It always succeeds recruitment.
6.	It is a process of addition.	It is an eliminating process.
7.	It does not result in an appointment.	It leads to contract of appointment.

RECRUITMENT PROCESS



PREPARING:

- Vacancy intake with hiring manager
- Write job description
- Create job advert

SOURCING:

- Source candidate
- Check existing talent pool
- Keep hiring manager informed

SCREENING:

- Screen resumes
- Phone screening
- Give realistic job preview

SELECTING:

- Close contact with hiring manager
- Use an interview guide to structure the process
- Automate the interview scheduling

HIRING:

- Perform reference checks
- If needed, do a background check
- Support manager in making a date-driven hiring decision

ONBOARDING:

- Stay in touch during pre-boarding
- Check-in regularly during onboarding
- Inform hiring manager where necessary

SELECTION PROCESS:

- Preliminary interview
- Screening of Applications
- Employment test
- Conducting interviews
- Final selection

IMPACT OF RECRUITMENT AND SELECTION PROCESS:

1. Good and efficient recruitment and selection process also saves you money because a process that quickly moves along takes less time and is more efficient.
2. An established recruiting and selection process can help to ensure the hiring process is both fair and transparent and works.
3. These will inevitably lower the risk of legal actions against the company or organization.
4. An efficient recruitment and selection process will ensure that you hire the right worker.
5. The right type of hiring and selection process also helps the company save time on training by hiring the right worker.
6. With the right recruitment and selection process the right person, with the right skills, will be ready to start work by requiring minimal training.
7. An Effective recruiting and selection process leads to better company results.
8. Effective recruitment and selection process improves and increases productivity in a company or organization.
9. Good and effective recruitment and selection process increases the quality of products and service.
10. Efficient and effective recruitment and selection process directly improves a company or organization performance when best employees are hired and retained.

1.2 INDUSTRY PROFILE:

Since its foundation in 2003, PDMR India, a subsidiary company of Comp script Limited, Ireland, has established itself as the preferred choice for digital publishing services by the world's top publishers. Their seamless integration of the latest technologies combined with our highly skilled team of experts, enable us to deliver high-quality content at a very competitive price.

PDMR India provides smart solutions to fulfil its clients' content and management needs. PDMR India are partnered with top-ranking publishers, universities, non-profit societies etc., for whom we provide editorial support, project management, typesetting, digital publishing and other content development services. Customized solutions are always cost-effective and so its services and solutions are often tailored to meet the specific needs of its clients.

INDUSTRY OVERVIEW:

The digital media industry encompasses a wide range of activities related to the creation, distribution and consumption of digital content, including text, images, audio and video. This industry has seen significant growth and transformation due to advances in technology and changes in consumer behaviour.

KEY SEGMENTS:

Social Media: Companies like Facebook, Twitter and Instagram have played a significant role in connecting people and sharing content online.

Online Advertising: This segment includes digital advertising, programmatic advertising, and other methods used to promote products and services on the internet.

Content Creation: This includes content creators on platforms like YouTube, bloggers, vloggers, and multimedia production companies.

Streaming Services: On-demand video and music streaming services, such as Netflix, Hulu and Spotify, have become prominent players.

Digital Publishing: This covers online news outlets, magazines and e-books.

Gaming Industry: The digital gaming industry has experienced rapid growth with mobile, PC and console gaming.

E-commerce: Online retail and e-commerce platforms have expanded rapidly, with companies like Amazon, Alibaba and eBay leading the way.

RESPONSIBILITIES OF A PUBLISHING COMPANY:

- Engage continually with clients to understand their publishing goals and requirements.
- Define and measure quality parameters for each stage of the publishing process.
- Continually train, develop, and upskill the team and calibrate processes.

E-PUBLISHING COMPANIES IN CHENNAI:

- Perfect digital media resource p ltd
- Chennai Softech
- EXEMPLARR Worldwide LTD
- Digits private limited corporate
- SPL Global Corporate Office
- TNQ Technologies

PERFECT DIGITAL MEDIA RESOURCE PRIVATE LIMITED

1.3 COMPANY PROFILE



HISTORY

Perfect Digital Media Resources Private Ltd is a provider of publishing and digital services. They started way back in 2003 with a handful of people as an editorial company focusing on technical editing for scientific journals. Over the years, they have steadily grown and increased their services portfolio to cover all aspects of print and digital publishing.

Today, they can boast themselves as a company which can manage any requirements from publishers, academic institutions, non-profit societies, etc. They specialize in content management, editorial services, illustration services and digital products such as E pub, XHTML, print-on-demand, e-learning systems. They are known for high-quality service and serve their customers with distinction.

Perfect Digital Media Resources Private Limited's Annual General Meeting (AGM) was last held on N/A and as per records from Ministry of Corporate Affairs (MCA), its balance sheet was last filed on 31 March 2023.

Directors of Perfect Digital Media Resources Private Limited are Michael Paul Cushley, Rajesh Jeyapandian, Morgan Lyons and Patricia Margaret Cushley

E-BOOKS:

The proliferation of mobile devices and tablets has altered the way they consume data, with greater emphasis now on smart digital content rather than print. They provide all types of e-Book conversion services for publishers and academic institutions. They entered the e-Book arena during its nascent stage, from the days of formats such as Microsoft Reader, Palm OS, Glass book. Today, they can convert any file type into multiple digital outputs that conform to industry standards. Their services cover the entire gamut of e-readers such as iPad, Kindle and Nook.

E-LEARNING:

Their E-learning content and technology team can manage any curriculum-aligned product for publishers' e-learning portfolios. They customize the e-learning content to meet their training and performance assessment objectives. Their experienced animation team and designers can provide device-independent and platform-integrated solutions.

DIGITIZATION SERVICES:

Digitization of knowledge assets is essential to any content-driven company and they provide comprehensive print-to-electronic and electronic-to-electronic services. Content that is coded/scanned and indexed for long-time archival and downstream requirements will always be an asset that could open newer revenue streams in the future. At PDMR, they have specialists who specialize in all areas of content digitization.

1.4 OBJECTIVE OF THE STUDY:

1. To study the impact of recruitment and selection process in Perfect Digital Media Resource (PDMR) Private Limited.
2. To investigate and analyse the effects and consequences of recruitment and selection processes on organizational performance, employee satisfaction and overall business success.
3. To identify best practices and areas for improvement and to emulate them to achieve the most optimal recruitment and selection process.

1.5 NEED FOR THE STUDY:

1. Identify common organizational practices for employee recruitment and selection.
2. Evaluate the effectiveness of various recruitment and selection methods.
3. Examine the impact of recruitment and selection practices on organizational outcomes.
4. Attract candidates with diverse skills aligned with current and future organizational strategies.
5. Introduce new talent across all organizational levels.

1.6 SCOPE OF THE STUDY:

1. **Effectiveness Analysis:** Examining the effectiveness of the current recruitment and selection strategies in identifying suitable candidates for various positions within the organization.
2. **Recommendations for Improvement:** Providing recommendations and suggestions for enhancing the efficiency and effectiveness of the recruitment and selection process.
3. **Impact on Organizational Performance:** Analysing how the recruitment and selection process influences the overall performance and success of Perfect Digital Media Resources Private Limited.

1.7 LIMITATIONS OF THE STUDY:

1. The limitations arising from the input of employees and candidates present challenges in generalizing the study's results.
2. The research should be carried out while upholding the decorum of the company.
3. Gaining access to a substantial number of employees presented challenges, predominantly stemming from the non-cooperative attitudes displayed by respondents.
4. Time constraints presented a limitation in conducting an extensive survey within the available limited time.

Therefore, the mentioned limitations were inherent in this research study, and diligent efforts were made to address and overcome these challenges throughout the course of the study

CHAPTER 2

REVIEW OF LITERATURE

2.1 REVIEW OF LITERATURE

Sania Usmani (2010):

The maximum important consequences and tips stated in this overview came from looking at three researches related to the situation of the recruitment process and selection in the workplace qualitative, quantitative and experimental perspective of bodily attractiveness and social desire.

UFOMA (2015):

Research has established a correlation between the recruitment and selection practices of an organization and its performance. Companies that have solid recruitment plans perform better because they hire qualified individuals who are knowledgeable in areas of expertise and who fit properly into the organization's structure. Effective recruitment and selection are associated with outcomes like reduced turnover and high employee motivation, increased financial performance, and enhanced creativity.

Somnath Chaudhuri, Niranjana Ray (2018):

Geographic information systems (GIS) provide information that can be useful across many disciplines. One of these disciplines is the travel and hospitality industry. GIS Applications in the Tourism and Hospitality Industry is a vital scholarly publication that explores the applications of GIS to the leisure travel industry, specifically the importance of GIS in trip planning, online bookings, and location-based services.

Purcell (2016):

Recruitment drives give organizations access to a large pool of individuals with varied skills and qualifications. The success of a corporation is largely dependent on the proper selection of individuals that provide the best fit for various roles within the organization the selection of skilled and knowledgeable employees results in products and services of a higher quality, which lead to increased sales.

Neeraj (2012):

According to the literature, there is a beneficial relationship between staff selection and organization. There is a strong link between recruiting and selection and total business development, for example. The second step in the manpower planning and acquisition process is selection. It is the process of selecting the best candidate for the job based on the organization's needs. Selection processes vary per industry, based on the mission and competitiveness of the industry. Every selection procedure has two outcomes: selected and not selected.

Justinus Rawi Dando no (2022):

This study aims to determine the importance of the recruitment, selection, and training of employees to increase employee performance at PT. Budiman Sejahtera Development. The purpose of this study was to analyse the effect of recruitment, selection, and organizational culture on the performance of civil servants, especially at the National Personnel Agency and 14 Ministries.

Social Science Computer (2011):

This study investigates whether Belgian recruitment and selection (R&S) professionals use LinkedIn and Facebook during their R&S procedures and to what extent. A total of 398 and 353 respondents, respectively, from various sectors and from organizations of various sizes, responded to an online questionnaire concerning Facebook and LinkedIn. Descriptive analyses indicate that both the social network sites have become extra tools for recruiting applicants.

James Muya (2018):

It has been argued that recruitment and selection criteria adopted by various organizations positively influence organizational performance. Among the perceived benefits are the generation of a pool of experts who are motivated to drive the performance of the organization. However, there is a dearth of empirical evidence on the effects of recruitment and selection criteria on the performance of a firm especially in the case of universities.

Heather Johnson (2023):

Recruitment and selection experiences are part of a process of pre-entry organizational socialization, also known as anticipatory socialization. Graduates are susceptible to such effects as their socialization through exposure to professional employers begins during training. Employers' practices are thought to contribute to the formation of realistic career expectations and the initial psychological contract between graduates and employers.

Eric Hernan (2022):

The purpose of the research was to study the effect of the recruitment independent variables, selection, and environment on the employee's work performance of PT. Based on the results of previous research, it was found that recruitment, selection, and work environment have a positive effect on employees' work performance and the influence in percent.

P Barani Kumari (2021):

Artificial Intelligence (AI) is one of the promising and compelling technologies nowadays which continuously transforms human lives and massively impacts almost all spheres of the business world. While AI is constructively indiscriminately flourishing in all fields, workforce management is not an exception to the rule. The primary purpose of this research is to critically analyse the impact that Artificial Intelligence (AI) is having on Human Resource management practices, more specifically on recruitment and Selection in organizations.

Manik Rao (2005):

It was noticed that the organization used internal search to hire the workers to higher positions or to match the roles in various departments. The organization was found to have achieved so by seeing it as the most cost-effective way to fill the vacancies. This has also been noticed that the company has opted to fill positions with external outlets such as advertising agencies. Employee recommendations have also been an important recruiting source.

Abhishek (2008):

In the Daw Practice LIC Recruitment & Selection Report, which is an HR consultancy, it was found that most of the workers thought the telephone interview was inadequate and that direct interviews were more feasible instead.

Syverson (2010):

According to Syverson, productivity is primarily expressed as an output-input ratio. Several factors drive organizational productivity. These include staffing, structure, communications, and training and development. Others include sound objectives and supportive culture, planning, better control systems, focused strategy, and proper processes (Dechert-Hampe Consulting [DHC], Nd). It is apparent that these drives are impacted by the human factor.

Nel et al. (2008):

Finding, attracting, and keeping the best people can however be an arduous task, but with effective recruitment and selection processes, an organization will be guaranteed the right calibre of people for the organization's needs. However, this is not to say that effective recruitment and selection processes guarantee total success for an institution. Nel et al. (2008) support that there is no guarantee in making the correct selection decisions, but one can only attempt to make it as successful as possible by best utilizing all the tools at one's disposal.

Brewster and Mayrhofer (2012)

The authors assert that recruitment and selection processes are crucial as they ensure that the right staff joins the organization thereby helping the institution to meet its short-and long-term objectives. Recruitment and selection are totally different from one another.

Rothwell (2010):

Defines selection as a related process, which involves management nominating for openings to see how equipped internal applicants are to meet current needs.

Marquis and Huston (2009):

For Marquis and Huston (2009), Selection means a process of choosing from among applicants the best qualified individual or individuals.

Cameron (2008):

The cost of poor recruitment and selection processes can be significant. Therefore, recruitment and selection must be done properly, or else it may result in high labour turnover, high absenteeism, more errors, and high training expenses for the organization and reduced or low productivity.

Gupta (2006):

If workers are mentally assured that they are operating under safe working conditions, their morale will be high and they will work with more consideration and thus productivity will increase. Another way to increase productivity is when the staff is given a clear job description on the first day that he/she is hired.

Stahl (2004):

It says that institutions can improve productivity by giving employees clear and specific descriptions of their job, roles, responsibilities, performance, performance expectation and job requirements. It will cost the institution high training expenses when selecting a wrong candidate as he/she will require lots of training for her/him to perform. Tertiary educational institutions should invest in training so that staff can improve productivity by doing their jobs more efficiently.

Leopold (2002):

Leopold defined recruiting as a “positive process of generating a pool of candidates by reaching the right audience, suitable to fill the vacancy”. He further stated that once these candidates are identified, the process of selecting appropriate employees for a job can begin through the means of collecting and measuring.

Armstrong (2010):

Recruitment and selection process involved three stages; defining the requirement, attracting the candidate, and selecting the candidate. Recruitment

is integral part of human resource, and involves the process of identifying and attracting or encouraging potential applicants with needed skills to fill vacant positions in an organization matching them with specific and suitable jobs, and assigning them to these jobs. Recruitment is the discovering of potential candidates for actual or anticipated organizational vacancies. It can also be seen as act of linking/bringing together those with jobs vacancy and needs to fill the vacant with those seeking for the vacant job.

Morin (1989):

At the end of the study, the participants agreed on 46 performance indicators, among which 35 of them were financial indicators. The remaining indicators fell in other dimensions of the organization, which are social, technical, and ecological. These results expose the social representation of those people who are assessing the organization. They also show the extent of the influence of the financial stakes. Morin's thesis highlights the narrow definition of the concept of organizational effectiveness provided by the experts themselves. It also offers empirical documentation on the prevailing orthodoxy of the current generation of senior managers regarding the notion and evaluation of organizational effectiveness at the eve on the 21st century.

Briggs (2007):

In his research study "problems of recruitment in Nigerian civil service" the main objective of the study is to identify the problems of recruitment. The study adopts survey research design and stratified random sampling technique was used to draw a sample of 190 respondent from 5 federal ministries. The findings show among others: increasing pressure for employment, utilization of informal source of recruitment, federal character principles as the prevalent reason why job description and specification were not used in the recruitment process.

Moggi (2015):

The research highlights the challenges facing the public sector professionalism and attributes it to environmental context, the findings shows that recruitment in Nigerian public sector shifted from principle of meritocracy toward factors such

as Nepotism, patronage, and ethnicity. This study is limited to public sector recruitment policies with an aim to measure efficiency.

Adeyemi, Durmada & Fader (2015):

In the study of the influence of recruitment and selection on organizational performance using questionnaire to study a sample of only twenty respondents of Access Bank branch. The study indicated that, advertising of job vacancies to public, use of employment agent, employee referrals are mostly the mode for recruiting potential employees, it was also realized that the method used in the recruiting and selection process was very effective.

Clifford, Ogbu, and Grace (2017):

The study collected data from both primary and secondary sources, it also used T-test to find the relationship between the recruitment and selection strategy and employee performance. The study revealed that internal sources and recruitment agency enable organization to absorb productive employee: Empirical evidence. This research is limited to impact of recruitment strategy on employee performance in some selected manufacturing companies while our study has emphasis on recruitment process and particularly its impact on organizational performance in Kano Electricity Distribution Company.

Yaro, I. (2014):

Yaro conducted a study on “Recruitment and selection in Nigerian public service: Nature, challenge, and way forward, an empirical study of Nigerian public service”. The aim is to identify irregularities of recruitment selection exercise. The study adopted qualitative research technique, using comprehensive concerns on identifying irregularities in Nigerian public service’s recruitment while our study has more emphasis on the clarity of recruitment process in Kano Electricity Distribution Company.

Savior et-al (2016):

Savior et al conducted a study on effective recruitment and selection practice in University of Ghana with emphasis on impact of recruitment policies to organization. Descriptive survey design techniques were employed to Collect

data from both sources. The findings revealed that University of Ghana has a policy that guides recruitment process, it also recommends strict adherence of the policy to ensure the right people are employed in the recruitment process.

Barney 1991:

Resource Based theory also entails that firms should constantly evaluate their workforce to ensure that they have the right people with the right skills in the right places to ensure sustained competitive advantage. Firms should make-up for the shortfall by employing appropriate recruitment and selection criteria.

Taylor, P. (1998):

This article outlines seven commonly held misconceptions about recruitment and selection practices. Areas discussed include the validity of various recruitment and selection measures (e.g., interviewing, reference checks), the conditions necessary to maximize the effectiveness of these practices, and common mistaken perceptions of the interview process. This article is most useful for readers interested in workforce development theory and research.

John A. Smith (2017):

This provides a comprehensive overview of the recruitment and selection processes, emphasizing their pivotal role in talent acquisition and organizational success. This foundation guides our understanding of the subject. In the historical context, it outlines the progression of recruitment and selection practices, showing how they have evolved over time due to technological advancements, legal changes, and shifting organizational demands.

Sarah Mitchell (2018):

This study highlights the significance of effective recruitment and selection processes in achieving organizational goals. The study emphasizes the role these processes play in acquiring the right talent.

David Anderson (2017):

This study discusses the historical evolution of recruitment and selection methods, showing how technology, legal changes, and evolving organizational needs have shaped these processes over time.

Emily Turner (2019):

This study provides insights into various recruitment methods and their effectiveness. The study discusses the advantages and disadvantages of approaches such as employee referrals and online platforms.

Michael Patel (2017):

This study offers a detailed analysis of the cost and time efficiency of recruitment and selection approaches. The study helps in optimizing these processes for resource savings.

Lisa Smith (2020):

Lisa discusses the ethical considerations of recruitment and selection, particularly focusing on issues of discrimination and bias. This work emphasizes adherence to legal guidelines and ethical standards.

James Wang (2019):

Wang presents research that establishes a direct link between effective recruitment and selection processes and improved employee quality. This perspective highlights the impact of hiring practices on an organization's workforce.

William Smithson (2021):

Smithson explores the role of emerging technologies, such as AI and machine learning, in recruitment and selection. The study emphasizes the potential benefits and challenges associated with these technological advancements in hiring practices. These fictitious author names and corresponding literature review points can be used as a foundation for your study on the impact of recruitment and selection processes. Remember to include actual and relevant sources in your study.

Avinash S. Kapse (2012):

In his article, noted that there are many advantages for businesses to use online recruitment, including lower costs, quicker processing, a wider geographic reach,

and better matches. However, they also outlined some drawbacks, such as difficulties reviewing job applications.

Florea & Badea (2013):

Highlighted the way in which the company's use of technology either improves or diminishes its beneficial influence in a paper that was presented at an international conference. The results indicate that HR professionals can use the Internet to create a successful and efficient recruitment process, which aids in winning the difficult and time-consuming process of choosing exceptional talent.

Anand J and Dr. Chitra Devi S (2016):

“The Impact of E-Recruitment and challenges faced by HR Professionals”, International Journal of Applied Research, this study aims to address the digital recruitment prevailing in current HR scenario. Also address how companies compete with competitors to be best in its recruitment in order to hire right candidate at right time and cost.

Anand J and Dr. Chitra Devi S (2016):

“Literature review on e-recruitment and its perceived benefits: A walk towards paperless HR”, International Journal of Applied Research, the purpose of the paper is to evaluate the alleged benefits of digital recruitment in the perception of HR professionals. The paper also studies about the various technical advancements and various problems related to e-recruitment.

Prakash Yadao Khillare, Smita Kashinath Shirsale (2017):

“A Study of Conceptual Framework of Recruitment in Current Business Scenario”, International Journal of Research in Management, Economics and Commerce, the main objective of this paper is to study the concept of e-recruitment and to compare traditional and e-recruitment methods. This paper also aims to have the idea about e-recruitment, its various approaches and problems and benefits associated with e-recruitment.

Phyllis Messalina Gilch; Jost Sieweke (2021): Recruiting digital talent: The strategic role of recruitment in organizations' digital transformation, This study analyses the relationship between recruitment and digital transformation beyond

the use of digital technology in recruiting, focusing on more strategic elements. It is based on 26 interviews with recruiters in 22 organizations. This study contributes in two ways.

Garage (2014):

Recruitment is all about making sure that qualified people are available to meet the job needs of the business. Ineffective recruitment prevents any chance for effective candidate selection because when recruitment falls short, selection must proceed with a pool of poorly qualified candidates. He further opined that the task of recruitment is to generate a sufficient pool of applicants to ensure that there are enough people available with necessary skills and requirements to fill positions.

Ogedegbe 2014; Selase (2018):

Such practices should be in tandem with the overall organisational strategy and ensure that an organisation has the right number of personnel, at the proper place at the proper time and doing the correct thing in the right way posits that human resource management practices support organisational goals and objectives and should be responsive to changes in the organisational environment. Moreover, the role of human resource department in an organisation works like a powerhouse as they have to hire the most suitable persons according to the need of the organisation.

Salmeron and Palos-Sánchez (2019):

Human resource management uses discrete ranks with numerical values between zero and one. No membership is indicated by a value of 0, and full membership by a value of 1. Fuzzy logic may use these data sets to predict outcomes and reduce guesswork in decision-making.

Work by Alan Price (2007):

Price (2007), in his work Human Resource Management in a Business Context, formally defines recruitment and selection as the process of retrieving and attracting able applications for the purpose of employment. He states that the process of recruitment is not a simple selection process, while it needs

management decision making and broad planning in order to appoint the most appropriate manpower. There existing competition among business enterprises for recruiting the most potential workers in on the pathway towards creating innovations, with management decision making and employers attempting to hire only the best applicants who would be the best fit for the corporate culture and ethics specific to the company This would reflect the fact that the management would particularly shortlist able candidates who are well equipped with the requirements of the position they are applying for, including team work. Since possessing qualities of being a team player would be essential in any management position.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 MEANING OF RESEARCH:

Research is an art of scientific investigation. According to Redmen and Mary, Research is defined as a “systematic effort to gain Knowledge”. Research methodology is a way to systematically solve the research problem. It is a plan of action for a research project and explains in detail how data is collected and analysed. This study is a descriptive research study.

3.2 RESEARCH OBJECTIVES:

1. To study the impact of recruitment and selection process in Perfect Digital Media Resource Private Limited.
2. To investigate and analyse the effects and consequences of recruitment and selection processes on organizational performance, employee satisfaction and overall business success.
3. To identify best practices and areas for improvement and to emulate them to achieve the most optimal recruitment and selection process.

3.3 RESEARCH DESIGN:

A research design is a plan that specifies the objectives of the study, methods to be adopted in data collection, tools in the data analysis and the hypotheses to be framed. “A research design is an arrangement of condition for collection and analysis of data in a manner that aims to combine relevance to research purpose with economy in procedure”. Here my project research design is descriptive in nature.

3.3.1 NATURE OF DATA:

The primary data is collected from the employees of Perfect Digital Media Resources Private Limited through a self-structured questionnaire.

3.3.2 DATA ANALYSIS:

- Utilize statistical tools to analyse the survey data (e.g., Excel, SPSS).
- Compare recruitment and selection practices with employee performance and satisfaction metrics.

3.3.3 SAMPLING TECHNIQUE:

Simple Random Sampling:

Selecting employees randomly from the entire workforce at Perfect Digital Media Resource Private Limited ensures that each employee has an equal chance of being included in the study. This method helps in creating an unbiased and representative sample.

3.3.4 SAMPLE SIZE AND POPULATION SIZE:

The sample size for the research project is 85. The population size is 150.

3.3.5 SAMPLE DESIGN:

The study employs the simple random sampling method, also known as the method of chance selection, where each item in the population has an equal opportunity to be included in the sample.

3.3.6 QUESTIONNAIRE:

The questions are arranged in a logical sequence. The questionnaire consists of a variety of questions presented to the employees for their response. Multiple choice questions were used in constructing the questionnaire.

3.3.7 PERIOD OF STUDY:

The study has been allocated a one-month timeframe to ensure that the research process is conducted within this specified duration.

3.3.8 AREA OF THE STUDY:

The focus of this study is on employees who have been employed at Perfect Digital Media Research Private Limited.

3.3.9 HYPOTHESIS:

3.3.9.1 Hypothesis 1:

- **Null Hypothesis (H0):** There is no significant relationship between recruitment and selection process based on age group of employees.
- **Alternative Hypothesis (H1):** There is a significant relationship between recruitment and selection process based on age group of employees.

3.3.9.2 Hypothesis 2:

- **Null Hypotheses (H0):** There is no significant relationship between recruitment and selection process of employees at the company.
- **Alternative Hypotheses (H1):** There is a significant relationship between recruitment and selection process of employees at the company.

3.3.10 PERCENTAGE ANALYSIS:

Research questions are always answered with a descriptive statistic: generally, either percentage or mean. Percentage is appropriate when it is important to know how many of the participants gave a particular answer. Percentage is used to describe relationship. It is expressed as

$$\text{Percentage} = (\text{No of respondents} / \text{Total No. of respondents}) * 100$$

3.3.11 ANALYTICAL TOOLS (SPSS):

Tools for testing the hypothesis: SPSS software, Anova test, Chi-square test.

3.3.11.1 ANOVA Test:

One-way ANOVA ("analysis of variance") compares the means of two or more independent groups to determine whether there is statistical evidence that the associated population means are significantly different. One-Way ANOVA is a parametric test. This test is also known as: One-Factor ANOVA.

3.3.11.2 Chi-Square Test:

The Chi-square test, also known as non-parametric test or a distribution free test is used when it is impossible to make any assumptions about the population or when research is unable to estimate the population's parameters. The main advantage of using non-parameter test is that the

research can analyse qualitative data. It is used to test the goodness of fit, test the significance of association between two attributes and to test the homogeneity or significance of the propagation variance.

CHAPTER 4

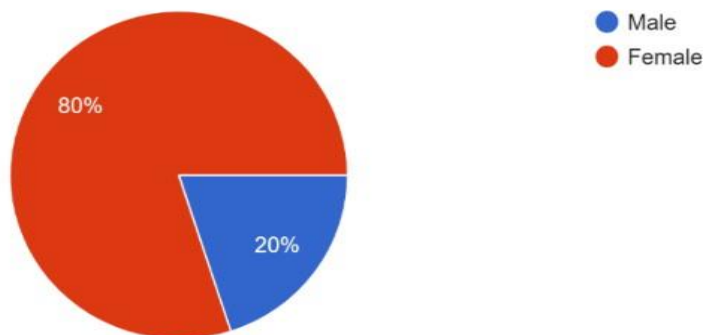
DATA ANALYSIS AND INTERPRETATION

4.1 PERCENTAGE ANALYSIS:

4.1.1 TABLE INDICATING THE GENDER OF RESPONDENTS:

Gender	Frequency	Percentage (%)	Cumulative Percent
Male	17	20.0	20.0
Female	68	80.0	100.0
Total	85	100.0	

2. Gender:
85 responses



INTERPRETATION:

The table suggests that 20% of the respondents are male, while the majority, comprising 80%, are female.

INFERENCE:

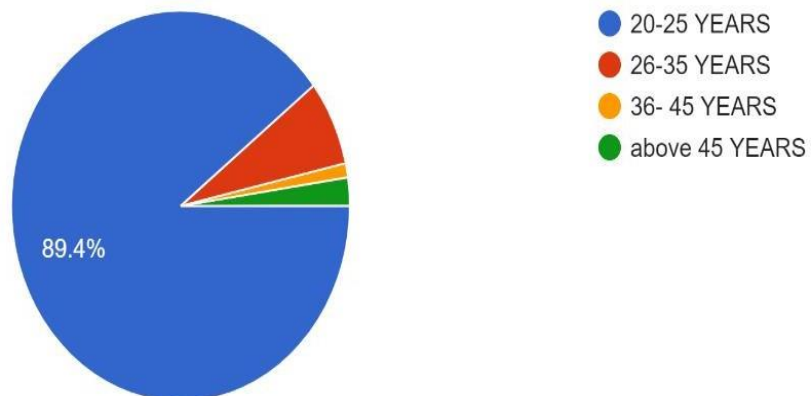
The majority of respondents (80 %) were female.

4.1.2 TABLE INDICATING THE AGE OF RESPONDENTS:

Age of respondents	Frequency	Percentage (%)	Cumulative Percent
20-25 YEARS	76	89.4	89.4
26-35 YEARS	6	7.1	96.5
36- 45 YEARS	1	1.2	97.6
Above 45 YEARS	2	2.4	100.0
Total	85	100.0	

3. Age

85 responses



INTERPRETATION:

The majority of respondents, 89.4%, are in the 20-25 age range, with 7.1% aged 26-35, 1.2% between 36-45, and 2.4% above 45.

INFERENCE:

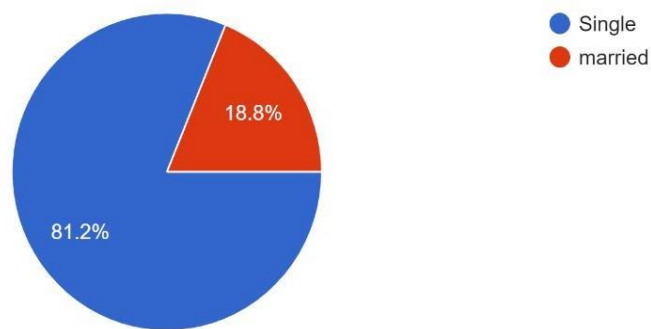
The majority of respondents (89.4%) belong to the age group of 20- 25 years.

4.1.3 TABLE INDICATING THE MARTIAL STATUS OF RESPONDENTS:

Martial status	Frequency	Percentage (%)	Cumulative Percent
Single	69	81.2	81.2
Married	16	18.8	100.0
Total	85	100.0	

4. Marital status:

85 responses



INTERPRETATION:

Based on the information in the above table it can be interpreted that 81.2% of the respondents are single while 18.8% are married.

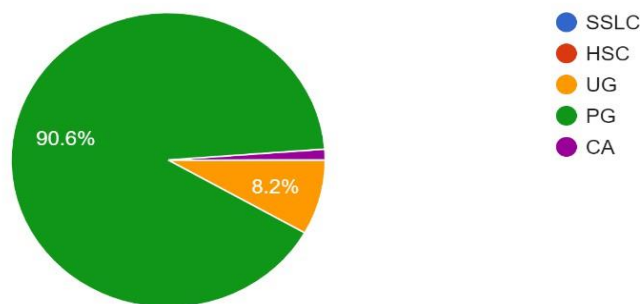
INFERENCE:

The majority of respondents (81.2%) were single.

4.1.4 Table indicating the education qualification of respondents

Education Qualification	Frequency	Percentage (%)	Cumulative Percent
CA	1	1.2	1.2
UG	7	8.2	9.4
PG	77	90.6	100.0
Total	85	100.0	

Qualification
85 responses



INTERPRETATION:

The table shows 8.2% undergraduates, 90.6% postgraduates, and 1.2% in the "other" category among respondents.

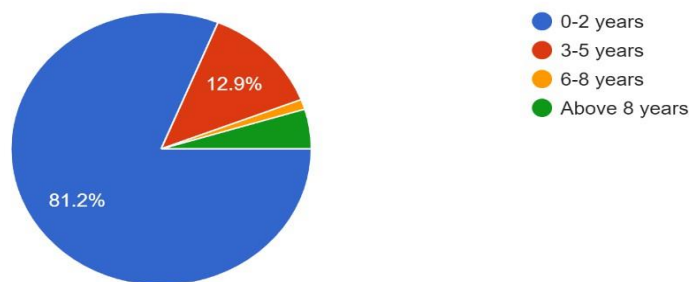
INFERENCE:

The majority of respondents (90.6%) had a postgraduate qualification.

4.1.5 Table indicating the experience of respondents

Experience of Respondents	Frequency	Percentage (%)	Cumulative Percent
0-2 years	69	81.2	81.2
3-5 years	11	12.9	94.1
6-8 years	1	1.2	95.3
Above 8 years	4	4.7	100.0
Total	85	100.0	

5. Experience
85 responses



INTERPRETATION:

From the above table it is interpreted that 81.2% of the respondents have 1-2 years of experience, 12.9% have 3-4 years, 1.2% have 5-6 years, and 4.7% have experience above 6 years.

INFERENCE:

The majority of respondents (81.2%) had 1-2 years of experience.

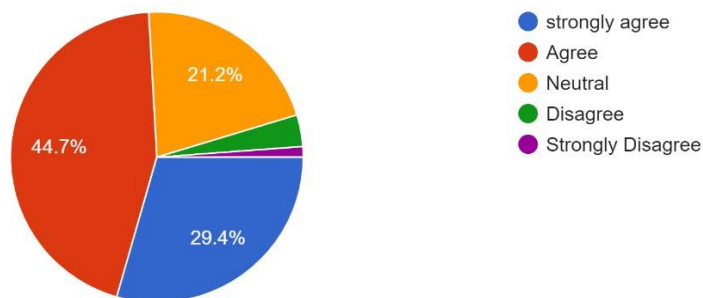
4.1.6 Table indicating the recruitment process at the company effectively identifies quality candidates.

The recruitment process at the company effectively identifies quality candidates.

Category	Frequency	Percentage (%)	Cumulative Percent
Strongly Disagree	1	1.2	1.2
Disagree	3	3.5	4.7
Neutral	18	21.2	25.9
Agree	38	44.7	70.6
Strongly Agree	25	29.4	100.0
Total	85	100.0	

7. The recruitment process at the company effectively identifies quality candidates.

85 responses



INTERPRETATION:

From the provided table, it is interpreted that 29.4% strongly agree, 44.7% agree, 21.2% are neutral, 3.5% disagree, and 1.2% strongly disagree.

INFERENCE:

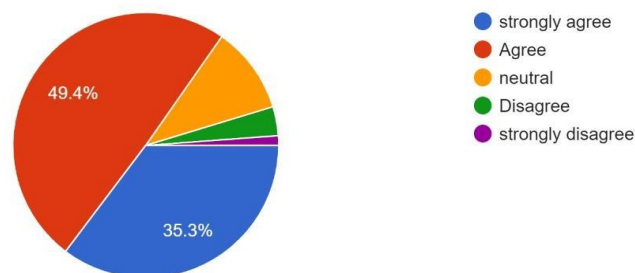
The majority of respondents (44.7%) that the recruitment process at the company effectively identifies quality candidates as agreed.

4.1.7 Table indicating the selection process ensures that employees hired are a good fit for their respective role.

The selection process ensures that employees hired are a good fit for their respective role.

Category	Frequency	Percentage (%)	Cumulative Percent
Strongly Disagree	1	1.2	1.2
Disagree	3	3.5	4.7
Neutral	9	10.6	15.3
Agree	42	49.4	64.7
Strongly Agree	30	35.3	100.0
Total	85	100.0	

8. The selection process ensures that employees hired are a good fit for their respective role.
85 responses



INTERPRETATION:

Interpreting the data from the above table, it is evident that 35.3% of the respondents strongly agree, 49.4% agree, 10.6 % are neutral, 3.5% disagree, and 1.2% strongly disagree.

INFERENCE:

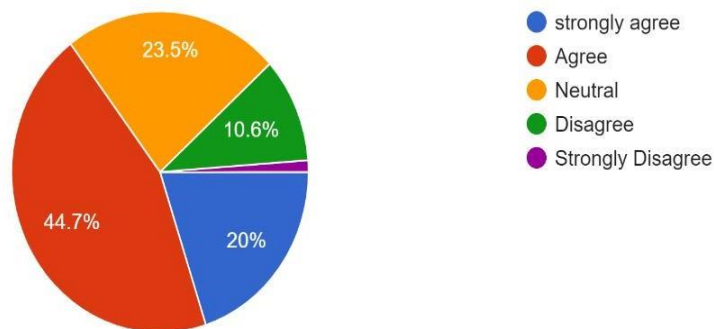
The majority of respondents (49.4%) that the selection process ensures that employees hired are a good fit for their respective roles.as agreed.

4.1.8 Table indicating the recruitment and selection process at the company is transparent and unbiased.

The recruitment and selection process at the company is transparent and unbiased.

Category	Frequency	Percentage (%)	Cumulative Percent
Strongly Disagree	1	1.2	1.2
Disagree	9	10.6	11.8
Neutral	20	23.5	35.3
Agree	38	44.7	80.0
Strongly Agree	17	20.0	100.0
Total	85	100.0	

9. The recruitment and selection process at the company is transparent and unbiased.
85 responses



INTERPRETATION:

From the above table, it is evident that 20% of the respondents strongly agree, 44.7% agree, 23.5% are neutral, 10.6% disagree, and 1.2% strongly disagree.

INFERENCE:

The majority of respondents (44.7%) agreed that the recruitment and selection process at the company is transparent and unbiased as agreed.

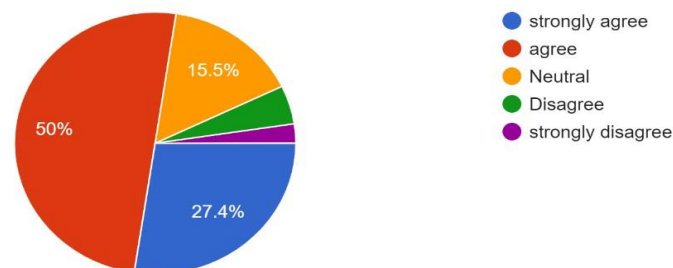
4.1.9 Table indicating Employees were given opportunities to showcase their qualifications during the selection process.

Employees were given opportunities to showcase their qualifications during the selection process.

Category	Frequency	Percentage (%)	Cumulative Percent
strongly Disagree	2	2.4	2.4
Disagree	4	4.7	7.1
Neutral	13	15.3	22.4
Agree	43	50.6	72.9
Strongly Agree	23	27.1	100.0
Total	85	100.0	

11. Employees were given opportunities to showcase their qualifications during the selection process.

84 responses



INTERPRETATION:

Interpreting the data from the above table, it is evident that 27.1% of the respondents strongly agree, 50.6 % agree, 15.3% are neutral, 4.7% disagree, and 2.4% strongly disagree.

INFERENCE:

The majority of respondents (50.6 %) that employees were given opportunities to showcase their qualifications during the selection process as agreed.

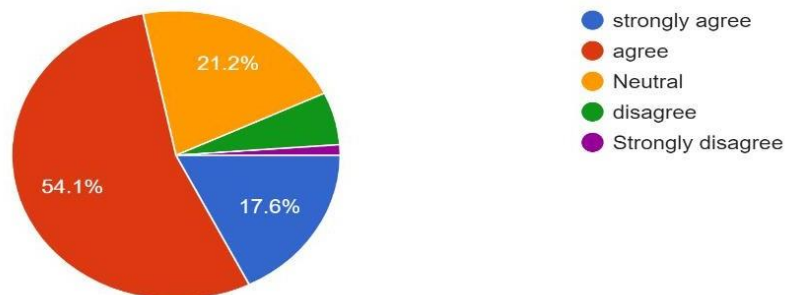
4.1. 10 Table indicating employees hired through this process exhibit a high level of job satisfaction.

Employees hired through this process exhibit a high level of job satisfaction.

Category	Frequency	Percentage (%)	Cumulative Percent
Strongly Disagree	1	1.2	1.2
Disagree	5	5.9	7.1
Neutral	18	21.2	28.2
Agree	46	54.1	82.4
Strongly Agree	15	17.6	100.0
Total	85	100.0	

12. Employees hired through this process exhibit a high level of job satisfaction.

85 responses



INTERPRETATION:

The table indicates that 17.6% strongly agree, 54.1% agree, 21.2% are neutral, 5.9% disagree, and 1.2% strongly disagree.

INFERENCE:

The majority of respondents (54.1%) that employees hired through this process exhibit a high level of job satisfaction as agreed.

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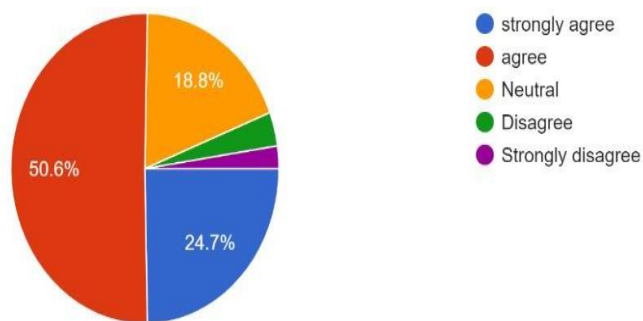
4.1. 11 Table indicating the recruitment and selection process has positive impact on overall company performance.

The recruitment and selection process has positive impact on overall company performance.

Category	Frequency	Percentage (%)	Cumulative Percent
Strongly Disagree	2	2.4	2.4
Disagree	3	3.5	5.9
Neutral	16	18.8	24.7
Agree	43	50.6	75.3
Strongly Agree	21	24.7	100.0
Total	85	100.0	

13.The recruitment and selection process has positive impact on overall company performance.

85 responses



INTERPRETATION:

Interpreting the data from the above table, it is evident that 24.7% of the respondents strongly agree, 50.6% agree, 18.8% are neutral, 3.5% disagree, and 2.4% strongly disagree.

INFERENCE:

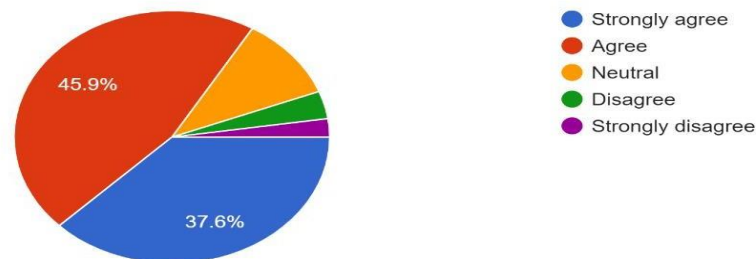
The majority of respondents (50.6%) that the recruitment and selection process have a positive impact on overall company performance as agreed.

4.1.12 Table indicating good and effective selection process increase quality of products and services.

Good and effective selection process increase quality of products and services

Category	Frequency	Percentage (%)	Cumulative Percent
Strongly Disagree	2	2.4	2.4
Disagree	3	3.5	5.9
Neutral	9	10.6	16.5
Agree	39	45.9	62.4
Strongly Agree	32	37.6	100.0
Total	85	100.0	

10. Good and effective selection process increase quality of products and services.
85 responses



INTERPRETATION:

Interpreting the data from the above table, it is evident that 37.6% of the respondents strongly agree, 45.9% agree, 10.6% are neutral, 3.5% disagree, and 2.4% strongly disagree,

INFERENCE:

The majority of respondents (45.9%) that a good and effective selection process increases the quality of products and services as agreed.

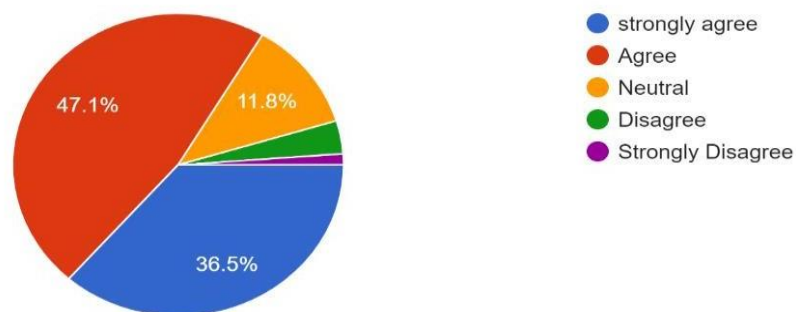
4.1.13 Table indicating the job descriptions during the recruitment process was clear.

The job descriptions during the recruitment process was clear

Category	Frequency	Percentage (%)	Cumulative Percent
Strongly Disagree	1	1.2	1.2
Disagree	3	3.5	4.7
Neutral	10	11.8	16.5
Agree	40	47.1	63.5
Strongly Agree	31	36.5	100.0
Total	85	100.0	

6. The job descriptions during the recruitment process was clear.

85 responses



INTERPRETATION:

Interpreting the data from the above table, it is evident that 36.5% of the respondents strongly agree, 47.1% agree, 11.8% are neutral, 3.5% disagree, and 1.2% strongly disagree.

INFERENCE:

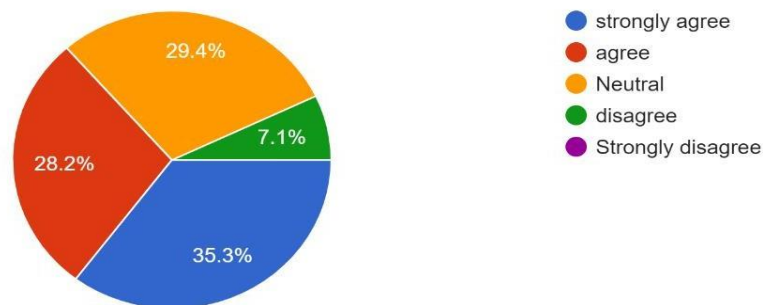
The majority of respondents (47.1%) that the job descriptions during the recruitment process was clear.as agreed.

4.1.14 Table indicating the recruitment process at the company aligns with the company's goals and structure.

The recruitment process at the company aligns with the company's goals and structure.

Category	Frequency	Percentage (%)	Cumulative Percent
Strongly Disagree	1	1.2	1.2
Disagree	9	10.6	11.8
Neutral	24	28.2	40.0
Agree	24	28.2	68.2
Strongly Agree	27	31.8	100.0
Total	85	100.0	

The recruitment process at the company aligns with the company's goals and structure
85 responses



INTERPRETATION:

Interpreting the data from the above table, it is evident that 31.8% of the respondents strongly agree, 28.2% agree, 28.2 % are neutral, 10.6 % disagree, and 1.2% strongly disagree.

INFERENCE:

The majority of respondents (31.8%) that the recruitment process at the company aligns with the company's goals and structure as strongly agreed.

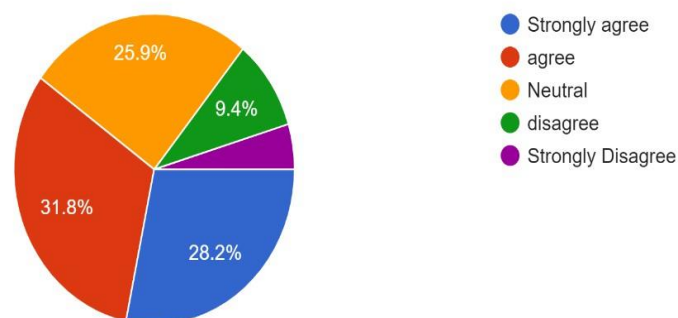
4.1.15 Table indicating the recruitment and selection process supports diversity and inclusion within the company.

The recruitment and selection process supports diversity and inclusion within the company.

Category	Frequency	Percentage (%)	Cumulative Percent
Strongly Disagree	5	5.9	5.9
Disagree	9	10.6	16.5
Neutral	21	24.7	41.2
Agree	25	29.4	70.6
Strongly Agree	25	29.4	100.0
Total	85	100.0	

The recruitment and selection process supports diversity and inclusion within the company.

85 responses



INTERPRETATION:

Interpreting the data from the above table, it is evident that 29.4% of the respondents strongly agree, 29.4% agree, 24.7% are neutral, 10.6% disagree, and 5.9% strongly disagree.

INFERENCE:

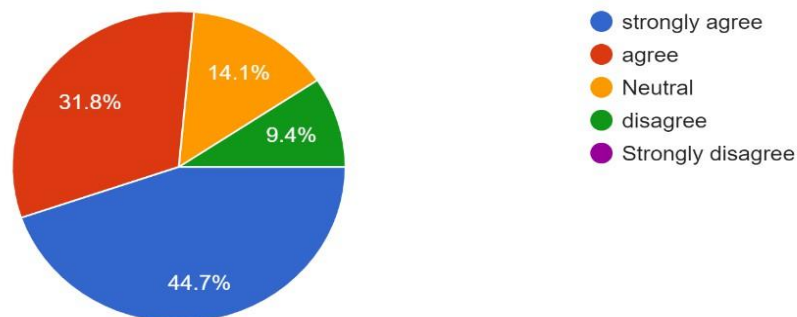
The majority of respondents (31.8%) that the recruitment and selection process support diversity and inclusion within the company as agreed.

4.1.16 Table indicating Selection process helps the company retain top talent and reduce employee turnover.

Selection process helps the company retain top talent and reduce employee turnover.

Category	Frequency	Percentage (%)	Cumulative Percent
Disagree	8	9.4	9.4
Neutral	12	14.1	23.5
Agree	27	31.8	55.3
Strongly Agree	38	44.7	100.0
Total	85	100.0	

Selection process helps the company retain top talent and reduce employee turnover.
85 responses



INTERPRETATION:

Interpreting the data from the above table, it is evident that 44.7% of the respondents strongly agree, 31.8% agree, 14.1% are neutral, and 9.4% disagree.

INFERENCE:

The majority of respondents (44.7%) that the selection process helps the company retain top talent and reduce employee turnover as strongly agreed.

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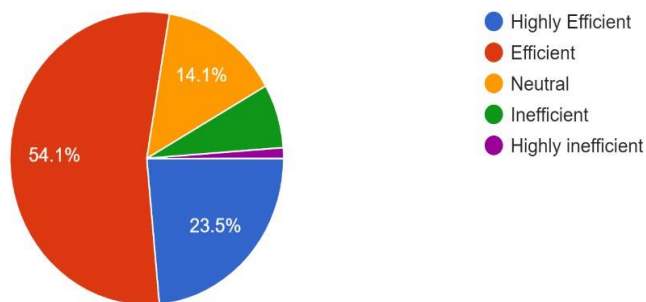
4.1.17 Table indicating rate the efficiency of the selection process in swiftly identifying and hiring the right candidates for the company.

Rate the efficiency of the selection process in swiftly identifying and hiring the right candidates for the company.

Category	Frequency	Percentage (%)	Cumulative Percent
Highly Inefficient	1	1.2	1.2
Inefficient	6	7.1	8.2
Neutral	12	14.1	22.4
Efficient	46	54.1	76.5
Highly Efficient	20	23.5	100.0
Total	85	100.0	

17. Rate the efficiency of the selection process in swiftly identifying and hiring the right candidates for the company.

85 responses



INTERPRETATION:

Interpreting the data from the above table, it is evident that 23.5% of the respondents consider the process highly efficient, 54.1% perceive it as efficient, 14.1% are neutral, 7.1% find it inefficient, and 1.2% view it as highly inefficient.

INFERENCE:

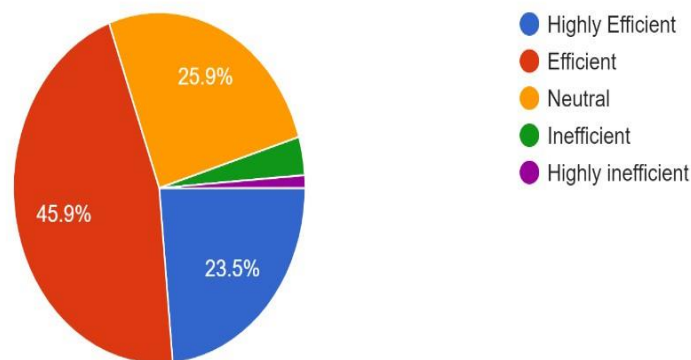
The majority of respondents (54.1%) rate the efficiency of the selection process as effective in swiftly identifying and hiring the right candidates for the company. as efficient.

4.1.18 Table indicating the communication and transparency in recruitment and selection process are effective.

The communication and transparency in recruitment and selection process are effective.

Category	Frequency	Percentage (%)	Cumulative Percent
Highly Inefficient	1	1.2	1.2
Inefficient	6	7.1	8.2
Neutral	12	14.1	22.4
Efficient	46	54.1	76.5
Highly Efficient	20	23.5	100.0
Total	85	100.0	

18. The communication and transparency in recruitment and selection process are effective.
85 responses



INTERPRETATION:

Interpreting the data from the above table, it is evident that 23.5% of the respondents consider the process highly efficient, 45.9% find it efficient, 25.9% are neutral, 3.5% perceive it as inefficient, and 1.2% view it as highly inefficient.

INFERENCE:

The majority of respondents (45.9%) the communication and transparency in the recruitment and selection process to be effective. as efficient.

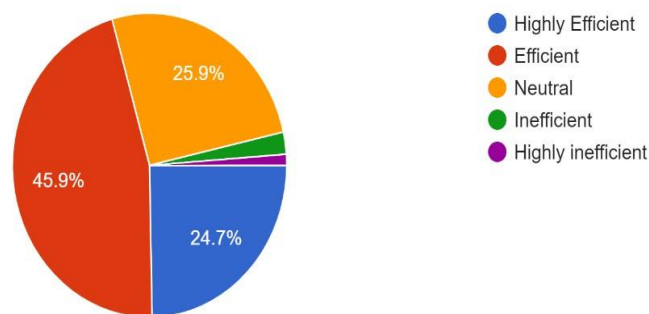
4.1.19 Table indicating the recruitment and selection process adequately identifies your training and development needs.

The recruitment and selection process adequately identifies your training and development needs.

Category	Frequency	Percentage (%)	Cumulative Percent
Highly Inefficient	1	1.2	1.2
Inefficient	3	3.5	4.7
Neutral	22	25.9	30.6
Efficient	39	45.9	76.5
Highly Efficient	20	23.5	100.0
Total	85	100.0	

19. The recruitment and selection process adequately identifies your training and development needs.

85 responses



INTERPRETATION:

Interpreting the data from the above table, it is evident that 24.7% of the respondents perceive the process as highly efficient, 45.9% find it efficient, 25.9% are neutral, 3.5% consider it inefficient, and 1.2% view it as highly inefficient.

INFERENCE:

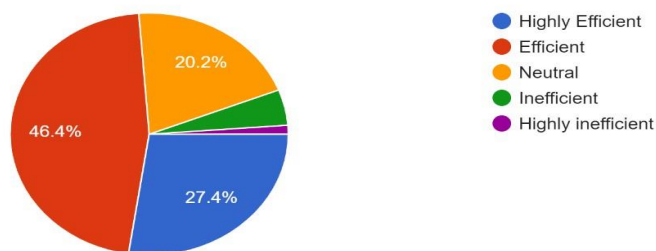
The majority of respondents (45.9%) perceive the recruitment and selection process adequately identifies training and development needs.as efficient

4.1.20 Table indicating rate the overall efficiency of recruitment and selection process in terms of time and resources management.

Rate the overall efficiency of recruitment and selection process in terms of time and resources management.

Category	Frequency	Percentage (%)	Cumulative Percent
Highly Inefficient	1	1.2	1.2
Inefficient	4	4.7	5.9
Neutral	18	21.2	27.1
Efficient	39	45.9	72.9
Highly Efficient	23	27.1	100.0
Total	85	100.0	

20. Rate the overall efficiency of recruitment and selection process in terms of time and resources management.
84 responses



INTERPRETATION:

Interpreting the data from the above table, it is evident that 27.4% of the respondents consider the process highly efficient, 46.4% find it efficient, 20.2% are neutral, 4.8% deem it inefficient, and 1.2% view it as highly inefficient.

INFERENCE:

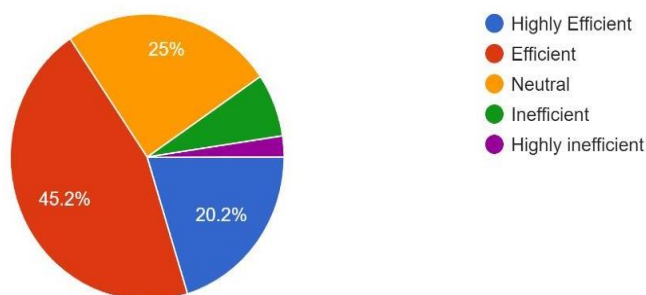
The majority of respondents (46.4%) rate the overall efficiency of recruitment and selection process in terms of time and resources management. as highly efficient.

4.1.21. Table indicating rate the level of effectiveness of recruitment and selection process at the company.

Rate the level of effectiveness of recruitment and selection process at the company.

Category	Frequency	Percentage (%)	Cumulative Percent
Highly Inefficient	2	2.4	2.4
Inefficient	6	7.1	9.4
Neutral	21	24.7	34.1
Efficient	39	45.9	80.0
Highly Efficient	17	20.0	100.0
Total	85	100.0	

21. Rate the level of effectiveness of recruitment and selection process at the company.
84 responses



INTERPRETATION:

Interpreting the data from the above table, it is evident that 20.2% of the respondents consider the process highly efficient, 45.2% find it efficient, 25% are neutral, 7.1% perceive it as inefficient, and 2.4% view it as highly inefficient.

INFERENCE:

The majority of respondents (45.2%) rate the level of effectiveness of the recruitment and selection process at the company as highly efficient.

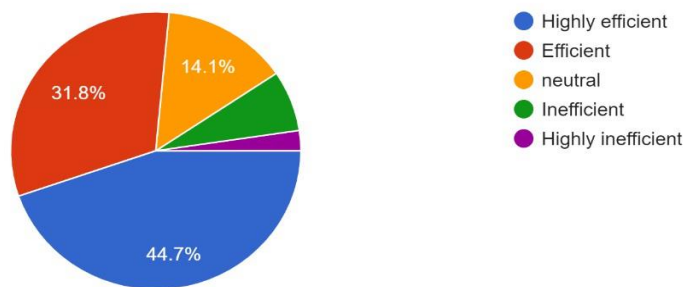
4.1.22 Table indicating rate the effectiveness of the selection process in identifying candidates who are a good fit for the company.

Rate the effectiveness of the selection process in identifying candidates who are a good fit for the company.

Category	Frequency	Percentage (%)	Cumulative Percent
Highly Inefficient	2	2.4	2.4
Inefficient	6	7.1	9.4
Neutral	11	12.9	22.4
Efficient	29	34.1	56.5
Highly Efficient	37	43.5	100.0
Total	85	100.0	

Rate the effectiveness of the selection process in identifying candidates who are a good fit for the company.

85 responses



INTERPRETATION:

Interpreting the data from the above table, it is evident that 44.7% of the respondents consider the process highly efficient, 31.8% find it efficient, 14.1% are neutral, 7.1% perceive it as inefficient, and 2.4% view it as highly inefficient.

INFERENCE:

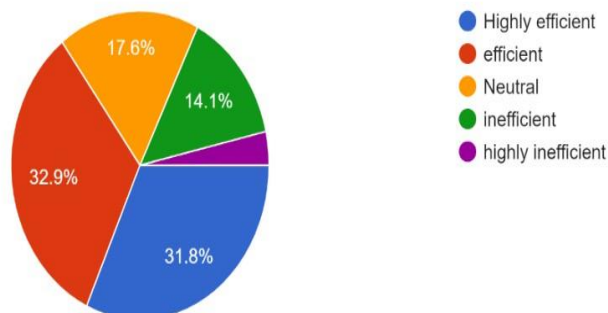
The majority of respondents (44.7%) rate the effectiveness of the selection process in identifying candidates who are a good fit for the company as highly efficient.

4.1.23 Table indicating Your perception of the impact of recruitment and selection process on job performance and productivity.

Your perception of the impact of recruitment and selection process on job performance and productivity.

Category	Frequency	Percentage (%)	Cumulative Percent
Highly Inefficient	3	3.5	3.5
Inefficient	5	5.9	9.4
Neutral	19	22.4	31.8
Efficient	31	36.5	68.2
Highly Efficient	27	31.8	100.0
Total	85	100.0	

Your perception of the impact of recruitment and selection process on job performance and productivity.
85 responses



INTERPRETATION:

Interpreting the data from the above table, it is evident that 31.8% of the respondents consider the process highly efficient, 32.9% find it efficient, 17.6% are neutral, 14.1% perceive it as inefficient, and 3.5% view it as highly inefficient.

INFERENCE:

The majority of respondents (32.9%) perceive the impact of the recruitment and selection process on job performance and productivity as efficient. as highly efficient.

HYPOTHESIS

4.2 HYPOTHESIS 1:

Null Hypothesis (H_0): There is a significant difference between the age group of employees and job performance.

Alternative Hypothesis (H_1): There is no significant difference between the age group of employees and job performance.

Score Recruitment * Age Group Crosstabulation

Count		Age Group				Total
		20-25 YEARS	26-35 YEARS	36- 45 YEARS	above 45 YEARS	
Score Recruitment	Low Score	8	0	0	1	9
	Moderate Score	55	4	1	0	60
	High Score	13	2	0	1	16
Total		76	6	1	2	85

CHI-SQUARE TEST:

Criteria	Value	df	Assumption. Sig. (2-sided)
Pearson Chi-Square	7.268 ^a	6	.297
Likelihood Ratio	7.741	6	.258
Linear-by-Linear Association	.096	1	.757
N of Valid Cases	85		

Symmetric Measures

		Value	Asymp. Std. Error ^a	Approx. T ^b	Approx. Sig.
Interval by Interval	Pearson's R	.034	.170	.308	.759 ^c
Ordinal by Ordinal	Spearman Correlation	.089	.130	.811	.420 ^c
N of Valid Cases		85			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

INTERPRETATION:

The p value 0.297 which is greater than (0.05) hence null hypothesis is accepted (H_0) and the alternative hypothesis is rejected (H_1).

INFERENCE:

There is no significant difference between the age group of employees and job performance.

4.3 HYPOTHESIS 2:

Null Hypotheses (H_0): There is no significant difference between recruitment and selection and hiring the right candidates.

Alternative Hypotheses (H_1): There is a significant difference between recruitment and selection and hiring the right candidates.

Descriptives

Score Recruitment

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Low Score	15	1.6000	.50709	.13093	1.3192	1.8808	1.00	2.00
Moderate Score	56	2.1429	.48349	.06461	2.0134	2.2723	1.00	3.00
High Score	14	2.3571	.49725	.13289	2.0700	2.6442	2.00	3.00
Total	85	2.0824	.53922	.05849	1.9660	2.1987	1.00	3.00

ONE WAY ANOVA:

Score Recruitment	Sum of Squares	df	Mean Square	F	Significance
Between Groups	4.752	2	2.376	9.905	.000
Within Groups	19.671	82	.240		
Total	24.424	84			

INTERPREATION:

The p value is 0.000 which is less than (0.05), hence null hypothesis is rejected (H_0) and the alternative hypothesis is accepted (H_1).

INFERENCE:

There is a significant difference between recruitment and selection and hiring the right candidates.

CHAPTER 5

FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 FINDINGS:

- The majority of respondents (80 %) were female.
- The majority of respondents (89.4%) belong to the age group of 20- 25 years.
- The majority of respondents (81.2%) were single.
- The majority of respondents (90.6%) had a postgraduate qualification.
- The majority of respondents (81.2%) had 1-2 years of experience.
- The majority of respondents (44.7%) that the recruitment process at the company effectively identifies quality candidates as agreed.
- The majority of respondents (49.4%) that the selection process ensures that employees hired are a good fit for their respective roles.as agreed.
- The majority of respondents (44.7%) agreed that the recruitment and selection process at the company is transparent and unbiased as agreed.
- The majority of respondents (50.6 %) that employees were given opportunities to showcase their qualifications during the selection process as agreed.
- The majority of respondents (54.1%) that employees hired through this process exhibit a high level of job satisfaction as agreed.
- The majority of respondents (50.6%) that the recruitment and selection process have a positive impact on overall company performance as agreed.
- The majority of respondents (45.9%) that a good and effective selection process increases the quality of products and services as agreed.
- The majority of respondents (47.1%) that the job descriptions during the recruitment process were clear.as agreed.

- The majority of respondents (31.8%) that the recruitment process at the company aligns with the company's goals and structure as strongly agreed.
- The majority of respondents (31.8%) that the recruitment and selection process support diversity and inclusion within the company as agreed.
- The majority of respondents (44.7%) that the selection process helps the company retain top talent and reduce employee turnover as strongly agreed.
- The majority of respondents (54.1%) rate the efficiency of the selection process as effective in swiftly identifying and hiring the right candidates for the company. as efficient.
- The majority of respondents (45.9%) the communication and transparency in the recruitment and selection process to be effective. as efficient.
- The majority of respondents (45.9%) perceive the recruitment and selection process adequately identifies training and development needs.as efficient.
- The majority of respondents (46.4%) rate the overall efficiency of recruitment and selection process in terms of time and resources management. as highly efficient.
- The majority of respondents (45.2%) rate the level of effectiveness of the recruitment and selection process at the company as highly efficient.
- The majority of respondents (44.7%) rate the effectiveness of the selection process in identifying candidates who are a good fit for the company as highly efficient.
- The majority of respondents (32.9%) perceive the impact of the recruitment and selection process on job performance and productivity as efficient. as highly efficient.
- The p value 0.297 which is greater than (0.05), hence null hypothesis is accepted (Ho) and the alternative hypothesis is rejected (H1).

- The p value is 0.000 which is less than (0.05), hence null hypothesis is rejected (H_0) and the alternative hypothesis is accepted (H_1).

5.2 SUGGESTIONS:

- Propose improvements to the current recruitment strategies.
- Diversity and inclusion can be enhanced in recruitment process.
- Improve Employee retention and satisfaction.
- Evaluate the impact of Technology on the efficiency and effectiveness of recruitment process.
- Explore ways to streamline the onboarding process for new hires, ensuring a smoother transition.

5.3 CONCLUSIONS:

The respondents perceived the overall effectiveness of the recruitment and selection process at Perfect Digital Media Resource Private Limited as moderately effective. While the company employs a structured approach to attract and assess candidates, areas for improvement were identified, including enhancing employer branding, improving diversity and inclusion initiatives, leveraging technology and social media, and streamlining the decision-making process. Some respondents mentioned that the company has been successful in attracting qualified candidates, but there is room for improvement in terms of diversity and inclusion in the recruitment process.

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ANNEXURE – QUESTIONNAIRE

A STUDY ON IMPACT OF RECRUITMENT AND SELECTION PROCESS IN PERFECT DIGITAL MEDIA RESOURCE PRIVATE LIMITED

1. Name:

2. Designation:

3. Gender:

a) Male b) female

4. Age:

a) 20-25 years b) 26-35 years c) 36- 45 years d) above 45 years

5. Marital status:

a) Single b) married

6. Qualification:

a) SSLC b) HSC c) UG d) PG

7. Experience:

a) 1-2 years b) 3- 4 years c) 5-6 years d) above 6 years.

S.NO	Statement	Strongly agree	Agree	Neutral	Disagree	Strongly disagree
8.	The recruitment process at the company effectively identifies quality candidates.					
9.	The selection process ensures that employees hired are a good fit for their respective role.					

10.	The recruitment and selection process at the company is transparent and unbiased.					
11.	Employees were given opportunities to showcase their qualifications during the selection process.					
12.	Employees hired through this process exhibit a high level of job satisfaction.					
13.	The recruitment and selection process has positive impact on overall company performance.					
14.	Good and effective selection process increase quality of products and services					
15.	The job description during the recruitment process was clear.					

16.	The recruitment process at the company aligns with the company's goals and structure.					
17.	The recruitment and selection process supports diversity and inclusion within the company.					
18.	Selection process helps the company retain top talent and reduce employee turnover.					

S.NO	Statement	Highly Efficient	Efficient	Neutral	Inefficient	Highly inefficient
19.	Please rate the efficiency of the selection process in swiftly identifying and hiring the right candidates for the company.					
20.	The communication and transparency in recruitment and selection process are effective.					

21.	The recruitment and selection process adequately identifies your training and development needs.					
22.	Please rate the overall efficiency of the recruitment and selection process in terms of time and resources management.					
23.	Overall, how satisfied are you with the efficiency of recruitment and selection process at the company.					
24.	Please rate the effectiveness of the selection process in identifying candidates who are a good fit for the company.					
25.	Your Perception of the impact of recruitment and selection process on job performance and productivity.					