

# **AN IMPACT OF EMPLOYER BRANDING ON TALENT ACQUISITION IN BANKING SECTOR**

Submitted in partial fulfillment of the requirements for the award of  
**MASTER OF BUSINESS ADMINISTRATION**

By

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**SCHOOL OF MANAGEMENT STUDIES**

**SATHYABAMA  
INSTITUTE OF SCIENCE AND TECHNOLOGY**

**(DEEMED TO BE UNIVERSITY)**

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

**JEPPIAAR NAGAR, RAJIV GANDHI SALAI, CHENNAI - 600 119**

**APRIL 2022**



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SCHOOL OF MANAGEMENT STUDIES

**BONAFIDE CERTIFICATE**

This is to certify that this Project Report is the bonafide work of **SAI BALAJI S 40410148** who carried out the project entitled “**An Impact of Employer Branding on Talent Acquisition in Banking Sector**” under my supervision from January 2022 to March 2022.

**Dr. T R KALAI LAKSHMI**

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**Submitted for Viva voce Examination held on \_\_\_\_\_**

**Internal Examiner**

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## **DECLARATION**

I **SAI BALAJI S (40410148)** hereby declare that the Project Report entitled “**An Impact of Employer Branding on Talent Acquisition in Banking Sector**” done by me under the guidance of **Dr. T R KALAI LAKSHMI** is submitted in partial fulfillment of the requirements for the award of Master of Business Administration degree.

**DATE:**

**PLACE:**

**SAI BALAJI S**

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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 for completing it successfully. I am grateful to them.

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**SAI BALAJI S**

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## **ABSTRACT**

The purpose of this study is to analyze how the employer branding comes as a savior for the talent acquisition, elaborating their effectiveness, and explaining some practical and managerial implications concerning these actions. Statistical analyses and empirical findings expressed here show that the attitudes and opinions of public sector organizations towards recruitment are considered a sub-function of an integrated HRM and can be seen as a valued technological improvement in the main critical activities of human resource management. However, findings show that the ability to communicate and deal with a multilingual organizational and working environment is the most important operational benefit of a web-based e-HRM and e-recruiting system. This technology is seen as a pathway to improving external and internal interactions and communication between jobseekers, firms, employees, and other stakeholders, as well as to build data bases to store and recall data. These are the main strategic advantages of a recruitment system. The findings of this study also show that recruitment in Indian public sector is still in-progress have not fully implemented technology.

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# **CHAPTER 1**

## **INTRODUCTION**

### **1.1 INTRODUCTION**

Employer branding communicates the unique employment proposition of the organization to prospective hires, current employees, and society at large by creating, both within and outside the organization, an image of the organization as a distinct and desirable employer and as a good place to work. The purpose of this paper is to give an overall assessment of effectiveness of talent acquisition process to recruit and select people at banking sector. Exploratory theory building approach is used in this report. Talent acquisition is effective in terms of saving cost of talent acquisition and selection. Case exploration about the effectiveness of talent acquisition depicts that it saves time to hire and reduces Talent acquisition cost. Effectiveness of Talent acquisition process can be used by other firms working in different industries. Use of Talent acquisition offers advantage in the form of economies of scale. Therefore, this feature of e-recruiting would attract lot of corporations to invest their resources in developing e-recruiting supply chain. Only limited researchers have been conducted over the effectiveness of Talent acquisition. So, there is lot of scope to conduct further research over this growing phenomenon that is currently on the prime focus for the company

The employer brand is said to consist of many attributes with each one strengthening the Brand. Recently there has been significant increase in use of internet to recruit and select people has grown. Various research evidence show that Talent acquisitions have become easy way to save cost and valuable time of firms. One of the reasons is the search is restricted within the company and limited to the suitable existing employees. External search can be done in various ways. Some of them are- employee referrals, campus Talent acquisition, placement agencies, and advertisements. Advertisements are most effective and common part of Talent acquisition process. Advertisements can take place through several means, like through newspaper, through magazines/journals using specifically job advertisement

newspaper, through professional publication, placing advertisements in windows, through online. Online advertisements for Talent acquisition is a minute part of Talent acquisition.

## **1.2 INDUSTRY PROFILE**

As per the Reserve Bank of India (RBI), India's banking sector is sufficiently capitalized and well-regulated. The financial and economic conditions in the country are far superior to any other country in the world. Credit, market, and liquidity risk studies suggest that Indian banks are generally resilient and have withstood the global downturn well. Indian banking industry has recently witnessed the roll out of innovative banking models like payments and small finance banks. RBI's new measures may go a long way in helping the restructuring of the domestic banking industry. The digital payments system in India has evolved the most among 25 countries with India's Immediate Payment Service (IMPS) being the only system at level five in the Faster Payments Innovation Index (FPIL).

The Indian banking system consists of 12 public sector banks, 22 private sector banks, 46 foreign banks, 56 regional rural banks, 1485 urban cooperative banks and 96,000 rural cooperative banks in addition to cooperative credit institutions. As of September 2021, the total number of ATMs in India reached 213,145 out of which 47.5% are in rural and semi urban areas.

## **1.3 PROBLEM STATEMENT**

1. Talent acquisition is gaining importance in the recent years as it brings the employee and the employer closer and makes contact faster and easier.
2. It focuses on challenges related to sourcing, Process, Quality, Feasibility and acceptability for innovative Talent acquisition along with advantages of web-based Talent acquisition solutions.
3. It also discusses about the importance of web-based pre-screening assessment framework in managing and making streamline in the Talent acquisition system.

## **1.4 OBJECTIVES OF THE STUDY**

### **Primary Objective:**

To study the impact of employer branding on talent acquisition in banking sector

### **Secondary Objectives:**

1. To study the employer branding used by the organization to attract potential candidates
2. To analyze the effectiveness of job boards used for sourcing candidates
3. To determine the quality of talent acquisition in an organization
4. To study the benefits derived out of the employer branding on talent acquisition process

## **1.5 NEED FOR THE STUDY**

1. The organization wanted to access the factors influencing the candidates to apply for a vacancy.
2. It suggests remedial measures for fulfilling the gap between the candidate's expectation and organization expectation.
3. It helps the management to take up steps to reduce the shortfalls

## **1.6 SCOPE OF THE STUDY**

The study serves as a platform for the major panic on talent acquisition that evolves not only in IT sector, but in all industries.

## **CHAPTER 2**

### **REVIEW OF LITERATURE**

**Anna (2010)**, the aim of her research is to determine whether the introduction of Talent acquisition has an impact on the process and underlying tasks, subtasks and activities of Talent acquisition. Three large organizations with well-established Talent acquisition were included in the study. The case studies were conducted in Denmark in 2008-2009 using qualitative research methods. The findings indicate that Talent acquisition had a noticeable effect on the overall Talent acquisition process in the studied organizations. The investigation revealed changes in the sequence, divisibility and repetitiveness of a number of tasks and subtasks. The new process design supported by information and communications technologies was identified and is presented in the paper. This process allowed recruiters in the study to perform Talent acquisition tasks more efficiently. However, practitioners should be aware of the increasing demands of the quality of online communication with applicants, and with it the electronic communication skills of Talent acquisition professionals

**Pavitra (2012)**, the only vital value for an enterprise is the experience, skills, innovativeness and insights of its people. Human resources are the key components in every organization. It represents total knowledge, talent, and attitude, creative ability, aptitude and belief of an individual involved in the affairs of an organization. Management of human resources is an integral part for every concern. It is associated with the people at work and their relationships within and outside the enterprise. Talent acquisition of efficient staff is one of the important activities as it generates the human capital for the concern. In the recent years, the field of human resource management has undergone numerous technological advancements. Internet has made an impact on the overall functioning of human resource department. HR processes and procedures have been supported by everything from complicated file-folder systems to automation, going from usage multiple systems and databases to a single version of the whole system. It has progressed with frequent innovations viz; Human Resource Information System, Virtual Human Resources and

Electronic Human Resource Management (E-HRM) etc. E-HRM means conducting of business transactions by using internet along with other technologies. In other words, E-HRM is a way of implementing HRM strategies, policies and practices in an organization through a directed support of web technology based channels. It influences every area of human resource management. Talent acquisition refers to posting vacancies on the corporate website or on an Talent acquisition vendors' website. It allows applicants to send their resumes electronically through an email or in some other electronic format. The Talent acquisition methods and systems have helped to reduce much of the routine administrative tasks involved in Talent acquisition. The study tries to identify the overall concept of Talent acquisition. It aims at collecting information regarding methods viz; e-mails, corporate websites and commercial job boards etc. of Talent acquisition. It includes the general advantages and disadvantages of Talent acquisition.

**Khalil Ghazzawi and Abeer Accoumeh (2014)**, People are at the core of every organization, they are integral part of any organization today. Organizations cannot exist without staff to complete the production cycle. Therefore the organizations do not take their staff for granted. Choosing the right candidate at the right place has implications for an organization's goals. Employee well selected and well placed would not only contribute to the efficient running of the organization but offer significant potential for future replacement. The Talent acquisition strategy needs to be dynamic to let the organization grow. This research aims to help professionals in the HR departments and management to consider and improve how they recruit, develop and look after their staff. E-Management is one of the most challenges that organizations are facing in their businesses processes. Those processes are supported by the usage of electronic information system and applications. New technologies have been increasingly facilitated and speed up the communication and business process between the internal and external users. Talent acquisition considered as a part of e-HRM and defined as the implementation of Talent acquisition activates by involving the internet and using web solutions to operate and at the end it has the same goals of the traditional Talent acquisition. Talent acquisition

is becoming more attractive for the employers and job seekers. Advantages and disadvantages of Talent acquisition system were determined by examining the overall process. Throughout this research we will identify the influential factors that affect the success of using Talent acquisition instead of traditional Talent acquisition and measure the effectiveness of each factor. The research is going to provide the organizations and HR members a wider vision how would they set up their Talent acquisition strategies and retain their employees.

**Lakshmi (2015)**, Talent acquisition is the process of recruiting personnel with the use of technology and web based resources. The practice of Talent acquisition has made the process more efficient and effective. With the help of e- Talent acquisition the organizations can reach large number of workforce and can identify the skilled personnel easily. Also this process consumes time and cost. In short e- Talent acquisition paves the way for the success of organizations in this competitive. This paper aims to explore the efficiencies and deficiencies faced by the organizations of using Talent acquisition.

**Prabjot Kaur (2015)**, the smartest business decision you can make is to hire qualified people. Bringing the right people on board saves you thousands, and your business will run smoothly and efficiently. The process of finding and hiring the best-qualified candidate (from within or outside of an organization) for a job opening, in a timely and cost effective manner. The Talent acquisition process includes analyzing the requirements of a job, attracting employees to that job, screening and selecting applicants, hiring, and integrating the new employee to the organization. Talent acquisition has come a long way since its inception. It is the latest trend in Talent acquisition process in this competitive globalized era. The success of every organisation depends upon a vital component that is human resource and Talent acquisition is crucial for success because it generates human capital. The traditional methods of Talent acquisition have been revolutionarized through the influence of internet. Many organizations have already implemented Talent acquisition processes for posting jobs and accepting resumes on internet and corresponding with applicants

through e-mails. In this paper light will be thrown on the concept, benefits, problems and criteria for effective Talent acquisition. It also focuses on the recent trends and methods of Talent acquisition.

**Bhupendra & Swathi (2015)**, now-a-days the traditional Talent acquisition method has been revolutionized by the wave of Internet. Talent acquisition is the latest trend and it has been adopted by large & small-sized organizations. Significance of internet can be seen as searching for best suitable job is just a click away. Job portals, company websites and social networking all makes Talent acquisition speedy and helps in finding best match for vacant positions. Talent acquisition is getting trendy among recruiters and job seekers because of its advantages like time, cost & quality etc. By just a click of the mouse or tapping on the screen of his mobile or tablet, one can find the jobs as per his skills, education and professional experience. The main objective of this study is to find out the various trends of Talent acquisition and to list the opportunities and challenges that job seekers and employer face while doing Talent acquisition.

**Tong Li (2015)**, Employees are the company's most important asset, and it is also a key factor to the success or failure of company management. Talent acquisition management perfect helps to realize win-win organization and employees. Because of asymmetric information and other shortcomings Talent acquisition itself, many companies are not satisfied with their employees to the company, therefore cause unnecessary losses. Therefore, it is important to research in human resources Talent acquisition. The full text is divided into five chapters, the first chapter introduction, This paper introduces the background and practical significance, research status at home and abroad, and the research target, the idea of this paper, the key problems to solve and so. The second chapter introduces the main content of Talent acquisition, firstly introduces the definition, Talent acquisition influence, the Talent acquisition process, Talent acquisition and secondly, lists some of the main mode of Talent acquisition and characteristics of these Talent acquisition modes: Internal Sources, External Sources, Direct Applicants, Advertisements in Newspaper and Periodicals,

Electronic Recruiting College and Universities. The third chapter about Nestlé Talent acquisition, Nestlé introduction, about the nestle Talent acquisition, the official website of Talent acquisition, campus Talent acquisition, Talent acquisition, Direct Applicants, internal promotion and external Talent acquisition, etc. The fourth chapter introduces the analysis of the causes of Nescafe company Talent acquisition success, mainly studies how to Nescafe company culture, Nescafe Company attracts employees, Nescafe company how to retain staff, management staff Nescafe Company. The fifth chapter is the conclusion part.

**Sidra Nasreem, Mushtaq Hassan and Tayyeb Ali Khan (2016)**, Usage of technology brings robust improvement in every aspect of human life. Paramount research reveals that Internet is being used in employment sector globally. Talent acquisition through electronic sources brings phenomenal success in a very short time. This study is an attempt to explore the effectiveness of Talent acquisition in small and medium enterprises of IT based companies of Pakistan through descriptive analysis. Effectiveness of Talent acquisition is measured through the attributes of advantages and disadvantages. This study provides an insight of how companies' recruiters perceive the value of Talent acquisition. Four advantages of Talent acquisition, considered in this study, are: (i) quality of applicants, (ii) wider pool of applicants, (iii) time and cost saving, and (iv) brand image development. Major disadvantages of Talent acquisition, assessed in this study, are: (i) overloading of irrelevant applicants, (ii) higher numbers of unqualified applicants, (iii) established brand name, (iv) privacy issue of applicants, (v) lack of personal touch, (vi) discrimination between applicants, (vii) not the first choice to apply, (viii) unfriendly user tool, and (ix) extra time and cost subsequently. The study recommends for HR managers of IT SMEs to focus more on Talent acquisition in Pakistan to get large return on investment in long term perspective.

**Narmadha & Sampath Nagi (2017)**, this is a conceptual paper to study about the concept of electronic Talent acquisition, usage of social media network sites in e Talent acquisition, forms of Talent acquisition in organization and the advantages and

disadvantages of Talent acquisition. The most crucial sources of competitive advantage are based on human resource efforts through attracting and retaining talented individuals. The internet has helped in attracting potential candidates to an organization from the Talent acquisition process, which is referred to as Talent acquisition. The practice of issuing a vacant position and applying for a job via a website has increased steadily. The purpose of this paper is to broaden the research on the Talent acquisition, with focus on Talent acquisition and trends in India with respect to Banking sector, to identify what Talent acquisition methods are being used and what benefits are being experienced by organizations using these methods. Many organizations have already employed Talent acquisition processes for posting jobs and accepting resumes on internet and corresponding with applicants through e-mails. This paper aims to discuss the concept, nature, problems, benefits, methods and trends and conditions for good electronic Talent acquisition

**Nafia Sultana, Nahida Sultana (2018)**, organizations are becoming more online-dependent while dealing the human resource management activities. Today companies prefer online Talent acquisition media to attract and pick the best suit from a pool of potential candidates. Some advantages are ensured and some problems, too often faced by the organizations during depending on Talent acquisition. Addressing the effectiveness of Talent acquisition and generating the solutions for overcoming the current difficulties of Talent acquisition is key focus of our study. Some variables are identified to evaluate the usefulness of Talent acquisition 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 Talent acquisition but also discover the stage of Talent acquisition in which organizations get more benefits through using the internet.

## **CHAPTER 3**

### **RESEARCH METHODOLOGY**

#### **3.1 Research Design**

Innovative research can be carried out to link different objectives laid to arrive at specific policy recommendations. The study was conducted depending upon the scope of research tools and assessment was linked to the policies, programs and procedures of Talent acquisition and selection followed at banking sector. A tailor questionnaire was prepared, and all the information was collected in person to avoid superficial answers that normally employees tend to give if their answers are negative. Therefore, for the purpose of studying the Talent acquisition, a small-scale survey was made using the information provided by the organization.

#### **3.2 Sampling Design**

##### **Population**

Population describes whole universe of the study. In this study the population is all the employees in the banking sector

##### **Respondents**

The target respondents for this study are the employees of banking sector

##### **Sampling Method**

Simple Random Sampling method is adopted to collect samples for questionnaire from respondents

##### **Sample Size**

Out from their many hundred employees, the sample size is restricted to 188 respondents

#### **3.3 SOURCES OF DATA**

Data are facts, figures, and other relevant materials, past and present, serving as bases for study and analysis.

Sources of data:

1. Primary Data
2. Secondary Data

### **Data Source**

The sources of data are from two sources. The first data is primary data and it was collected through questionnaire and the secondary data was collected from magazines like Economic Times, e-journals, white papers, articles etc.

### **Primary Data:**

The primary data are those, which are collected a fresh and for the first time for the collection as a primary data a sample survey method was used in the study.

### **Secondary Data:**

The secondary data are those which have been already collected and analyzed by someone for its own use later the same data are used by the different agency. The secondary data collected by research books, articles, journals, magazines, Newspapers, etc.

## **3.4 STRUCTURE OF THE QUESTIONNAIRE**

Questionnaire is the source of data collection. The questionnaire is prepared with suitable questions and distributed among the employees of the organization.

## **3.5 TOOLS FOR ANALYSIS**

The following tests and statistical tools were used for the analysis of the data.

1. Percentage Analysis
2. Chi-Square Analysis
3. One way ANOVA
4. Correlation

## **3.6 LIMITATIONS OF THE STUDY**

Respondents would be less interested in answering the questionnaire, as it is an interruption to their regular work. Primary data has been collected using questionnaire, which has the problem of respondents not giving factual information occasionally. The study was limited to Chennai region only, sample size was limited, and past data were not available.

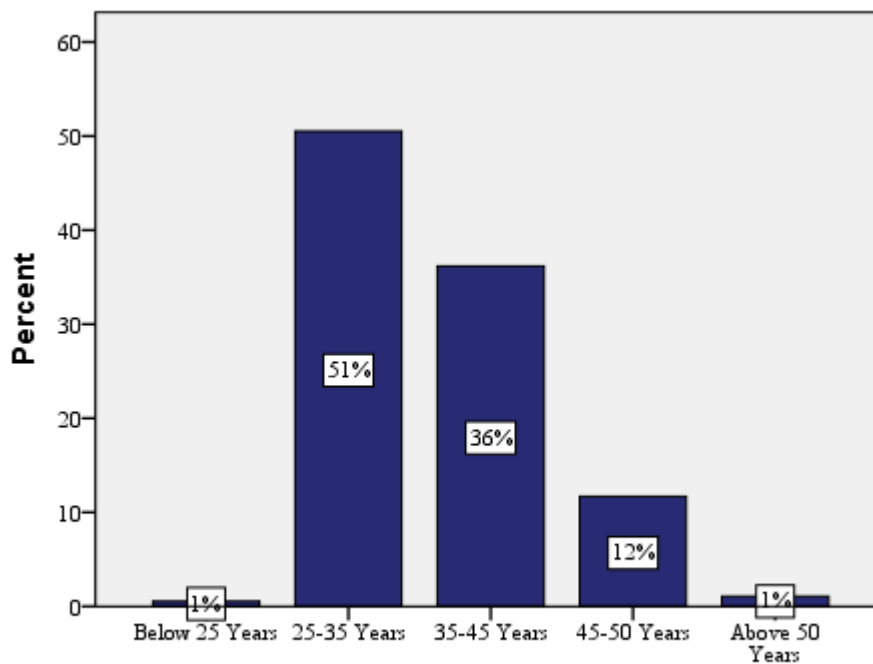
**CHAPTER 4**  
**DATA ANALYSIS & INTERPRETATION**

**4.1 PERCENTAGE ANALYSIS**

**4.1.1: AGE OF THE RESPONDENTS**

| PARTICULARS    | NO OF RESPONDENTS | PERCENTAGE   |
|----------------|-------------------|--------------|
| Below 25 Years | 1                 | 0.5%         |
| 25-35 Years    | 95                | 50.5%        |
| 35-45 Years    | 68                | 36.2%        |
| 45-50 Years    | 22                | 11.7%        |
| Above 50 Years | 2                 | 1.1%         |
| <b>Total</b>   | <b>188</b>        | <b>100.0</b> |

**CHART 1: AGE OF THE RESPONDENTS**



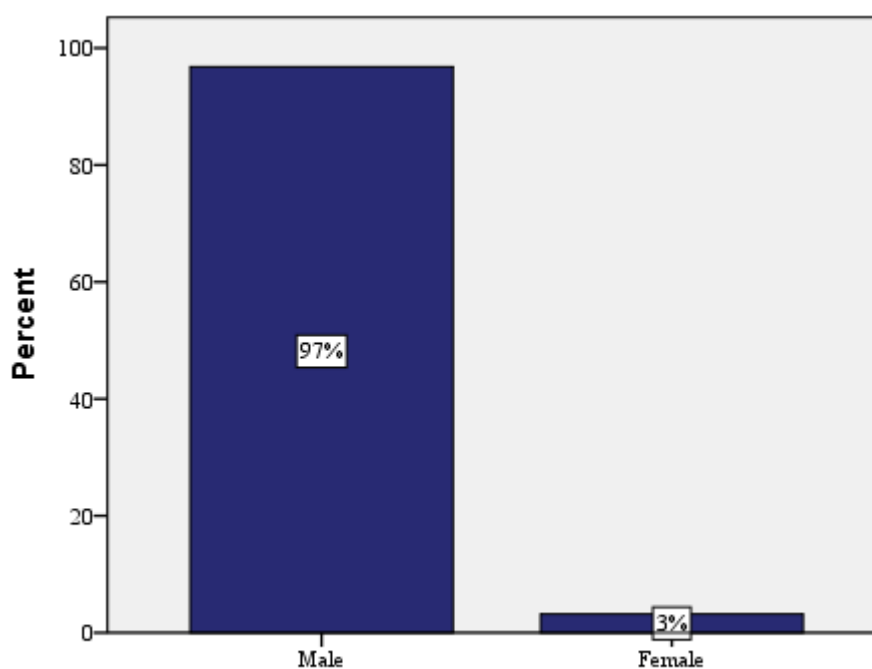
**Interpretation:** 1% respondents are below 25 years old, 51% of them 25-35 years old, 36% of them are 35-45 years old, 12% respondents are 45-50 years old, and 1% of the respondents are above 50 years old.

**Inference:** Majority (51%) of the respondents are aged between 25-35 years.

#### 4.1.2: GENDER OF THE RESPONDENTS

| PARTICULARS  | NO OF RESPONDENTS | PERCENTAGE |
|--------------|-------------------|------------|
| Male         | 182               | 96.8       |
| Female       | 6                 | 3.2        |
| <b>TOTAL</b> | <b>188</b>        | <b>100</b> |

**CHART 2: GENDER OF THE RESPONDENTS**



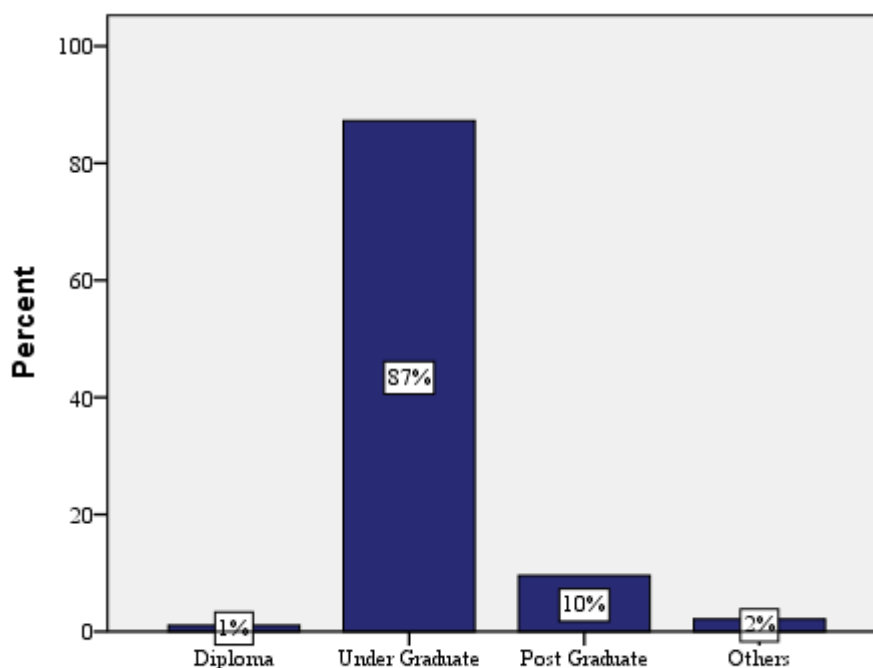
**Interpretation:** 97% respondents are male and rest 3% of the respondents is female

**Inference:** Majority (97%) of the respondents are male.

#### 4.1.3: EDUCATIONAL QUALIFICATION OF THE RESPONDENTS

| PARTICULARS   | NO OF RESPONDENTS | PERCENTAGE |
|---------------|-------------------|------------|
| Diploma       | 2                 | 1.1        |
| Undergraduate | 164               | 87.2       |
| Postgraduate  | 18                | 9.6        |
| Others        | 4                 | 2.1        |
| <b>TOTAL</b>  | <b>188</b>        | <b>100</b> |

CHART 3: EDUCATIONAL QUALIFICATION OF THE RESPONDENTS



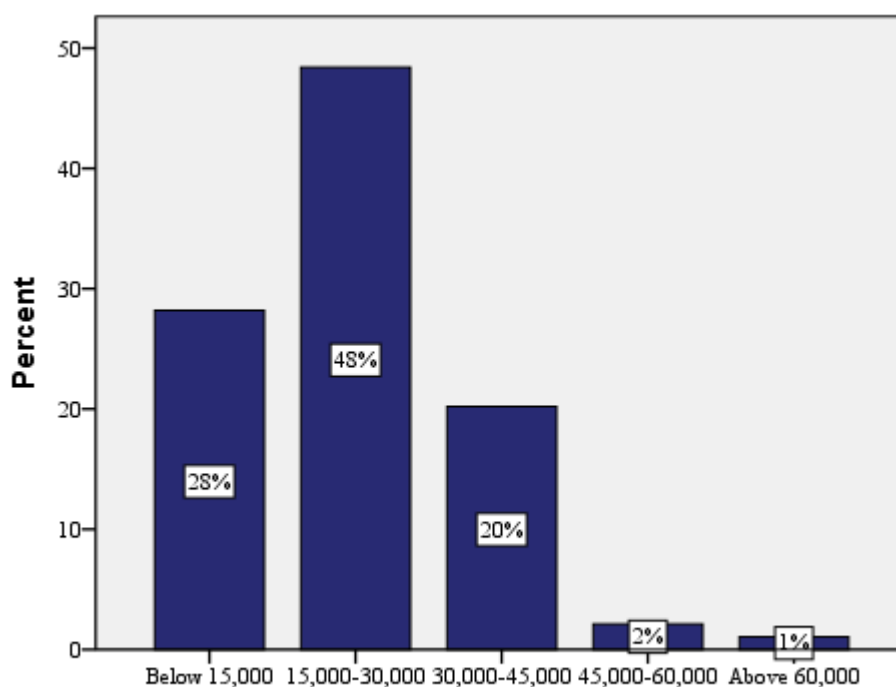
**Interpretation:** 1% respondents are diploma holders, 87% of them are graduates 10% of the respondents are postgraduates and rest 2% respondents are having other qualification

**Inference:** Majority (87%) of the respondents are graduates.

#### 4.1.4: INCOME LEVEL OF THE RESPONDENTS

| PARTICULARS   | NO OF RESPONDENTS | PERCENTAGE |
|---------------|-------------------|------------|
| Below 15,000  | 53                | 28.2       |
| 15,000-30,000 | 91                | 48.4       |
| 30,000-45,000 | 38                | 20.2       |
| 45,000-60,000 | 4                 | 2.1        |
| Above 60,000  | 2                 | 1.1        |
| <b>TOTAL</b>  | <b>188</b>        | <b>100</b> |

CHART 4: INCOME LEVEL OF THE RESPONDENTS



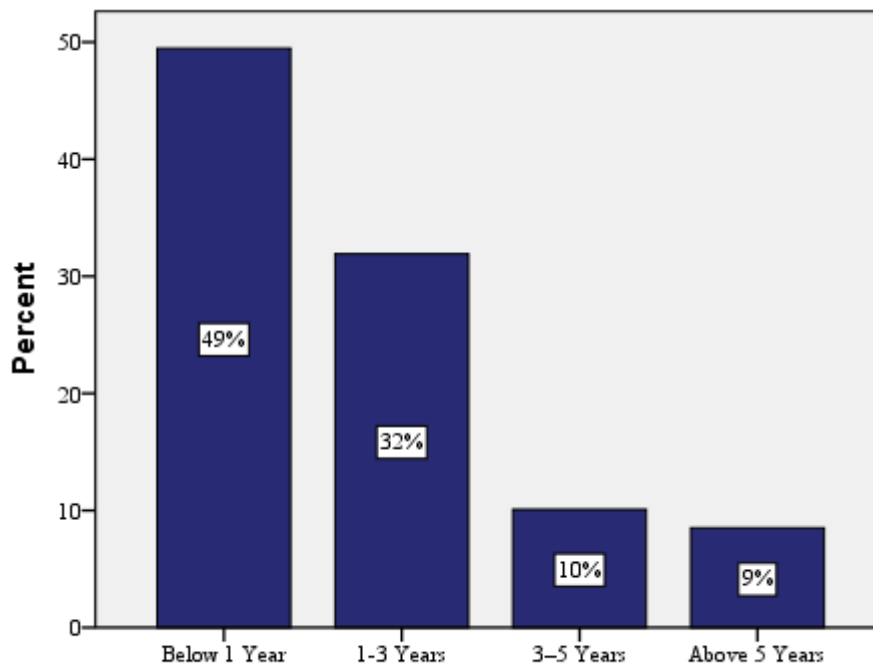
**Interpretation:** 28% respondents are earning less than Rs.15,000 per month, 48% respondents are earning 15,000-30,000 per month, 20% respondents are earning 30,000-45,000 per month, 2% respondents are earning 45,000-60,000 per month and rest 1% respondents are earning more than 60,000 per month

**Inference:** Majority (48%) of the respondents earn 15,000-30,000

#### 4.1.5: WORK EXPERIENCE OF THE RESPONDENTS

| PARTICULARS   | NO OF RESPONDENTS | PERCENTAGE |
|---------------|-------------------|------------|
| Below 1 Year  | 93                | 49.5       |
| 1-3 Years     | 60                | 31.9       |
| 3-5 Years     | 19                | 10.1       |
| Above 5 Years | 16                | 8.5        |
| <b>TOTAL</b>  | <b>188</b>        | <b>100</b> |

**CHART 5: WORK EXPERIENCE OF THE RESPONDENTS**



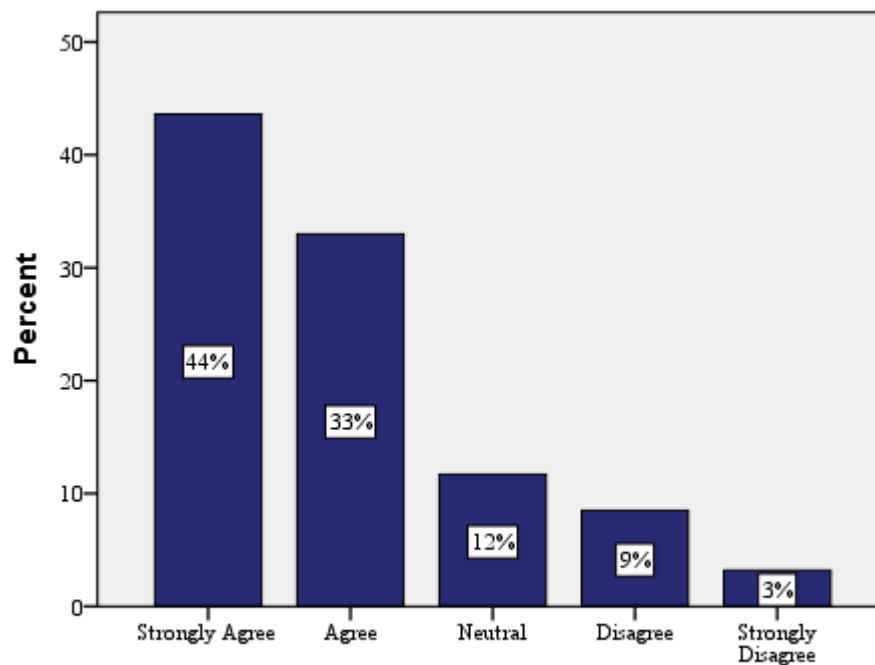
**Interpretation:** 49% respondents have less than 1 year of work experience, 32% of them have 1-1-3 years of experience, 10% of them have 3-5 years of experience, 9% respondents have more than 5 years of work experience

**Inference:** Majority (49%) of the respondents have less than 1 year of work experience.

#### 4.1.6: USAGE OF SOCIAL MEDIA/WEBSITE FOR RECRUITMENT

| PARTICULARS       | NO OF RESPONDENTS | PERCENTAGE |
|-------------------|-------------------|------------|
| Strongly Agree    | 82                | 43.6       |
| Agree             | 62                | 33.0       |
| Neutral           | 22                | 11.7       |
| Disagree          | 16                | 8.5        |
| Strongly Disagree | 6                 | 3.2        |
| <b>TOTAL</b>      | <b>188</b>        | <b>100</b> |

**CHART 6: USAGE OF SOCIAL MEDIA/WEBSITE FOR RECRUITMENT**



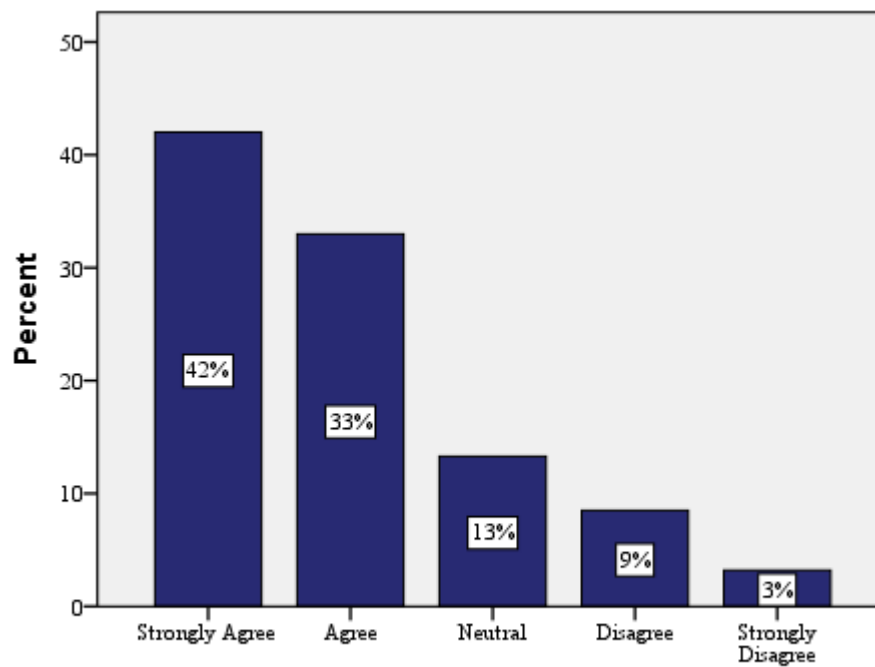
**Interpretation:** 44% respondents strongly agree that they use social media/website for recruitment, 33% of them agree with this, 12% of the respondents are neutral towards this, 9% respondents disagree and rest 3% of them strongly disagree

**Inference:** Majority (44%) of the respondents strongly agree that they use social media/website for recruitment.

#### 4.1.7: RECRUITMENT IS THE FASTEST MODE TO APPLY FOR JOB

| PARTICULARS       | NO OF RESPONDENTS | PERCENTAGE |
|-------------------|-------------------|------------|
| Strongly Agree    | 79                | 42.0       |
| Agree             | 62                | 33.0       |
| Neutral           | 25                | 13.3       |
| Disagree          | 16                | 8.5        |
| Strongly Disagree | 6                 | 3.2        |
| <b>TOTAL</b>      | <b>188</b>        | <b>100</b> |

**CHART 7: RECRUITMENT IS THE FASTEST MODE TO APPLY FOR JOB**



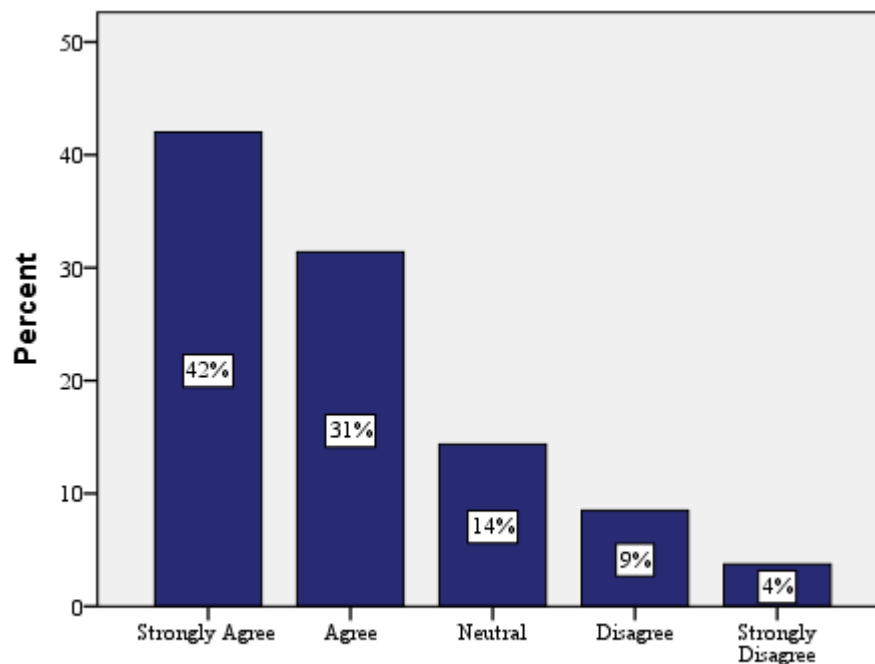
**Interpretation:** 79% respondents strongly agree that Recruitment is the fastest mode to apply for Job, 33% of them agree with this, 13% of the respondents are neutral towards this, 9% respondents disagree and rest 3% of them strongly disagree

**Inference:** Majority (79%) of the respondents strongly agree that recruitment is the fastest method

#### 4.1.8: RECRUITMENT IS AN EFFECTIVE WAY TO GATHER QUALITY RESUMES THAN THE TRADITIONAL METHOD

| PARTICULARS       | NO OF RESPONDENTS | PERCENTAGE |
|-------------------|-------------------|------------|
| Strongly Agree    | 79                | 42.0       |
| Agree             | 59                | 31.4       |
| Neutral           | 27                | 14.4       |
| Disagree          | 16                | 8.5        |
| Strongly Disagree | 7                 | 3.7        |
| <b>TOTAL</b>      | <b>188</b>        | <b>100</b> |

**CHART 8: RECRUITMENT IS AN EFFECTIVE WAY TO GATHER QUALITY RESUMES THAN THE TRADITIONAL METHOD**



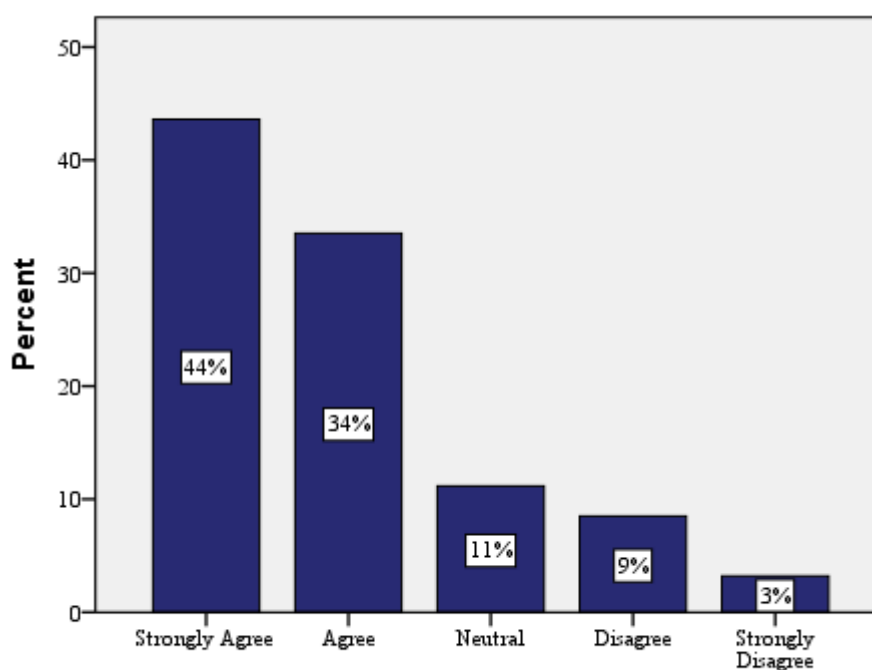
**Interpretation:** 42% respondents strongly agree that Recruitment is an effective way to gather quality resumes than the old traditional method of gathering, 31% of them agree with this, 14% of the respondents are neutral towards this, 9% respondents disagree and rest 4% of them strongly disagree

**Inference:** Majority (42%) of the respondents are strongly agree that recruitment is the effective method to source quality resumes.

#### 4.1.9: RECRUITMENT SUPPORTS IN BRINGING BETTER QUALIFIED CANDIDATES IN AN ORGANIZATION

| PARTICULARS       | NO OF RESPONDENTS | PERCENTAGE |
|-------------------|-------------------|------------|
| Strongly Agree    | 82                | 43.6       |
| Agree             | 63                | 33.5       |
| Neutral           | 21                | 11.2       |
| Disagree          | 16                | 8.5        |
| Strongly Disagree | 6                 | 3.2        |
| <b>TOTAL</b>      | <b>188</b>        | <b>100</b> |

**CHART 9: RECRUITMENT SUPPORTS IN BRINGING BETTER QUALIFIED CANDIDATES IN AN ORGANIZATION**



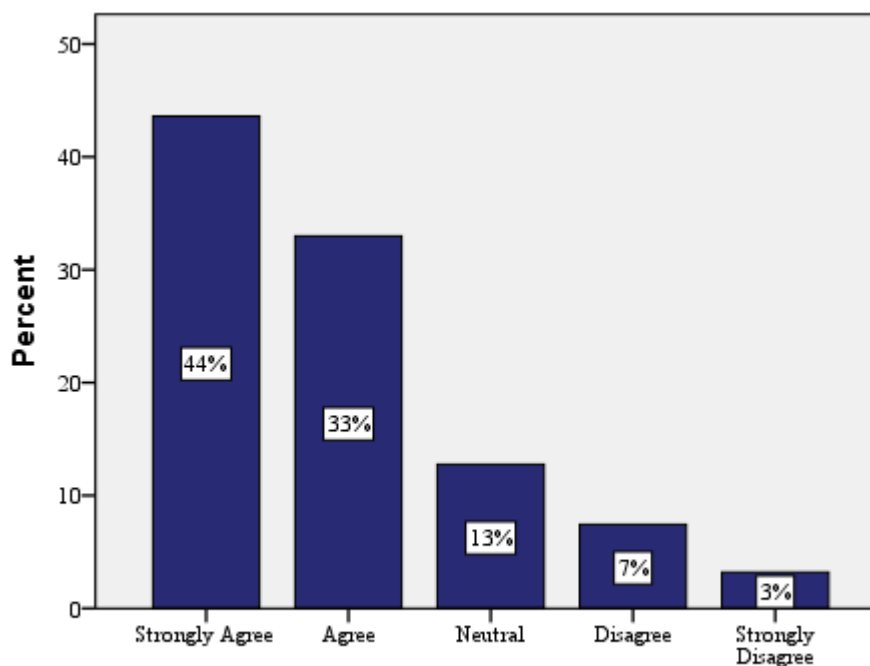
**Interpretation:** 44% respondents strongly agree that Recruitment supports in bringing better qualified candidates in an organization, 34% of them agree with this, 11% of the respondents are neutral towards this, 9% respondents disagree and rest 3% of them strongly disagree

**Inference:** Majority (44%) of the respondents strongly agree that recruitment supports in bringing better qualified candidates to an organization

#### 4.1.10: LARGE POOL OF APPLICATIONS CAN BE COLLECTED THROUGH RECRUITMENT

| PARTICULARS       | NO OF RESPONDENTS | PERCENTAGE |
|-------------------|-------------------|------------|
| Strongly Agree    | 82                | 43.6       |
| Agree             | 62                | 33.0       |
| Neutral           | 24                | 12.8       |
| Disagree          | 14                | 7.4        |
| Strongly Disagree | 6                 | 3.2        |
| <b>TOTAL</b>      | <b>188</b>        | <b>100</b> |

**CHART 10: LARGE POOL OF APPLICATIONS CAN BE COLLECTED THROUGH RECRUITMENT**



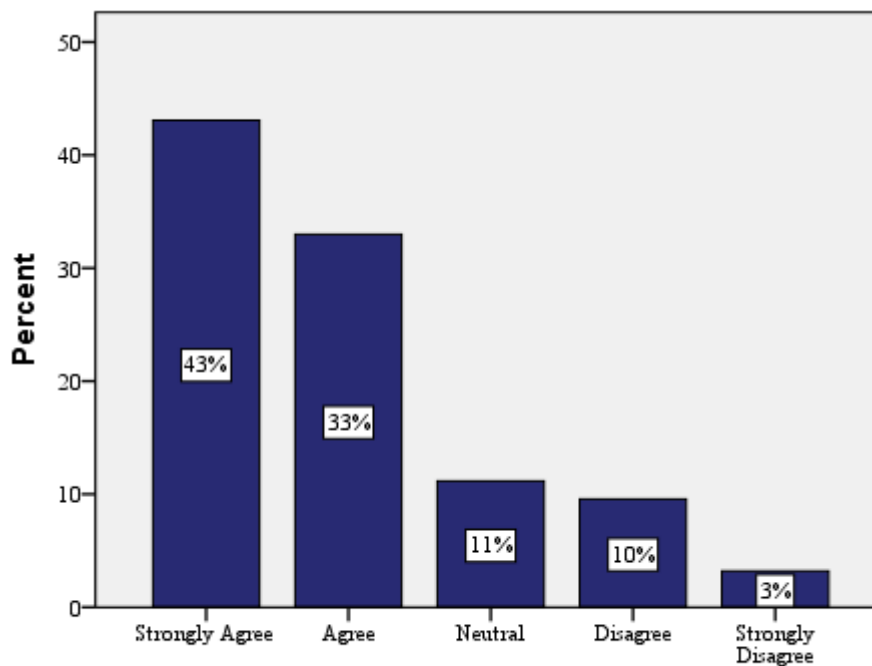
**Interpretation:** 44% respondents strongly agree that large pool of applications can be collected through recruitment, 33% of them agree with this, 13% of the respondents are neutral towards this, 7% respondents disagree and rest 2% of them strongly disagree

**Inference:** Majority (44%) of the respondents strongly agree that large pool of applications can be collected through recruitment

#### 4.1.11: POSTING OF JOBS IN DASHBOARD IS COST SAVING ACTIVITY

| PARTICULARS       | NO OF RESPONDENTS | PERCENTAGE |
|-------------------|-------------------|------------|
| Strongly Agree    | 81                | 43.1       |
| Agree             | 62                | 33.0       |
| Neutral           | 21                | 11.2       |
| Disagree          | 18                | 9.6        |
| Strongly Disagree | 6                 | 3.2        |
| <b>TOTAL</b>      | <b>188</b>        | <b>100</b> |

CHART 11: POSTING OF JOBS IN DASHBOARD IS COST SAVING ACTIVITY



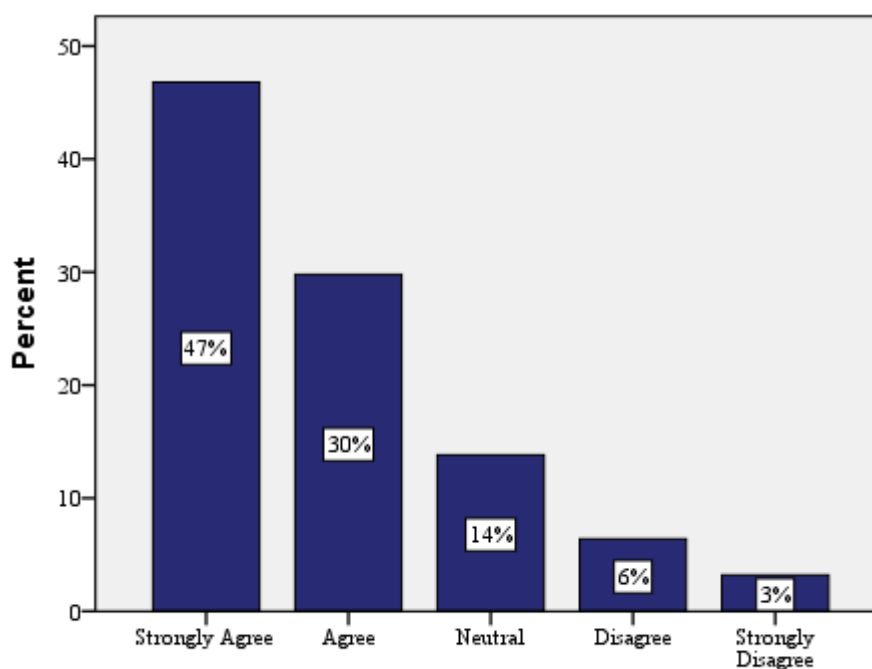
**Interpretation:** 43% respondents strongly agree that posting of jobs in dashboard is cost saving activity for the organization instead of advertising in the job portals, 33% of them agree with this, 11% of the respondents are neutral towards this, 10% respondents disagree and rest 3% of them strongly disagree

**Inference:** Majority (43%) of the respondents strongly agree that posting of jobs in dashboard is cost saving activity for the organization instead of advertising in the job portals.

#### 4.1.12: RECRUITMENT - COST EFFECTIVE METHOD

| PARTICULARS       | NO OF RESPONDENTS | PERCENTAGE |
|-------------------|-------------------|------------|
| Strongly Agree    | 88                | 46.8       |
| Agree             | 56                | 29.8       |
| Neutral           | 26                | 13.8       |
| Disagree          | 12                | 6.4        |
| Strongly Disagree | 6                 | 3.2        |
| <b>TOTAL</b>      | <b>188</b>        | <b>100</b> |

**CHART 12: RECRUITMENT - COST EFFECTIVE METHOD**



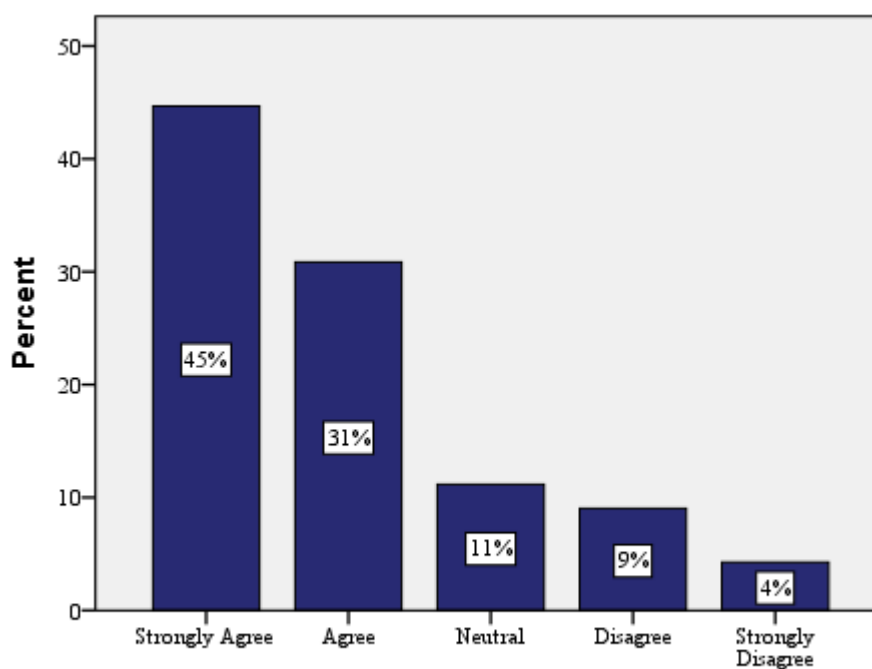
**Interpretation:** 47% respondents strongly agree that Recruitment reduces the cost, 30% of them agree with this, 14% of the respondents are neutral towards this, 6% respondents disagree and rest 3% of them strongly disagree

**Inference:** Majority (47%) of the respondents strongly agree that recruitment is the cost-effective method of hiring candidates.

#### 4.1.13: RECRUITMENT SAVES TIME IN COLLECTING QUANTITY OF RESUMES

| PARTICULARS       | NO OF RESPONDENTS | PERCENTAGE |
|-------------------|-------------------|------------|
| Strongly Agree    | 84                | 44.7       |
| Agree             | 58                | 30.9       |
| Neutral           | 21                | 11.2       |
| Disagree          | 17                | 9.0        |
| Strongly Disagree | 8                 | 4.3        |
| <b>TOTAL</b>      | <b>188</b>        | <b>100</b> |

**CHART 13: RECRUITMENT SAVES TIME IN COLLECTING QUANTITY OF RESUMES**



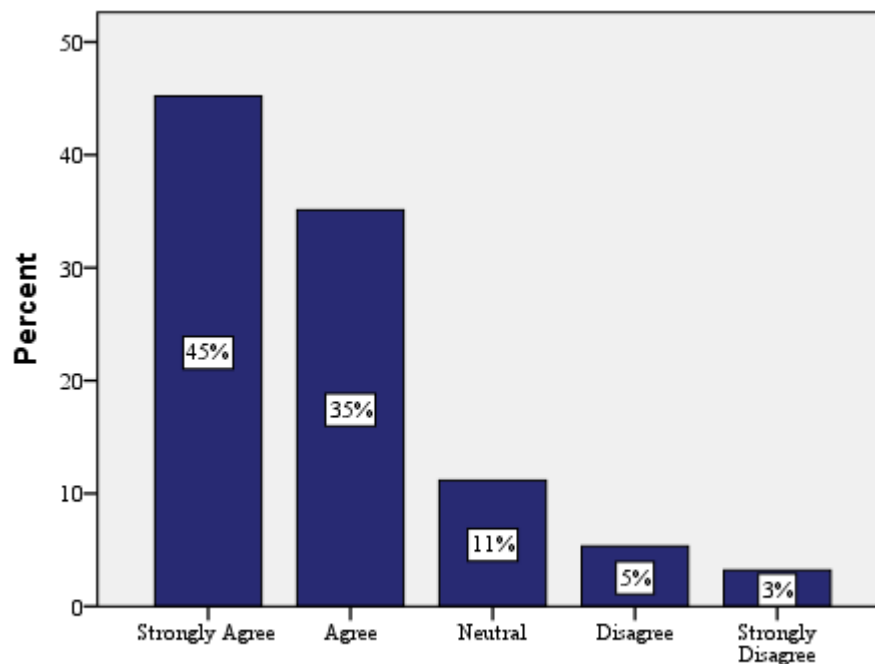
**Interpretation:** 45% respondents strongly agree that Recruitment saves time in collecting quantity of Resumes, 31% of them agree with this, 11% of the respondents are neutral towards this, 9% respondents disagree and rest 4% of them strongly disagree

**Inference:** Majority (45%) of the respondents strongly agree that recruitment saves time in collecting quantity of resumes

#### 4.1.14: RECRUITMENT PLAYS AN IMPORTANT ROLE IN ORGANIZATION SUCCESS

| PARTICULARS       | NO OF RESPONDENTS | PERCENTAGE |
|-------------------|-------------------|------------|
| Strongly Agree    | 85                | 45.2       |
| Agree             | 66                | 35.1       |
| Neutral           | 21                | 11.2       |
| Disagree          | 10                | 5.3        |
| Strongly Disagree | 6                 | 3.2        |
| <b>TOTAL</b>      | <b>188</b>        | <b>100</b> |

**CHART 14: RECRUITMENT PLAYS AN IMPORTANT ROLE IN ORGANIZATION SUCCESS**



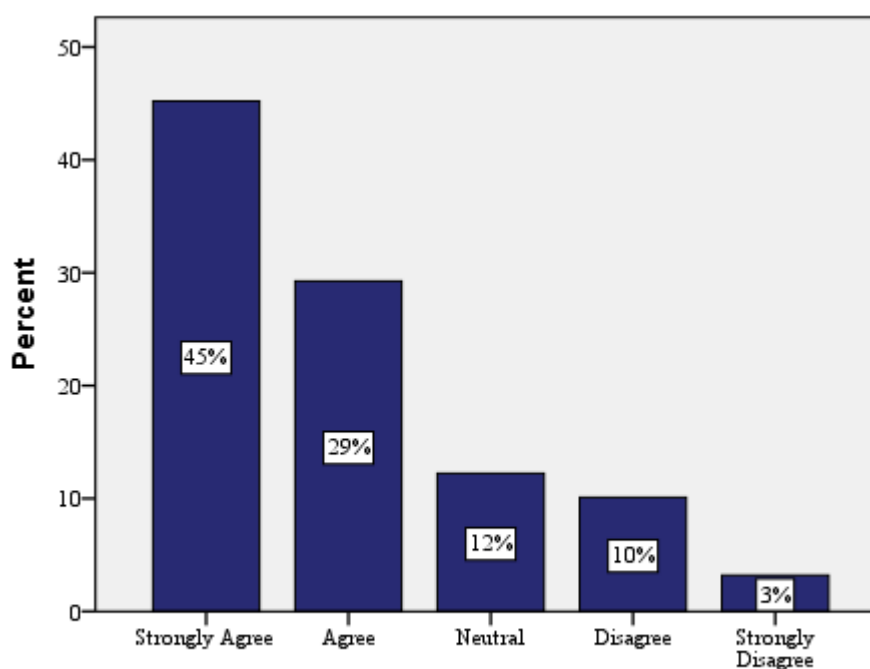
**Interpretation:** 45% respondents strongly agree that Recruitment plays an important role in organization success, 35% of them agree with this, 11% of the respondents are neutral towards this, 5% respondents disagree and rest 3% of them strongly disagree

**Inference:** Majority (45%) of the respondents strongly agree that recruitment plays an important role in the success of an organization.

#### 4.1.15: RECRUITMENT BEST SERVES REQUISITION NEEDS OF AN ORGANIZATION

| PARTICULARS       | NO OF RESPONDENTS | PERCENTAGE |
|-------------------|-------------------|------------|
| Strongly Agree    | 85                | 45.2       |
| Agree             | 55                | 29.3       |
| Neutral           | 23                | 12.2       |
| Disagree          | 19                | 10.1       |
| Strongly Disagree | 6                 | 3.2        |
| <b>TOTAL</b>      | <b>188</b>        | <b>100</b> |

**CHART 15: RECRUITMENT BEST SERVES REQUISITION NEEDS OF AN ORGANIZATION**



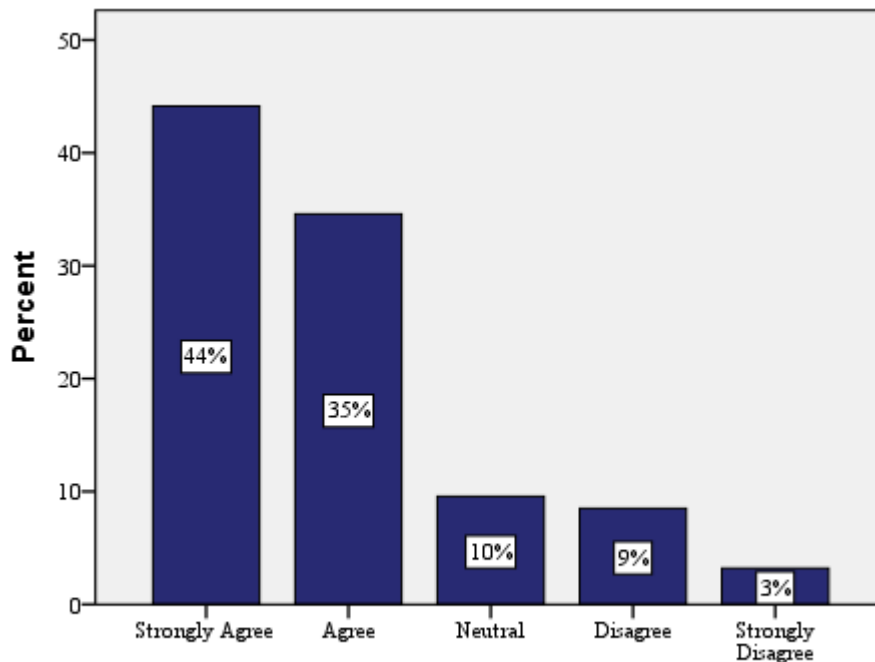
**Interpretation:** 45% respondents strongly agree that Recruitment best serves the recruitment need of the organization, 29% of them agree with this, 12% of the respondents are neutral towards this, 10% respondents disagree and rest 3% of them strongly disagree

**Inference:** Majority (45%) of the respondents strongly agree that recruitment best serves the requisition needs of an organization.

#### 4.1.16: CANDIDATE RECRUITED THROUGH JOB PORTALS MOTIVATES THE CURRENT EMPLOYEES

| PARTICULARS       | NO OF RESPONDENTS | PERCENTAGE |
|-------------------|-------------------|------------|
| Strongly Agree    | 83                | 44.1       |
| Agree             | 65                | 34.6       |
| Neutral           | 18                | 9.6        |
| Disagree          | 16                | 8.5        |
| Strongly Disagree | 6                 | 3.2        |
| <b>TOTAL</b>      | <b>188</b>        | <b>100</b> |

**CHART 16: CANDIDATE RECRUITED THROUGH JOB PORTALS MOTIVATES THE CURRENT EMPLOYEES**



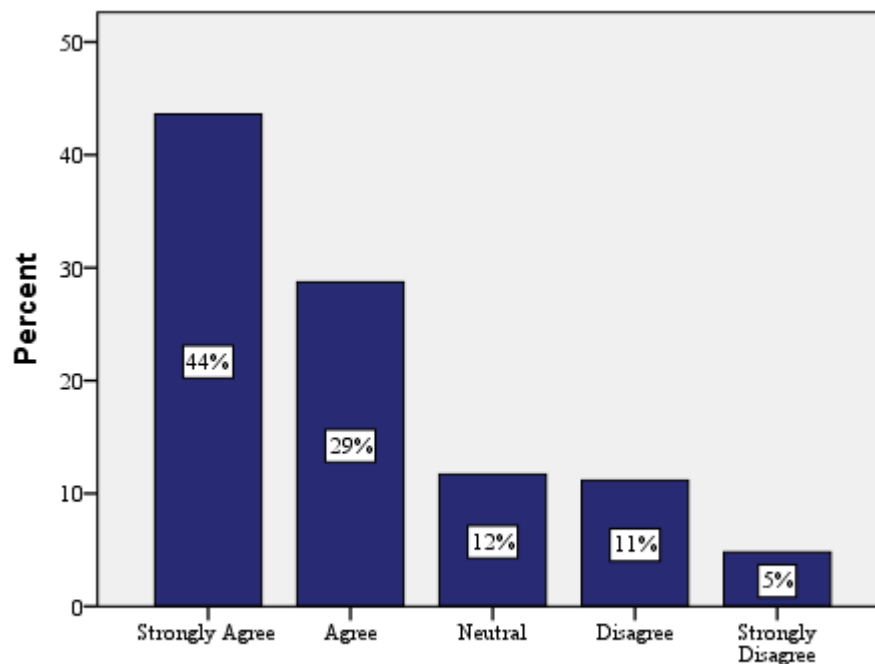
**Interpretation:** 44% respondents strongly agree that candidate recruited through job portals motivates the current employees making them feel that the hired person is not appointed through any referral, 10% of the respondents are neutral towards this, 9% respondents disagree and rest 3% of them strongly disagree

**Inference:** Majority (44%) of the respondents strongly agree that candidates recruited through job portals motivates the current employees making them feel that the hired candidate is not appointed through reference

**4.1.17: QUALIFIED CANDIDATE HIRED THROUGH RECRUITMENT INCREASES THE PERFORMANCE OF AN ORGANIZATION**

| PARTICULARS       | NO OF RESPONDENTS | PERCENTAGE |
|-------------------|-------------------|------------|
| Strongly Agree    | 82                | 43.6       |
| Agree             | 54                | 28.7       |
| Neutral           | 22                | 11.7       |
| Disagree          | 21                | 11.2       |
| Strongly Disagree | 9                 | 4.8        |
| <b>TOTAL</b>      | <b>188</b>        | <b>100</b> |

**CHART 17: QUALIFIED CANDIDATE HIRED THROUGH RECRUITMENT INCREASES THE PERFORMANCE OF AN ORGANIZATION**



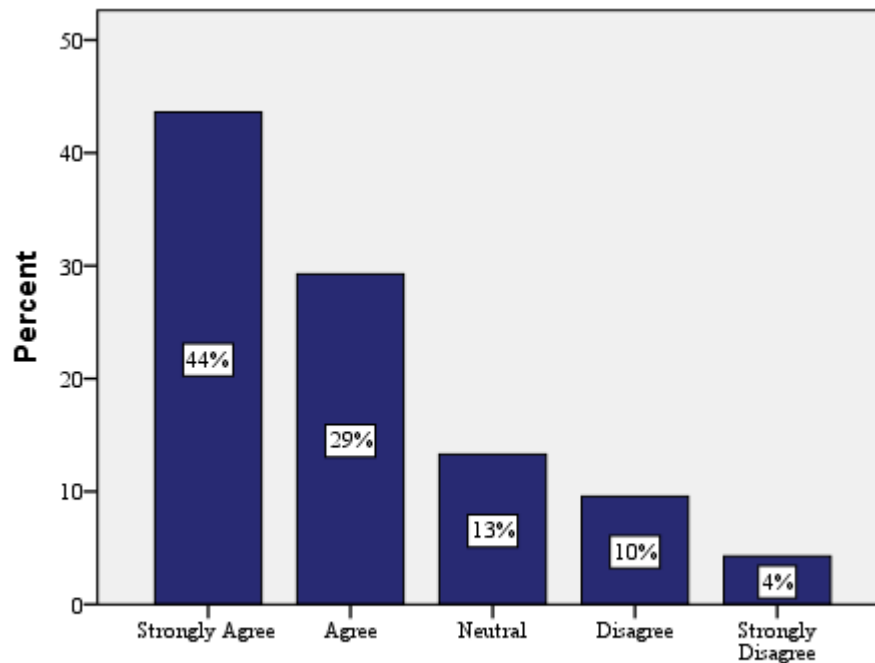
**Interpretation:** 44% respondents strongly agree that qualified candidate hired through Recruitment increases the performance of an organization, 29% of them agree with this, 12% of the respondents are neutral towards this, 11% respondents disagree and rest 5% of them strongly disagree

**Inference:** Majority (44%) of the respondents strongly agree that qualified candidate hired through recruitment increases the performance of an organization

#### 4.1.18: RECRUITMENT LEADS TO REDUCTION IN EMPLOYEE TURNOVER

| PARTICULARS       | NO OF RESPONDENTS | PERCENTAGE |
|-------------------|-------------------|------------|
| Strongly Agree    | 82                | 43.6       |
| Agree             | 55                | 29.3       |
| Neutral           | 25                | 13.3       |
| Disagree          | 18                | 9.6        |
| Strongly Disagree | 8                 | 4.3        |
| <b>TOTAL</b>      | <b>188</b>        | <b>100</b> |

CHART 18: RECRUITMENT LEADS TO REDUCTION IN EMPLOYEE TURNOVER



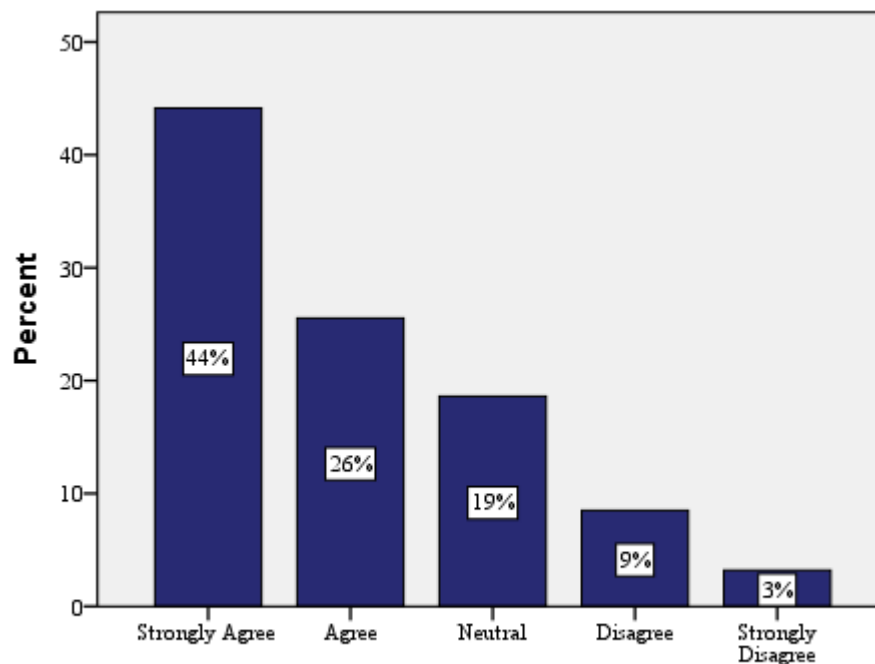
**Interpretation:** 44% respondents strongly agree that Recruitment leads to the reduction in employee turnover, 29% of them agree with this, 13% of the respondents are neutral towards this, 10% respondents disagree and rest 4% of them strongly disagree

**Inference:** Majority (44%) of the respondents strongly agree that recruitment leads to reduction in employee turnover

#### 4.1.19: APPLYING THROUGH DASHBOARD IS MORE ACCESSIBLE

| PARTICULARS       | NO OF RESPONDENTS | PERCENTAGE |
|-------------------|-------------------|------------|
| Strongly Agree    | 83                | 44.1       |
| Agree             | 48                | 25.5       |
| Neutral           | 35                | 18.6       |
| Disagree          | 16                | 8.5        |
| Strongly Disagree | 6                 | 3.2        |
| <b>TOTAL</b>      | <b>188</b>        | <b>100</b> |

TABLE 19: APPLYING THROUGH DASHBOARD IS MORE ACCESSIBLE



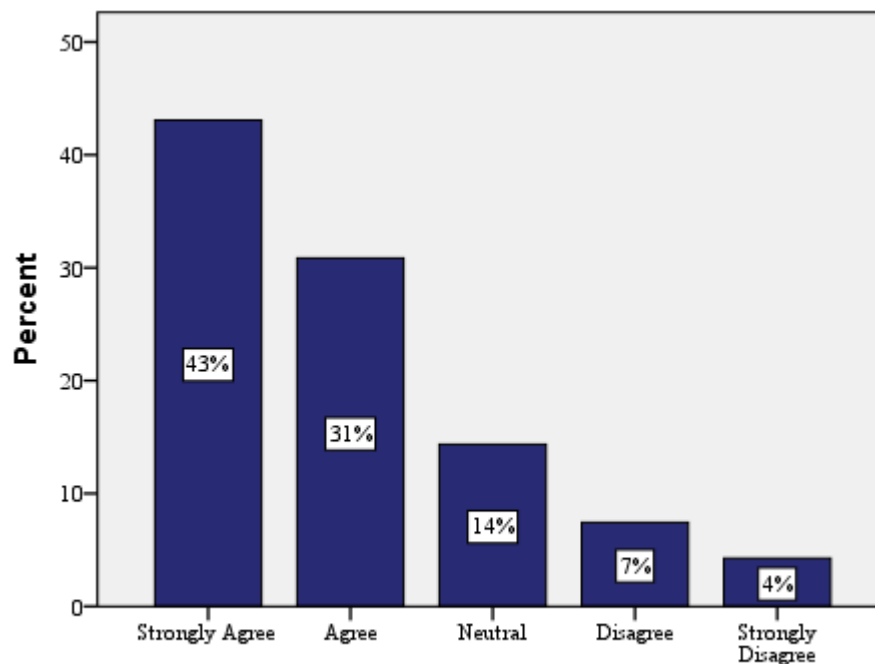
**Interpretation:** 44% respondents strongly agree that applying through dashboard is more accessible to the recruiters, 26% of them agree with this, 19% of the respondents are neutral towards this, 9% respondents disagree and rest 3% of them strongly disagree.

**Inference:** Majority (44%) of the respondents strongly agree that applying through a company's dashboard is more accessible to the recruiters.

#### 4.1.20: THE COMPETITIVE MARKET OF RECRUITMENT HELPS IN RECRUITING QUALIFIED CANDIDATE

| PARTICULARS       | NO OF RESPONDENTS | PERCENTAGE |
|-------------------|-------------------|------------|
| Strongly Agree    | 81                | 43.1       |
| Agree             | 58                | 30.9       |
| Neutral           | 27                | 14.4       |
| Disagree          | 14                | 7.4        |
| Strongly Disagree | 8                 | 4.3        |
| <b>TOTAL</b>      | <b>188</b>        | <b>100</b> |

**CHART 20: THE COMPETITIVE MARKET OF RECRUITMENT HELPS IN RECRUITING QUALIFIED CANDIDATE**



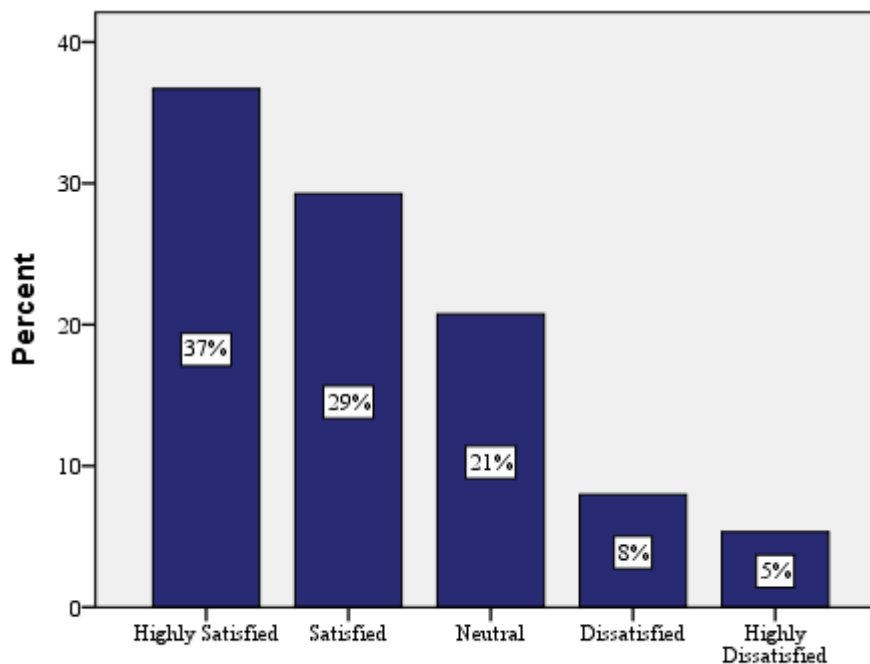
**Interpretation:** 43% respondents strongly agree that the competitive market of Recruitment helps in recruiting qualified candidate, 31% of them agree with this, 14% of the respondents are neutral towards this, 7% respondents disagree and rest 4% of them strongly disagree.

**Inference:** Majority (44%) of the respondents strongly agree that the competitive market in recruitment helps in recruiting qualified candidates.

#### 4.1.21: CLARITY OF REQUISITION IN RECRUITMENT

| PARTICULARS         | NO OF RESPONDENTS | PERCENTAGE |
|---------------------|-------------------|------------|
| Highly Satisfied    | 69                | 36.7       |
| Satisfied           | 55                | 29.3       |
| Neutral             | 39                | 20.7       |
| Dissatisfied        | 15                | 8.0        |
| Highly Dissatisfied | 10                | 5.3        |
| <b>TOTAL</b>        | <b>188</b>        | <b>100</b> |

CHART 21: CLARITY OF REQUISITION IN RECRUITMENT



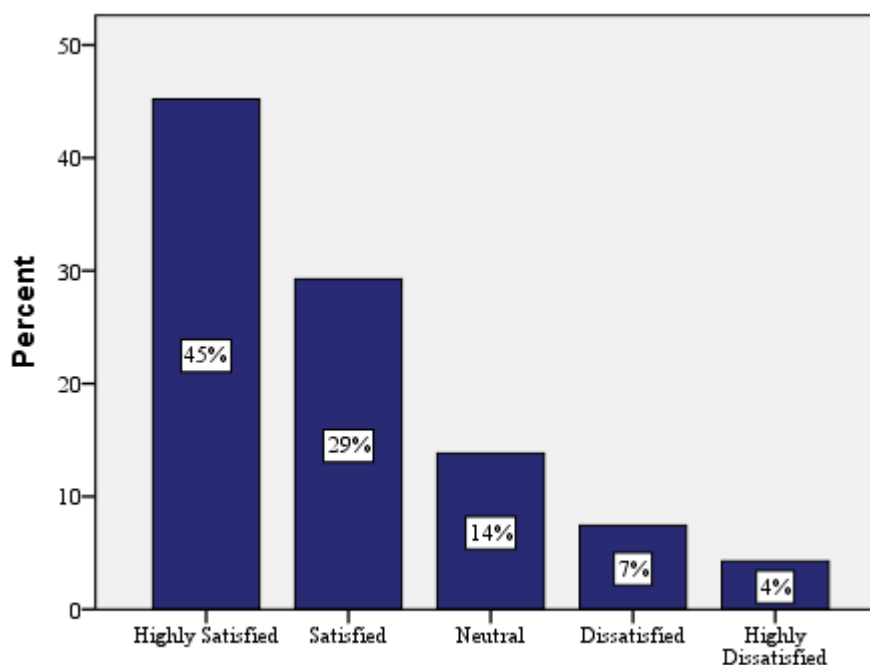
**Interpretation:** 37% respondents are highly satisfied with the clarity of requisition in recruitment, 29% of them are satisfied with this, 21% of the respondents are neutral towards this, 8% respondents are dissatisfied and rest 5% of them are highly dissatisfied.

**Inference:** Majority (37%) of the respondents are highly satisfied with the clarity of requisitions in an organization.

#### 4.1.22: JOB ROLE AS PROMISED IN THE JOB DESCRIPTION

| PARTICULARS         | NO OF RESPONDENTS | PERCENTAGE |
|---------------------|-------------------|------------|
| Highly Satisfied    | 85                | 45.2       |
| Satisfied           | 55                | 29.3       |
| Neutral             | 26                | 13.8       |
| Dissatisfied        | 14                | 7.4        |
| Highly Dissatisfied | 8                 | 4.3        |
| <b>TOTAL</b>        | <b>188</b>        | <b>100</b> |

CHART 22: JOB ROLE AS PROMISED IN THE JOB DESCRIPTION



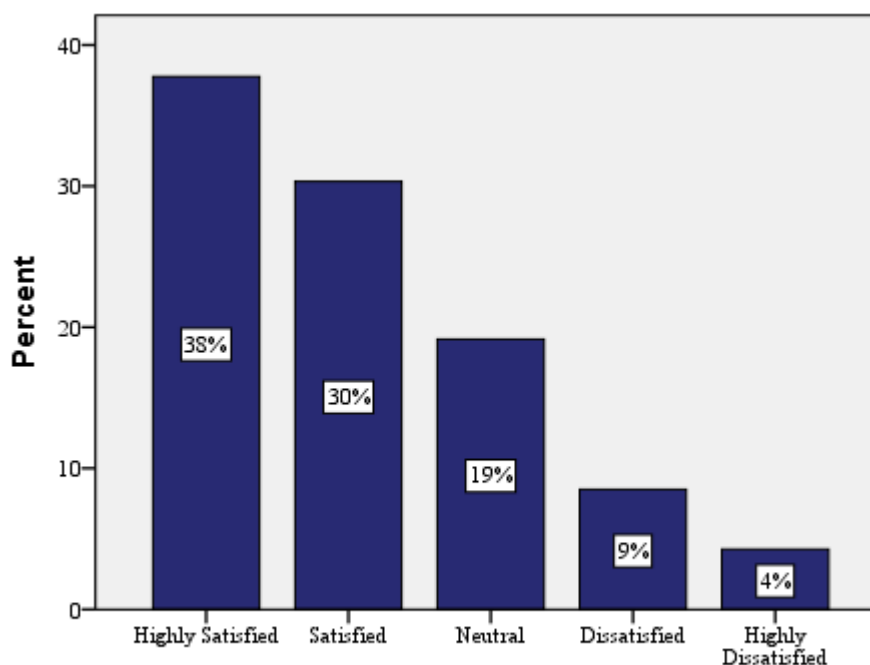
**Interpretation:** 45% respondents are highly satisfied with the job role as promised in the job description, 29% of them are satisfied with this, 14% of the respondents are neutral towards this, 7% respondents are dissatisfied and rest 4% of them are highly dissatisfied

**Inference:** Majority (45%) of the respondents are highly satisfied with the job role as promised in the job description.

#### 4.1.23: PAY AS PROMISED IN THE JOB DESCRIPTION

| PARTICULARS         | NO OF RESPONDENTS | PERCENTAGE |
|---------------------|-------------------|------------|
| Highly Satisfied    | 71                | 37.8       |
| Satisfied           | 57                | 30.3       |
| Neutral             | 36                | 19.1       |
| Dissatisfied        | 16                | 8.5        |
| Highly Dissatisfied | 8                 | 4.3        |
| <b>TOTAL</b>        | <b>188</b>        | <b>100</b> |

CHART 23: PAY AS PROMISED IN THE JOB DESCRIPTION



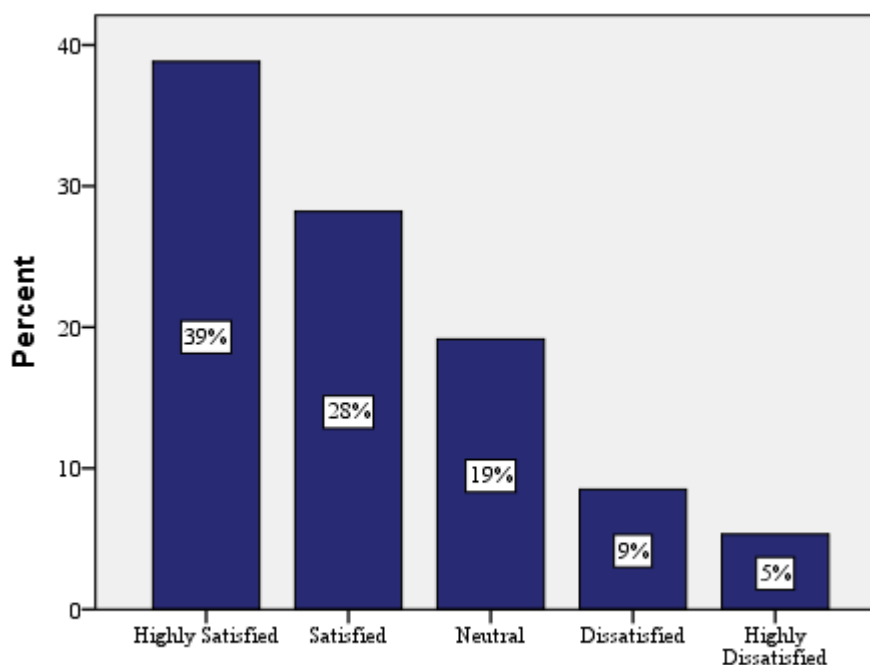
**Interpretation:** 38% respondents are highly satisfied with the pay as promised in the job description, 30% of them are satisfied with this, 19% of the respondents are neutral towards this, 9% respondents are dissatisfied and rest 4% of them are highly dissatisfied

**Inference:** Majority (38%) of the respondents are highly satisfied with the pay as promised in the job description.

#### 4.1.24: SIMPLIFIED INTERVIEW PROCESS

| PARTICULARS         | NO OF RESPONDENTS | PERCENTAGE |
|---------------------|-------------------|------------|
| Highly Satisfied    | 73                | 38.8       |
| Satisfied           | 53                | 28.2       |
| Neutral             | 36                | 19.1       |
| Dissatisfied        | 16                | 8.5        |
| Highly Dissatisfied | 10                | 5.3        |
| <b>TOTAL</b>        | <b>188</b>        | <b>100</b> |

CHART 24: SIMPLIFIED INTERVIEW PROCESS



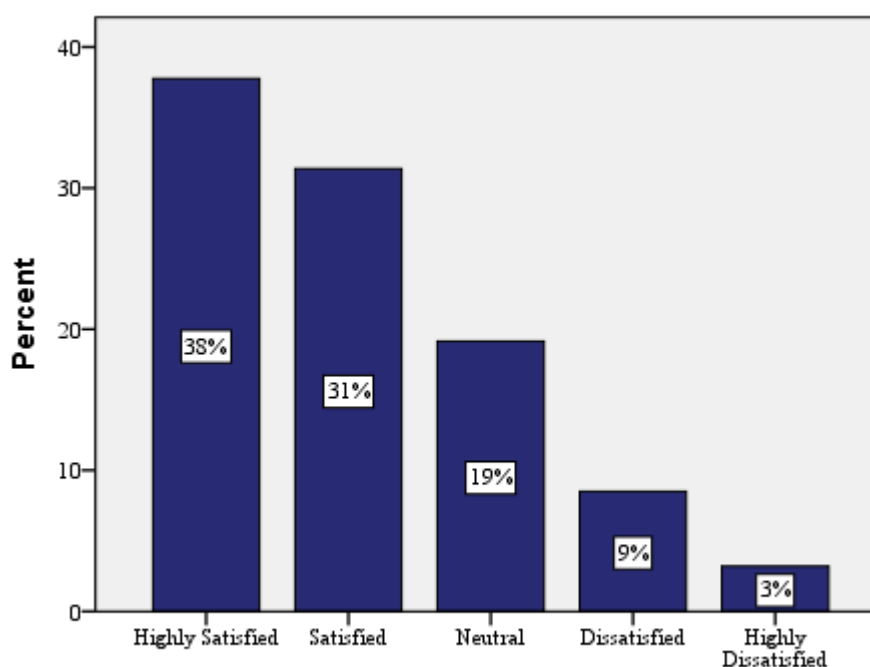
**Interpretation:** 39% respondents are highly satisfied with the simplified interview process, 28% of them are satisfied with this, 19% of the respondents are neutral towards this, 9% respondents are dissatisfied and rest 5% of them are highly dissatisfied

**Inference:** Majority (39%) of the respondents are highly satisfied with the simplified interview process.

#### 4.1.25: JOINING FORMALITIES

| PARTICULARS         | NO OF RESPONDENTS | PERCENTAGE |
|---------------------|-------------------|------------|
| Highly Satisfied    | 71                | 37.8       |
| Satisfied           | 59                | 31.4       |
| Neutral             | 36                | 19.1       |
| Dissatisfied        | 16                | 8.5        |
| Highly Dissatisfied | 6                 | 3.2        |
| <b>TOTAL</b>        | <b>188</b>        | <b>100</b> |

CHART 25: JOINING FORMALITIES



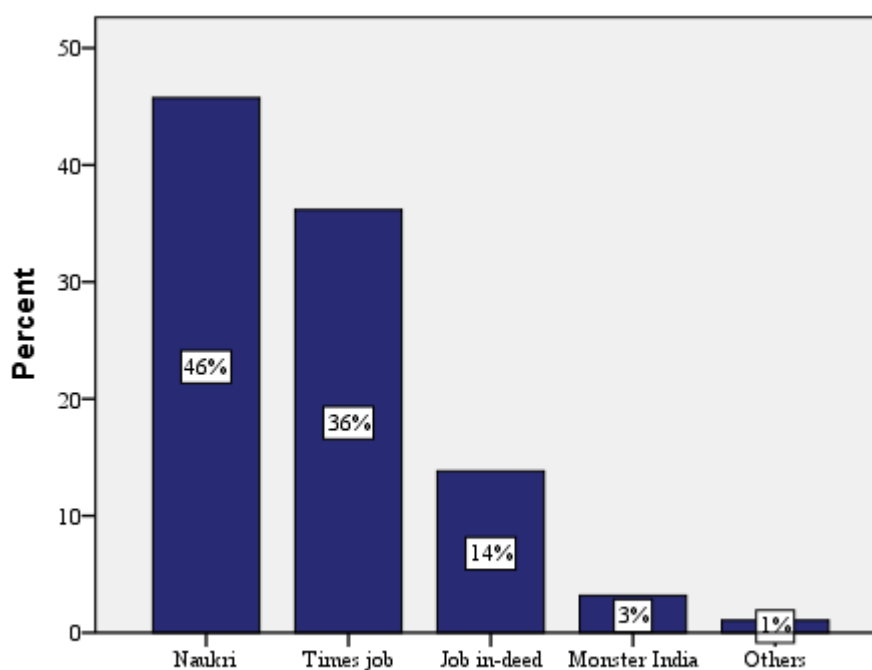
**Interpretation:** 38% respondents are highly satisfied with the joining formalities, 31% of them are satisfied with this, 19% of the respondents are neutral towards this, 9% respondents are dissatisfied and rest 3% of them are highly dissatisfied.

**Inference:** Majority (38%) of the respondents are highly satisfied with the joining formalities.

#### 4.1.26: BEST RECOMMENDED RECRUITMENT SITE

| PARTICULARS   | NO OF RESPONDENTS | PERCENTAGE |
|---------------|-------------------|------------|
| Naukri        | 86                | 45.7       |
| Times job     | 68                | 36.2       |
| Indeed        | 26                | 13.8       |
| Monster India | 6                 | 3.2        |
| Others        | 2                 | 1.1        |
| <b>TOTAL</b>  | <b>188</b>        | <b>100</b> |

CHART 26: BEST RECOMMENDED RECRUITMENT SITE



**Interpretation:** 46% respondents said they would strongly recommend Naukri.com job site for recruitment, 36% of the recommend Times job, 14% said they would recommend Indeed, 3% of them said Monster India and rest 1% respondents said other recruitment site

**Inference:** Majority (38%) of the respondents recommend Naukri as their preferred job portal.

## 4.2 CHI-SQUARE TEST

**Chi-Square between** age of the respondents and their opinion on Recruitment an effective way to gather quality resumes than the old traditional method of gathering

To find the reliability of the collected data Chi-square test has to be conducted, required hypothesis is the null hypothesis

### Null Hypothesis:

$H_0$  = There is no dependency between age of the respondents and their opinion on Recruitment an effective way to gather quality resumes than the old traditional method of gathering

### Alternate Hypothesis:

$H_1$  = There is a dependency between age of the respondents and their opinion on Recruitment an effective way to gather quality resumes than the old traditional method of gathering

| Age * Effective Cross tabulation |                |                |                |       |         |          |                   |       |
|----------------------------------|----------------|----------------|----------------|-------|---------|----------|-------------------|-------|
|                                  |                |                | Effective      |       |         |          |                   | Total |
|                                  |                |                | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree |       |
| Age                              | Below 25 Years | Count          | 0              | 1     | 0       | 0        | 0                 | 1     |
|                                  |                | Expected Count | .4             | .3    | .1      | .1       | .0                | 1.0   |
|                                  | 25-35 Years    | Count          | 36             | 26    | 20      | 10       | 3                 | 95    |
|                                  |                | Expected Count | 39.9           | 29.8  | 13.6    | 8.1      | 3.5               | 95.0  |
|                                  | 35-45 Years    | Count          | 39             | 18    | 7       | 4        | 0                 | 68    |
|                                  |                | Expected Count | 28.6           | 21.3  | 9.8     | 5.8      | 2.5               | 68.0  |
|                                  | 45-50 Years    | Count          | 4              | 13    | 0       | 2        | 3                 | 22    |
|                                  |                | Expected Count | 9.2            | 6.9   | 3.2     | 1.9      | .8                | 22.0  |

|       |                |                |      |      |      |      |     |       |
|-------|----------------|----------------|------|------|------|------|-----|-------|
|       | Above 50 Years | Count          | 0    | 1    | 0    | 0    | 1   | 2     |
|       |                | Expected Count | .8   | .6   | .3   | .2   | .1  | 2.0   |
| Total |                | Count          | 79   | 59   | 27   | 16   | 7   | 188   |
|       |                | Expected Count | 79.0 | 59.0 | 27.0 | 16.0 | 7.0 | 188.0 |

| Chi-Square Tests                                                                        |                     |    |                       |
|-----------------------------------------------------------------------------------------|---------------------|----|-----------------------|
|                                                                                         | Value               | df | Asymp. Sig. (2-sided) |
| Pearson Chi-Square                                                                      | 45.103 <sup>a</sup> | 16 | .000134               |
| Likelihood Ratio                                                                        | 40.766              | 16 | .001                  |
| Linear-by-Linear Association                                                            | .044                | 1  | .833                  |
| N of Valid Cases                                                                        | 188                 |    |                       |
| a. 15 cells (60.0%) have expected count less than 5. The minimum expected count is .04. |                     |    |                       |

**Interpretation:** Chi square value of  $\chi^2$  (16) 45.103. Significance 0.000134 at 5% level of significance, table value 45.103 is  $> 0.000134$  and the accepted hypothesis is Null Hypothesis. Hence there is no significant relationship between age of the respondents and opinion on Recruitment an effective way to gather quality resumes than the old traditional method of gathering

### 4.3 ONE WAY ANOVA TEST

Hypothesis set between qualification of the respondents and their opinion on posting of jobs online as cost saving activity for the organization instead of advertising in the newspaper

#### Null Hypothesis:

Ho = There is no statistically significant relationship between qualification of the respondents and their opinion on posting of jobs online as cost saving activity for the organization instead of advertising in the newspaper

#### Alternate Hypothesis:

H<sub>1</sub> = There is a statistically significant relationship between qualification of the respondents and their opinion on posting of jobs online as cost saving activity for the organization instead of advertising in the newspaper

| Descriptives  |     |      |                |            |                                  |             |         |         |
|---------------|-----|------|----------------|------------|----------------------------------|-------------|---------|---------|
| Utilization   |     |      |                |            |                                  |             |         |         |
|               | N   | Mean | Std. Deviation | Std. Error | 95% Confidence Interval for Mean |             | Minimum | Maximum |
|               |     |      |                |            | Lower Bound                      | Upper Bound |         |         |
| Non Graduate  | 2   | 1.50 | .707           | .500       | -4.85                            | 7.85        | 1       | 2       |
| Diploma       | 164 | 1.99 | 1.110          | .087       | 1.82                             | 2.17        | 1       | 5       |
| Graduate      | 18  | 1.94 | 1.162          | .274       | 1.37                             | 2.52        | 1       | 5       |
| Post Graduate | 4   | 1.25 | .500           | .250       | .45                              | 2.05        | 1       | 2       |
| Total         | 188 | 1.97 | 1.104          | .080       | 1.81                             | 2.13        | 1       | 5       |

| ANOVA          |                |     |             |      |      |
|----------------|----------------|-----|-------------|------|------|
| Posting        |                |     |             |      |      |
|                | Sum of Squares | df  | Mean Square | F    | Sig. |
| Between Groups | 2.620          | 3   | .873        | .714 | .545 |
| Within Groups  | 225.188        | 184 | 1.224       |      |      |
| Total          | 227.809        | 187 |             |      |      |

**Interpretation:** This is the table that shows the output of the ANOVA analysis, and we have no statistically significant difference between our group means. We can see that the significance level is 0.545 ( $p = .545$ ), which is more than 0.05, therefore, there is no statistically significant relationship between qualification of the respondents and their opinion on posting of jobs online as cost saving activity for the organization instead of advertising in the newspaper

#### 4.4 CORRELATION CO-EFFICIENT

A Pearson product-moment correlation was run to determine the relationship between experience of the respondents and their opinion on applying through job portals and social networking sites is more accessible to the candidates

| Correlations                                                |                     |            |        |
|-------------------------------------------------------------|---------------------|------------|--------|
|                                                             |                     | Experience | Social |
| Experience                                                  | Pearson Correlation | 1          | -.159* |
|                                                             | Sig. (2-tailed)     |            | .029   |
|                                                             | N                   | 188        | 188    |
| Social                                                      | Pearson Correlation | -.159*     | 1      |
|                                                             | Sig. (2-tailed)     | .029       |        |
|                                                             | N                   | 188        | 188    |
| *. Correlation is significant at the 0.05 level (2-tailed). |                     |            |        |

#### INTERPRETATION

The data showed a violation of normality, linearity or homoscedasticity. There was a negative correlation between experience of the respondents and their opinion on applying through job portals and social networking sites is more accessible to the candidates, which was not statistically significant ( $r = -0.159$ ,  $n = 188$ ,  $p = .029$ ). The Pearson correlation coefficient,  $r$ , is  $-0.159$  and that is not statistically significant

## **CHAPTER 5**

### **FINDINGS AND SUGGESTIONS**

#### **5.1 FINDINGS OF THE STUDY**

- Majority (51%) of the respondents are aged between 25-35 years
- Majority (97%) of the respondents are male
- Majority (87%) of the respondents are graduates.
- Majority (48%) of the respondents earn 15,000-30,000
- Majority (49%) of the respondents have less than 1 year of work experience.
- Majority (44%) of the respondents strongly agree that they use social media/website for recruitment.
- Majority (79%) of the respondents strongly agree that recruitment is the fastest method
- Majority (42%) of the respondents are strongly agree that recruitment is the effective method to source quality resumes
- Majority (44%) of the respondents strongly agree that recruitment supports in bringing better qualified candidates to an organization
- Majority (44%) of the respondents strongly agree that large pool of applications can be collected through recruitment
- Majority (43%) of the respondents strongly agree that posting of jobs in dashboard is cost saving activity for the organization instead of advertising in the job portals
- Majority (47%) of the respondents strongly agree that recruitment is the cost-effective method of hiring candidates
- Majority (45%) of the respondents strongly agree that recruitment saves time in collecting quantity of resumes
- Majority (45%) of the respondents strongly agree that recruitment plays an important role in the success of an organization
- Majority (45%) of the respondents strongly agree that recruitment best serves the requisition needs of an organization

- Majority (44%) of the respondents strongly agree that candidates recruited through job portals motivates the current employees making them feel that the hired candidate is not appointed through reference
- Majority (44%) of the respondents strongly agree that qualified candidate hired through recruitment increases the performance of an organization
- Majority (44%) of the respondents strongly agree that recruitment leads to reduction in employee turnover
- Majority (44%) of the respondents strongly agree that applying through a company's dashboard is more accessible to the recruiters
- Majority (44%) of the respondents strongly agree that the competitive market in recruitment helps in recruiting qualified candidates
- Majority (37%) of the respondents are highly satisfied with the clarity of requisitions in an organization.
- Majority (45%) of the respondents are highly satisfied with the job role as promised in the job description
- Majority (38%) of the respondents are highly satisfied with the pay as promised in the job description.
- Majority (39%) of the respondents are highly satisfied with the simplified interview process
- Majority (38%) of the respondents are highly satisfied with the joining formalities
- Majority (38%) of the respondents recommend Naukri as their preferred job portal

## 5.2 SUGGESTIONS

The study proved that banking sector has an effective Human Resource Department meeting all the manpower requirements of the company. All the Talent acquisition activities are coordinated and controlled in such a manner that all demands are met. But still the questionnaire analysis gave some loopholes regarding the functions of the HR department. According to these loopholes following suggestions were put forth to the HR department. Talent Acquisition process makes the recruitment faster, more accountable, and standardized. Almost all recruiters of the sector feel they can find right resource for that job. Recruitment also produces cashable benefits. For example, if the company requires a software engineer or architect, it uses to look for internal reference as a first source. Secondly, they will post the job on their sites or in any job portal. The Talent acquisition process should be handled by more experienced staff.

- Recruiters should undergo training to improve their communication skills.
- The company should go for campus selection as it helps to get fresh candidates who contribute new and innovative ideas which increase the organization effectiveness.
- To attract more people, the company should provide attractive packages, good atmosphere to work, give the employers job security and the company should maintain good relations.
- Selection methods like Group Discussion should be followed for absorbing the employees in the organization.
- The company should select the candidates through consultancies as it helps them to get brilliant candidates as these consultancies carry out the candidates by conducting various necessary test like group discussion, aptitude test etc.

### **5.3 CONCLUSION**

From the study recruiters are much particular about the recruitment since it is time and energy saving. They want to get rid of the conventional method of manual recruitment which takes lot of time in recruiting the potential hires. Recruitment bridges a gap that always exists between employers and job seekers. Recruitment provides a wider scope of opportunities and choices for both jobseekers and employers. Developing countries such as India, China etc., are struggling because of many social factors such as population explosion, unemployment problems. In that competitive market, say for a post of manager in an established organization, thousands and thousands of applications are making the recruiters to feel tiresome. There are many chances of getting not suitable resume. This outsourcing technique somehow reduces the chances of getting junk profiles. These firms are again seeking the help of job portals by hitting the same database. Even though Talent Acquisition process is having some cons, its pros are in peak level.

The aim of this study is to examine the overall concept of recruitment at Banking sector. It has been rightly said that recruitment is not only hiring the best amongst those who applied for a particular post rather it's the question to enroll the right candidate in one's human capital. The topic of recruitment, if considered as a stem of a tree, it covers so many other aspects which can be called as its branches i.e., recruitment revolution, linkage between HRIS and recruitment, recruitment market and its players, hiring process in recruitment, methods of recruitment, difference between traditional recruitment and recruitment and lastly the advantages and disadvantages of recruitment.

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## ANNEXURE QUESTIONNAIRE

### 1. Age

Below 25yrs ( )    25 –35yrs ( )    35 – 45yrs ( )    45 – 50yrs ( )    50yrs & Above ( )

### 2. Gender

Male ( )                      Female ( )

### 3. Qualification

Diploma ( )              Under Graduate ( )    Post Graduate ( )    Others ( )

### 4. Designation \_\_\_\_\_

### 5. Income

Rs.15,000& Below ( )      Rs.15,000 – Rs.30,000 ( )    Rs.30,000 – Rs.45,000 ( )      Rs.45,000 - Rs.60,000 ( )    Rs.60,000 & Above ( )

### 6. Experience

Below 1yr ( )              1yr – 3yrs ( )      3yrs – 5yrs ( )              5yrs & Above ( )

(Note: Strongly agree-SA, Agree-A, Neutral-N, Disagree-DA, Strongly Disagree-SDA)

| Q.No | Effectiveness of employer brand on Talent acquisition                                                         | S<br>A | A | N | D<br>A | SDA |
|------|---------------------------------------------------------------------------------------------------------------|--------|---|---|--------|-----|
| 7    | Usage of dashboard for recruitment                                                                            |        |   |   |        |     |
| 8    | Dashboard is the fastest mode to apply for Job                                                                |        |   |   |        |     |
| 9    | Talent acquisition is an effective way to gather quality resumes than the old traditional method of gathering |        |   |   |        |     |
| 10   | Talent acquisition supports in bringing better qualified candidates in an organization                        |        |   |   |        |     |
| 11   | Large pool of applications can be collected through Talent acquisition                                        |        |   |   |        |     |

| <b>Q.No</b> | <b>Benefits of employer branding on Talent acquisition</b>                                           | <b>SA</b> | <b>A</b> | <b>N</b> | <b>D<br/>A</b> | <b>SDA</b> |
|-------------|------------------------------------------------------------------------------------------------------|-----------|----------|----------|----------------|------------|
| <b>12</b>   | Posting of jobs is cost saving activity for the organization instead of advertising in the newspaper |           |          |          |                |            |
| <b>13</b>   | Talent acquisition reduces the cost                                                                  |           |          |          |                |            |
| <b>14</b>   | Talent acquisition saves time in collecting quantity of Resumes                                      |           |          |          |                |            |
| <b>15</b>   | Talent acquisition plays an important role in success                                                |           |          |          |                |            |
| <b>16</b>   | Talent acquisition best serves the need of the organization                                          |           |          |          |                |            |

| <b>Q.No</b> | <b>Impact of best practices of Talent acquisition</b>                                                                                              | <b>SA</b> | <b>A</b> | <b>N</b> | <b>D<br/>A</b> | <b>SDA</b> |
|-------------|----------------------------------------------------------------------------------------------------------------------------------------------------|-----------|----------|----------|----------------|------------|
| <b>17</b>   | Candidate recruited through dashboard motivates the current employees making them feel that the hired person is not appointed through any referral |           |          |          |                |            |
| <b>18</b>   | Qualified candidate hired through Recruitment increases the performance of an organization                                                         |           |          |          |                |            |
| <b>19</b>   | Recruitment leads to the reduction in employee turnover                                                                                            |           |          |          |                |            |
| <b>20</b>   | Applying through dashboard is more accessible to the candidates                                                                                    |           |          |          |                |            |
| <b>21</b>   | The competitive market helps in recruiting qualified candidate                                                                                     |           |          |          |                |            |

(Note: Highly Satisfied-HS, Satisfied-S, Neutral-N, Dissatisfied-DS, Highly Dissatisfied-HDS)

| <b>Q.No</b> | <b>Satisfaction Level of Talent acquisition</b> | <b>HS</b> | <b>S</b> | <b>N</b> | <b>D<br/>S</b> | <b>HDS</b> |
|-------------|-------------------------------------------------|-----------|----------|----------|----------------|------------|
| <b>22</b>   | Clarity of requisition in recruitment           |           |          |          |                |            |
| <b>23</b>   | Job role as promised in the job description     |           |          |          |                |            |
| <b>24</b>   | Pay as promised in the job description          |           |          |          |                |            |

|           |                              |  |  |  |  |  |
|-----------|------------------------------|--|--|--|--|--|
| <b>25</b> | Simplified interview process |  |  |  |  |  |
| <b>26</b> | Joining Formalities          |  |  |  |  |  |

**27. Suggestions** \_\_\_\_\_