

“Recruitment and Selection Process and its Evaluation at Warmex Home Appliances”

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Abstract

Consumer electronics or home electronics are the electronic devices (analog or digital) that are designed for day to day use, specially in private homes. Consumer electronics include devices that are used for entertainment, communication, and recreation. These are generally referred to as black products because many products are stored in black or dark boxes. This term is used to distinguish them from "household appliances", which are intended for household tasks such as washing machines and refrigerators, although they would now be considered black items, some of which are connected to the Internet. In the 2010s, this distinction was lacking in large electronics stores that sell home office, communication and entertainment equipment, as well as kitchen equipment such as refrigerators. At the beginning of the 20th century, radio brought the first great consumer product, the radio receiver. Later products included telephones, televisions, and calculators, then audio and video recorders and players, game consoles, personal computers, and MP3 players. In the 2010s, consumer electronics stores often sold GPS, automotive electronics (car stereos), video game consoles, electronic musical instruments (for example, DVD players and Bluray players). In the 2010s, most consumer electronics products are based on digital technologies and have largely merged with the computer industry in what is increasingly known as the consumerization of information technology. Consumer electronics stores can be physical retail stores, online stores, or a combination of both. The driving force of the electronics industry, in turn, is the semiconductor industry.

Introduction

Recruitment and Selection is an important operation in HRM, designed to maximize employee strength in order to meet the employer's strategic goals and objectives. In short, Recruitment and Selection is the process of sourcing, screening, shortlisting and selecting the right candidates for the filling the required vacant positions. Recruitment and Selection is very wide and it consists of a variety of operations. Resources are considered as most important asset to any organization. Hence, hiring right resources is the most important aspect of Recruitment. Every company has its own pattern of recruitment as per their recruitment policies and procedures. Recruitment and selection are two different activities. The meaning of recruitment is the mechanism of making interest for the people to apply for work and selection is the final decision of a specific candidate for the particular position. For any organization it is important that the people who are going to be Hire must have abilities, talent and perspective that you need. In long term phase organization needs those types of employees who have the abilities to face the challenges and can continue learning. So like this there are more chances for the organization to get the competitive edge. Also for the long term aspect approach, proclivity and competency is more important

than present command and knowledge. While in the process of selection on judgment the individuals is used to forecast in assuring favourable outcomes on the job. As these are all assumptions and there is no guarantee that these predictions are unmitakeable so there are always chances of misjudgements. Organizations while employing the individuals are more worried about false positives because as a result it causes inadequate performance and costly misjudgement. In these type of organizations it can be said that if they increase their level of entry condition so that to decrease the possibility of false positives. As a result of this standard the candidates who are actually competent will be selected and the applicants who do not fulfil the requirement will be refused.

Literature Survey

Recruitment Process Recruitment is the process of searching the candidates for employment and stimulating them to apply for jobs in the organization. Stonner, Freeman and Gilbert (2000) stated that the purpose of recruitment is to provide a group of candidate that is large enough to let managers select the employees they need. Recruitment according to Nzuve (1997) refers to the discovery and development of the sources of required personnel so that sufficient number of candidates will always be available for employment in the organization. The purpose of recruitment is to seek out or explore, to evaluate, to induce and to obtain commitment from the prospective employees so as to fill up positions required for successful operation and organization. define it as the process of creating a group of qualified candidates for vacancies within organizations. In both professional and non-professional fields, employment will include an attempt to identify a diverse group of applicants with the necessary qualifications and capabilities, and inform them of available job opportunities. There are various methods of recruitment but for the sake of simplicity, they have been categorized under two broad headings.

Internal Recruitment This is for those people who are already working in the organization; the HR people publish the circular on notice board and online portal to invite the deserving employees to participate in the interview via they can also upgrade their position level and avail their career growth. In this case, employees refer their resume personally and sometimes by their internal communication portal. This process may not be followed in all companies and organizations, for example in the study . Some of the advantages of internal hiring have been mentioned. We review what each of Stonner, Freeman and Gilbert (2000) identified three advantages of an organization policy to recruit from within. First, individuals recruited from within are already familiar with the organization and its members, and this knowledge increases the likelihood that they will succeed. Secondly, a promotion from within policy fosters loyalty and inspires greater effort among organization members. Finally, it is usually less expensive to recruit or promote from within than to hire from outside the organization. Certain disadvantages to internal recruitment were also recognized. It limits the pool of available talent. In addition, it reduces the chance that fresh view points will enter the organization, and it may encourage complacency among employees who assume seniority ensures promotion.

External Recruitment From other organization/company/institute or fresh graduate people this process is applicable, step by step selection and recruitment process is shown. Many vacancies are filled from outsiders. Even when an company own candidates if transferred or promoted elsewhere in the company there comes a vacant position, which should be filled externally. The process below shows how groups of candidates are created from different sources. It is impossible to gather all candidates from a different category and experience using only one source. These sources have proven to be very useful and effective for finding the right number of people who are able.

Objectives

1. Understand your requirements

Start the recruitment process by examining what goals you have for hiring new employees. You might note how many professionals you want to hire, the timeline you hope to follow and the basic characteristics you might look for in a candidate. Knowing this basic information about the company's recruitment process can help you stay focused on company goals and measure candidates according to this standard.

2. Refine the quality of the candidates

When searching for the ideal candidate for a position, recruiters first look for applicants whose resumes match the job description they listed. The professional skills, education and employment experience listed on a resume are important in determining whether a candidate is a good fit for an available position, but refining candidates even further can help you ensure you hire the best possible applicant.

3. Find a pool of candidates

Even if you plan on hiring the first candidate you interview, having a pool of select candidates adds quality assurance to your hiring process. You may still select the first person you interviewed, but using their qualifications as a baseline when interviewing other candidates allows you to make a hiring decision with confidence. If you have multiple candidates to compare, you can also ask for feedback from colleagues or supervisors when attempting to select a qualified candidate.

4. Consider the future needs of the company

When hiring candidates, you might consider choosing multiple professionals to offer the job. This can help you consider the goals of specific departments and account for employee turnover. For example, if a department wants to have a team of 20 but currently only has 15 professionals, you might consider the average turnover rate for this position. If you project for two professionals from this department to quit within the year, you might plan to hire seven professionals for the team.

5. Reduce employee turnover

Effective recruitment ensures that both you and your candidates have the information you both require to make a proper hiring decision. Ensuring that you mention as many details as possible regarding the job, benefits and any other expectations of the company can help reduce employee turnover. Consider also encouraging questions from the candidate. If this occurs, the candidates often know what to expect if they accept a job offer and can avoid surprises that may lead to them seeking other employment.

Research Methodology

1. Primary Data

The primary data is collected by using primary methods such questionnaires, interviews, observations etc. For this study questionnaires are used to collect primary data from the employees of the industries. We know relatively little on a systematic basis about how or why organizations choose to use different combinations of these strategies, though some of the results reported in the study of recruitment and selection and in large firms offers some pointers that are worthy of further exploratory research, particularly among small and medium sized organizations. Nowadays employees suggests that personality tests are now being routinely used for some occupations in 19 per cent of workplaces, and performance tests are being used in Recruitment and selection in 46% of workplaces. Personality testing seems to be concentrated in larger workplaces and used upon professional, managerial, and sales staff; and performance testing concentrated again in larger workplaces but used for professional and administrative staff. Among the sample of large employers the overall relative ranking of importance of different skill/suitability Assessment methods was as follows:

1. Interview
2. Work experience
3. Performance/competency test
4. Qualifications
5. Assessment center
6. Personality/aptitude test

2. Secondary Data:-

Secondary data is collected from various Journals, books, websites, Government reports, News papers, and other research reports.

Particulars	No.of Respondents
Newspaper sources	45
Journals& Periodicals	10
Campus recruitment	40
Employee referral	30
Consultancies	25
Total	150

Research Methodology

The research methodology is scientific and systematic for pertinent information on specific topic. It is a careful investigation or inquiry especially through search for new facts in any branch of knowledge. This research study is taken as a part of educational curriculum. Research is a systematized effort to gain knowledge and hence, it helps to practical knowledge in study various steps that are generated adopted by a research in studying his research problem along with the logic behind them.

Research Design

The type of research is descriptive in nature; since an attempt was made to find out inter relationship between variables.

Source of Data

Data is collected from both primary and secondary sources.

Primary Data

Primary data are collected through a structured questionnaire. A well structured questionnaire has been prepared given to the respondents by the researcher.

Secondary Data

Secondary data are collected from the published data available within the company and also from the Internet and Intranet.

Sample Size

Sample size means the number of sampling units selected from the organization for investigation. The total sample size that is taken for this study is 100.

Sampling Unit

The design adopted for this study is descriptive research design. This design was chosen as it hence choose accurately the characteristics of a particular system helped to study the availability of the system as well as the constant that might restrict as effectiveness.

Sampling Method

A sampling technique in which a simple is selected on the basis of convenience and case.

Research Instrument

Structured questionnaire is used here as the instrument to collect the data, both open ended and closed ended questions were used to possible.

Tools used → Percentage Analysis

ANALYSIS AND INTERPRETATION

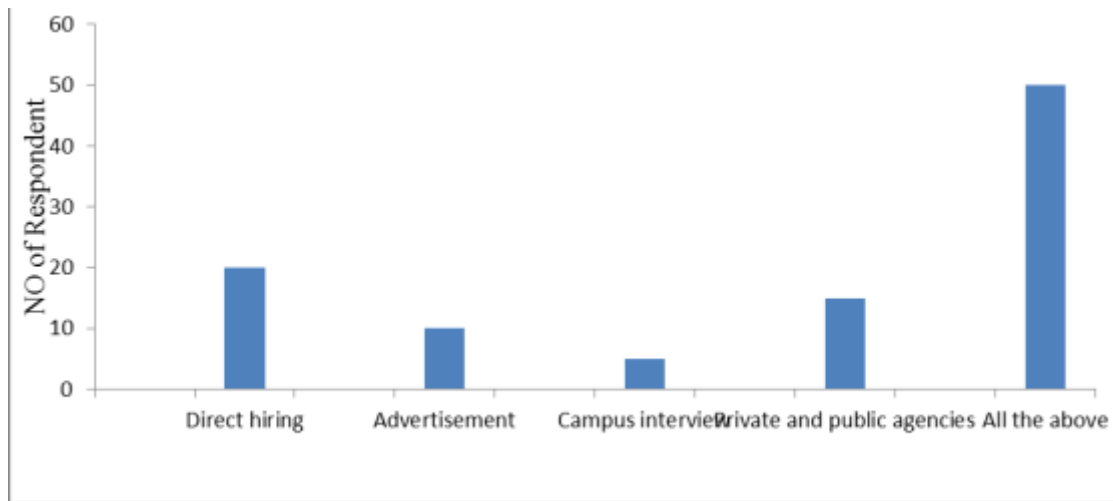
1.Sources of recruitment

Sources of recruitment	No of respondents	% of respondents
Direct hiring	20	20
Advertisement	10	10
Campus interview	5	5
Private and public agencies	15	15
All the above	50	50
Total	100	100

Inference

From the above table it has been interpreted that 20% of the respondents are recruited through direct hiring, 10% of the respondents are recruited through advertisement, 5% of the respondents are recruited through campus interview, 15% of the respondents are recruited through Private and Public agencies, 50% of the respondents are recruited through all the above sources.

Sources of recruitment



FINDINGS

- 5% of employees are recruited through campus interview is more effective, 50% of the employees are recruited through direct hiring is, advertisement.
- 60% of employees are highly satisfied about the selection process, 40% of employees are satisfied about the selection process.
- 50% of the employees felt preliminary interview is important, 5% of employees felt other sources are important.
- There is a Relationship Between Age & Satisfaction About the selection process.

Conclusion

The study on recruitment and selection is HR professional is having big responsibility to hire a best person from the available talent pool. At the same time, one needs to be conscious. The employer should judge on individual merits and set the same standards for all. In the present scenario, “It is the biggest challenge for a HR manager to hunt for talent”.

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