

EMERGING TRENDS IN RECRUITMENT AND SELECTION IN INDIA

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ABSTRACT:

In today's competitive business environment, personnel in the organisations are a source of competitive advantage. It is very crucial for businesses to hire the right people, for the right job, at the right time with the right knowledge and skills. The recruitment and selection process has become one of the key processes determining the success of an organisation. This paper examines the emerging trends concerning recruitment and selection.

Keywords: Recruitment, Selection, Emerging trends.

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INTRODUCTION

Personnel are the most precious resource for any organisation. Recruitment and Selection of right person on the board of a company is indispensable for the success of any organisation. In the recent years, Staffing industry has seen utmost transition and is working in an increasingly dynamic business environment. The staffing industry in India is highly fragmented and provides services in varied streams such as Engineering, Finance, Marketing and IT. The Indian recruitment industry is driven by a number of factors including the growth of key client industry, large conglomerates entering into new business domains, entry of multinational companies in the Indian markets among others. Indian economy has been growing at an attractive rate backed by growth in its key customer industries like IT, ITES, retail, banking, health care and hospitality among others. Also the industry is characterised by the increasing trend of private equity transactions and a number of mergers and acquisitions. Also, a number of companies have started outsourcing their recruitment processes to third party recruiters.

EMERGINIG TENDS IN RECRUITMENT AND SELECTION

Currently the recruitment and selection approach is undergoing tremendous changes fuelled by technological innovations and changes in strategic outlook. The following section examines some of the key trends impacting recruitment and selection process.

Recruitment marketing strategy

It is the process of fostering and attracting talented employees/professionals/individuals to the organisation using marketing tactics and methods. It is introduced as a discipline due to the consequences of the current situation in the labour market. The main objective of recruitment marketing is to follow the latest trends and new challenges in the market and provide best solutions to the companies to overcome these. Companies which adopt this strategy will be able to attract more talent. (Kristina Martic, (2018))

Inbound Recruiting

It is a strategy where the organisations continuously and proactively attract the eligible individuals with an aim to make them choose this organisation as their next employer.

The objective of this strategy is in attracting, converting and engaging the candidates. Recently, there has been a change to inbound recruiting from outbound recruiting for a long term solution. (Kristina Martic, (2018))

Corporate talent network

Corporate "talent networks" are online platform for promoting the company brand name. Its main objective is to attract new talent from a variety of sources which includes job candidates, fans, employees, alumni, partners, suppliers and even customers. It is very popular among the big firms and are increasingly being adopted by smaller and medium size firms as well. A talent network serves as an advertising and promotional hub for the company brand name. It is used to communicate job openings, career information, and other company information. The contents are usually tailored and targeted for each specific candidate. (Chungyalpa W, Karishma T (2016))

Building an end-to-end talent brand

More and more companies today are focusing on building end to end talent brand. A talent brand refers to how the company is being perceived by its current employees, past employees and prospective employees. It is a method for communicating and showcasing the company corporate culture in real time. Companies today are developing strong talent brand strategy to reduce their cost per hire and lower turnover rates. A talent brand is something that is created via the joint efforts of the marketing department and the HR department. (Bersin J (2013))

Use of applicant tracking software (ATS)

One fast emerging trend is rapid adoption of Applicant Tracking Software (ATS). ATS are software designed specifically to meet the recruitment needs of a company. These software focus on managing the entire recruitment process, monitoring ad campaigns, and creating an excellent candidate experience. ATS can be used to post job openings, screen resumes, and generate interview requests to potential candidates by e-mail. Other features include individual applicant tracking, requisition tracking, automated resume ranking, customised input forms, pre-screening questions and response tracking, and multilingual capabilities. (Bersin J (2013))

Develop mobile recruitment strategy

Recent surveys indicate that increasingly large number of prospective candidates use mobile devices to access the internet and carry out personal tasks including job search. Hence, a growing trend among large firms is to create a mobile career site built specifically to meet the needs of the mobile device users. The aim is to use mobile recruitment to post jobs and create postings that can be easily shared on social media and readily responded to. (Heather R. Huhman (2015))

Growing emphasis on using social networks

Over the past few years, social networking sites such as LinkedIn and Facebook have rapidly gained prominence amongst internet users. These sites provide wealth of information on prospective candidates. Sites such as LinkedIn, and to an extent Facebook, provide specific recruitment related tools and analytic software to improve the recruitment process. Their aim is to help companies identify and locate the right talent for their company. Not surprisingly many firms have actively started using social networking sites for soliciting and recruiting new talents. The top preferred site is LinkedIn followed by Facebook and others. (Stewart R (2014))

Increased focused on passive candidates

Traditionally recruiters have focused on active candidates-those actively seeking new jobs. However, research has shown that vast majority of prospects (as high as 73%) are passive candidates, that is they are not actively seeking jobs but are open to new opportunities and offers. This was found to be especially true in the case of social networking sites such as LinkedIn where vast majority of prospects were passive candidates. Hence, firms today are providing more and more emphasis on passive candidates. Indeed, much of the mentioned trends are aimed at attracting passive candidates. (Haak, (2015))

Internship/ summer training

It is an efficient process of hiring people. During internship period, candidates are observed and if they turn out to be fit for the company, they are given PPO (pre placement offer). Some companies (eg- Wipro) organize best internship award program which motivates the interns to work at their highest potential and whoever wins the award is given PPO.

Competitions

Several companies like TITAN, Mahindra, Reckitt Benckiser organise competitions across the country and offer PPI (Pre placement Interview) to the winners. This process not only increase the interest of candidates to work in these companies but it also helps in finding business solutions through the process. The companies give one of their live business problems in the form of case study or question through the competition platform. So, costs like recruitment, costs for outsourcing business solutions are saved.

Directly apply

- a. Online- Companies directly send the vacancy list via email or online job portal or they give their requirement directly in the company website.
- b. Offline- Through offline word of mouth and reference from esteemed clients/ customers are more prevalent methods of recruitment. Sometimes printed notice are put on the wall just outside any restaurant, bank etc. where number of footfalls are high.
- b.
- c. Approach people – Sometimes prospective candidate directly mail or call the company person and pitch for their job.

Other Methods

Some of the effective other methods of finding out right persons are Guest Lectures, Visiting Faculty, Workshops and Seminars, Live projects and Exams (GATE etc.)

CONCLUSION

Recruitment and selection remains one of the most important functions of the Human Resource department, as competition increases between firms, selecting and recruiting the right and qualified talents become all the more important. Traditionally companies have largely relied upon prospective candidates to find the firm however today head hunting is an active function of the HR department. Firms not only need to head hunt but also must retain existing employees. The entire recruitment and selection strategy has changed and evolved to a new form where the onus lies on the firms to advertise, attract, and retain top talents. Internet based technologies and various other software and information systems have provided new capabilities like never before.

There is a growing trend amongst firms to adopt and utilise these technical solutions. The future is bound to see an increased role of internet based solutions in recruitment and selection process. (Chungyalpa W. Karishma, (2016))

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