



Recruitment & selection process and its Evaluation and organisation at WTI

Avantika Bartwal¹, Dr. Amarjit R Deshmukh², Mr. Yashwant Kumar³, Dr. Megha Sehgal⁴

¹ Research Scholer and Student of Bharati Vidyapeeth (Deemed to be University) Institute of Management and Research, New Delhi.

² Associate Professor, Bharati Vidyapeeth (Deemed to be University) Institute of Management and Research, New Delhi.

³ Assistant Professor, Bharati Vidyapeeth (Deemed to be University) Institute of Management and Research, New Delhi.

⁴ Associate Professor, Bharati Vidyapeeth (Deemed to be University) Institute of Management and Research, New Delhi

ABSTRACT:

The recruitment and selection process involves six main steps: creating a job description, advertising the role, screening candidates, conducting interviews, carrying out tests and assessments and selecting the successful candidate. This research paper investigates the recruitment practices within WTI, one of the Famous animal welfare in India. Through a combination of qualitative and quantitative research methods, the study examines various aspects of Recruitment, including Recruitment and Selection Process, Challenges in Recruitment and Selection Process, Future Trends in Recruitment Process, Methods of Recruitment.

KEYWORDS: Customer Behaviour, Customer Satisfaction, Service Quality, Marketing Strategies, Animal welfare, WTI

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.

LITERATURE REVIEW

Ms.Ambika Verma(2009) in their survey research on the use technologies in recruiting, screening and selection process for job candidates conducted in dimension group found that most organisation implemented technology based recruitment and selection tools to improve efficiency, reduce cost and expand the applicant pool.

The meta-analysis of the research conducted by chapman, uggersler, Carroll, paisentin and Jones (2005) concluded that timely response from HR managers was linked to greater applicant attraction to a job with in an organization.

According to Robins, in his study revealed that, “the ideal recruitment effort will attract a large numbers of qualified applicants who will take the job if it is offered. So recruiting is a process of discovering the potential candidates for actual organizational vacancies”.

Robert (2005), in his study titled, “Strategic HR Review,2004,”states that successful recruitment and selection can improve organization performance.

Bowen, et al (1991), in his study examined, “that integrated recruitment and selection process helps recruiters to choose the candidates to fit the characteristics of an organization culture.”

Beardwell, et al (2003), in his study examined that, “selection is carried out by organization as a means of candidate’s potential and actual performance and the intake of employees will make the most appropriate contribution to organisation-now and in future.

RESEARCH METHODOLOGY

The research methodology adopted for this study involves a mixed-methods approach, combining qualitative and quantitative techniques. Research methodology is a method to solve the research problem systematically. It involves gathering data, use of statistical techniques, and interpretations, and drawing conclusions about research data. Keeping in view the objectives of the study, data is collected from different sources. The purpose of this section is to describe the methodology carried out to complete the work. The methodology plays a dominant role in any research work. The effectiveness of any research work depends upon the correctness and effectiveness of the research methodology.

Data Collection

Data refers to a collection of organized information, usually the results of experience, observation or experiment, or a set of premises. This may consist of numbers, words, or images, particularly as measurements or observations of a set of variables.

Data Sources

There are two types of data sources available for the research processes.

1. Primary data.

2. Secondary data.

1. Primary Data The primary data is collected by using primary methods such as 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 large firms offer some pointers that are worthy of further exploratory research, particularly among small and medium-sized organizations. Nowadays employees suggest that personality tests are now being routinely used for some occupations in 19 percent 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 is 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, Newspapers, and other research reports

LIMITATIONS

The recruitment and selection process is a critical part of human resource management in organizations. However, it does have several limitations:

Technical Knowledge: An in-house HR department might not always have the technical knowledge to select candidates for a particular job opening.

Time Consumption: The process can be time-consuming.

Communication Gap: There can be a communication gap between recruiters and candidates.

Not Practical for Temporary Hires: The process might not be practical for temporary hires.

Limited Candidate Pool: Internal recruitment may limit the number of potential candidates.

Lack of Fresh Ideas: Hiring from within the organization might result in a lack of fresh ideas and perspectives.

Workplace Conflicts: Workplace conflicts may arise with internal recruitment.

Cost: External recruitment can be more expensive.

Ineffective Selection Process: The selection process may not be effective enough to help identify the right people for the job.

Keeping Up with Competitors: A constant challenge is trying to keep up with the enticements being offered by industry competitors.

These limitations need to be considered and addressed to ensure an effective recruitment and selection process. It's important to note that the process is dynamic and complex, and continuous improvements and research for best practices are being explored.

Objectives:

1. Customer Satisfaction: The primary objective of the insurance sector in customer relations management is to ensure high levels of customer satisfaction. This can be achieved by providing efficient services, timely claim settlements, and personalized customer support.
2. Customer Retention: Another key objective is to retain existing customers. This can be done by offering competitive insurance products, providing value-added services, and maintaining strong relationships with customers..
3. Risk Management: The insurance sector aims to help customers manage risk effectively. This involves understanding customer needs and offering insurance products that provide adequate coverage against various risks.
4. Trust and Credibility: Building trust and credibility with customers is essential for the insurance sector. This can be achieved by being transparent in operations, providing accurate information, and honoring commitments made to customers.
5. Business Growth: Ultimately, the objective of the insurance sector in customer relations management is to drive business growth. This can be achieved by acquiring new customers, increasing the share of wallet from existing customers, and expanding into new markets.
6. Recommendations for Improvement: To make data-driven recommendations for enhancing customer behavior management within the organization. To provide actionable insights for improving customer retention, acquisition, and service quality.
7. Knowledge Transfer To synthesize the knowledge gained during the internship and share it with the company and the academic community To foster a culture of continuous improvement and informed decision-making.

RATIONALE OF THE STUDY

The rationale of the study is to identify how companies follow the recruitment process through various techniques and how employees fulfill their satisfaction through the recruitment process used for them by the company.

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