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## A STUDY ON RECRUITMENT PROCESS AT CREATIVE DIES AND MOULDS

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### ABSTRACT

The aim of the paper is to study the recruitment process followed at Creative dies and moulds. The best human capital availability in organizations makes them competitive advantage and as well as they become the real life blood of the organizations. This research studies the review of literature for recruitment and selection procedures followed at organizations. The research was done using both primary and secondary data. Primary data was collected from 200 employees using questionnaire method. The results were obtained from percentage method. The research findings reveal that Creative dies and moulds best recruitment and selection process and they are satisfied with the organizational climate and the organization follows ethical recruitment policy.

### INTRODUCTION

Human resource is the most important asset of a company. The success of a company depends much on the human resource. Those human resource were brought into the company through the proper and purposeful recruitment process.

The purpose of the present study is to investigate the recruitment process utilized in Creative dies and moulds operating within manufacturing sector. It is well known that good staffing practices are necessary for the organizations to get employees with sound academic qualifications, knowledge, skills and attitude.

Recruitment and selection are two important functions of human resource management. Technically speaking the function of recruitment precedes the selection function. it includes finding, developing prospective employees and attracting them to apply for jobs in an organization. selection is the process of finding out the most suitable candidate to the job. Recruitment is the first stage in the process which continues with selection and ends with the placement of candidate. Recruitment facilitates in acquiring the number and the types of people necessary to ensure continued operations of the organizations.

## REVIEW OF LITERATURE

- According to Decenzo and Robbins

“Recruitment is the process of discovering potential candidates for actual or anticipated organizational vacancies. Or from another perspective, it is a linking activity of bringing together those with jobs to fill and those seeking jobs.”

- Schel Ahmed & Roger Schroeder (2002)

They discussed the behavioural traits of employees can play an important role in the success of total quality management. Empirical research of observation has been existing in this study. It reveals that quality management practices positively impact complete competitiveness. Management should pay close attention to potential employees’ behavioural traits.

- M.Susan Taylor & Thomas J. Bergman (1978)

have measured a correlational design and a field setting in assessing applicants’ reactions to five-stage recruitment program. Primary data have been collected. Perceived comparability job offers, applicants work experience and their labour market opportunities plays a significant role in assessing applicants’ reaction.

- Anna B. Holm

He investigated the effect of e-recruitment on the design of the recruitment process. Data have been collected through case studies in three large organization in Denmark. It indicates that e-recruitment transforms the traditional recruitment process into a time and space independent, collaborative hiring process.

- Richard D. Arvey & Michel E. Gordon (1975)

They have measured the time line for recruitment process and the problem of time lag in selection process. Primary data have been collected by interviewing the candidates. Time lag between initial application and subsequent psychological testing represents a significant barrier in hiring.

## OBJECTIVES

### PRIMARY OBJECTIVES

- To determine the each and every activity in the recruitment process and to identify the roles and responsibilities of the managers involved in the recruiting of the candidate.
- To study and analyze the Recruitment process followed at Creative dies and moulds.
- To analyze the satisfactory level of the employees about Recruitment procedure of an organization.
- To study recruitment methods at Creative dies and moulds.
- To find out the various recruitment sources used by the company.
- To derive a solution and state some suggestions and findings to the organisation for their better improvement side on all aspects

### SECONDARY OBJECTIVES

- To study the employee satisfactory level with the existing recruitment policy in the company.
- To find the reasons for accepting the offer in the manufacturing industry.
- To evaluate and analyse the effectiveness of recruitment and selection policies adopted in the company.
- To suggest appropriate Measures for improving Recruitment and Selection process in three industries under study.
- To observe the procedure to select the candidates from internal as well as from external sources in the company.

## RESEARCH METHODOLOGY

### RESEARCH DESIGN

The design of a research topic explains the type of research (experimental, survey research, correlational, semi-experimental, review) and also its sub-type (experimental design, research problem, descriptive case-study).

There are three main types of designs for research: Data collection, measurement, and analysis. **Descriptive research design:** In a descriptive design, a researcher is solely interested in describing the situation or case under their research study. It is a theory-based design method which is created by gathering, analysing, and presenting collected data. This allows a researcher to provide insights into the why and how of research. Descriptive design helps others better understand the need for the research. If the problem statement is not clear, you can conduct exploratory research.

### SOURCE OF DATA

There are two sources from which the data can be collected: Primary sources- the primary data was collected with the help of questionnaire. Secondary sources- The secondary data is collected from the information that is available from the study of the past researchers

### SAMPLING DESIGN

Random sampling from a finite population refers to that method of sample selection which gives each possible sample combination an equal probability of being picked up and each item in the entire population to have an equal chance of being included in the sample.

### AREA OF RESEARCH

The core area of research is HR. Area of research is A study on Recruitment process at Creatives dies and moulds during covid-19. The collection of data for research is done at Creatives dies and moulds, Chennai. Sample size can be defined as the total number of respondents that is to be taken from the population. In this research, 202 respondents were taken from the employees working at the company.

## DATA ANALYSIS

CHART-1

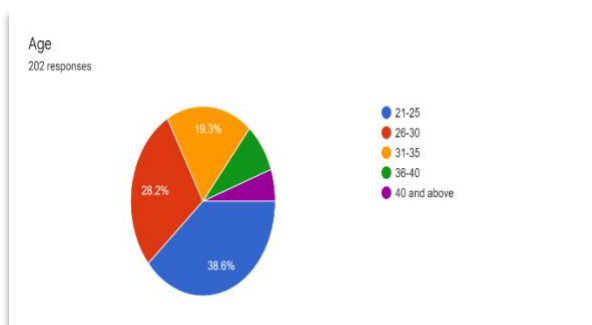


CHART-2



CHART-3

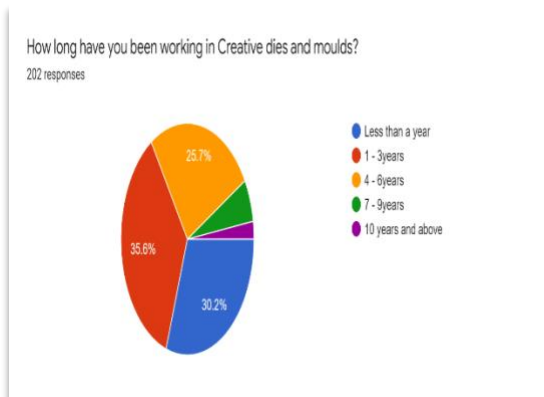
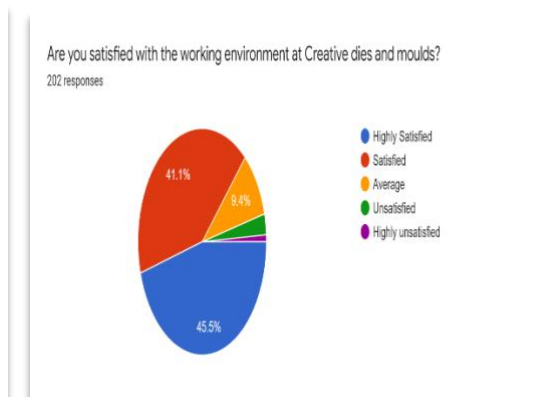


CHART-4



## FINDINGS

- ❖ Majority 39% of the respondents are from the age group of 21 – 25
- ❖ Majority 55.9% of the respondents are Male.
- ❖ Majority 51.5% of the respondents are unmarried.
- ❖ Majority 100% of the respondents are Indians.
- ❖ Majority 74% percentage of the employees are employed full time.
- ❖ Majority 61.9% of the respondents educational qualification is undergraduate.
- ❖ Majority 38.6% of the respondents are from the income group of Rs.26,000 to Rs.50,000.
- ❖ Majority 42.1 of the respondents were hired through Recruitment agencies.
- ❖ Majority 48% of the respondents say that the approach of the management was excellent
- ❖ Majority 35.6% of the respondents were working for a period of 1 to 3 years.
- ❖ Majority 55.4% of the respondents rated 5.
- ❖ Majority 30.2% of the respondents say that the most important quality is past experience.
- ❖ Majority 45.5% of the respondents are highly satisfied.
- ❖ Majority 50.5% of the respondents rated 5.
- ❖ Majority 48.5% of the respondents are satisfied.
- ❖ Majority 45% of the respondents received offer letter within 2-3 days.
- ❖ Majority 45.5% of the respondents strongly agrees to the fact.
- ❖ Majority 62% of the respondents are highly satisfied.
- ❖ Majority 92.6% of the respondents say yes.
- ❖ Majority 77% of the respondents say No.

## CONCLUSION

From this project of Recruitment and selection process at Creative dies and moulds, I conclude that Recruitment of a candidate is purely a time-consuming process where each and every activity should be carefully gone through. There is no fixed timeline for all the activities, it changes according to the availability of the candidates for the vacant position. Without a clear view of the recruitment flow. Thus, the human asset of the company is identified effectively through the recruitment process. With increasing competitive pressures, HR specialists must increase their understanding of recruitment and selection in business arena. The study presented here explores that methods of recruitment and selection used in Indian organizations seem to vary according to industrial sector; the process has generally become more rigorous and sophisticated as competition to obtain desired talent has increased. In Manufacturing organizations, the most practiced recruitment methods are direct applicants, placement consultants, employee referrals and company websites. At the same time, recruitment methods adopted by Service companies are employee referrals, job portals, temporary staffing, head hunting, advertisement in newspapers and company websites. The less practiced recruitment methods in Service companies are direct applicants and placement consultants.

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