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A Study on Recruitment & Selection practices at Accenture India Pvt. Ltd.

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“Students of Galgotias University”

INTRODUCTION

One of the most vital subjects for the corporation is to attract, show display and pick out out licensed folks. Such sports activities are usually achieved thru way of the HR department of an business enterprise. HR hires appropriate people just so business enterprise organisation succeeds, they offer genuine benefits just so worker wants to remain with in the organisation company so long as feasible, and they train to shield company employer from criminal responsibility and to make sure that employees are generating at most degree.

Every company has the option of choosing applicants for its recruiting strategies from two sorts of re-belongings: internal and external assets. Internal assets of recruiting are the assets used by the business to fill a post (such as staff transfers from one department to another, promotions). The external re-belongings of recruitment relate to the recruitment of candidates from all the exclusive belongings (such as outsourcing firms and so on).

In the age of globalisation, everyone who is interested in learning more about corporations throughout the world is aware of system-websites. Candidates should use the internet to seek for roles in which they have been involved in direct contact with employers. The convenience of electronic mail trumped the usage of phone, fax, or mail, and businesses began accepting software via email. Today, organisations have their own websites or project posts are available on job websites, so candidates can go to the websites, submit their resumes, and contact the organisation straight away with little hassle, and the phrase recruiting is regarded as a human resource management function. Everyone who is interested in knowing more about companies throughout the world is aware of system-websites in the era of globalisation. Candidates should look for jobs on the internet for which they have had direct contact with employers. Businesses began receiving software by email since it was more convenient than using the phone, fax, or mail. Today, organisations have their own websites or project postings are available on employment websites, allowing applicants to go

to the websites, submit their resumes, and contact the organisation without delay, and the term recruitment is considered a human resource management function. As a result, new research on e-recruitment are routinely published to report on new trends as they emerge within the field. To improve the effectiveness of human resource management features in agencies, 85 percent of IT organisations are implementing and requiring modern methods and net recruiting systems.

Accenture is a global professional services firm established in Ireland that specialises in the delivery and consultancy of recording technologies (IT). In 2021, a Fortune Global 500 company predicted sales of \$50.53 billion. Accenture's current clients include ninety-one percent of the Fortune Global 100 and more than three-quarters of the Fortune Global 500.

- Accenture Strategy and Consulting provides corporate enterprise strategy, technology strategy, operations strategy, as well as technology, commercial organisation, and control consulting services.
- Accenture Interactive (formerly Digital) provides services in digital advertising, analytics, and mobility.
- Accenture Technology, which includes its Technology Labs for rising era, specialises in era software, implementation, transportation, and research and development.
- Accenture Operations focuses on an issuer transport "as-a-carrier" approach. This includes business device outsourcing, IT services, cloud services, managed operations, and security.

Accenture India Private Limited is a private company that was founded on April 25, 1991. It is a "constrained frame through shares" and is an unlisted personal body. The organization's allowable capital is one hundred and twenty rupees. There are no lakhs, and the donated capital is 90-2, 09167 percent, or Rs. 110.51. On September 28, 2007, Accenture India Private Limited went bankrupt. When you consider that the company has been closed for 31 years and its operations have now been integrated, Accenture India Private Limited is specifically involved in the business of purchasing and selling offerings. SADEESH RAGHAVAN, RAMESH RAMAMURTHY, HARSH MANGLIK, and SANJAY JAIN are the current board members and directors.

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OBJECTIVE OF THE STUDY

The study's purpose is to highlight the importance of the Recruitment and Selection feature.

- The examination focuses on a global corporation's recruiting and selection process.
- The steps they take to ensure a successful recruiting and selection
- HR practises used by Accenture

STUDY OBJECTIVES

This article is mostly based on data from Accenture and their recruiting and recruitment process. This paper will teach you about Accenture, their operations in the industry, their HR policies, and their plans for making the recruiting process more environmentally friendly. Furthermore, the record will aid in learning and distinguishing between academic competence and its practical application in a global corporation.

METHODOLOGY OF THE STUDY

In order to gather crucial information, I used the following records gathering techniques: a) Primary Sources b) Secondary Sources

- a) Primary Data
- b) Secondary Data

COMPANY OVERVIEW

Accenture is a Fortune Global 500 company that specialises in consultancy, strategy, virtual, generation, and operations. Accenture employs over 319,500 people in over 200 cities across a hundred and twenty countries to serve its customers. Accenture helps businesses enhance their entire performance and realise their inventive and prescient by combining unrivalled experience, comprehensive capabilities across all sectors and enterprise activities, and extensive research on the sector's most successful businesses. Accenture works closely with customers to help them become high-performing businesses and governments.

ACCENTURE HEIRARCHY

Accenture's hierarchy is based on a scale of 1 to 13.

- Levels 1–5 – These are known as Accenture management roles; the designations of those levels are no longer disclosed.
- Level 06- Senior Manager
- Level 07- Manager
- Level 08- Associate Manager

- Level 09- Specialist/Team Lead
- Level 10-Senior Analyst
- Level 11- Analyst
- Level 12-13- Associate

CORE VALUE OF ACCENTURE

Accenture's middle values define a person's lifestyle and define the man or woman who leads the company; these fundamental values serve as a basis for how Accenture acts and makes decisions. Accenture employees demonstrate the fundamental principles via their actions.

- Stewardship
- Best people
- Client Value Creation
- One Global Network
- Individual Respect

ACCENTURE STRATEGY: Accenture's technique combines deep commercial/enterprise understanding with knowledge of how the age will effect industry and commercial enterprise models to shape their customers' future.

ACCENTURE CONSULTING: Accenture's method combines extensive commercial enterprise experience with knowledge of how the age will affect industry and commercial enterprise models to design the future of their customers.

ACCENTURE DIGITAL: It combines their digital advertising, analytics, and mobility skills to help customers unleash the power of virtual to revolutionise their organisations.

ACCENTURE TECHNOLOGY: This utilises the era's vitality to fuel innovation, provide contemporary solutions, and increase productivity.

ACCENTURE OPERATION: This includes the Accenture Cloud Platform, as well as business process outsourcing, infrastructure consulting, infrastructure outsourcing, and security cloud products.

THINGS THAT DIFFERENTIATE ACCENTURE FROM OTHERS

Accenture is uniquely differentiated in the marketplace via their:

- **Trusted purchaser relationships**
- **Industry differentiation**
- **Global footprint**
- **Technology leadership**
- **Operational excellence**

LITERATURE REVIEW

Akashi Rai (2012) studied the online recruitment process in MNCs. He attempts to provide a conventional picture of the benefits of using the internet to choose persons on the subject of Tesco. Many companies and students that conduct internship tasks benefit from these online recruiting and selection methods. He believes that using the online method of recruiting minimises administrative costs, shortens the hiring process, and improves the market image to attract the best candidates. As a result, the agencies have made efforts to ensure that their HR groups embrace responsibility for acts such as recruiting, selection, and persona development.

The importance of e-recruitment in the boards was investigated by Ghouri (2013). The link between recruiting resources, process seekers' perceptions, and the objective to complete the job was investigated in this study. He gathered data from 257 respondents and examined it in light of the study's goals. Finally, the findings of the study revealed that the Recruitment resources and the applicant's impressions of an activity have a significant impact on the job seeker's objective to pursue the location.

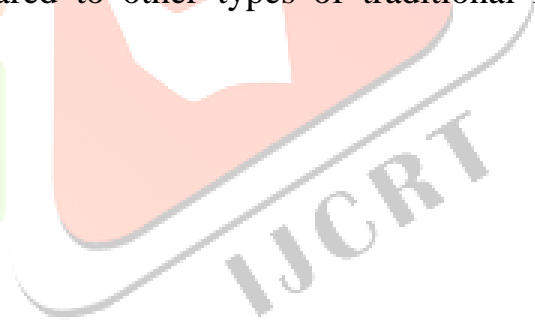
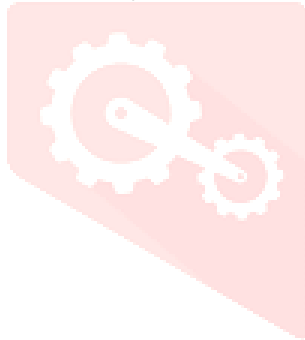
Taresh (2015) investigated the impact of a print advertisement and a website on applicant attractiveness by demonstrating how these two recruitment methods interact. He claims that websites and open commercial marketing have an indirect influence on applicant attraction, which may be mitigated by using company data. Furthermore, printed advertisements complement the positive effects of the internet, and the simultaneous use of diverse recruitment efforts has an immediate influence on applicant interest in the organisation.

Khuri (2016) investigated the influence of e-recruitment on job searchers' attitudes and their desire to pursue a job. He demonstrates that the internet is the most popular source for research. The effectiveness of e-recruitment is dependent on the placement of advertisements, where perceived benefits and ease of use have a significant impact on applicants' desire to apply for a job. As a result, HR practitioners must comprehend the concept of capability applicants in order to activate them to apply for an on-line process.

Sayel (2018) conducted an online recruiting research that was used by several businesses. The method that followed added fashion to the gift recruiting system. The case study helps to explore the use and practise of recruiting techniques, as well as how challenging situations in recruitment were resolved, and how it expedited the breadth of a company's recruitment procedure. He claims that an e-recruitment strategy based on modern technology and web-based assets leads to interviews and the selection of qualified candidates. As a result, the personnel's job pressure is reduced.

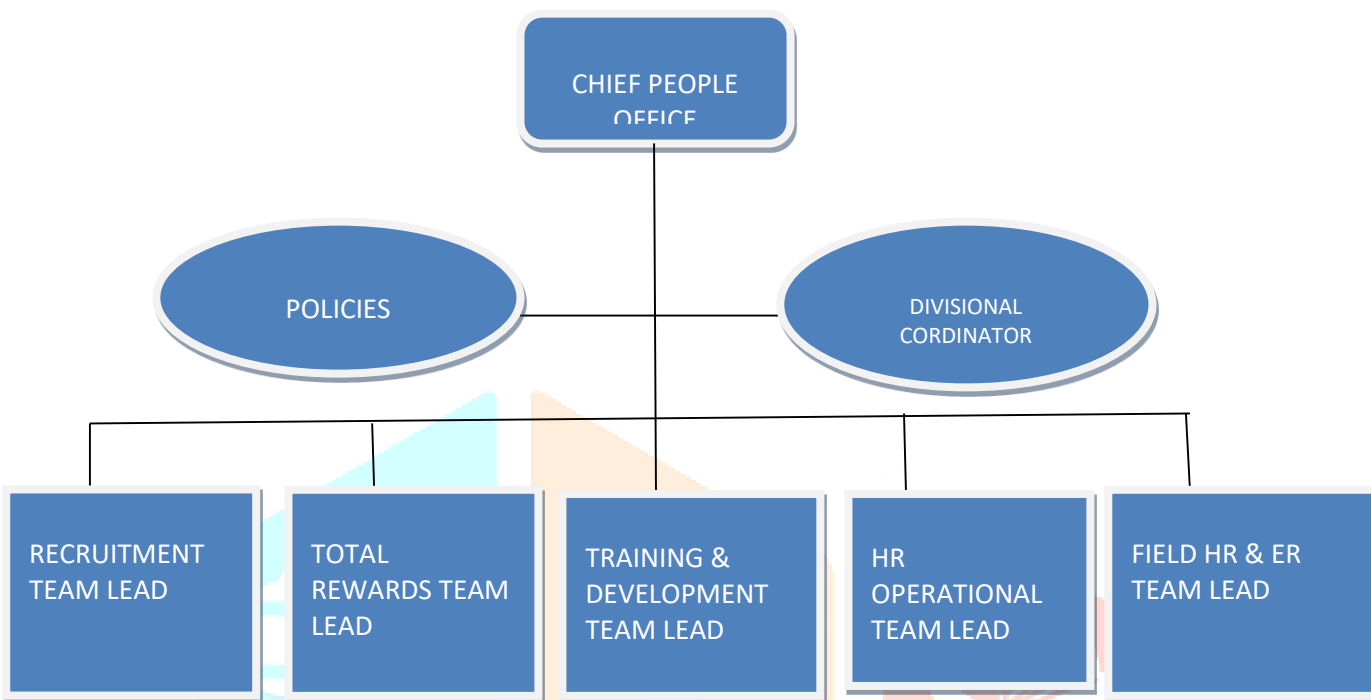
Kamalaravanan (2019) conducted research on the efficiency of job portals and social media sites for recruiting. He presents genuine photographs or paintings of the personnel balance in an organisation in this demonstration. Many MNCs conduct a telephone interview to screen applicants through a verbal exchange. On the other hand, this method should not be encouraged. Instead, they may immediately go on with a face-to-face interview to find great individuals. Finally, he agrees that, as the generation grows at a rapid pace, the use of process portals and networking has a separate charge to expand websites, and separate training must be accepted by recruiters.

Vasanth (2020) investigated the efficiency of e-recruitment for the selection of manpower in MNC firms. According to reports, the use of e-recruitment and the Internet is rapidly increasing. This research aims to help researchers understand the selecting process that occurs in the manpower response. If the above issues are addressed, e-recruitment can be considered both effective and environmentally friendly. As a result, he concludes with one factor: e-recruitment is effective when compared to other types of traditional recruiting tactics used by MNCs.



CHAPTER 3 (ACCENTURE HR DEPARTMENT)

HR ORGANOGRAM

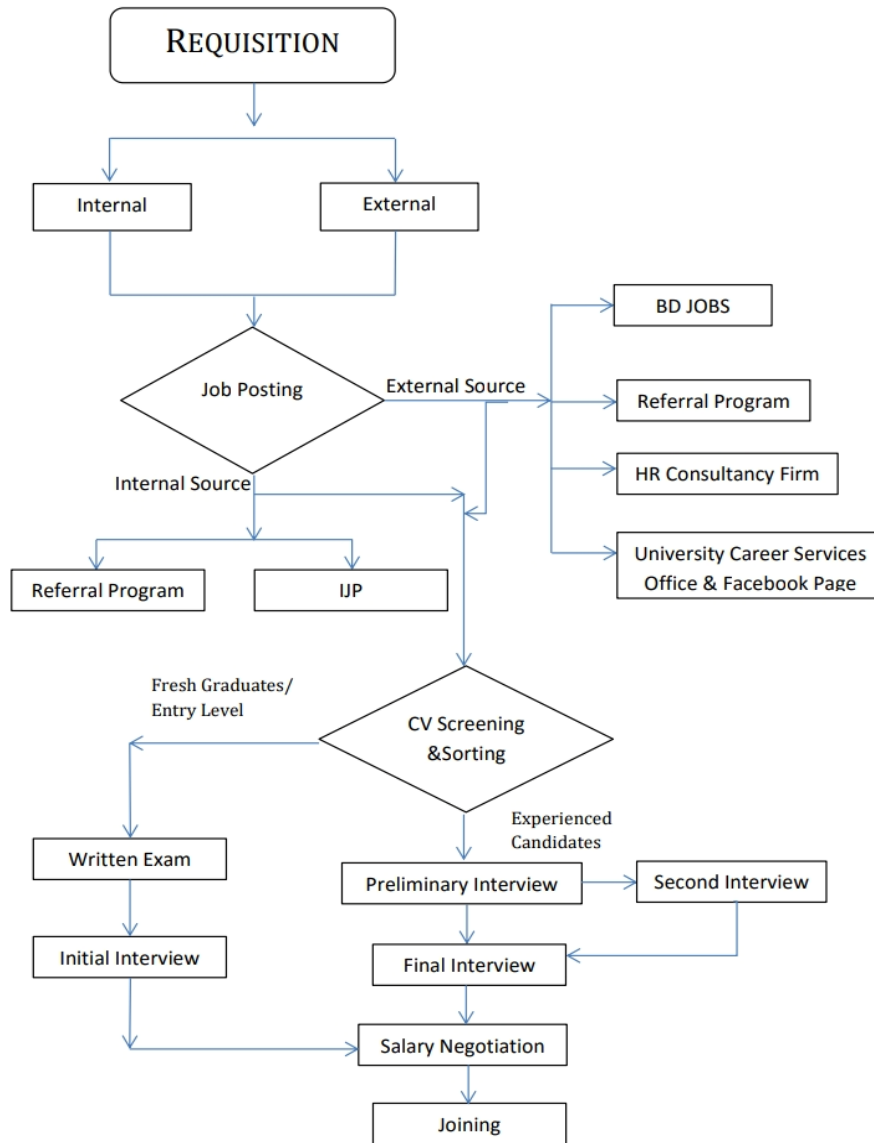


HR DEPARTMENT

- RECRUITMENT TEAM
- TOTAL REWARDS TEAM
- OPERATION TEAM
- FIELD HR
- DEVELOPMENT & TRAINING

ACCENTURE RECRUITMENT & SELECTION PROCESS

Recruitment and selection process



Recruitment Process at Accenture :

Accenture selects freshers for SDE positions in three to four rounds.

Test of aptitude

Technical discussion

Interview with HR

Academic Standards:

CHAPTER 4 (FINDINGS & ANALYSIS)

ACCENTURE SWOT ANALYSIS



1. STRENGTHS OF ACCENTURE

Accenture, as one of the industry's leading companies, has a variety of advantages that allow it to thrive in the market. These advantages not only help it maintain market share in existing regions, but also help it expand into new ones.

- Renowned reputation
- Strong customer relationships
customer-friendly atmosphere
- Diverse abilities
- Experts and specialists
- As formerly known as GPIT, it has a strong market hold
- None of the businesses outsourcing technological solutions like Accenture do

2. WEAKNESS OF ACCENTURE

Accenture's flaws are opportunities for improvement. Weaknesses are areas where a company's SWOT evaluation may be improved. Strategy is about making decisions, and weaknesses are areas where a company may improve by performing a SWOT analysis.

- Lack of coordination
- Dependence on consulting
- R&D investment
- Lack of information about the employer for some of the people
- Newly established business in the market
- There is a growing need for employees for numerous initiatives;
- Still in the transition period; not entirely accepted

3. OPPORTUNITY OF ACCENTURE

Opportunities are positive external forces aimed at the agency or its business. It is vital for the company to assess their options and implement them in order to increase emblem sales and popularity. Accenture's opportunities are as follows:

- Acquisitions
- New untested legislation
- Low inflation
- As more individuals become aware of Accenture, they are more likely to join the firm.
- Bangladesh has a big population of professionals four.

Threats to Accenture

Threats are external unfavourable forces directed at the firm or its industry, and a lack of notice and response can result in bad sales and image effects. Accenture's dangers are listed below. –

Unique item supply is inconsistent

Pressure from competitors

FINDINGS

- Accenture Bangladesh's activities are still dependant on Accenture India.
- There is a lack of collaboration across several departments.
- The human resources department is overworked. And the work isn't evenly allocated.
- Of the 100 normal replies, 80 were males and 20 were women.
- According to the age distribution of the respondents, 40 and 25 respondents are in the 30 to 40 year and 40 to 50 year age categories, respectively.
- HR supervisor and HR trainee were given to the 45 and 35 respondents, respectively.
- 45 and 32 respondents, respectively, had less than five years and five to 10 years of job experience.

- A maximum of four recommendations were allowed. The most essential E-recruitment resources, according to 62 and 2.83 percent of respondents, are social networks and process portals.
- The majority of respondents (4.88 percent) felt that electronic recruiting streamlines the hiring process and saves time for the organisation.
- The highest average was lowered from five to four.

These are the main difficulties that employees face, with 73 citing the complexity of current technology as one of them.

RECOMMENDATION

Interviews must be conducted on time. Rescheduled interviews are common, which has a negative impact on the organisation. Because they're new to the market and demand a huge workforce, it's an unpleasant prospect. The initial impression is supposed to be the best impression.

- Organize the team of workers so that all departments can communicate with one another. This will improve the efficiency of their job.
- In order to preserve their smartphone brand, they must provide intern training, including Excel instruction, as well as equipment such as a Cisco at their desk. They need to pay their intern for their time and work.
- In my opinion, certain of their HR activities, such as employee history background checks, can be better prepared. This indicates that the BGC system is unbalanced.
- Although Accenture Bangladesh is currently in transition, Accenture India is well-known. They want to strengthen their work structure so that they can finish the switch and become fully Accented. Accenture Bangladesh's stability will benefit from this.

CHAPTER 5 (CONCLUSION)

Accenture is a global management consulting, technology services, and outsourcing organisation that provides era services to Grameen Telenor and other Telenor enterprises such as Pakistan Telenor, Malaysia Telenor, Thailand Telenor, and others. They service the consumers from the Accenture Bangladesh Delivery Centre (ABDC). Accenture today employs a significant number of individuals, which has resulted in a huge number of activity opportunities for the professional labour that has been lying idle in our country. Accenture has a big chance to develop in Bangladesh, but it will require a more efficient and successful management team. They must accelerate their painting procedure in order to get fully Accenturized as quickly as possible.

Accenture Bangladesh will be able to stand on its own two feet as a result of this.

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