



RECENT TRENDS IN RECRUITING AND SELECTING PEOPLE

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Abstract:

Human resource management is the strategic approach to the effective and efficient management of people in an organization. Human resource planning plays a major role in recruiting and selecting the people. Every organization appoints a person as a human resource manager. The traditional recruitment methods are newspaper, magazines, pamphlet and employee referrals. Recruitment and selection as become a key process in flourishing the success of an organization. The main goal of the research is to evaluate the process of recruiting a right person in a specific time duration and to analyze the stages of selection procedure in recruiting the people. Recruitment of a qualified and skilled person makes the organization to achieve the goal. Delegation of work leads to less burden and it saves the time of the employee. Co-ordination and unity of work helps to engage with a positive behavior towards working environment. Performance appraisal encourages a candidate to grant the fullest of his skill. During this pandemic situation, e-recruitment is most commonly preferred by many of the organizations. Artificial Intelligence has emerged as a boon to the recruiters by automating the repetitive task. E-recruitment is more efficient and less expensive which is currently opted more in the pandemic situation. E-recruitment is easier to source candidates and conduct interviews with less investment of time. Organizational culture and organizational ethics enhance the working environment. The research is completely based on the conceptual framework. The main areas that have been taken into account in this research are factor influencing recruiting and selection of hires, steps in selecting a candidate, sources of recruitment and outsourcing.

Keywords: E-recruitment, Performance appraisal, Organizational culture, Selection.

INTRODUCTION

Human Resource Management is entirely based on the people working in the organization. Human Resource planning differs from one organization to another. Artificial Intelligence (AI) is a technology which is used by the employer and the employee to complete the task from anywhere, anyplace and at any time. Human Resource Management through Artificial Intelligence is majorly adopted in the pandemic situation in many of the business enterprises. Recruitment acts as a link between the job seeker and the job provider. Artificial Intelligence plays a major role in the working environment, as it is conveniently used by many of the people throughout the world. It helps the recruiters to avoid the repetitive tasks. Human resource manager is the person who has the rights to hire the person based on their skills and talents. The role of HR manager is to recruit the people, select a deserved candidate, and to know the opportunities as well as the obstacles of the job. Nature of the job are to be discussed during the time of hiring. Planning, controlling, motivating, staffing and organizing are the key tools of management. Quality training for the selected candidate must be given at the right of employment. Co-ordination and unity of work are to be maintained for the proper output of the job. Mutual trust between superior and subordinate helps to avoid conflicts among them. Periodical appraisal of performance of employees through human resource management activities boost up good performers and motivates slow performers. It helps the work force to identify their level of performance. HR manager motivates the employee by giving remuneration, gift vouchers, incentives etc., Personnel objectives of the employees must be met with the expectations as well as the level of job satisfaction. If the employee expectations are met those employees will be retained, maintained and well-motivated. Once the employee is not satisfied with the project they may leave the organization. The impact of technology on the HR function is quite profound. Artificial intelligence can create new competitive advantages that are more powerful than the existing one. Innovation and creativity emerged with the artificial intelligence in various ways. New technological advancements lead the employee to learn different technical works. Every organization has its own mission and vision. Mission is the very purpose and justification for the existence of an enterprise. An organization mission tells what is the purpose, why it exists and the innovative contribution can make to reach organization to various levels. Human resource professional can utilize artificial intelligence to boost selection and job satisfaction.

OBJECTIVES

- To identify the process of recruitment and selection by using artificial intelligence.
- To evaluate recruiting a right person in short duration.
- To ascertain who is fit in the organizational culture.
- To improve the quality of candidates through effective training.
- To analyze the stages of selection procedure in recruiting the people through digital medium.

NEED FOR STUDY

- The purpose of the study is based on artificial intelligence and its growth in human resource management
- To recruit the skilled candidate by the use of modern technology.
- To give equal employment opportunity to all the people through artificial intelligence.

SCOPE FOR FURTHER STUDY

In future, Artificial intelligence in Human Resource Management has a wider scope in recruiting and selecting candidate. Employment opportunity increases as the artificial intelligence predominantly creates more opportunities. As technology has more advanced it helps to save the time of the job seeker as well as the job provider. Innovative technology helps the people to satisfy the need based on their work. E-recruitments like Naukri, indeed are familiar in the recent times and in the upcoming duration many competitive websites may recruit people through artificial intelligence.

LIMITATIONS

- Time factor was the major challenge faced by the researcher.
- The accuracy of the study can be affected as it based on conceptual framework.

REVIEW OF LITERATURE

FAIYAZ Md.iqbal (2018) explored the change in which the companies recruit, train, develop and manage HR in work place. AI technology in HR management helps the superior to complete each and every task without facing more difficulties. As it saves the time of the HR manager by recording several questions before the interview. AI technology can be used to reduce employee turnover in the companies and it will be the key era for managers.

Peter (2018) explained the impact of AI on HR function shows that in future AI is going to bring a drastic change in the way of implementing HR practices with the implementation of AI in an organization. In reality it raises the productivity of an organization some of the western companies are successful in integrating AI with HR practices. It is the duty of the organizations to reshape, re skill and upgrading their work force to compete with these intelligent machines.

FACTORS INFLUENCING SELECTION OF HIRES

1. **Nature of Job:** Selection process differs from one person to another. Probation period will also be allotted based on the nature of the job. In some organization, they allot 6 months to 1 year as a probation period and in few organization they allot a month as a probation period.
2. **No. of Employees:** Employees are selected on the basis of vacancy in an organization. Based on the position, need of an employee are also varies. AI helps to identify high quality candidate that are suitable for a role. The selection process would be longer if the number of applicants is lesser and consequently selection process becomes shorter.

3. **Selection Procedure:** selection process and selection procedure are inter-related. Selection process involves several steps to identify a best fit while other organization conduct straight interview and thus cutting short the selection procedures.
4. **Cost Budget:** If the process of selection is too longer, the selection cost is higher. As an organization cannot afford more money in selection process. If the organization is too bigger, it can afford more money in the process of selecting a candidate.
5. **Educational Qualification:** Process of selection is based on the experience and educational qualification of a person. Educational Qualification has become a major need of an employee. Certain designation requires certain qualified candidate. Designation determines the qualification of a candidate.

STEPS IN SELECTING A CANDIDATE

1. **Inviting through Application:** This is the first step in selection process. Job seeker tends to know the job vacancy through social media (AI- apps created for job like Naukri, indeed) advertisements, pamphlets etc., Pre-printed application form will be given to the candidates. The form contains the information namely family background, educational qualification, co-curricular activities, work experience, exposure to related activities, academic distinction, area of expertise and so on.
2. **Scrutinizing the Applicant:** This is the second step in the process of selection. Once the application forms are collected from the candidates, higher officials started to scrutinize the application forms and with the help of scrutinization candidate are found for the needed job. Scrutinization process is done on the basis of age factor, qualification required for the job and the work experience.
3. **Selection Test:** Selection test is the major process involved in selecting a candidate. selection tests include aptitude test, achievement test, intelligence test, personality test, attitude test, job knowledge test, work sample test. Interview is conducted only for the qualified selected candidate. Interview represents face to face interaction between the job provider and the job seeker. It is conducted through video conferencing as well as in person.
4. **Physical examination:** This is one of the most important steps in selection process. It is done on the basis the requirement of the job. It determines an applicant physical ability to perform a specific job. "Sound mind is in sound body"
5. **Reference check:** once the interview of a candidate is completed. The reference given is checked by the personnel department. Reference check is done to know reliability and trust worthiness of the candidate.
6. **Final selection:** The successful candidate who passed through all the steps in selection process will be called for the final interview. This candidate is informed about the rules and regulations of the organization, organizational culture, reporting relationship, dress code, expectation of employer, facilities available for career growth etc., At the end of the final interview even the candidate under selection is allowed freedom to seek clarification or make his own demands if any.

SOURCES OF RECRUITING AND OUTSOURCING

1. **Internal recruitment:** Internal recruitment includes promotion, transfer and upgrading. Promotion is given on the basis of seniority and merits of employees. Opportunity for the employee is to move to the next stage in the organization. The easiest way by which an employee requirement can be filled through transfer of employee from one department with higher number of staff to another department with lower number of staff. Upgrading the knowledge of a person helps Performance in the process of moving employees from a lower position to a higher position.
2. **External recruitment:** External recruitment includes advertisement, campus interview, E-recruitment and job portal. Advertisement is given in the journals, magazines, newspapers regarding vacancy in the organization specifying the nature of work, nature of vacancy, qualification and experience required, salary offered and mode of application. The organization directly visits the educational institutions to identify and recruit suitable candidates. E-recruitment is conducted in online for the job seekers through online mode. The advancement in technology and communication has made it possible to reach out prospective applicants globally in online platform.
3. **Outsourcing:** There are outsourcing firms that helps in the process of recruiting through screening of applications and finding the right person for the right job and they are paid for the work done by them. It brings scalability to the process and variability to the cost. Outsourcing provides a flexible solution to recruitment process.

CONCLUSION

From this research, it is found that artificial intelligence will take part more in human resource management. The growth and development of AI in HRM is played more in the current pandemic situation. Recruitment and selection process are done through the online mode. Effective training process is provided in the digital medium for various jobs. Artificial intelligence has over taken the use of human resource while recruiting and selecting a candidate.