The Significance of Recruitment in an Organization

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1. Introduction
In recruitment the employer study about the job analysis and job description and according to required category the employer’s recruit people as per requirement. Edwin B flippo defined, “Recruitment as the process of searching for prospective employee and stimulating them to apply for jobs in the organization.”(1) It is an important function of staffing. If employer chosen right people for right job gives them assurance for the success of organization and management is able to achieve its target. It leads to good productivity, morale and goodwill.

2. Objective of the Study
1. To understand the importance of requirement in any organization.
2. To study the different methods/sources of recruitment.
3. To know the factor affecting recruitment.
4. To study the behavior of organization in recruitment of employee.

3. Methodology of Study
Secondary data collected from various reference book journals and magazine has been used in present day.

4. Importance of Recruitment
The organization makes vacancies known to a larger number of people to organization through advertisement and publicity and make larger number of people to apply is called recruitment. “The aim of recruitment is to attract qualified job candidates.”(2) The organization and employee must understand the required qualification for job. Recruitment of employee done by organization after taking at most care if it is not taken properly the organization may face different problem in future.
It requires the detailed study of manpower planning, and if planned carefully, it may take an organization to achieve its target in a shorter period of time. "Recruiting is the process of generating a pool of qualified applicants for organizational jobs." (3)

Recruitment shows the path for an organization for success and achievement. Recruitment is a process if done carefully may clear way for selection, orientation, induction, and retention. Recruitment is the first step of Staffing. The vacancy arises due to promotion, demotion, transfer, or sometimes the organization recruits its older or earlier employees for better performance.

5. Methods of Recruitment
   a) Direct Method
   b) Indirect Method
   c) Third Party Method

6. Direct Recruitment
   a) Campus Recruitment: In this method, the employer goes to different campuses, businesses, schools, colleges, and universities. In this case, the employer asks the student what are the expected and required tasks to be performed. Arranged interview in campus select the best available manpower for the job. Commonly known as campus selection.
   b) Internship: "Internship offered by man industrial enterprise constitute an effective recruiting technique." (4) Many Government College and universities made it compulsory before joining any job. Sometimes the organization may promise for a regular job and permanent job. If they are satisfied and impressed with the performance of the employee at internship.
   c) Walk in Interview: In this case, the employer may ask to submit the resume to the respective organization. Usually, advertisement is given in newspapers after the interview. Candidate may be appointed or rejected.

7. Indirect Recruitment
   In this method, media help for selection of recruiting people with the help of print media in the form of "Situation Vacant." It usually contains the name of the organization, required qualification, and experience. Sometimes pay scale also. Different newspapers have a different day for the situation vacant. But they take charge from the organization for the same.

8. Third Party
   Here the people are being recruited with the help of third party. With the help of third party like job placement, employment agencies, and management consultants. The organization
approaches to different job placement, Employment agency and management consultant for required employee and candidate. E-Recruitment is a new phenomenon in organization the applicant and organization are directly in touch with each other with the help of internet.

9. **Factors Affecting Recruitment**

It is hard for finding talent, reputed organization find talented people easily whereas new firm find it difficult for recruiting people.

10. **Internal Factors**

- **Organizational Image:**
  If image of organization is not good. The employee may not take interest to apply for the job and if image of organization is good the candidate may wait for longer time for call.

- **Size of the Organization:**
  Larger size of organization finds it easy to recruit people whereas small size of organization find recruitment difficult because conducting interviews are expensive large organization has attraction for employees.

- **Interference:**
  Some organizations have a strong trade union they force management to recruit employee of their choice instead of going for merit selection.

- **Pay Package and Time:**
  If organization gives good pay package more candidates wish to join such organization and if it is on time the employee not ready to leave the organization.

- **Culture:**
  If organization culture is hassle free and free from any kind of politics. The existing employee and new candidate would like to continue with organization.

- **Relation:**
  There should be a good relation between employer and employee.

11. **External Factors**

Economic Factor: If organization is earning good required and target profit indicate that the organization is in position to more people.

- **Supply And Demand Factor**
  If there is a demand for particular job requirement it should be supply from market from placement centre.

- **Reservation:**
  If the seat or job is reserved for candidate like women, handicapped or SC/ST/OBC no other candidate would be applied for same.
12. **Suggestion & Recommendation**

1) E-recruitment is a new method of recruitment candidate provides all the details and as per the best suitable candidate chooses the best candidate.

2) Before recruitment of employee the organization must check, employee’s criminal record, education, credit card reports, employment history.

3) If employee is resigning from the previous organization what was the reason.

4) If job of employee required driving the organization must check previous driving record.

5) If employee is selected on recommendation existing employee, the existing employee should have very good record in the organization.

6) The employee should ready to take any selection procedure and ready to attend training and development.

7) Outsourcing is new phenomenon which is contain all organization many organization instead of recruiting people outsource the required task to any other agency.

13. **Conclusion**

The people are being recruited in an organization may be from any method but the organization test the skill of employee on the following ground.

1) Ready to work in team.

2) Conceptual and intellectual skill.

3) Food command over language & soft spoken

4) Dedicated to work and has good creativity.

5) Able to handle and manage leadership situation of arises.

6) Good management skill.

If is found in research of employee has a good value system to be put for any work able to handle effectively & efficiently.

“Graphology, the study of handwriting for the purpose of measuring personality or other individual trails is routinely used, to screen job applicants.”

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**References**


