

RECRUITMENT AND SELECTION AT GISELLE RESTO CAFÉ, BENGULURU

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ABSTRACT

Recruitment precedes selection and helps in selecting a right candidate. 'Right person for the right job' is the basic principle in recruitment and selection. Every organization should give attention to the selection of its manpower, especially its managers. The operative manpower is equally important and essential for the orderly working of an enterprise. Every business organization/unit needs manpower for carrying different business activities smoothly and efficiently and for this recruitment and selection of suitable candidates is essential. Human resource management in an organization will not be possible if unsuitable persons are selected and employment in a business unit. Recruitment is an important part of an organization's human resource planning and their competitive strength. Competent human resources at the right positions in the organization are a vital resource and can be a core competency or a strategic advantage for it.

KEY WORDS: *Recruitment and selection, staffing, talent acquisition, work life balance.*

INTRODUCTION

Recruitment and selection are critical processes within human resource management that significantly impact an organization's success. These processes involve attracting, identifying, and selecting the best candidates for job vacancies. Efficient recruitment and selection strategies help ensure that an organization hires individuals whose skills and values align with its goals, thereby enhancing overall performance and productivity.

Recruitment

Recruitment refers to the process of identifying and attracting potential candidates to fill job vacancies. It is a proactive approach designed to create a pool of qualified candidates from which the best individuals can be chosen. The recruitment process includes several steps:

- **Identifying Vacancy:** Recognizing the need for a new hire due to business expansion, employee turnover, or other reasons.
- **Job Analysis:** Defining the responsibilities, skills, and qualifications required for the role.
- **Job Description and Specification:** Creating a clear job description and person specification to communicate the expectations and requirements.
- **Sourcing Candidates:** Using various methods to attract candidates, such as job postings, recruitment agencies, social media, employee referrals, and career fairs.
- **Attracting Applicants:** Marketing the job to potential candidates to encourage them to apply.

Effective recruitment ensures that an organization has a diverse and talented candidate pool, reducing the risk of skill shortages and enhancing organizational performance.

Selection

Selection is the process of evaluating and choosing the most suitable candidate from the pool of applicants generated during recruitment. The goal of the selection process

is to find the candidate who best fits the job requirements and organizational culture.

The selection process typically includes the following steps:

- **Screening Applications:** Reviewing resumes and application forms to shortlist candidates who meet the minimum requirements.
- **Initial Interviews:** Conducting preliminary interviews to assess candidates' suitability and interest in the position.
- **Testing and Assessments:** Administering various tests (e.g., cognitive ability, personality, technical skills) to evaluate candidates' competencies.
- **In-Depth Interviews:** Conducting detailed interviews to explore candidates' experience, skills, and cultural fit.
- **Background Checks:** Verifying the accuracy of candidates' qualifications, work history, and references.
- **Decision Making:** Comparing candidates and making a final hiring decision based on the gathered information.
- **Job Offer:** Extending a formal job offer to the selected candidate and negotiating terms of employment.

A robust selection process ensures that the chosen candidate not only possesses the required qualifications but also aligns with the organization's values and culture, leading to higher employee retention and satisfaction.

Importance of Recruitment and Selection

- **Optimizing Performance:** Hiring individuals with the right skills and attitudes enhances overall organizational performance.
- **Reducing Turnover:** Properly matching candidates to job roles and organizational culture decreases the likelihood of high employee turnover.
- **Cost Efficiency:** Efficient recruitment and selection reduce the costs associated with hiring, training, and employee turnover.
- **Building a Competitive Advantage:** Attracting and retaining top talent gives an organization a competitive edge in the market.
- **Enhancing Diversity:** Implementing inclusive recruitment strategies promotes a diverse workforce, fostering innovation and creativity.

REVIEW OF LITERATURE

Bilal Hmoud et.al (2019)

Over the past two decades, there has been a significant shift towards incorporating Artificial Intelligence (AI) technologies within the business environment. This trend has permeated various sectors, transforming how organizations operate and compete in the market. One notable area of impact is Human Resources (HR), particularly in the recruitment and selection process. This paper delves into the evolving role of AI in HR management, focusing on how AI solutions are being integrated into recruitment and selection practices.

P Abdalla Hamza et.al (2021)

Recruitment is a critical function of the HR department, serving as the foundational step towards establishing a competitive edge and strategic advantage for an organization. In this study, the focus is on examining the recruitment processes within telecommunication companies in Erbil, Kurdistan, to understand how these processes contribute to the overall quality and competitiveness of these organizations.

SW Lee et.al (2023)

This study offers a critical review of 64 empirical studies published in the United States over the past two decades, focusing on the topic of principal recruitment and selection. Through a comprehensive examination of this body of literature, the study aims to shed light on the characteristics of individuals who apply for and are selected to join the principal workforce. Additionally, it explores the attributes of schools and districts that successfully attract potential candidates.

P Martín-Hernández et.al (2023)

Artificial Intelligence (AI) encompasses a wide range of computational techniques designed to emulate human decision-making and processes with such precision that they seem intelligent. These AI systems can perform tasks that typically require human intelligence, such as learning, reasoning, problem-solving, and understanding natural language.

SG Abbasi et.al (2022)

The study aims to evaluate the factors that can be incorporated into the process of selection and recruitment for business growth in Pakistan. An exploratory study based on the content analysis technique was applied to conduct this research. This study found that the performance of the employee and the procedures of selection and recruitment play a significant role in business growth. This study has also identified that the recruitment process is more helpful for the selection of the right candidate for the job.

S Mustary et.al (2021)

In this report, I have described the current situation of SFBL and their HR activities. I have also explained some of their complications they can fix for the betterment of the HR department. Through the improvements on these issues, they can add more value to the company as a whole. This company is currently employing over 4000 employees ensuring their consistent welfare and security.

AM Al ghouli et.al (2023)

This paper examines the effect of CSR perceptions on online recruitment practices and outcomes in the Vietnamese food and beverage sector. Semi-structured interviews were conducted with seventeen participants, including CEOs, HR (human resource) staff and store managers. The results show that CSR perception varies and is exemplified through employee-related activities, ethical products, environment, philanthropy, and international standards. The study is novel in establishing that, despite high unemployment in developing economies, CSR communication in online recruitment sites impacts job applicants' choice of company.

OBJECTIVE OF THE STUDY

To get right person at right place and in right time, the organization should have the specific and clear policies and recruitment and selection methods which are essential for the growth of the organization.

1. The study objective is an active statement about how the study is going to answer the specific research question. Objectives can (and often do) state exactly which

outcome measures are going to be used within their statements.

2. An effective recruitment and selection process allows companies to source, attract and identify the best candidates for every open role. This can help to reduce attrition, increase productivity and even improve the company's bottom line.
3. To analyze the actual recruitment process in giselle resto cafe.
4. To find whether the existing processes of recruitment and selection are taking place scientifically or not.
5. To review the importance and needs of recruitment and selection process.
6. State, explain and evaluate various methods of recruitment.

METHODOLOGY

Descriptive research design is a type of research method that aims to describe the characteristics of a phenomenon or a group of subjects. This type of research is primarily concerned with observing and detailing the aspects of a situation as it naturally occurs, without manipulating the environment or the subjects involved. The primary goal is to obtain a comprehensive understanding of the current state of affairs regarding the subject of study.

Primary Data:

Surveys and Questionnaires: Design and conduct surveys or questionnaires among current employees, job applicants, or potential candidates to gather insights into their preferences, skills, and experiences

Interviews: Conduct structured or semi-structured interviews with employees, managers, or HR professionals to gather firsthand information about staffing needs, challenges, and strategies.

Secondary Data:

HR Records and Databases: Utilize existing HR databases and records to gather information on employee demographics, turnover rates, performance evaluations, and training history.

Industry Reports and Studies: Refer to industry-specific reports, studies, and white

papers published by research organizations, consulting firms, or government agencies to understand staffing trends, benchmarks, and best practices.

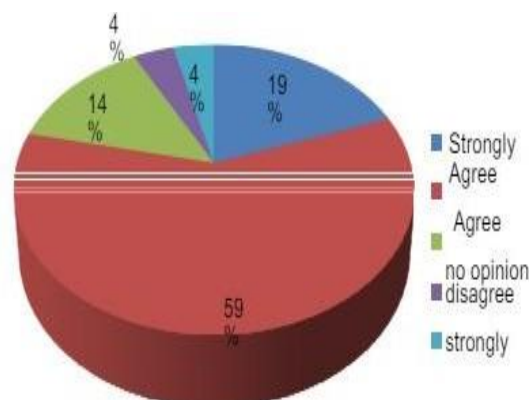
RESULTS AND DISCUSSION

The recruitment and selection process of company meets the current legal requirements.

Table 3.1

Response Pattern	Remark	Percentage
Strongly Agree	10	19%
Agree	30	59%
no opinion	7	14%
Disagree	2	4%
strongly disagree	2	4%

Chart 3.1



Interpretation: Near about 20% of the respondents are strongly agree with the statement that recruitment and selection process of company meets the current legal requirements, and 60% are agree only so, total 80% of the respondent are in favor that

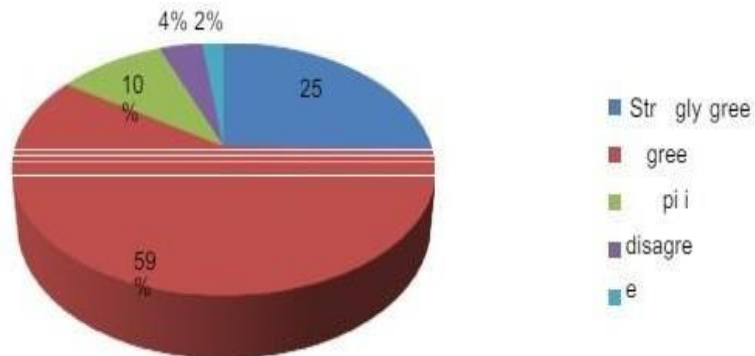
the process of recruitment & selection meets the current legal requirement.

Recruitment & Selection Policy of company is clearly stated.

Table3.2

Response Pattern	Remark	Percentage
Strongly Agree	13	25%
Agree	30	59%
no opinion	5	10%
Disagree	2	4%
strongly disagree	1	2%

Chart 3.2



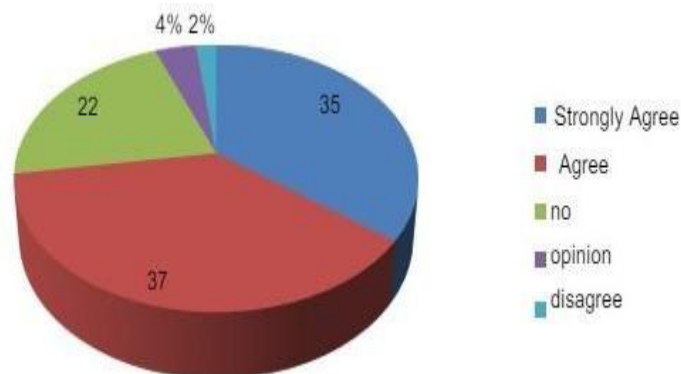
Interpretation: The question was raised to know that employees are aware about the company's recruitment & selection policy or not. Near about 85% are agreed that the recruitment & selection policy is clearly stated and only 8% are disagree.

Internal source is better for company.

Table 3.3

Response Pattern	Remark	Percentage
Strongly Agree	18	35%
Agree	19	37%
no opinion	11	22%
Disagree	2	4%
strongly disagree	1	2%

Chart 3.3



Interpretation: As per the respondent response near about 70% are agree with the statement that internal source is better for company, 22% having no response and 6% are disagree with the statement.

IMPLICATIONS OF THE STUDY

Recruitment and selection processes have significant implications for organizations, impacting their overall performance, culture, and competitiveness. Effective

recruitment ensures that a company attracts a diverse pool of qualified candidates, which can enhance innovation and problem-solving capabilities. It also helps in building a positive employer brand, making the organization more attractive to top talent. Proper selection processes ensure that the right individuals are chosen, aligning their skills, experiences, and values with the organization's needs and culture. This alignment reduces turnover rates, enhances employee satisfaction, and boosts productivity. Conversely, poor recruitment and selection practices can lead to high turnover, low morale, and increased costs associated with hiring and training new employees. Additionally, legal and ethical implications arise if these processes are not conducted fairly and transparently, potentially leading to discrimination claims and reputational damage. Overall, strategic and well-executed recruitment and selection processes are vital for sustaining organizational success and fostering a positive workplace environment.

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APPENDICES

QUESTIONNAIRE:

1) The recruitment and selection process of company meets the current legal requirements?

a) Strongly Agree b) Agree c) no opinion d) disagree e) strongly disagree

2) Recruitment & Selection Policy of company is clearly stated.

a) Strongly Agree b) Agree c) no opinion d) disagree e) strongly disagree

3) Internal source is better for company.

a) Strongly Agree b) Agree c) no opinion d) disagree e) strongly disagree

4) External source is better for company.

a) Strongly Agree b) Agree c) no opinion d) disagree e) strongly disagree

5) I feel scarcity of manpower at my working place.

a) Strongly Agree b) Agree c) no opinion d) disagree e) strongly disagree

6) I feel that the right job is being performed by the deserved person at my working environment.

a) Strongly Agree b) Agree c) no opinion d) disagree e) strongly disagree

7) The employee's competency matches with the job specification.

a) Strongly Agree b) Agree c) no opinion d) disagree e) strongly disagree

8) To what extent you are satisfied with the external source (job portals) for recruitment process.

a) 0% b) 25% c) 50% d) 75% e) 100%