



# A Study on Recruitment Process in Amaravathi Sri Venkatesa Paper Mills Limited, Coimbatore

DR.K.IYYAPPAN, MR.S.ARUNRAAJAVEL,  
ASSOCIATE PROFESSOR1, STUDENT2,  
DEPARTMENT OF MANAGEMENT STUDIES,  
KARPAGAM COLLEGE OF ENGINEERING,  
COIMBATORE-641032

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## ABSTRACT

*Recruitment process is a process of identifying the jobs vacancy, analyzing the job requirements, reviewing applications, screening, short listing and selecting the right candidate. The objective of the study is to analyse the Recruitment Process in followed by the different organizations in Coimbatore. The study based only on the opinion and expectation of consumer. Total number of sample taken for the study is 120 respondents. Convenience sampling techniques were used for the study. Primary data and secondary data have been used in the study. Simple percentage analysis, chi square analysis and correlation analysis have been applied in this study to reach the finding of the study. It is found that there is a positive relationship between working experience of the respondent's personal interview during the recruitment process. It is suggested that the Company should also increase the salary level of the employees so as to attract other outside people who are qualified and willing to join the organization. It is concluded that able to improve on its recruitment and selection techniques so as to enable it to have an efficient and effective workforce.*

Key words: Recruitment process, Organizational Growth, Effective Workplace

## I. INTRODUCTION

### Recruitment

Recruitment refers to the process of attracting, screening, and selecting qualified people for a job at an organization or firm. It is undertaken by recruiters. It also may be undertaken by an employment agency or a member of staff at the business or organization looking for recruits.

### Recruitment Process

As an organization needs to succeed and survive, or compete effectively in the global economy in this era of globalization, employers must

be in the position to propound and practice recruitment and selection of employees in the best way. The success of a business or an organization is directly linked to the performance of those who work for that organization. Underachievement can be a result of workplace failures. Every organization has its own requirements in acquiring employees. It is vital that organizations select people with the quality essential for continued success in this competitive global village. The only means of achieving this success is through proper recruitment and selection practices.

### Industry profile

#### Paper and Paper Boards Industry

The paper and paper boards industry comprises companies that use wood as raw material and produce pulp, paper, Paperboard, and other cellulose-based products. The paper manufacturing subsector is part of the Manufacturing sector. In view of paper industry's strategic role for the society and also for the overall industrial growth it is necessary that the paper industry performs well. Government has completely relicensed the paper industry with effect from 17th July, 1997.

### STATEMENT OF PROBLEM

Recruiting an employee is a difficult task for organizations to search, recruit, and select talented people in today's tight labor market. As there are fewer qualified talents available, the competition is intensifying. This shortage leads to absolutely essential for organizations to conduct effective recruitment, selection, and retain quality talents. What is more is that acquiring the right talent is becoming an increasingly complex and challenging activity. Recruiting has always been a stitch in the side of company productivity. It is expensive. It is time consuming. Recruiting staff is a very costly practice. It is also a mandatory part of any business to conduct this practice in order to survive in the



marketplace. The cost of simply finding the right person to hire can be hefty. It potentially high costs in the process of recruiting alone: advertisement, time cost of internal recruiter, time cost of recruiter's assistant in reviewing resumes and performing other recruitment-related tasks, time cost of the person conducting the interviews, drugs screens and background checks, and various pre-employment assessment tests. These are all the problems in recruitment and selection process.

### **OBJECTIVE OF STUDY**

#### **Primary Objective:**

To study on the recruitment process Followed by paper manufacturing Industry.

#### **Secondary Objectives:**

- To focus on major elements of recruitment process.
- To analyze the employees satisfaction level of recruiting techniques in the company.
- To focus on the updates and the batter methods of modern technique of recruitment process.
- To know the attitude of the employees towards the recruitment procedure.
- To know how the company policy affect the recruitment procedure.
- To suggest ways which the company can adopt so as to improve the recruitment techniques and hire more efficient and effective employees.

## **II. REVIEW OF LITERATURE:**

**Dharshini.K.A & Seleena.R (2020)** The most important study recommended that it is necessary to enhance the new form of talent acquisition, such as campus recruitment, the trainees program to employ the appropriate talents, and the evaluation of candidates during recruitment must be more efficient. This study provided a conclusion that the recruitment process and selection among employees of non-banking financial companies have a positive importance Regarding their jobsatisfaction, the company still has to enhance the level of employment in new formulas for employment of qualified employees in the coming time period.

**Endah Setyowati (2021)** The results showed that formation submission has not been based on the analysis on the needs of employees, as well as job and workload analysis. There are three factors inhibiting the application of the merit system in the recruitment and selection of employees. The first is the administrative barriers related to the lack of harmonization between the policy framework which became the legal basis for carrying out recruitment

and selection of employees. The results showed indications of corruption in the process of recruitment and selection of employees. Results also indicate that the practice of transaction between applicants and committee still happens. The third is the technical barriers associated with the limited ability of personnel resources in carrying out the responsibility and the lack of infrastructure in the process of recruitment and selection of employees.

### **Research methodology**

Research is the systematic study of processes with the aim of discovering more efficient methods of doing things, lowering the amount of work required to attain an aim, and determining the viability of the targets. In this study, descriptive research was used.

### **Descriptive Research Design**

In Descriptive Research Design, the scholar explains/describes the situation or case in depth in their research materials. This type of research design is purely on a theoretical basis where the individual collects data, analyses, prepares and then presents it in an understandable manner. It is the most generalized form of research design. To explore one or more variables, a descriptive design might employ a wide range of research approaches.

## **III. METHOD OF DATA COLLECTION**

### **Primary Data**

The primary data was collected from the employees, through structured questionnaire and discussion with the Existing Employees.

### **Secondary Data**

Apart from primary data, the secondary data is being collected through Text Book, Journals, Reports and websites.

### **SAMPLE SIZE**

The researchers were selected 120 users of working Employees.

### **Sampling Area:**

The researcher were collected the primary data from Coimbatore. Therefore the researcher adopted convenience sampling for the purpose of collecting the primary data.

### **Period of the Study:**

The study covers the periods of three months from the respondents



## SAMPLING

<b>Types of research</b>	Descriptive research
<b>Sampling method</b>	Simple random sampling
<b>Sampling technique</b>	Convenient sampling
<b>Sampling size</b>	120
<b>Sampling area</b>	Coimbatore
<b>Date collection instrument</b>	Questionnaire Method
<b>Method of analysis</b>	Excel Data
<b>Data analysis technique</b>	Chi – Square test, were used to analysis the technique

## DATA INTERPRETATION.

- Percentage analysis
- Chi-square test
- Correlation Analysis

## CHI-SQUARE ANALYSIS

### RELATION BETWEEN EDUCATIONAL QUALIFICATION OF THE RESPONDENTS AND FEEL ABOUT RECRUITMENT PROCESS

#### Null hypothesis (Ho):

There is no significance relationship between the educational qualification of the respondents and feel about recruitment process.

#### Alternative hypothesis (H1):

There is some significance relationship between the educational qualification of the respondents and feel about recruitment process.

#### Level of significance at 5%.

#### Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	25.384 <sup>a</sup>	16	.063
Likelihood Ratio	26.970	16	.042
Linear-by-Linear Association	.403	1	.526
N of Valid Cases	120		

a. 14 cells (56.0%) have expected count less than 5. The minimum expected count is .40.

## RESULT:

It is insignificant or false in the rejection region. Hence we accept the null hypothesis are 5 % level of significance and conclude that, there is no significance relation between educational qualification of the respondents and feel about recruitment process.



Thus, there is no connection between respondents educational backgrounds and how they felt about the hiring process.

**CORRELATION ANALYSIS**  
**RELATION BETWEEN WORKING EXPERIENCE OF THE RESPONDENTS PERSONAL**  
**INTERVIEW DURING THE RECRUITMENT PROCESS**

**Correlations**

		<b>WORKING EXPERIENCE OF THE RESPONDENTS</b>	<b>PERSONAL INTERVIEW DURING THE RECRUITMENT PROCESS</b>
<b>WORKING EXPERIENCE OF THE RESPONDENTS</b>	Pearson Correlation	<b>1</b>	<b>.090</b>
	Sig. (2-tailed)		<b>.326</b>
	N	<b>120</b>	<b>120</b>
<b>PERSONAL INTERVIEW DURING THE RECRUITMENT PROCESS</b>	Pearson Correlation	<b>.090</b>	<b>1</b>
	Sig. (2-tailed)	<b>.326</b>	
	N	<b>120</b>	<b>120</b>

**INFERENCE:**

The above table depicts the relationship working experience of the respondents personal interview during the recruitment process. These two variables have some degree of correlation i.e.090. So there is a positive relationship between these two variables.

**IV. FINDINGS**

Majority of the respondents are male. Maximum number of the respondents is in the age group of 26-36. Maximum number of the respondents are married. 38.3% of the respondents have completed graduates. 40.8% of the respondents have 3-5 year experience. 30.8% of the respondents said that employee of this company towards the awareness of vacancy. 35.0% of the respondents said that job security towards the company aspect in relation to attributes that lead to applying of job post in the company. 45.8% of the respondents said that two weeks towards the period of recruitment and procedure. Maximum number of respondents are organization clearly defines the no. of vacancies and expected skills for the company. 35.0% of the respondents said that good towards the feel about recruitment process. 32.5% of the respondents are

neutral towards the personal interview during the recruitment process. 39.2% of the respondents said that 3 month towards the length of probation. 33.3% of the respondents said that 3 towards the conducted no. of interview rounds. 36.7% of the respondents said that good towards the quality of induction process. 36.7% of the respondents are highly satisfied towards the satisfaction level in recruitment policy. Maximum number of the respondents are hr team acts as a consultant to enhance the quality of the applicant pre-screening process. 37.5% of the respondents are strongly agree towards the feel that they prefer recommended candidates. 35.0% of the respondents are neutral towards the agree that the question asked during the interview is related to the job. Few of the respondents are neutral towards the satisfaction on present method being followed by the company for recruitment. Majority of the respondents said that personal interview towards the preferring form of interview at the current period. 36.7% of the respondents are satisfied towards the level of satisfaction in working condition. Very few of the respondents are satisfied towards the level of satisfaction in communication. 31.7% of the respondents are satisfied towards the level of satisfaction in salary structure. 39.2% of the respondents are highly



satisfied towards the level of satisfaction in convey the interview. There is no significance relation between educational qualifications of the respondents and feel about recruitment process. There is a positive relationship between working experience of the respondent's personal interview during the recruitment process.

## V. SUGGESTIONS

The Company Policy has enables the Human Resource Department to recruit and select a favorable workforce in the organization. However few suggestions have being given that will enable the organization to improve on its workforce.

While recruiting the company should avoid internal promotions at all times since this brings about inner breeding which discourages new recruits who would have contributed tremendously to the growth of the company. Company should also go to different colleges and Educational institutions to recruits outgoing students since they are young people who have a growth potential in the Company and will be able to apply their knowledge into skills and also give fresh new ideas that can help to improve the Company efficiency. The Company should also increase the salary level of the employees so as to attract other outside people who are qualified and willing to join the organization. The Company should also try and reduce the probation period of one year to at least six months since this keeps the selected employees in anxiety since he or she is not permanently employed. The Company should also recruit and select people who have at least some previous job experience since it enables the Company to reduce on Training cost of the employees.

## VI. CONCLUSION

For an organization to run successfully, Human Resource is very important since it acts as the heart of each and every organization. An organization either commercial or service industry has to ensure that the Human Resource it has is qualified and posses the right skill to be able to give expected results to the management. Hence for all this to be possible the managements have to recruit and select the required personnel, "the right man for the right job". The study on Recruitment process in Beats Jobs Private Ltd enables us to understand what is expected of the human resource department while it recruits and selects employees to work inside the Organization From the study the company can use both findings and recommendations to be able to improve on its recruitment and selection

techniques so as to enable it to have an efficient and effective workforce.

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