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A STUDY ON RECRUITMENT AND SELECTION

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ABSTRACT:

Recruiting entails seeking out potential new employees and encouraging them to apply for positions within the company. Applicants are vetted through a selection process that takes into account the organization's present needs and priorities in order to determine the candidates they believe would best fulfil the job requirements. Organisations in today's highly competitive business climate must adapt to meet the needs of their customers. In order to achieve optimal results, it is critical for a business to establish a well-organised recruitment policy. The purpose of this research is to better understand the recruiting and selection process so that the business can pinpoint problem areas and implement solutions. This study makes use of convenient sampling. The study's sample size is one hundred. In this study, percentage analysis is employed as a tool.

INTRODUCTION

Recruiting is the process by which an organization plans to bring in new employees with the right skills to help it reach its goals. Finding and recruiting a pool of potential future leaders from whom to fill available positions is part of the process. Assembling a group of potentially qualified persons is the primary goal. Being determined is the key to finding the best option for reasonable job. The ability to select the most qualified candidates for open jobs at the most advantageous times and in the most suitable positions is a skill that must be used by the administration once it has identified the sources of labour, sought out potential future employees, and encouraged them to pursue careers with the organization.

The steps of hiring new employees are standard operating procedure for each business. Once the required form is received by Value Add Knowledge Services Pvt Ltd and accepted by the MD/executive director, the process will be launched. Local meetings will form the basis of the selection process for various roles; it should include job highlights, responsibilities announcing relationships, abilities, etc.

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Value Add Knowledge Services Pvt Ltd's ongoing recruitment and choice interaction is also unique. Employment Referral and Consulting Services enrols many of the rivals. There is a trial period that competitors can select. Before giving the opportunity to individual meetings, it is recommended to direct the ideas obtained from the task research towards assessments such as fitness, accomplishment, scenario, interest, group talk, and character enhancement. Employees are more likely to stay with the company for the long haul because of this..

REVIEW OF LITERATURE

1. Marcel Herold and Marc R.H. Roedenbeck (2025)

In order to better understand the role of AI in hiring, the authors combed through the existing literature. After reviewing 502 studies, the authors concluded that AI technologies, particularly ML and NLP, are extensively utilised in the assessment and screening of potential candidates. Concerns about AI-based recruiting systems' transparency, fairness, and ethical implications were highlighted in the review.

2. Anna Lena Hunkenschroer and Christoph Luetge (2024)

This research looked at the moral implications of hiring systems that use artificial intelligence. The writers brought attention to the fact that AI is being used more and more by businesses to streamline the employment process. The study did find certain dangers, though, including algorithmic prejudice, discrimination, and a lack of openness, so it did suggest some ethical rules for responsible hiring..

3. Francis Twinamasiko (2023)

In this study, the researcher looked at how E-HRM affected the efficiency of hiring processes. Review findings indicate that virtual interviews, applicant tracking systems, and online job portals increase transparency, efficiency, and decision-making quality in the recruiting process while decreasing the time and effort spent on manual errors and delays..

4. Loso Judijanto, Hadenan Towpek, and Mohd Syahrin (2022)

Human resource management's top selection and recruiting procedures were the subject of this literature study. To find the right people for the position, the study recommended using tools like social media and

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applicant tracking systems (ATS), as well as conducting competency-based interviews and administering psychometric tests..

5. Vicky Purwadi Putra Sawaludin and Alif Vianii Namina (2021)

The research looked at how companies used VUCA (Volatile, Uncertain, Complex, and Ambiguous) tactics while hiring new employees. The results demonstrated that competency-based recruiting and digital hiring methods enhance the agility of the workforce by making the hiring process faster and more accurate. The writers emphasised that recruiting processes should be equitable and welcoming to all candidates..

6. Sherzodbek Murodilla Ugli Dadaboyev and colleagues (2020)

In this comprehensive study, we looked at how AI is helping with the hiring process. The authors discovered that using AI-powered recruitment tools improves the efficiency of finding candidates, screening resumes, and communication. The report also suggested areas for further investigation into AI recruitment systems' human oversight, trustworthiness, and fairness.s.

7. Kanagavalli Gurusamy (2019)

The author systematically reviewed selection and recruitment procedures in different industries. In order to increase organisational performance and attract competent individuals, the survey found that organisations are increasingly using modern recruitment tactics such online portals, outsourcing, job fairs, and mobile recruitment applications..

8. Chen Yang and colleagues (2018)

In order to enhance person-job fit in online recruitment platforms, this research created a two-way selection approach. According to the research, hiring is a two-way street where potential employees and companies assess one another. Matching precision and efficiency in the hiring process were both enhanced by the suggested model..

9. Yannick Kalff and Katharina Simbeck (2017)

The researchers looked at the recruitment dashboards that use AI and how HR managers understand them. Among human resources professionals with a greater level of AI literacy, the results demonstrated

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that explainable AI features enhance trust and comprehension. The study highlighted the need of AI training for selection and recruitment procedures..

10. L. Jeff Hong, Weiwei Fan, and Jun Luo (2016)

In this analysis, we looked at how decision-making and HR systems use ranking and selection techniques. Organisations may make better workforce decisions with the help of contemporary analytical approaches and optimisation models, which enhance selection accuracy, decrease recruiting errors, and enable improved decision-making..

Research Gap – Recruitment and Selection

Although extensive research has been conducted on recruitment and selection, several important gaps remain. Most previous studies have focused on traditional recruitment methods, employee selection criteria, and the effectiveness of recruitment practices in improving organizational performance. However, limited research has examined the impact of emerging technologies such as artificial intelligence (AI), machine learning, applicant tracking systems (ATS), social media recruitment, and predictive analytics on recruitment quality and hiring outcomes. Additionally, there is insufficient evidence on how digital recruitment influences candidate experience, diversity and inclusion, employer branding, and long-term employee retention, particularly in small and medium-sized enterprises (SMEs) and developing countries such as India. Few studies have explored the ethical challenges of AI-based recruitment, including algorithmic bias, transparency, data privacy, and fairness in selection decisions. Furthermore, limited longitudinal research has investigated the relationship between modern recruitment practices and long-term employee performance, engagement, and organizational success. Therefore, future research should develop comprehensive recruitment and selection models that integrate technological innovation, fairness, organizational culture, and strategic human resource management to enhance recruitment effectiveness and sustainable workforce development.

Conceptual Framework – Recruitment and Selection

The conceptual framework for this study proposes that **Recruitment and Selection Effectiveness** is influenced by key independent variables such as **job analysis, recruitment sources, employer branding, digital recruitment technologies (AI, ATS, and online job portals), selection methods (tests, interviews, and assessments), organizational policies, and recruiter competency**. These

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factors improve the quality of recruitment through mediating variables including **candidate experience,**

S.NO	OPTIONS	NO OF RESPONSES	PERCENTAGE OF RESPONSES
1	0-5 Years	25	50

person–job fit, recruitment efficiency, and perceived fairness of the selection process. Improved recruitment and selection practices ultimately lead to dependent outcomes such as **high-quality hiring, employee performance, job satisfaction, employee retention, organizational commitment, and overall organizational performance**. This framework highlights that effective recruitment and selection practices play a critical role in attracting, selecting, and retaining talented employees while contributing to the long-term success and competitiveness of the organization.

OBJECTIVES OF THE STUDY

- The project study aims to accomplish the following:
- • To be familiar with Value Add Knowledge Services Pvt Ltd.'s selection and recruiting processes.
- Value Add Knowledge Services Pvt Ltd.'s recruitment procedure will be reviewed in order to enhance future recruitment initiatives.
- • To ensure that selection procedures are more open and transparent.

DATA ANALYSIS AND INTERPRETATION

Q1. How many years do you working with this organization?

Table: 1

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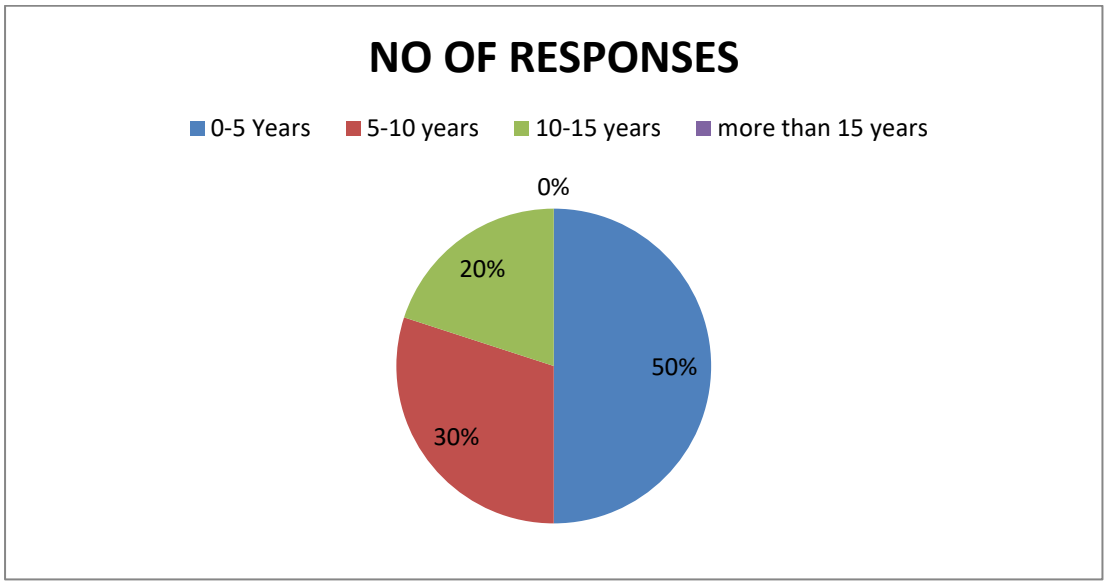
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2	5-10 years	15	30
3	10-15 years	10	20
4	more than 15 years	0	0
	TOTAL	50	100

Figure: 1



Interpretation: Half of the employees have been with Value Add Knowledge Services Pvt Ltd for less than five years, 30% for five to ten years, 20% for fifteen to twenty years, and 0% for fifteen years or more..

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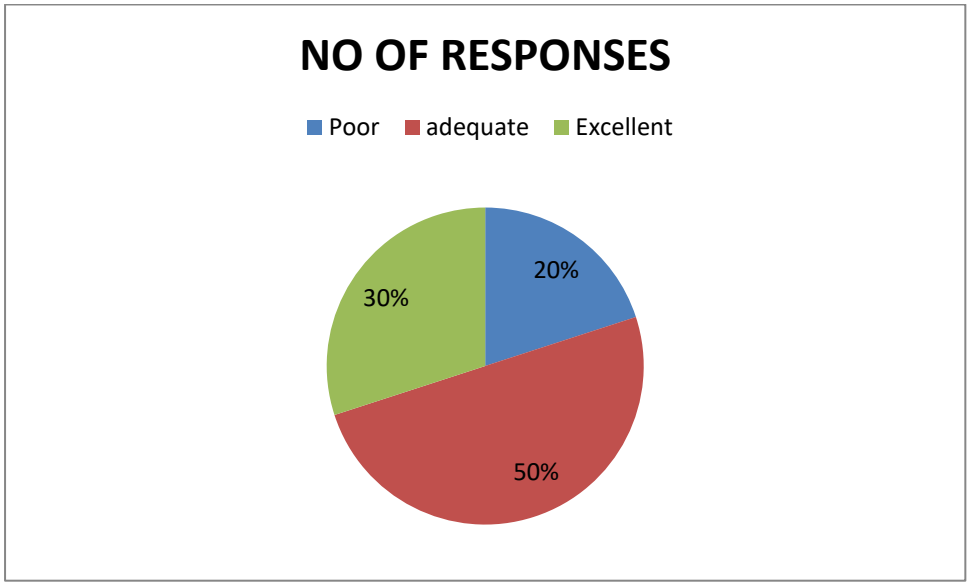
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Q2. How well are the organization's affirmative action needs clarified and supported in the selection process?

Table: 2

S.NO	OPTIONS	NO OF RESPONSES	PERCENTAGE OF RESPONSES
1	Poor	10	20
2	adequate	25	50
3	Excellent	15	30
	TOTAL	50	100

Figure:2



InterpretationHalf of the workers think it's good, a third think it's great, and 20% think it's terrible that the company's affirmative action requirements have been defined and backed up in the hiring process..

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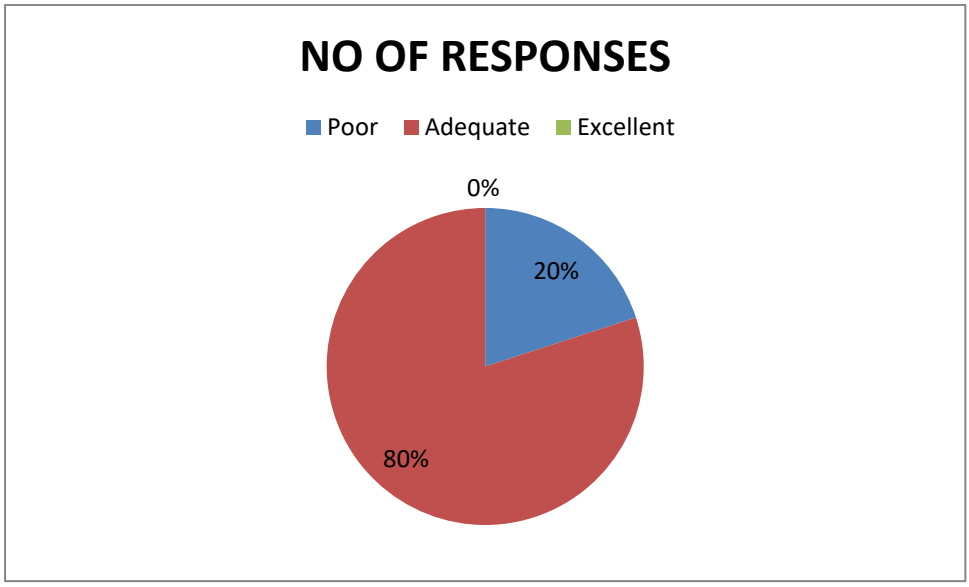
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Q3. How would you rate the HR department's performance in recruitment and selection?

Table: 3

S NO	OPTIONS	NO OF RESPONSES	PERCENTAGE OF RESPONSES
1	Poor	10	20
2	Adequate	40	80
3	Excellent	0	0
	TOTAL	50	100

Figure: 3



Interpretation: There is an adequate rate of 80% of employees and a poor rate of 20%. When it comes to hiring new staff, the HR department is failing miserably.

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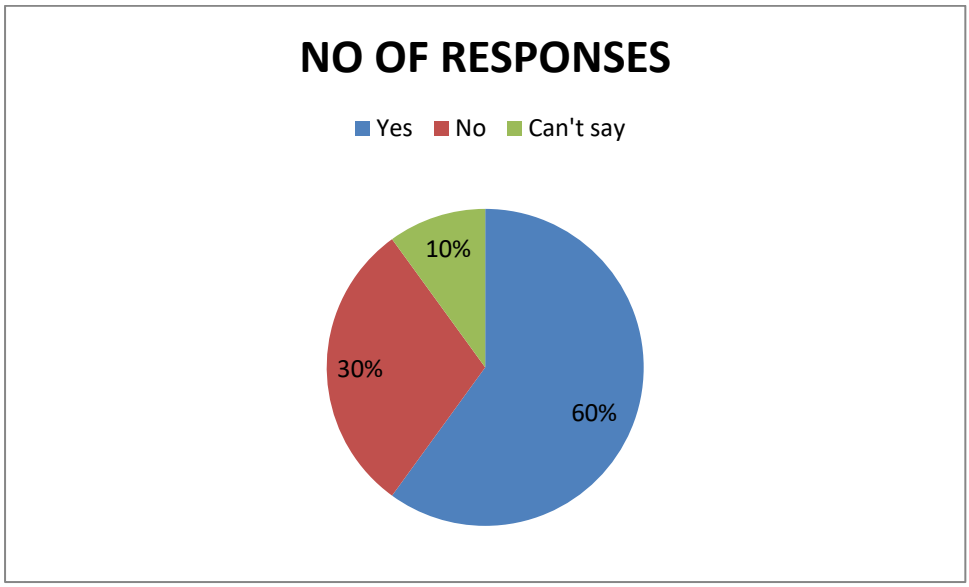
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Q4. Does your company follow formal recruitment process?

Table: 4

S NO	OPTIONS	NO OF RESPONSES	PERCENTAGE OF RESPONSES
1	Yes	30	60
2	No	15	30
3	Can't say	5	10
	TOTAL	50	100

Figure: 4



Interpretation: Value Add Knowledge Services Pvt Ltd. has a 60% satisfaction rate among its employees with its hiring process, as shown in the above diagram. On the other hand, workers have the opportunity to offer improvements to the company's selection and recruitment policy by suggesting changes to the procedure.

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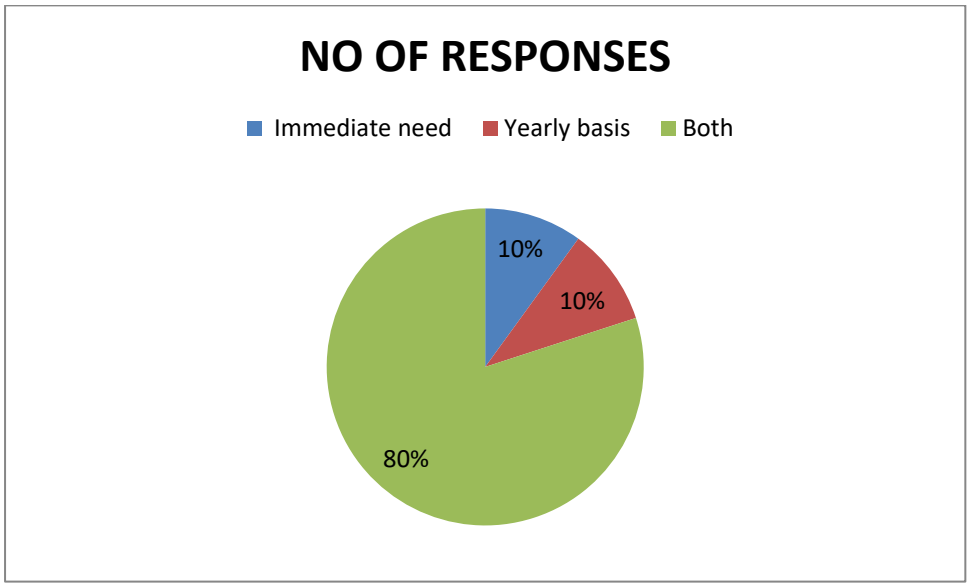
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Q5. When does your company hires new employees?

Table: 5

S.NO	OPTIONS	NO OF RESPONSES	PERCENTAGE OF RESPONSES
1	Immediate need	5	10
2	Yearly basis	5	10
3	Both	40	80
	TOTAL	50	100

Figure: 5



Interpretation: The above graphic shows that workers' answers to the aforementioned question were all over the map. Out of the total number of respondents, 80% claimed that Value Add Knowledge Services Pvt Ltd hires new staff every year based on business needs, while 10% said the opposite and 10% said the company only recruits new staff on an annual basis.

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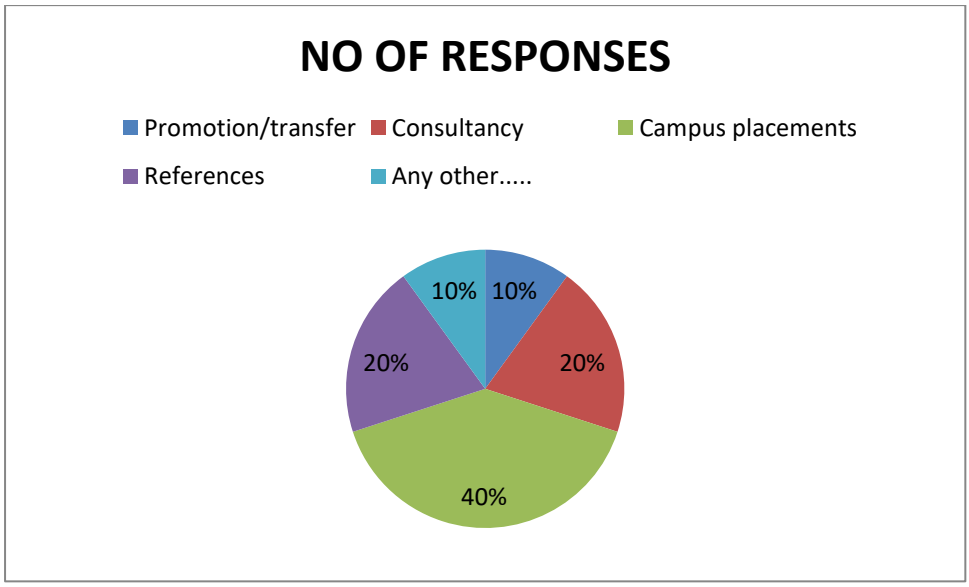
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Q6. Which sources of recruitment your company should follow?

Table: 6

S NO	OPTIONS	NO OF RESPONSES	PERCENTAGE OF RESPONSES
1	Promotion/transfer	5	10
2	Consultancy	10	20
3	Campus placements	20	40
4	References	10	20
5	Any other.....	5	10
	TOTAL	50	100

Figure: 6



Interpretation: Value Add Knowledge Services Pvt Ltd. uses a variety of recruitment strategies. Marketing, word-of-mouth, and consulting companies are a few of the ways they find new clients. Employees at Value Add Knowledge Services Pvt Ltd support campus placements, promotions, and transfers, as seen in the chart.Twenty percent of workers support internal referrals, and twenty percent have proposed consulting services. Some have even proposed using newspapers to publicise the opening..

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FINDINGS:

At Value Add Knowledge Services Pvt Ltd, the majority of hiring is done through referrals from current employees, followed by consulting with external sources.

The rising stars are taught how many rounds there are in the selecting process.

The majority of the contestants choose to meet face to face.

The screening process usually takes more than one day at Value Add Knowledge Services Pvt Ltd.

In any case, the majority of workers believe that more seasoned employees should be given references to help them justify their position.

It has been found that Value Add Knowledge Services Pvt Ltd's recruitment strategy is costly. The screening process is conducted in a public setting, which helps candidates feel comfortable expressing themselves freely.

It has been determined that Value Add Knowledge Services Pvt Ltd's selection cycle is effective in identifying the right competitor.

Value Add Knowledge Services Pvt Ltd would be better off if they used employee referrals as a recruitment tool rather than consultants since it would help them save money..

SUGGESTIONS

It It was believed that there is a shortage of recruitment personnel, since candidates needed to have faith that the underlying rounds will be completed within a substantial time limit.

The selection process needs to be handled effectively or Value Add Knowledge Services Pvt Ltd should increase its recruitment staff.

By doing internal recruitments instead of client interviews, the time it takes to find and hire new employees can be reduced.

Since the rising stars themselves had to return to confirm their arrangement status, it was determined that Value Add Knowledge Services Pvt Ltd's Management Information System is not working.

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You can use databases of graduates as a source for effective recruitment strategies for any urgent need..

CONCLUSION

- Value Add Knowledge Services Pvt Ltd incurs substantial human resource costs due to the heavy reliance on consultants for the bulk of its recruitment needs.
- Most applicants opt for the current selection method at Value Add Knowledge Services Pvt Ltd., which involves an in-person interview, which is a great way to see potential rising stars.
- At Value Add Knowledge Services Pvt Ltd, the customer round is the main source of screening deferrals. The scout has to determine the customer's accessibility in order to line up the chance of a meeting..

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