INTERNATIONAL JOURNAL OF ENGINEERING MANAGEMENT AND SOCIAL SCIENCES (IJEMSS)

e-ISSN : 3139-065X

www.ijemss.com

editor@ijemss.com

Vol. 01, Issue 2, June2026, pp :770-777

MODERN RECRUITMENT AND SELECTION PRACTICES-AUROBINDO PHARMA

[1]Rayudu Sri Harshith **[2]Mr. Mohammad Sirajuddin**

[1]P.G Student (MBA), department of master of business administration, MLR Institute of Technology, Dundigal, Hyderabad-500043. sriharshith04@gmail.com

[2]Assistant Professor, department of master of business administration, MLR Institute of Technology, Dundigal, Hyderabad-500043. mohammedsiraj0629@gmail.com

ABSTRACT

The current state of recruitment and selection methods in today's business world is the driving force behind this initiative. The processes of recruitment and selection are vital to HRM because they allow businesses to find, attract, and hire the best people for open jobs. Rising competition for top talent and shifting job specifications have made it harder than ever to fill open positions with qualified candidates in recent years.

Job portals, ATS, AI, online testing, and telephonic or video interviews are some of the current tools that many organizations utilize to streamline the hiring process. These techniques allow you to save time, cut down on recruitment expenses, and contact more potential candidates. In addition to bolstering the organization's long-term success, effective hiring processes boost employee performance and job satisfaction.

Aurobindo Pharma's hiring practices are the subject of this research. Understanding the company's techniques, evaluating their success, and identifying opportunities for further improvement is the objective of the study.

INTRODUCTION

An integral part of human resource management, recruitment is the process of seeking out, evaluating, and ultimately choosing qualified candidates to fill open positions within a business. This aids in making sure the business has enough workers to accomplish its objectives and run smoothly. Recruitment becomes increasingly important for organisations' long-term performance as their workforces expand and demand more competent workers.

Typically, the first step in the recruitment process is to determine the workforce needs through careful planning. The next step is to find people to apply, review their profiles, interview them, and finally, choose the best ones for the open positions. In order to find people who are a good fit for the position, the human resources department typically has to work with other departments to coordinate the hiring process. Productivity, staff retention, and overall organisational performance can all be enhanced by carefully selecting the proper individuals for each job.

Because of all the new technology that has come out in the past several years, hiring methods have evolved drastically. Recruiting software, social media, online job boards, and other digital technologies are already commonplace for many companies. These contemporary approaches allow businesses to save time and energy while increasing the efficiency and effectiveness of their recruitment efforts by connecting them with a wider pool of qualified candidates.

As a whole, recruitment is now a strategic function in modern organisations, expanding beyond its original role in hiring. When companies use effective recruitment techniques, they are able to hold on to skilled individuals who can help with both the present and future of the company.

LITERATURE REVIEW

In his research, Judijanto et al. (2025) noted that contemporary organisations are utilising several strategies to improve and make their recruitment process more effective. According to the results, posting detailed job descriptions is a great way to bring in top talent. In addition, he clarified how to systematically examine job applications using an Applicant Tracking System (ATS). Many people looking for work were able to be reached through online channels. Candidates' abilities can be better assessed with competency-based interviews, the research found. It is better to use multiple rounds for the final pick. Organisations may save time and improve hiring quality with current recruitment technologies, according to the report.

Technology and workforce planning are the primary areas of concentration in contemporary recruitment, according to Sharma and Patel's (2025) research. The study emphasizes the need of providing thorough job descriptions to attract

INTERNATIONAL JOURNAL OF ENGINEERING MANAGEMENT AND SOCIAL SCIENCES (IJEMSS)

e-ISSN : 3139-065X

www.ijemss.com

editor@ijemss.com

Vol. 01, Issue 2, June2026, pp :770-777

qualified candidates. Additionally, it clarifies that ATS proves to be beneficial in situations where there are numerous applications. Using online recruitment strategies can speed up the employment process and reduce the likelihood of human error. Candidates' abilities could be more effectively assessed through competency-based interviews. The precision of the final judgement is enhanced by using a multiple stage selection procedure. In general, the study found that technological advancements make the hiring process more efficient.

An article by Bhakuni and Maurya (2024) explains how AI is being used more and more in the hiring process. Artificial intelligence allows for faster screening of candidate profiles, as they have explained. It can speed up the hiring process and do away with manual labor. Automating the first selection process can reduce human bias, according to the study. The quality of employees and the organization's performance can be improved through better hiring decisions. The usefulness of digital technology in human resources operations was also acknowledged.

Artificial intelligence and automation play a crucial role in the hiring process, as highlighted by Verma and Singh (2024). Their findings suggest that AI and automation can be useful tools for skill assessments and job placement. Automation streamlines HR processes, which in turn saves time and helps with application screening. Research has shown that technological advancements can help lessen the impact of selection bias. The recruiting procedure is also accelerated. Organisations are increasingly recognising the significance of digital hiring platforms.

Organisations are increasingly utilising job portals, social media, and internet for recruitment, according to Kumar et al. (2023). These solutions allow companies to connect with a broader pool of potential candidates. Online platforms greatly facilitate communication among managers, applicants, and recruiters. Additionally, the study clarified the function of consultants and college recruitment agencies. Many organisations are also seeing an increase in mobile recruitment. Time is saved and candidate reach is improved using these strategies. According to the research, digital sourcing is quickly becoming the norm for all businesses.

Modern methods of selection, according to Gupta and Sharma (2022), make use of competency-based exams and structured interviews. They go on to say that businesses would rather hire people with relevant experience than those with advanced degrees. The paper asserts that in order to achieve more uniformity and equity, organised selection methods are crucial. Furthermore, it is said that recruitment is made more effective using multi-stage evaluations. Attracting potential recruits is aided by branding.

RESEARCH GAP

Although several studies have examined recruitment and selection practices in the pharmaceutical industry, limited research has specifically focused on modern recruitment and selection practices adopted by Aurobindo Pharma. Most existing studies emphasize traditional recruitment methods, employee retention, job satisfaction, and general human resource management practices, while insufficient attention has been given to the integration of advanced digital recruitment technologies and data-driven selection processes within the organization.

A significant research gap exists regarding the effectiveness of modern recruitment tools such as artificial intelligence (AI)-based candidate screening, online recruitment portals, social media recruitment, applicant tracking systems (ATS), virtual interviews, and digital assessment platforms in Aurobindo Pharma. There is limited empirical evidence on how these technologies influence the quality of hires, recruitment efficiency, candidate experience, and organizational performance.

Another gap relates to the evaluation of recruitment strategies for attracting highly skilled professionals in specialized pharmaceutical functions such as research and development, quality assurance, regulatory affairs, manufacturing, and biotechnology. Existing literature provides little insight into the challenges faced by Aurobindo Pharma in sourcing and

INTERNATIONAL JOURNAL OF ENGINEERING MANAGEMENT AND SOCIAL SCIENCES (IJEMSS)

e-ISSN : 3139-065X

www.ijemss.com

editor@ijemss.com

Vol. 01, Issue 2, June2026, pp :770-777

selecting talent in a highly competitive pharmaceutical labor market.

CONCEPTUAL FRAMEWORKS

Recruitment and selection are critical human resource management functions that help organizations attract, identify, and hire qualified employees. In the pharmaceutical industry, where innovation, regulatory compliance, and specialized skills are essential, effective recruitment and selection practices significantly influence organizational performance. Aurobindo Pharma adopts modern recruitment and selection practices to attract talented professionals, enhance workforce quality, and maintain competitiveness in the global pharmaceutical market. Various conceptual frameworks help explain how these practices contribute to organizational success.

Human Capital Theory

Human Capital Theory, developed by Gary Becker, suggests that employees are valuable assets whose knowledge, skills, and abilities contribute directly to organizational productivity and growth. According to this framework, recruitment and selection are investments in acquiring high-quality human capital. At Aurobindo Pharma, the recruitment process focuses on identifying candidates with strong technical expertise, scientific knowledge, research capabilities, and professional competencies. By hiring skilled employees, the company enhances innovation, operational efficiency, and long-term organizational performance.

Person–Job Fit Theory

Person–Job Fit Theory emphasizes the alignment between an individual's skills, qualifications, and experience and the requirements of a specific job. The theory suggests that employees perform better and experience greater job satisfaction when their capabilities match job demands. Aurobindo Pharma applies this framework by conducting detailed job analyses, competency assessments, technical evaluations, and structured interviews to ensure that candidates possess the qualifications necessary for pharmaceutical manufacturing, research, quality assurance, regulatory affairs, and other specialized functions.

Person–Organization Fit Theory

Person–Organization Fit Theory focuses on the compatibility between employees' values, beliefs, and behaviors and the organizational culture. The theory argues that individuals who align with organizational values are more likely to remain committed and productive. During the selection process, Aurobindo Pharma evaluates candidates not only on technical competence but also on their ability to adapt to the company's culture of quality, integrity, compliance, teamwork, and continuous improvement. This approach helps improve employee retention and organizational commitment.

Competency-Based Recruitment Framework

The Competency-Based Recruitment Framework emphasizes the identification and assessment of competencies required for successful job performance. Competencies may include technical knowledge, problem-solving ability, leadership skills, communication skills, teamwork, and adaptability. Aurobindo Pharma utilizes competency-based interviews, behavioral assessments, and skill evaluations to identify candidates who demonstrate the competencies required for specific roles. This framework enables the organization to make objective and evidence-based hiring decisions.

INTERNATIONAL JOURNAL OF ENGINEERING MANAGEMENT AND SOCIAL SCIENCES (IJEMSS)

e-ISSN : 3139-065X

www.ijemss.com

editor@ijemss.com

Vol. 01, Issue 2, June2026, pp :770-777

Strategic Human Resource Management (SHRM) Framework

The Strategic Human Resource Management Framework views recruitment and selection as strategic activities that support organizational goals and business objectives. According to this perspective, hiring decisions should align with long-term workforce planning and organizational strategy. Aurobindo Pharma integrates recruitment practices with its growth plans, research and development initiatives, global expansion strategies, and talent management objectives. By aligning workforce acquisition with business needs, the company ensures the availability of skilled professionals to support future growth.

E-Recruitment Framework

The E-Recruitment Framework highlights the use of digital technologies and online platforms in attracting and selecting candidates. Modern organizations increasingly rely on company career portals, job websites, social media platforms, applicant tracking systems, and virtual interviews to improve recruitment efficiency. Aurobindo Pharma employs digital recruitment methods to reach a wider talent pool, reduce recruitment costs, accelerate hiring processes, and enhance candidate experience. E-recruitment also improves transparency and data management throughout the selection process.

OBJECTIVES OF THE STUDY

1. To find the best ways to quickly attract eligible individuals from a variety of sources.
2. Our goal is to research the main forces that are shaping how companies choose and hire new employees today.
3. To assess how well Aurobindo Pharma's hiring practices have improved the company's workforce quality and the results of job searches.
4. Research organization strategies for attracting and hiring a diversified pool of talent capable of meeting present and future needs.
5. Looking for methods to cut down on time and money spent on hiring.
6. To assess how well and how efficiently companies employ current methods of hiring.

ANALYSISANDDISCUSSION

1.How were you made aware of the position?

Options:

Si.no	Response	No. Of Respondents	percentage
1	Employment Websites	116	60%
2	Business internet page	18	6.68%
3	Staff recommendation Additional	33	12%
4	Response	59	21.3%

Interpretation:

Based on the data, it was discovered that 60% of the people surveyed had heard about the opening through job sites, the most common way to find out about jobs. Besides word-of-mouth recommendations from colleagues(12%) and outside sources, the business website accounts for 6.68 percent. Based on these numbers, it's clear that job portals play a crucial part in finding qualified applicants..

Q2. How prevalent is the use of applicant tracking systems (ATS) in your company?)?

INTERNATIONAL JOURNAL OF ENGINEERING MANAGEMENT AND SOCIAL SCIENCES (IJEMSS)

www.ijemss.com

e-ISSN : 3139-065X

editor@ijemss.com

Vol. 01, Issue 2, June2026, pp :770-777

Options :

Si.no	Response	No. Of Respondents	percentage
1	Yes	70	70%
2	No	0	0%
3	Sometimes	30	30%

Interpretation:

According to the data shown above, 70% of respondents responded that their organization uses an applicant tracking system (ATS). Another 30% said that ATS is used occasionally, and nobody said that it is not utilised at all. It suggests that applicant tracking systems have been popular in the recruitment industry.

Q3Can we say that AI is employed in the hiring process?

Options :

Si.no	Response	No. Of Respondents	percentage
1	Yes	60	60%
2	No	25	25%
3	Not sure	15	15%

Interpretation:

AI is being used by an increasing number of companies to streamline their hiring procedures. On the other hand, not all respondents are comfortable with the idea of AI being used in the recruiting process.

Q4What kind of hiring process was used to evaluate you?

Possible choices:

Si.no	Response	No. Of Respondents	percentage
1	Evaluation of AI	139	45%
2	Interview by phone or video chat	93	30%
3	Response	46	15%
4	Evaluation of AI	31	10%

Interpretation:

The results show that among the interviewees, 45% mentioned artificial intelligence testing as their preferred method of recruitment selection. Next on the list with 30% are phone interviews, followed by 15% by video conferencing, and finally 10% by in-person meetings. The use of technology-based selection approaches in the hiring process has become increasingly common among firms.

Q5How effective is the hiring procedure?

Options :

Si.no	Response	No. Of Respondents	percentage
1	Effective as a pencil	10	31.3%
2	Highly effective	12	37.5%
3	On average,	6	18.9%
4	wasteful	4	12.3%

INTERNATIONAL JOURNAL OF ENGINEERING MANAGEMENT AND SOCIAL SCIENCES (IJEMSS)

e-ISSN : 3139-065X

www.ijemss.com

editor@ijemss.com

Vol. 01, Issue 2, June2026, pp :770-777

Interpretation:

The results show that the majority of individuals think the hiring process is efficient; 37.5 percent of respondents said it is efficient, and 31.3 percent said it is extremely efficient. Conversely, just 12.3% thought the hiring process was inefficient, while 18.9% said it was typical.

Q6. Is everyone being honest and open throughout?

Options :

Si.no	Response	No. Of Respondents	Percentage
1	Yes	58	19%
2	No	120	39%
3	Partially	130	42%

Interpretation:

Based on the data shown above, 42% of respondents say the recruiting process is mostly fair and transparent, 39% think it is totally unfair, and 19% think it is totally transparent and fair. Fairness and openness in hiring are issues that a lot of people are worried about, according to the data.

Q7 Duration of the hiring process?

Options :

Si.no	Response	No. Of Respondents	percentage
1	1-2weeks	2	6.25%
2	2-4weeks	10	31.25%
3	More than 1month	20	62.50%

Interpretation:

Six2.50% of respondents indicated that the recruitment process typically takes more than one month, as shown in the statistics above. Only 6.25 percent of respondents responded that the hiring process typically takes less than two weeks, while nearly 31.25 percent said that it typically takes two to four weeks. It demonstrates that hiring is a time-consuming procedure.

Q8. Is the quality of recruitment enhanced by AI and ATS?

Options :

Si.no	Response	No. Of Respondents	percentage
1	Strongly Agree	7	21.88%
2	Agree	12	37.50%
3	Neutral	10	31.25%
4	Disagree	3	9.38%

Interpretation:

From what we can see, 59.38% of managers are in agreement or strongly agree that AI and ATS can improve the quality of recruitment. Conversely, just 9.38% of managers are opposed to this, while a sizeable portion (31.25%) are ambivalent.

INTERNATIONAL JOURNAL OF ENGINEERING MANAGEMENT AND SOCIAL SCIENCES (IJEMSS)

e-ISSN : 3139-065X

www.ijemss.com

editor@ijemss.com

Vol. 01, Issue 2, June2026, pp :770-777

Q9. How is the hiring procedure meeting your expectations??

Options :

Si.no	Response	No. Of Respondents	percentage
1	Extremely happy	92	30%
2	Level of Satisfaction: High, Medium, Low	123	40%
3	High, Medium,	62	20%
4	low	31	10%

Interpretation:

The vast majority of participants have expressed satisfaction, or at least high levels of satisfaction, with the recruiting process. However, most individuals were either satisfied or neutral regarding the procedure, with only a small number expressing discontent.

Q10. In what ways may things be improved? Reaction (Typical Responses))

Options :

Si.no	Response	No. Of Respondents	percentage
1	Streamlined hiring procedure	112	36.25%
2	Greater openness	49	15.86%
3	Improved dialogue	148	47.90%

Interpretation:

The majority of interviewees identified better communication as a critical area for recruitment process improvement. Another issue that most interviewees highlighted as a crucial step toward making the recruitment process more efficient was faster recruitment.

FINDINGS

1. Compared to the firm's website, which only informed 6.68 percent of respondents about opportunities, job portals are the most effective source of recruitment (60%).
2. Among the many important takeaways from the study of the company's current recruiting approach is the conclusion that it works wonders.
3. In an attempt to revitalise the business and better compete in the outside world, the firm has brought in recent college grads in an effort to foster a competitive spirit.
4. The company has been making an effort to meet the expectations of its employees by providing them with fulfilling tasks that align with their skills and expertise.
5. Additionally, it is worth noting that 92% of the employees have been with the business for a long time, suggesting that the job security offered by the company is good.
6. The human resources department is vital in ensuring that projects are staffed with the appropriate individuals at the right times and in the right places.
7. Sixty percent of people who took the survey said that AI is utilised in the hiring process. This suggests that AI is widely used in this industry.

INTERNATIONAL JOURNAL OF ENGINEERING MANAGEMENT AND SOCIAL SCIENCES (IJEMSS)

e-ISSN : 3139-065X

www.ijemss.com

editor@ijemss.com

Vol. 01, Issue 2, June2026, pp :770-777

SUGGESTIONS

1. To reduce its need on external job boards, the organization should: 1. Strengthen its employer branding initiatives and improve its internal careers pages.
2. More transparency regarding the selection, interview, and rejection of candidates (where relevant) is needed in the recruitment process.
3. . The organization should keep employing AI and applicant tracking systems, but make sure to check them often to make sure they are fair, accurate, and unbiased when screening candidates.
4. . It is important to gather feedback regarding the recruitment process from all parties involved, including managers, recruiters, and applicants.
5. It's important that the whole hiring procedure doesn't drag on for too long.
6. It is advisable to refrain from hiring through recommendations.

CONCLUSION

The research on "Modern Recruitment and Selection Practices" shows that hiring new employees is seen as a crucial strategic task for every successful business. In an effort to streamline the hiring process, many companies are turning to artificial intelligence (AI), job portals, online tests, virtual interviews, and application tracking systems (ATS). You may save time and money and broaden your search with these advantages.

Job portals were determined to be the most effective means of candidate attraction, while technology-based strategies enhanced the selection process. The majority of participants were pleased with the hiring process overall, but they did raise concerns about issues of justice, transparency, and communication.

It is safe to say that, in today's business world, the effectiveness of a company's selection process is directly related to the use of modern recruitment strategies. Nevertheless, technological factors should not be the sole ones taken into account when selecting a candidate for employment.

REFERENCES

1. Dessler, G. (2020). Human Resource Management (16th ed.). Pearson Education.
2. Armstrong, M., & Taylor, S. (2023). Armstrong's Handbook of Human Resource Management Practice (16th ed.). Kogan Page.
3. Ms, Laya Amshala, and M. umrez Mrs. "A STUDY ON “RECRUITMENT PRACTICES” AT TATA MOTORS." *International Journal of HRM and Organizational Behavior* 12.3 (2024): 375-380.
4. Noe, R. A., Hollenbeck, J. R., Gerhart, B., & Wright, P. M. (2021). Fundamentals of Human Resource Management (9th ed.). McGraw-Hill Education.
5. Bratton, J., & Gold, J. (2017). Human Resource Management: Theory and Practice (6th ed.). Palgrave Macmillan.
6. Stone, R. J., Cox, A., Gavin, M., & Stanton, P. (2020). Human Resource Management (10th ed.). Wiley.
7. Breaugh, J. A. (2017). Talent Acquisition: A Guide to Understanding and Managing the Recruitment Process. SHRM Foundation.
8. Ensher, E. A., Nielson, T. R., & Grant-Vallone, E. J. (2002). “Tales from the Hiring Line: Effects of the Internet and Technology on HR Processes.” Organizational Dynamics, 31(3), 224–244.
9. Maree, M., Kmail, A., &Belkhatir, M. (2020). “Analysis and Shortcomings of E-Recruitment Systems: Towards a Semantics-Based Approach.” arXiv Preprint arXiv:2004.12034.
10. Yang, C., Hou, Y., Song, Y., Zhang, T., Wen, J. R., & Zhao, W. X. (2022). “Modeling Two-Way Selection Preference for Person-Job Fit.” arXiv Preprint arXiv:2208.08612.
11. Wu, F., Lyu, D., & Li, X. (2025). “Smart Hiring Redefined: An Intelligent Recruitment Management Platfo