

A Study On Determining Effective Factors Affecting Recruitment: An Analysis Of Manufacturing Companies In Chennai

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ABSTRACT

Recruitment is the process of releasing the internal secrets of the person looking for employment and informing the selection procedure. The fundamental idea of this procedure is that the whole lot about man designates his quality and as much data as possible should be gathered to enlighten a decision- making process. The sample population consisted of private company employees in Chennai who were selected through simple random sampling. The sample size of the population was 100. Data was analyzed with the help of regression and the results showed that, both internal and external factors have positive relationship with recruitment.

KEYWORDS: Recruitment, Factors, Internal and External factors

INTRODUCTION

An activity which needs the organization of the business to explore and match the efficient person for the business organization is called recruitment. It involves also the process to match the marketing skill, wisdom and diplomacy of an individual with the recruitment process for the betterment of the organization. New challenges are being confronted with by the professionals who are responsible for the recruitment procedure. According to Buchan, 2002 the biggest of all the challenges are the recruitment of efficient individuals for the business, make more candidates to apply for the posts in the organization.

RECRUITMENT

A number of factors are responsible that affect the process of recruitment. These factors are categorized as internal and external factors. Internal factors are referred to as endogenous factors inside the organization itself and it affects the recruiting persons. Some of

the internal factors affecting recruitment include organization's size, the policy of recruitment and its image of the organization. Similar to the internal factors there are certain external factors which also affect the process of recruitment. They include demographical factors, market for labor, unemployment conditions and laws for labor, legal issues and job image.

PROBLEM STATEMENT

The productivity of a company depends on the recruitment policy it follows. Recruitment is expensive and time consuming. Many studies showed elevated cost of employee turnover in money, money and reduced productivity, recruitment had been viewed continually as the road to overcome those managerial issues.

NEED FOR THE STUDY

The process of recruitment is very essential for an organization, as making the right person fit in the right place results in increase employee productivity. Subsequently, the employee performance has an impact on the organizational performance and is a critical issue to be considered.

OBJECTIVES

The purpose of this study was to identify the factors that affect the recruitment procedure in an organization.

REVIEW OF LITERATURE

Winn CS, Chisolm BA, and Hummelbrunner JA (2014) had examined the factors that affect recruitment and also the retention of rehabilitation professionals in Northern Ontario, Canada. It was a cross sectional study. There had been no recent researches done to examine the factors which lead the rehabilitation professionals to relocate and remain in the area. Survey was conducted among 345 persons. It was noticed that the multiple professional and personal factors were closely associated to retention and recruitment with differences among from Northern Ontario and those who were not. The findings showed that the rural educational experiences and rural or remote origin were found to be as the significant

recruitment factors while job satisfaction and lifestyle were vital factors for retention of rehabilitation professionals to rural and remote areas of practice.

Martha Mwangi, Ms Doreen Njeje And Ms Elizabeth Makokha (2014) had done an analysis of factors affecting staff recruitment in private hospitals in north rift: it was a survey of uasin gishu county. The study was done to examine the factors influencing recruitment in health institutions. Descriptive survey was adopted for the study and 8 major private hospitals of Eldoret were sampled. Census sampling method was used. The collected data was analyzed through the SPSS version17. Results of multiple regressions showed the extent of the impact of the independent variables on dependent variable. Pearson's Product Moment Correlation was utilized to determine the relationship between the variables. Outcomes showed positive relationship existed between Policies & Procedure features and Effective recruitment of staff.

METHODOLOGY

The sample population consisted of private company employees in Chennai who were selected through simple random sampling. The sample size of the population was 100. Data was analyzed with the help of regression

ANALYSIS AND INTERPRETATION

Influence of internal factors on recruitment

R	R Square	Adjusted R Square	F	Sig.
.676(a)	.457	.440	26.934	.000(a)

a. Predictors: (Constant), Internal Factors

Coefficients

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	2.088	.232		9.001	.000
Organization's size,	.295	.050	.482	5.965	.000
The policy of recruitment	.309	.058	.481	5.346	.000
Image of the organization	-.136	.063	-.199	-2.151	.034

a. Dependent Variable: Recruitment

The above table reveals that the regression analysis for overall recruitment as the dependant variable and various internal factors as independent variables. For identifying which internal factor influences predominantly the overall recruitment, an analysis of multiple regression was executed and the findings are displayed in the aforesaid table.

The coefficient of Regression determination (R^2) is 0.457 which connotes that 45.7 percent of the difference on overall recruitment is established by the independent variables. In order to verify the significance of R^2 , ANOVA was carried out and the outcome demonstrates a significant result ($F = 26.934$; $p < 0.000$) which indicates that the internal factors considerably have an influence (dependent variable) on the overall recruitment. In this study internal factors highly influenced the recruitment. Internal factors and Recruitment have positive relationship.

Influence of external factors on recruitment

R	R Square	Adjusted R Square	F	Sig.
.727(a)	.529	.498	17.375	.000(a)

a. Predictors: (Constant), External Factors

Coefficients

	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	2.306	.273		8.460	.000
Demographical factors,	.223	.057	.357	3.938	.000
Market for labor,	.115	.065	.170	1.758	.082
Unemployment conditions	-.246	.058	-.402	-4.243	.000
Laws for labor,	-.075	.087	-.092	-.861	.391
Legal issues	.187	.065	.247	2.876	.005
Job image	.198	.058	.339	3.407	.001

a. Dependent Variable: Recruitment

The above table reveals that the regression analysis for overall recruitment as the dependant variable and various external factors as independent variables. For identifying which external factors influences predominantly the overall recruitment, an analysis of multiple regression was executed and the findings are displayed in the aforesaid table.

The coefficient of Regression determination (R^2) is 0.529 which connotes that 52.9 percent of the difference on overall recruitment is established by the independent variables. In order to verify the significance of R^2 , ANOVA was carried out and the outcome demonstrates a significant result ($F = 17.375$; $p < 0.000$) which indicates that the external factors considerably have an influence (dependent variable) on the overall recruitment. In this study only four statements of recruitment and selection highly influenced the recruitment and external and recruitment have positive relationship.

CONCLUSION

Two sources of choice are available for an organization to recruit employees. it may be either internal or external. Internal sourcing is a better and cost effective technique to decrease expenses by eradicating the requirement for a job's external advertising. This internal recruitment may be done by way or promotion too. Promotions offer high motivation

for the workers and make them ambitious to put in more efforts for the company. These set of employees are already experienced and hardly need any form of training for the job. This form of internal recruitment may prove to be beneficial for the HR managers as they are well versed with the internal strengths and weaknesses of individuals. The result of this study reveals that, both internal and external factors have positive relationship with recruitment.

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