

**A STUDY ON THE PERCEPTION OF EMPLOYEES ON  
EFFECTIVENESS OF RECRUITMENT AND  
SELECTION AT MERIIBOY, (NUTRICREAMS  
PVT.LTD.), ERNAKULAM**

**A PROJECT REPORT**

*Submitted in partial fulfilment of the requirement for the award of the degree*

**MASTER OF BUSINESS ADMINISTRATION**



**University of Calicut  
Thenhipalam, Malappuram District, Kerala  
Pin code: 673 635, India**

**By**

**Ms. SANDRA DAVIS  
Reg. No.: YPAUMBA050**

*Under the guidance of*

**Dr. SABU VARGHESE  
Associate Professor**



**NAIPUNNYA BUSINESS SCHOOL PONGAM,  
KORATTY EAST, THRISSUR – 680308  
2020-2022**

**UNIVERSITY OF CALICUT**  
**BONAFIDE CERTIFICATE**

Certified that this project report **A STUDY ON THE PERCEPTION OF EMPLOYEES ON EFFECTIVENESS OF RECRUITMENT AND SELECTION AT MERIIBOY (NUTRICREAMS PVT.LTD.), ERNAKULAM** is the bonafide work of **SANDRA DAVIS (YPAUMBA050)** who carried out the project work.

Place: - Pongam, Koratty, Thrissur

**Dr. Jacob P M**

Date: -

Director, HOD

**UNIVERSITY OF CALICUT**  
**BONAFIDE CERTIFICATE**

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Place: - Pongam, Koratty Thrissur

Date: -

**Dr. Sabu Varghese**

Associate Professor

## DECLARATION

I, Ms. Sandra Davis hereby declare that the Project Report entitled “**A STUDY ON THE PERCEPTION OF EMPLOYEES ON EFFECTIVENESS OF RECRUITMENT AND SELECTION AT MERIIBOY (NUTRICREAMS PVT.LTD.), ERNAKULAM**” prepared by me and submitted to the University of Calicut in partial fulfilment of requirements for the award of the Master of Business Administration, is a record of original work done by me under the supervision of **Dr. Sabu Varghese**, Associate Professor of Naipunnya Business School, Pongam, Koratty East, Thrissur.

I also declare that this Project work has not been submitted by me fully or partly for the award of any Degree, Diploma, Title or recognition before any authority.

Place: - Pongam, Koratty, Thrissur

**Ms. Sandra Davis**

Date: -

**Reg. No.: YPAUMBA050**

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Place: - Pongam, Koratty, Thrissur

Date: -

**Ms. Sandra Davis**

**Reg. No.: YPAUMBA050**

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## **CHAPTER-1**

### **INTRODUCTION**

#### **1.1 INTRODUCTION TO THE STUDY**

Recruitment is the process of trying to find the prospective employees and stimulating them to use for the rules within the organization. When more people apply for jobs then there will be a scope for recruiting the higher person from the job seekers, on the other hand, they're in search of organization which offering them an employment. Recruitment is a linking activity with jobs and people who are seeking job.

In the words of Yoder "Recruitment may be a process to find the source of man power to satisfy the necessity of the staffing schedule and to employee effective measures for attracting that man power in adequate number to facilitate effective selection of a good working force". Human resources are most significant assets in every organization. Hence each organization should give utmost priority to their employees. Also, they have to recruit right people from the job seekers. The recruitment policy should there for address itself to the key question such as what is the human resources recruitment of the organization in the terms of number, skill, levels etc. to meet present and future needs of production and technical and other changes planned anticipated within next year.

The project work entitled "recruitment and selection with special relation to Meriiboy Ice Creams" is specially conducted to identify how recruitment and selection takes place within the organization. Meriiboy started its function as a partnership enterprise in 2003. It founded first factory at Kalady, Ernakulam. Meriiboy is one amongst the biggest producers of frozen desert, based in south India. From this study it is found that majority of the employees are satisfied with the recruitment and selection polices and process and the organization is good enough in motivating their employees and able to retain them in the organization thus in return increases the employee morale.

Recruitment and selection are two of the most important functions of human resource management. Recruitment precedes selection and helps in selecting a right candidate. Recruitment is a process to discover the sources of manpower to meet the requirement of the staffing schedule and to employ effective measures for attracting that manpower in adequate numbers to facilitate effective selection of efficient personnel. The selection is a process by which the qualified personnel are chosen from the applicants who have offered their services to the organization for employment. The final short-listed candidates are selected and they undergo an induction programmed. Every organization needs to look after recruitment and selection in the initial period and thereafter as and when additional manpower is required due to expansion and development of business activities. 'Right person for the right job' is the basic principle in recruitment and selection. Ever organization should give attention to the selection of its manpower, especially its managers.

With the improvement in technologies, both recruiters and jobseekers are using social media platforms such as Naukri, LinkedIn, Monster, Shine, Facebook, Instagram etc to advertise jobs, find right talent, and communicate with potential recruits the about company culture. Social media is not only providing a platform for active jobs but also effective in finding right candidates at the right place at the right time. Social media, when used for human resource purposes, provides a medium to post available jobs to a social media website and allows the recruiters to go through the profiles of responders for finding a perfect match for the job.

## **1.2 STATEMENT OF THE RESEARCH PROBLEM**

Many companies struggle to attract and hire diverse candidates, and bias is often the cause. In addition to the legal obligation to provide equal opportunities, objective hiring is good for business because it helps employers hire the best person for the job without stereotyping. Hiring teams need to communicate quickly, evaluate candidates easily, and know what's going on every step of the way. Recruiters are tasked with coordinating all of these communications, and it's not always a piece of cake. Especial

when relationships between recruiters and hiring managers are strained. Recruitment is the process of finding potential employees and applying for positions in an organization. The researcher would like to find out the perception of employees on recruitment and selection methods of the firm “A study on the Perception of employees on effectiveness of Recruitment and selection at Meriiboy” Ice Creams, Chellamattom. It will be beneficial to the company to know the employee’s perception about the recruitment and selection methods. In this study the researcher makes an attempt to know about the same.

### **1.3 OBJECTIVE OF THE STUDY**

- To study the perception of employees on recruitment and selection followed by the Meriiboy ice cream company.
- To understand the methods involved in recruitment and selection that are followed by the firm.
- To suggest ways to improve recruitment and selection in Merribooy Ice Creams.

### **1.4 SCOPE OF THE STUDY**

This study is about the perception of employees on effectiveness of recruitment and selection with respect to Meriiboy (Nutricreams PVT, LTD). It was conducted on 150 employees of Meriiboy ice creams. More has been written about recruitment and selection. Many topics have been discussed, but there are still several topics that future research could also involve. First of all, the future research could also include the use of social media for recruitment and selection. Future studies can explore the role of social networking sites could conduct more elaborative and ideal on the predicted validity on social networking sites in job search, recruitment, and selection. In this way, the real usefulness of social networking sites for jobseekers and recruiters will be showed more accurately.

## **1.5 COMPANY PROFILE**

Nutricreams Private Limited is a Private incorporated on 15 January 2021. three classified as non-government organisation and is registered at Registrar of Companies, Ernakulam. Its legal proportion capital is Rs. 50,000,000 and its paid-up capital is Rs. 10,000,000. It is involved in Production, processing and preservation of meat, fish, fruit vegetables, oils and fats. Directors of Nutricreams Private Limited are Thomas Nijin, Maniachery Esthappanu Varghese, Binoy Joseph and Stephen Maniachery Devassy. Currently Merribooy is under Nutricreams Private Limited.

Meriiboy is certainly one in all the foremost important producers of sparkling ice cream, based totally in South India. A department of Cousin Group, the business challenge was beginning in 1990, by using five households. The emblem is thought throughout South India for the freshness and unrivalled fine, which is nothing much less than world magnificence. Tetra pack Hoyer, Denmark, are experts and high-quality advisors for the emblem. The brand is exploring exciting flavours and new merchandise like ice creams in actual fruit shells, sparkling fruit ice lotions and milk. As a part of market expansion, they set up our second factory at Calicut in 2006 and third factory at Trivandrum in 2010. Thus, they have been able to cater the demand for ice cream all over Kerala. Meriiboy also have markets in Tamil Nadu and Karnataka. Now with the assistance of state-of-the-art machines and world class production techniques they produce 5 million litres of ice cream every year. They always ensure the use of quality raw material produced by reputed organizations. They are proud town a fully-fledged laboratory to test raw material as they will as finished products. Another striking features of our factories in cleanliness and hygiene. Meriiboy completely understand and appreciate the sensitive nature of product and hence always emphasis on cleanliness.

The industry groups are distinguished by the raw materials processed into food products. The meals merchandise synthetic in those institutions are typically bought to wholesalers or stores for distribution for consumers, but establishment Primarily



engaged in retailing bakery and sweet merchandise made at the premises now no longer for immediate consumption are included. Workers within the meals production enterprise hyperlink farmers and different agricultural manufacturers with consumers. They try this with the aid of using processing uncooked fruits, vegetables, grains, meals, and dairy products in the finished objects organized for the grocery store or wholesaler to sell to the household, restaurants, or institutional food service. Quality control and quality assurance are vital to these industries. The U.S. Department of Agriculture's (USDA) Food Safety and Inspection Service branch oversees all aspects of food manufacturing. In addition, other food safety programs have been adopted recently as issues of chemical and bacterial contamination and new food-borne pathogens remain a public health concern. Modern food production is defined by sophisticated technologies. These include many areas: Agricultural machinery, before everything led through the tractor, has almost eliminated human labour in many areas of production. Biotechnology is using plenty of change, in regions as various as agrochemicals, plant breeding and food processing. Many other types of technology are also involved, to the point where it is hard to find an area that does not have a direct impact on the food industry. Computer technology is a central force, with computer networks and specialized software providing the support infrastructure to allow global movement of the myriad components involved.

Ice cream in India is expected to see the current retail value growth of 20% in 2013, down from 22% in the previous year due to an increase in unit prices. The growth economy, along with increased disposable incomes, ensured that the growth rate of ice. Ice cream's origins are recognised to have returned as some distance as the second century B.C. even though no unique date of origin or inventor has been undisputedly credited with its discovery. We recognise that Alexander the Great loved snow and ice flavoured with the honey and the nectar. Biblical references additionally display that King Solomon turned into keen on iced beverages in the course of harvesting. During the Roman Empire, Nero Claudius Caesar (A.D. 54-86) regularly sent runners into the mountains for snow, which became then layered with end result

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and juices. Over a thousand years later, Marco Polo lower back to tally from the Far East with a recipe that carefully resembled what's now referred to as sherbet. Historians estimate that this recipe evolved into ice cream someday withinside the sixteenth century. England appears to have observed ice cream on the equal time, or possibly even in advance than the Italians. "Cream Ice." because it became referred to as, seemed frequently on the desk of Charles I at some stage in the seventeenth century. France became delivered to comparable frozen cakes in 1553 through the Italian Catherine de Medici whilst she has become the spouse of Henry II of France. It wasn't till 11660 that ice cream became made to be had too the trendy public. The Sicilian Procopio delivered a recipe mixing milk, cream, butter and eggs at Café Procope.

Nutricreams Private Limited was Private incorporated in 15<sup>th</sup> January 2021. It is classified as non-govt company and is registered at Registrar of Companies, Ernakulam. Its legal proportion capital is Rs. 50,000,000 and its paid-up capital is Rs. 10,000,000. It is concerned in Production, processing and upkeep of meat, fish, fruit vegetables, oils and fats. Directors of Nutricreams Private Limited are Thomas Zijin, Maniachery Esthappanu Varghese, Binoy Joseph and Stephen Maniachery Devassy. Currently Merribooy is under Nutricreams Private Limited.

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production techniques they produce 5 million litres of ice cream every year. They always ensure the use of quality raw material produced by reputed organizations. They are proud to have a fully-fledged laboratory to test raw material as they will as finished products. Another striking feature of our factories is cleanliness and hygiene. Meriiboy completely understands and appreciates the sensitive nature of product and hence always emphasizes on cleanliness.

### **1.5.1 Indian Scenario**

Ice cream industry occupies an important place in India. It is one of the consumer goods industries; its products are an important popular diet. India is an agriculture-primarily based country due to the big wide variety of livestock and big milk manufacturing. Maximum of the dairy and ice-cream industries have advanced and India is nicely ranked within the world. Ice cream industry has added a brilliant alternate within the rural economy. It gives employment to the marginal farmers. Today the opposition in ice-cream of giants like Amul, Kwalitywalls, Vadilal etc. as ice cream has become a normal safe to eat object, the consumption of ice cream is more. In 1983 when the Indian Government issued a control in which the certain price level was fixed. It has an important role in employment generation and reducing the migration of villagers towards the town and cities for livelihood. India has one of the largest livestock populations in the world. Fifty percent of the buffaloes and twenty percent of the cattle in the world are found in India, most of which are milk cows and buffaloes. Dairy development in India has been acknowledged the world over as one of modern India's most successful developmental programs. Today, India is the largest milk producing country in the world. Milk and milk products are rated as one of the most promising sectors which deserves appreciation in a big way. When the world milk production registered a negative growth of 2 percent, India performed much better with 4 percent growth.

The total milk production is over 72 million tons and the call for milk is expected at around eighty million tons. By 2005, the cost of Indian dairy produce is predicted to be

Rs. a million. In the remaining six years overseas funding on this quarter stood at Rs. 3600 million which is set one fourth of the full funding made on this quarter. Manufacture of casein and lactose, in large part being imported presently, has exact scope. The milk surplus states in India are Uttar Pradesh, Punjab, Haryana, Rajasthan, Gujarat, Maharashtra, Andhra Pradesh, Karnataka and Tamil Nadu. The production of milk merchandise is focused in those milk surplus States.

India is wealthy in its farm animals' wealth. Its money owed for almost 15.8% of the arena livestock populace, greater than 1/2 of the arena buffalo populace. As in step with the 1992 Livestock census of Ministry of Agriculture, maximum livestock populace became said in Madya Pradesh (28. sixty-eight million nos.) accompanied through Uttar Pradesh (25. sixty-three million Nos.) Bihar (22.15 million nos.) Maharashtra (17. forty-four million nos.) and West Bengal (17. forty-five million nos.). According to farm animals census the very best populace of buffaloes is said in U.P. (20.08 million nos.) accompanied through A.P. (9.15 million nos.), M.P. (7. ninety-seven million nos.) and Rajasthan (7. seventy-four million S). The milk manufacturing became nearly stagnant among 1947 to 1970 with an annual boom fee of simply one percentage which has for the reason that registered a full of life boom of over 4.5% in step with annum after the 12 months 1970. The major milk producing states are UP, Punjab, Rajasthan, M.P. Maharashtra and Gujarat. Numbers of milk products manufacturing Plants have come up in these states for Processing of milk.

Annually, India produces 205 million tone fruits and vegetables, and is second largest country in the world as far as farm production is concerned. However, it processes the (4.6%), China (23%) Philippines (78%) are far ahead of India in reducing wastage and enhancing value addition and shelf-life of the farm products. The fact that the large volume of India's agricultural outputs wasted is an alarming signal for the country.

About 35 per cent of the fruit and vegetables is wasted annually, due to poor storage facility, amounting to a revenue loss of Rs 500 billion. Approximately 80 per cent of the vegetables rot due to their high-water content and the lack of processing facility, resulting in revenue loss of Rs 125 billion. India objectives to growth the processing stage to twenty consistent with cent with the aid of using 2015 [Ministry of Food

Processing Industries (MOFPI), 2011]. Food processing region an extension of agriculture region. Both are interdependent on every different for his or her progress. In evolved countries, the trends withinside the meals processing region have created a call for withinside the agriculture region. India will comply with the equal path. Food processing is a process which results in the transformation of raw ingredients obtained from farmers into manufactured food products sold in the retail space. Depending on the level of processing and the degree of value addition, processed foods can be classified as primary, secondary or territory.

Primary foods (which includes packed culmination and milled rice) go through a short and easy transformation. Secondary and tertiary processing (which includes making ready bread from wheat, cheese from milk and pickles from vegetables) is an excessive cost-upload system concerning complicated and longer techniques, and bring about a whole extrude withinside the uncooked materials. Dian meals enterprise. The Indian meals enterprise is projected to develop from \$one hundred billion to \$three hundred billion via way of means of 2015, consistent with a record via way of means of a main enterprise frame and Techno Park. During the period, the percentage of processed meals in phrases of cost is anticipated to growth from forty-three according to cent to 50 according to cent of the overall meals manufacturing.

The meals processing enterprise is of full-size importance for India's improvement, because it has correctly and successfully connected the state's financial system, enterprise and agriculture. The linking of those 3 pillars has synergized the improvement system and promoted the increase of the state to a notable extent. There are 25,367 registered meals processing unit withinside the country, with overall invested capital of Rs 84,094 middle (\$17.eighty-one billion), as according to a competitiveness record of the National Manufacturing Competitiveness council. The meals processing quarter is currently developing at a mean charge of thirteen. Five according to cent according to annum. The Vision Document 2015 envisages growing the cost addition from 20 percentage to 35 according to cent via way of means of 2015. The meals processing enterprise is certainly considered one among the most important industries working in India and is split in to numerous segments, such as

fruit and vegetables; meat and poultry; dairy; Marine merchandise, and grains and purchaser foods (which incorporates packaged foods, drinks and packaged ingesting water).

The fruit and vegetable processing enterprise are notably decentralized; however, a huge variety of devices are withinside the cottage, family and small-scale sectors, having small capacities of as much as 250 lots according to annum. Since 2000, the meals processing enterprise has visible huge increase in ready -to-serve drinks, fruit juice and pulps, dehydrated and frozen fruit and vegetable merchandise, pickles, mushrooms and ready-blend vegetables.

The Indian dairy enterprise accomplished full-size increase all through the eighth Five Year Plan reaching an annual output of over 60 million lots of milk. This now no longer best locations us enterprise withinside the international after the United States, however represents sustained increase in actual availability of milk and milk merchandise for our burgeoning population. Most crucial, dairying has come to be a crucial secondary supply of profits for hundreds of thousands of rural families.

Improved genetic cloth accomplished mainly via go breeding of livestock and upgrading of the countrywide buffalo herd has performed a massive position in growing the productivity. Gradual extension of stepped forward husbandry practices; growth in intake of balanced concentrates made possible, in part, via improvements withinside the subject of nutrition; increased location below fodder; extra get right of entry to veterinary care; and advances withinside the combat towards endemic and epidemic livestock illnesses have additionally contributed to expanded manufacturing and productivity.

About 3 quarters of the milk produced is ate up on the family degree. Of the milk provided to the marketplace, approximately Sept. 11 percentage is processed in over 275 dairy flowers and eighty-three milk product factories operated via way of means of cooperative, personal dairy processors, and authorities milk schemes withinside the prepared quarter. Milk channelled via Operation Flood cooperatives are usually processed in dairy flowers placed withinside the rural regions after which transported

into towns and towns. Operation Flood Milk productions account for approximately 10% of overall milk manufacturing or 40% of the advertised output. The stability (approximately 90% of overall manufacturing) is dealt with via way of means of the personal buyers and processors. About 45% of milk manufacturing is ate up as fluid milk.

About 35% is processed into butter or ghee: approximately 7% is processed into Paneer (cottage cheese) and different cheeses, approximately 4% is transformed into milk powder; and the stability is used for different merchandise which includes Dahi (yoghurt) and candy meats. In latest years, there was a growing ice cream manufacturing as overseas agencies have invested in India. The cost-addition of meals merchandise is anticipated to growth from 8 according to cent to 35 percentage via way of means of 2025. Fruit and vegetable processing is likewise anticipated to growth from the present-day degree of f4 according to cent to twenty-five according to cent of overall manufacturing via way of means of 2025, as according to the CCI record.

The dairy quarter, which has the very best percentage in processed meals marketplace, has huge unexploited capability. The record found out that 37 according to cent of the overall dairy produce is processed, of which best 15 according to cent is performed via way of means of the prepared quarter. Hence, there are considerable possibilities for funding and improvement.

The meals processing enterprise in India attracted overseas direct funding (FDI) really well worth \$1,273. ninety-six million among April 2000 and June 2011, consistent with facts furnished via way of means of the Department of Industrial Policy and Promotion (DIPP).

### **1.5.2 Future Market**

South East Asia, Russia and Africa could be the rising marketplace for Indian dairy merchandise. In the instantaneously future, there's prospect of an extra call for of over three million lots of milk merchandise withinside the ASEAN vicinity alone. The EU dairy exports turn into restrained via way of means of GATT agreements, at the same

time as Australia-New Zealand does now no longer have ok manufacturing capacity. Equally massive is the upward thrust of Russia because the international's largest dairy importer. Although via way of means of a way the largest milk. Producer in Europe, the Russian output has declined via way of means of greater than 25 percentage withinside the beyond 5 years. The shortfall in milk manufacturing is anticipated to be thirteen million lots a year. These primary deficits in milk availability provide a possibility for India to fill this vacuum and to come to be main dairy exporting nations.

### **1.5.3 State Scenario**

Among the main business and business centres of India Kerala provide conducive surroundings for placing any enterprise. Prominent sectors in Kerala are statistics technology, tourism, agro primarily based totally commercial enterprise such as meals processing, readymade garments, ayurvedic medicines, mining, marine merchandise, mild engineering etc. The key sectors in Kerala consistent with their contribution to the nation GDP are rubber, coir, tourism, meals processing and chemical substances and fertilizers. There are in particular 1274 meals processing devices in Kerala alone. These processed devices function in particular withinside the small-scale quarter. Kerala is wealthy in coconut, spices, culmination, vegetables, sea meals and processed foods. The spices, pickles and the marine merchandise are the primary meals product export from Kerala. The nation should grow to be plantation-primarily based totally meals merchandise exporter via cost addition. Its percentage withinside the country's overall meals merchandise export is sort of 20 percentage regardless of die restrained length of landmass. Two thirds of Kerala's export profits come from processed meals. The meals processing quarter withinside the nation instructions almost Rs 5000 cores in exports and has a capability to come to be Rs 30,000 middle really well worth enterprise.

Food processing enterprise (FPI) is massive to the Kerala financial system attributable to its contribution to the meals requirements. Assessment of the FPI withinside the perceptive of Kerala financial system has employment orientation too. Kerala with its



business paucity gives little or no for big business status quo FPI that is termed because the dawn quarter is anticipated to draw extraordinary funding capital, human, technological and financial. For a hit meal processing quarter diverse component which includes pleasant control, pleasant structures and pleasant assurance, the ingredients of overall pleasant control need to characteristic in a horizontal fashion. On the premise of the above-cited facts, they are able to summaries that, meals processing quarter has the capability to make the increase sustainable and greater inclusive.

They have an expert management production team who ensure that world class practices are followed. Every employee joining our organization is trained to be in line with our norms. Thus, supreme food industries promise to provide best quality ice cream at affordable prices.

**Table 1.1: Company Profile**

<b>COMPANY PROFILE</b>	
Name of the company	Meriiboy Ice Cream (Nutricreams Private Limited)
Year of incorporation	2003
Place	Chelamattom
District	Ernakulam
Country	India
Product	Ice creams
Employees	150

#### **1.4.4 History of The Company**

Cousins' groups have founded by the five closely related families in the year 1990. They began their business venture introducing plastic model furniture in Kerala over

the year our group has diversified in to several areas like plastic moulding, ice creams etc. Today cousins' group is a fast-growing conglomerate having strength of over 150 employees. Meriiboy Ice Cream is a division of a cousin group that started operation in the year 2003. The first factory was started near Kalady in consultation with Tetra Pak Hoyer, Denmark. Even today I they are our technical consultancies and quality advisers. Now the company is under Nutricreams Private Limited.

As a part of market expansion, they set up their second factory at Calicut in 2006 and third factory at Trivandrum in 2010. Thus, they have been able to cater the demand for ice cream all over Kerala. They also have markets in Tamil Nadu and Karnataka. Today with the help of state-of-the-art machines and world class production techniques they produce 5 million litres of ice cream every year. They always ensure the use of quality raw material produced by reputed organizations. They have a fully-fledged laboratory to test raw material as they covert as finished products. Another striking features of our factories in cleanliness and hygiene. They completely understand and appreciate the sensitive nature of product and hence always emphasis on cleanliness. They have an expert management production team who ensure that world class practices are followed. Every employee joining their organization is trained to be in line with our norms. Thus, Nutricreams promise to provide best quality ice cream at affordable prices.

### **1.5.5 Product profile**

A product is an object, or system, or service made available for consumer use as of the consumer demand; it is anything that can be offered to a market to satisfy the desire or need of a customer.

#### **Ice Creams**

Ice cream (derived from earlier iced cream or cream ice) is a frozen dessert usually made from dairy products, such as milk and cream and often combined with fruits or other ingredients and flavours. Most varieties contain sugar, although some are made with other sweeteners. In some cases, artificial flavourings and colourings are used in addition to, or instead of, the natural ingredients. The combination of selected compo-

## A Study on the perception of employees on effectiveness of recruitment and selection at Meriiboy

nents are Stirred slowly even as cooling, which will contain air and to save you massive ice crystals from forming. The end result is easily textured semi-strong foam this is malleable and may be scooped. Meriiboy ice creams are available at various flavours like Vanilla, Strawberry, Orange, Pineapple, Coffee, Pista, Alphonso Mango, Butterscotch, Spanish Delight, Chocolate, Black-Currant etc.



### **Sundae**

Sundae is a sweet ice cream dessert. It includes one or greater scoops of ice cream crowned with sauce or syrup, and in a few instances different toppings which include sprinkles, whipped cream, maraschino cherries, or different fruits. In Meriiboy Sundae is available at chocolate, strawberry, pista flavours and black currant.



### **Cassata**

The Cassatas available in Meriiboy are, Cassata Queen, Cassata King.

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at Meriiboy



### **Bars**

An ice cream bar is a frozen dessert on a stick or a sweet bar that has ice cream in it. The coating is often a skinny layer of chocolate used to save you the melting and dripping of ice cream. Flavours available at Meriiboy are Chocolate, Pineapple, Mango and Strawberry.



### **Confetti**

Flavours are butterscotch, chocolate, vanilla etc.



## **Milk Lolly**

Milk lolly is a unique object produced with the aid of using Meriiboy. It is the combination true of numerous elements like milk powder, emulsifier, flavours etc. milk lolly is to be had at numerous flavours like Vanilla, Strawberry, Pineapple,



Mango etc.

## **Kulfi**

Kulfi is a popular frozen dessert from the Indian Subcontinent. It is often described as "Traditional Indian Subcontinent ice cream". As popularly understood, Kulfi has similarities to ice cream in appearance and taste; however, it is denser and creamier. It comes in various flavours like Mango and Cardamom. Meriiboy ice cream produces cardamom flavoured Kulfi. The major raw materials used by Meriiboy are milk, butter, SMP milk powder, sugar, fresh fruits etc.



### **1.5.6 Organizational structure**

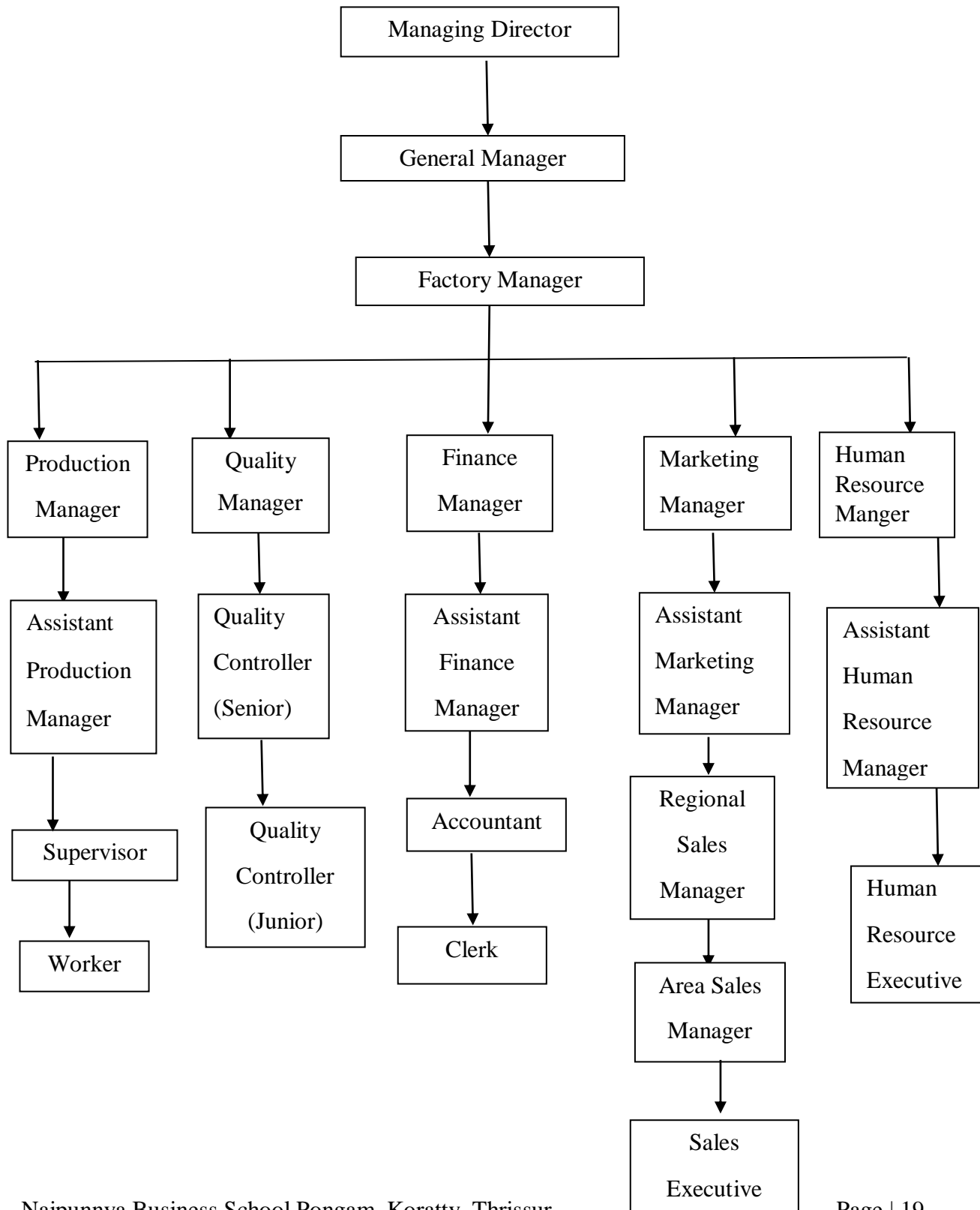
An organizational shape is a machine that outlines how positive sports are directed which will gain the dreams of a company. These sports can encompass rules, roles,

and duties. The organizational shape additionally determines how data flows among stages withinside the corporation. Once the selection has been made to start a retail venture, it's far essential to devise its organizational shape in a manner that maximizes performance and profitability. All of the responsibilities and duties of these withinside the corporation have to be identified, and features of authority have to be cautiously delineated so that everyone individuals of the company will apprehend what their process duties are. By doing so, everybody is aware of who will document to whom, who the selection makers are, and which advisory employees are handy to help withinside the selection-making process. No be counted how big or small the operation, whether or not it's far a prime branch shop or single-unit boutique, every corporation have to be dependent in the sort of manner that excellent serves it wishes and makes the commercial enterprise a success.

Organizational shape is the hierarchical association of traces of authority, communications, rights and responsibilities of a company. Organizational shape determines how the roles, energy and duties are assigned, controlled, and coordinated, and the way data flows among the extraordinary stages of control. A shape relies upon at the company's targets and strategy.

In a centralized shape, the pinnacle layer of control has maximum of the selection-making energy and has tight manipulate over departments and divisions. In a decentralized shape, the selection-making energy is sent and the departments and divisions can also additionally have extraordinary stages of independence. A corporation consisting of Proctor & Gamble that sells more than one merchandise can also additionally arrange their shape in order that corporations are divided in line with every product and relying on geographical place as well. An organizational chart illustrates the organizational shape.

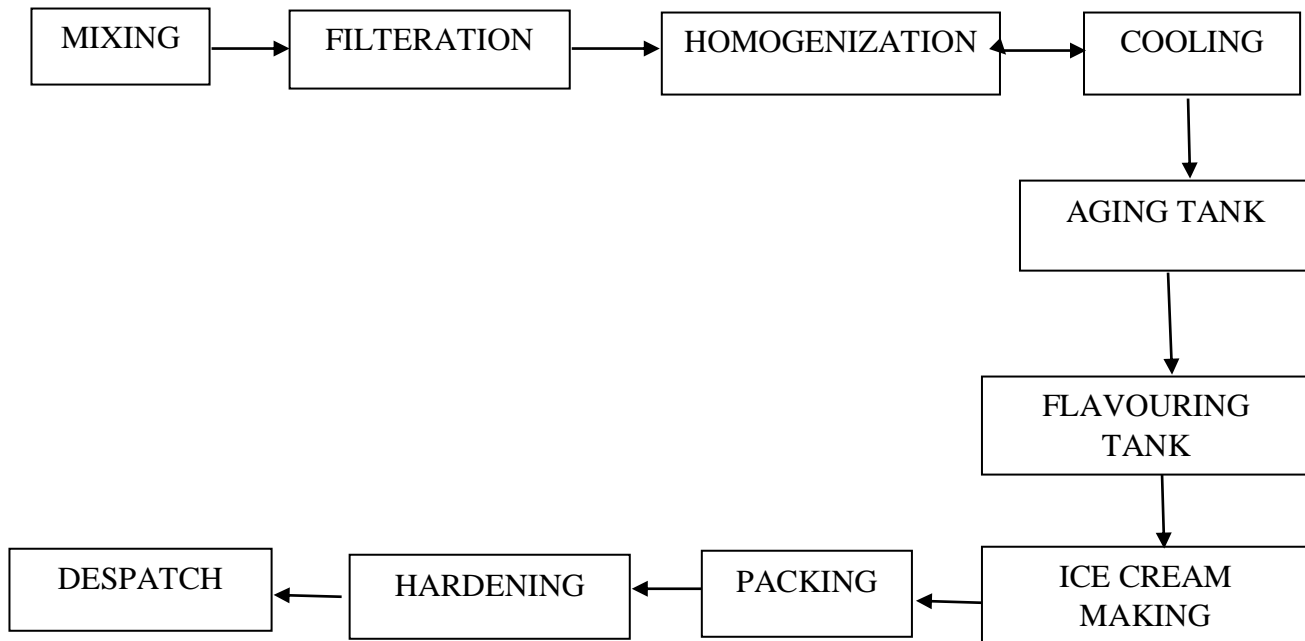
**Figure 1.1: Organizational Structure**



### 1.5.7 Department Structure

The various departments under Merribooy Ice Cream are Production Department, Quality Control Department, Finance Department, Marketing Department, Human Resource Department, and Production Department.

#### 1.5.7.1 Production Department



**Figure 1.2: Production Structure**

The manufacturing branch is chargeable for changing inputs into output thru the ranges of manufacturing system. The manufacturing supervisor is chargeable for ensuring that uncooked substances are furnished and made into completed items effectively.

The system of ice cream making is in the beginning diverse components wanted for making ice lotions like milk, SMP milk powder, butter and sugar is mixed, it's far undertaken with the aid of using the system known as blending system. The subsequent system is pasteurization, that's carried down with the aid of using the



heating system to kill the diverse dangerous micro-organism. It is finished the usage of the system known as double jacketed vessel. In this vessel, the milk is contained in a single vessel and below that there may be every other vessel that's beneficial for heating the milk to kill the diverse microorganism and germ stones contained within the milk. Next is the filtration system, that's beneficial for filtering the diverse risky such things as hair, gloves pieces, nail etc. In this system, filtration of dangerous matters is undertaken. Homogenization is the following system in which the ice cream a filtration is carried ahead with the aid of using the pump to the homogenization system. Here, the diverse components are placed below strain to have real blend of the diverse objects protected within the ice cream like butter, milk, sugar, SMP milk powder etc. Here, the objects appear like homogenized as it's far jumbled together a completely united form. It is finished in 70 to 80°C. Cooling is the system wherein the homogenized aggregate is once more cooled and it's far placed below 5°C to make it harden. Aging is the system with the aid of using which a system known as growing old system which allows the objects to be cooled and saved in a chilly situation for his or her powerful manufacturing. Next system is flavouring, on this system the flavouring tank is the system, which allows to make the Favoured ice cream. For e.g. If strawberry flavour is wanted, they pour strawberry blend after which it's far beneficial for the making of strawberry ice cream. In this system, they make best one flavour at a time. After the making of 1 flavour, they pass to the following flavour. Now they've flavours like strawberry, vanilla, pista, chocolate, butterscotch, mango, pineapple, orange, jackfruit etc.

The important element is ice cream making, in which the ice lotions are created as in keeping with the flavours needed; it's far the subsequent step to the flavouring tank. The flavours coming from the flavouring tank is mixed with the ice cream making device and hence the ice cream is produced. The ice cream popping out of device is then stuffed into the packing containers manually, within the set quantities. More than 30 flavours are ice cream made as in keeping with the marketplace necessities. Dry fruits, nuts etc. are introduced throughout filling system. The packed merchandise is saved in bloodless garage maintained at -18°C or below. The very last level is the

best test samples are drawn from every lot to make sure that it meets the necessities. After that the goods are dispatched to diverse retailers relying upon the requirement. Departmental functions: Production Manager video display units approximately the temperature of the machines that is essential for the manufacturing of the goods. It is one of the simple elements that are important for the freezing system of ice lotions. They control the dealers, plan and execute the necessities of uncooked substances and manipulate the diverse undesirable wastage of merchandise. Production branch continues a terrific rapport with their diverse dealers. Any grievances suggested via way of means of the dealers, in which taken in a tremendous manner and immediately remarks and agreement is provided. It allows them to keep away from such instances in future.

Duties and duties: The obligations and duties of manufacturing supervisor consists of making plans the recurring interest that is essential for the manufacturing system and speak the deliberate information to his supervisors. Production supervisor appears and execute every and each interest and compare whether or not the whole lot is coming about as in keeping with the deliberate schedule. The information concerning how a whole lot to produce, how a whole lot uncooked substances is wanted etc., are detailed. He controls each interest of the manufacturing and is answerable for the manipulate of employees. Production supervisor controls the boom in absenteeism, turnover etc. He additionally cares approximately the welfare of the employees. He evaluation every and each interest associated with manufacturing and evaluates each overall performance of his employees via way of means of tracking the works thru computer systems he additionally video display units the running of best branch, tests whether or not best checking is completed as a consequence and successfully and he courses the best controllers as and whilst needed.

Supervisor: He is entrusted with the process of a group chief. In manufacturing branch, there are supervisors. One at the manufacturing subject and different one the packing and dispatch.

Production manager will manual his employees withinside the manufacturing. He has given 25 employees. He divides his employees into five organizations with a chief.

Group chief is the person that speak their proceedings ever aspect to the manager. Packing and dispatch manager has additionally given identical range of works. He additionally has organization leaders 3 on packing and on dispatch. Any grievances or proceedings from the employee's element are communicated via way of means of the supervisors to the manufacturing supervisor. He will take care of and make suitable decisions.

#### **1.5.7.2 Quality Control Department**

There is a separate department for quality control. The products of Meriiboy are high quality one. The company is having a well-equipped quality control section with advanced technologies for testing the quality of products. The quality control section carries out different tests to detect whether the quality as per standard. In every year quality control department prepare audit report in commitment quality.

Departmental Functions: In QC department there are 2 qualified controllers to test daily the quality of their products as they are producing ice-creams, the quality assurance is needed and they provide checking and testing on the initial stage onwards. In the mixing stage, they test the milk which is collected from the PDDP centres and arrives at the conclusion of quality measurement. In this process, they tested the milk and arrive at the conclusion of quality measurement. In this process, they test the milk and if needed. They add more fat content and then sent for production purpose. Testing is also done in the aging tank to identify and check the chemical quality of the products with their own parameters. It also checks the raw material which is necessary for the production of ice creams using chemical checking at die end, they forward the microbiological quality checking to have more precise checking for its finished products.

#### **1.5.7.3 Finance Department**

Finance is the lifeblood of each commercial enterprise. Finance and Accounts is managing the recording, classifying, summarizing, getting ready and deciphering monetary data. Finance is that sports that is involved with acquisition and conversion

of capital budget in assembly the monetary desires and usual targets of commercial enterprise enterprises.

Departmental Functions: Preparation of Financial Accounts, hold and Maintain Records, put together cutting-edge monetary performance, examine cutting-edge monetary performance, pay creditors, pay personnel wages and salaries. Sales figures and data of expenditure might be held with the aid of using the finance branch and utilized by any other branch additionally. Prepare and plan inner monetary data might specifically be executed withinside the case of a finances that is a monetary plan and may assist managers take corrective action. Analyse cutting-edge monetary performance, how the corporation has performed in buying and selling or fees might be analysed usually the use of ratio evaluation tools.

Finance branch might make sure that payments are paid to humans to which the corporation owes money, pay personnel wages and salaries, strolling the pay roll device is any other essential project for finance branch to undertake.

Duties and Responsibilities: The debts supervisor verifies vouchers referring to buy. It consists of buy order, quotations. Purchase requisitions, buy in voice, TIN variety verification etc. They additionally affirm the diverse vouchers referring to income in step with Form eight and Form eight B. Verification is primarily based totally at the orders received. they do the obligations like checking of the payments, verification of credit score restriction of debtors, acknowledgement of the payments, communicate of the ledger month-to-month via mails, the stock control of the uncooked substances and completed items is performed with the aid of using the finance supervisor. He best the pre- published vouchers are checked. Checking is primarily based totally on date, name, purpose, sign, quantity etc., assisting files also are verified, every voucher calls for twin signature, all of the bills above Rs.5000 have to be connected with a stamp and additionally above Rs.20000 will now no longer be time-honoured via coins. On each last day, the last stability of coins is written on denominators. On coins receipts, they keep task rotation so that it will impose authority and duty to everyone. All the cheques are locked and saved below secure custody They keep volt sign in. There are people responsible for this volt sign in and the locker.

Responsibility modifications day today. According to the date, the individual that is responsible and accountable will input the info withinside the volt sign in They keep cheque sign in too. It is on the idea of name, date, etc., keeps financial institution reconciliation assertion on every day basis. They screen the financial institution fees and hobby rates. All accounting sports in buy and income, accounting associated with buy and income is finished with the aid of using the accountant. They classify, calculate, summarize and document to diverse fascinated groups.

#### **1.5.7.4 Marketing Department**

Marketing is the heart of business. Most aspects of business depend on successful marketing. The marketing covers advertising, public relations, promotions and sales. Marketing is a process which helps to pass the products from manufacturing to customer. Marketing department is responsible for planning, organizing, directing, and controlling the marketing activities. The basic goal of marketing is satisfaction of needs of customers and generation of revenue for the business.

The pricing of the products is reasonable. Discount on prices is based on the orders. The marketing department must act as a guide and lead the company's other departments in developing, producing, fulfilling, and servicing products or services for their customers. Communication is vital. The marketing department typically has a better understanding of the market and customer needs, but should not act independently of product development or customer service. Marketing should be involved, and there should be a meeting of the minds, whenever discussions are held regarding new product development or any customer-related function of the company. They got and also, they gave discount to dealers because they bought bulk products.

Marketing Research: The company focuses their marketing research to make their products qualitative. As the part of their research, they introduce real ice cream instead of frozen desert.

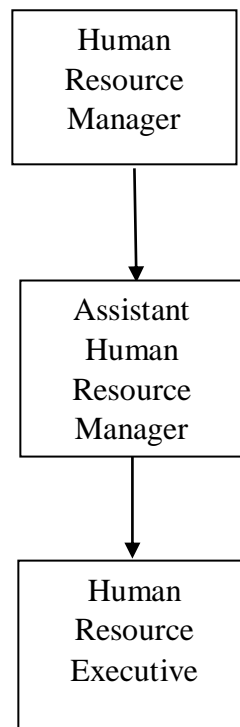
Duties And Responsibilities: One of the most important functions of a marketing department is to keep current customers happy. Because it is easier and less expensive for a company to keep an existing customer than it is to find new customers, marketing professionals must focus on relationship management. This may include giving customers regular interaction with your company, letting them know about new products, and providing value after the first sale.

#### **1.5.7.5 Human resource Department**

Human resources are undoubtedly the key resource in an organization, the easiest and most difficult to manage. The human resource is responsible for effective designing and implementation of various policies, procedures and programs. It is all about developing and managing knowledge, skills, creativity, aptitude and talent and using them optimum. Human resources department deals with wide range of activities from strategic planning level to the day-to-day operations.

Human resources are the people that work for an organization, and Human Resource Management is concerned with how these people are managed. However, the term Human Resource Management (HRM) has come to mean more than this because people are different from the other resources that work for an organization. People have thoughts and feelings, aspirations and needs. The main objectives of human resource department are given below.

- i. Organizational structure and desirable working relationships among all the members of the organization.
- ii. To attain an effective utilization of human resources in the achievement of organizational goals.
- iii. To maintain high employee's morale and human relations by sustaining and improving the various conditions and facilities.
- iv. To create facilities and opportunities for individual or group development so as to match it with the growth of the organization.
- v. To strengthen and appreciate the human assets continuously by providing developments and training programs.



**Figure 1.3: Human Resource Department Structure**

## **FUNCTIONS**

- **Man power planning**

It involves the planning for the future and finding out how many employees will be needed in the future by the business and what types of skills should they possess. It depends on the factors like no: of employees leaving the job, technological changes, productivity level of the workers etc.

- **Job analysis and job description**

HR department is also involved in designing the job description for the prospective vacancies.

- **Determining wages and salaries**

HR department is also involved in conducting market surveys and determining the wages and salaries for different position in the organization. These decisions may be taken in consultation with top management and finance department.

- **Recruitment and selection**

One of the most important jobs of HR department is to recruit the best people for the organization. This is of crucial importance as the success of any organization depends on the quality of its work force.

- **Performance appraisal**

Once the employees are recruited, the HR department has to review their performance on a regular basis through proper performance appraisals. It is the process of obtaining, analysing and recording information about the relative worth of an employee. On the basis of the performance appraisal, HR department will set up an action plan for each employee.

- **Training and development**

In order to improve the efficiency level of the employees, they have to undergo regular Training and Development. Training includes on the job and off the job.

- **Employee welfare and motivation**

HR department tries to maintain welfare activities and more motivational benefits to its employees.

- **Addressing employee's grievances**

They are the link between the workers and the management. Employees grievances related to work environment are usually entertained and resolved by the HR department.

- **Labour management relations**

In case of any labour management conflicts, the HR department will play a vital role in bringing both management parties to the negotiation table and resolve the issue.

Following is the process of recruitment:

- i) Through branch heads requirement is recognized.
- ii) When requirement is recognized, classified ads are given in diverse activity portals, newspapers and in that function summary, location,



required reports are mentioned clearly. Referred applicants from current personnel are taken into consideration as employee referral.

- iii) The applicants for interviews are decided on with the aid of using the HR Department. First, programs are frequent from the applicants and from that appropriate applicants are selected. After choosing the applicants for interview they may be knowledgeable the location and time of interview with the aid of using the HR branch.
- iv) Personal interview may be carried out with the chosen candidate. Partners will be the interviewing panel.
- v) Decision of interviewing panel may be final.
- vi) Candidates who're in the end decided on withinside the interview will be issued Offer Letter with info including designation, activity location, operating hours, salary, and nature of work, leave, probation, confirmation, termination etc. or withinside the prescribed format.
- vii) HR Department shall have the reproduction of provide letter duly signed with the aid of using the candidate in recognition of provide.
- viii) The newly joined personnel are brought to the organisation and to existing body of workers members.
- ix) There may be a probation duration of 6 months. After finishing the probation duration, the candidate may be taken into consideration as an everlasting employee. It may be knowledgeable in writing.
- x) Job Security.

Travelling Allowances and Dearness Allowances are provided to Marketing Officers. PF, ESI are also provided to employees who are working under the organization not less than 6 months.

Provident Fund - This is a Social Security scheme with an objective to help employees to get a lump sum of money normally at the time of retirement. As per the scheme, contributions are made by the employer and employee @ 12% of the basic salary.

## **1.6 CHAPTER SCHEME**

The project report is organized in the following manner.

### **CHAPTER-1 INTRODUCTION TO THE STUDY**

Includes the introduction to the study, statement of the problem, objectives of the study, scope of the study, company profile, chapter scheme and limitations of the study.

### **CHAPTER-2 REVIEW OF LITERATURE**

A detailed review of literature has been done by reviewing the previous studies relating to the core area of the research.

### **CHAPTER-3 RESEARCH METHODOLOGY**

This chapter deals with the research methodology used for the study

### **CHAPTER-4 DATA ANALYSIS**

This chapter deals with the analysis of the collected data from the customer.

### **CHAPTER-5 FINDINGS, RECOMMENDATIONS & CONCLUSION**

This chapter deals with Findings, Recommendations & Conclusion.

### **FOLLOWED BY QUESTIONNAIRE AND BIBLIOGRAPHY**

## **1.6 LIMITATIONS OF THE STUDY**

- Officials were busy with their routine engagement; it was difficult for them to spare time for detail discussion.
- Some of the respondents refused to answer on the ground that it may affect their job adversely.
- There is a chance of bias in the opinion of workers.

## **CHAPTER-2**

### **REVIEW OF LITRATURE**

Nowadays, each employer necessitates employees making plans as one of the maximum critical activities. Human Resource Planning is, via way of means of far, a crucial element for the fulfilment of any employer withinside the lengthy run. There are some of strategies that want to be observed via way of means of each employer that ensures that it possesses the proper variety and form of people, on the proper time and proper place, with a view to allow the employer to gain its deliberate targets. Commonly, the targets of Human Resource Planning branch consist of resource, making plans, recruitment and choice, profession making plans, education and development, promotions, chance management, overall performance appraisal, to call a few. Each of those targets calls for unique interest and correct making plans and execution.

It is of extreme significance for each employer to hire a proper individual on a proper position. And recruitment and choice play a pivotal function in the course of such situations. With scarcity of talents and the fast unfold of latest generation exerting sizable stress on how employers carry out recruitment and choice activities, it's far encouraged to behaviour a step-via way of means of-step strategic evaluation of recruitment and choice processes. With connection with the present-day context, this paper gives an incisive overview of preceding literature at the recruitment and choice process.

Sharma, A., Singhal, S., & Ajudia, D. (2021, September 1). Intelligent Recruitment System Using NLP. IEEE Xplore. <https://doi.org/10.1109/AIMV53313.2021.9670958> This article explains about the current situation in India about unemployment. India has the highest population of youths and unemployment is still a major problem. Even though a lot of job opportunities are coming in Pharmaceutical, Business Management, Information Technology, Instructors, Billing Counter, Accounts, Textile Business, Food Industries, Tourism, and many more fields, the

number of applications is significantly higher. Eligible candidates and suitable jobs are the prime requirements of a recruiter and a candidate respectively. As per census 2011, 19.1% of the Indian population was constituted of Youth which was expected to become around 34% of the total population by the year 2020. Every day, thousands to lakhs of applications are being received for jobs against few vacancies. Recruiters generally screen the resumes manually for the selection of candidates. Going through every candidate's resume in detail to evaluate them based on the skills, experience, and abilities they possess would take a long time for the recruiter. So, in the practical world, they would only be able to read limited resumes which would lead to organizations losing out on the quality of selection. The paper focuses on extracting data from resumes and performing the required analysis on the data to convert it into useful information for the recruiters. Thus, the Resume Parser would help the recruiters to select the best relevant candidates in a minimal amount of time, consequently saving their time and effort.

Murire, O., Chinyamurindi, W., & Cilliers, L. (2020). Challenges faced by employers when using social media for recruitment and selection purposes. 2020 Conference on Information Communications Technology and Society (ICTAS). <https://doi.org/10.1109/ictas47918.2020.233997> Employers use social media to search for and connect with prospective employees. However, they face some challenges when they use social media for recruitment purposes. To enable employers to overcome these challenges, a systematic review was adopted to identify barriers for the use of social media by recruiters. Sixteen articles were included in the study. The study proposed five main critical success factors to overcome the challenges employers face when using social media for employment purposes: developing a human resource social media policy for recruiting applicants; compliance with existing laws; training the human resources personnel on how to use social media for recruitment purposes; identifying a social media champion in the organisation; and developing and implementing policies for social media recruitment in the

organisation. There is a need for continued support from management to ensure that the Human Resource Department uses social media correctly to identify and recruit graduates for vacancies in the organisation.

Saini, S. (n.d.). Work by Korsten. Www.academia.edu. [https://www.academia.edu/23731140/Work\\_by\\_Korsten](https://www.academia.edu/23731140/Work_by_Korsten): Human Resource Management theories emphasize on strategies of recruitment and choice and description the advantages of Interviews, evaluation and psychometric examinations as worker choice procedure. They similarly said that recruitment procedure can be inner or outside or will also be performed online. Typically, this procedure is primarily based totally at the stages of recruitment guidelines, activity postings and details, advertising, activity software and interviewing procedure, evaluation, choice making, formal choice and training.

Jones, D. C., Kalmi, P., & Kauhanen, A. (2006). Human Resource Management Policies and Productivity: New Evidence from An Econometric Case Study. *Oxford Review of Economic Policy*, 22(4), 526–538. <https://doi.org/10.1093/oxrep/grj031> First we distinguish various approaches used by economists to assess the impact of human resource management practices on productivity and then we briefly review and illustrate studies that represent different approaches. In the main part of the paper, we illustrate the econometric case study method, by using new data to analyse a case from retail trade and by emulating an approach used in an earlier study. Consistent with theory we find that when employees have opportunities to participate, and to receive appropriate information and pertinent rewards, a one standard deviation increase of the first principal component score would increase productivity by 1 per cent. Our findings imply that there are benefits to innovative work practices, even in settings where employees do simple tasks and employees are relatively low-skilled. Since our findings are similar to those contained in a previous study, our results also indicate the value of replication studies.

This paper is based totally on an evaluation of literature performed via way of means of practitioners and researchers withinside the subject of Human Resource managem-

nt. Various researchers have contributed to the sphere of HRM, and feature supplied extensive and profound understanding at the branches of HRM consisting of medical recruitment and choice, Manpower control, Job evaluation, Need and cause of Recruitment, and so on.

Pandey, A. (n.d.). Recruitment and Selection. <https://irejournals.com/formatepaper/1701996.pdf>: According to him Human Resource Management in a Business Context, officially defines recruitment and choice because the system of retrieving and attracting capin a position programs for the reason of employment. He states that the system of recruitment isn't always an easy choice system, even as it desires control choice making and extensive making plans with a view to employ the maximum suitable guy power. Their current opposition amongst enterprise establishments for recruiting the maximum capability people in at the pathway toward growing innovations, with control choice making and employers trying to lease best the excellent candidates who will be the excellent healthy for the company way of life and ethics particular to the corporation (Price 2007). This might mirror the reality that the control might especially shortlist capin a position applicant who're they'll prepared with the necessities of the placement they may be making use of for, consisting of crew paintings. Since owning characteristics of being a crew participant might be critical in any control position.

J. Bratton and J. Gold, "Human Resource Management Theory and Practice," 4th Edition, Palgrave Macmillan, Basingstoke, 2007. - References - Scientific Research Publishing. (n.d.). [Www.scirp.org](http://www.scirp.org).[https://www.scirp.org/\(S\(czeh2tfqyw2orz553k1w0r45\)\)/reference/ReferencesPapers.aspx?ReferenceID=778178](https://www.scirp.org/(S(czeh2tfqyw2orz553k1w0r45))/reference/ReferencesPapers.aspx?ReferenceID=778178): The main aim of this study was to analyse the relationship between employee commitment and job attitude in the tourism industry and its effect on service quality. This research study attempts to explain the various theories related to employee commitment and job attitude. Primary data for the study was obtained through questionnaires, using structured questions to explain the main objective. The study used a cross-sectional

research design to meet the objectives. The data were analysed using various statistical techniques: SPSS, ANOVA, regression, and correlation analysis. The study found that biographical characteristics of the employees have an effect on job attitude and job commitment. In order to enhance job satisfaction, employees need to be motivated in a relevant manner.

Hsu, Y.-R. (1999). Recruitment and Selection and Human Resource Management in the Taiwanese Cultural Context. <https://core.ac.uk/download/pdf/29818879.pdf>: The focus of this research is upon human resource management and recruitment and selection practices in the Taiwanese cultural context. The samples were primarily focused upon manufacturing industry in Taiwan. The postal questionnaire was chosen for data collection. The 500 manufacturing companies randomly selected for this research were sent two questionnaire each. The questionnaire on HRM and recruitment and selection (HRMRS) were addressed to HR manager whereas the questionnaire on work-related values of national culture was addressed to non-managerial employee. The research results indicate that there is a general desire among HR professionals in manufacturing organizations that HRM polices are integrated with corporate strategies and that HRM should be involved in decision making at board level. Evidence was also obtained that some HRM decisions are shared between line management and HR specialists and that line managers had a particularly influential role in decisions regarding recruitment and selection, training and development, and workforce expansion/reduction. There was also some evidence supporting an assertion that certain recruitment and selection practices were culturally sensitive and this was supported by evidence of association between practice and country of ownership.

Bina, S., Mullins, J., & Petter, S. (2021). Examining Game-Thinking in Human Resources Recruitment and Selection: A Literature Review and Research Agenda. Hawaii International Conference on System Sciences 2021 (HICSS-54). <https://aisel.aisnet.org/hicss-54/da/gamification/4/> Human resources departments have



long embraced the use of technology to incorporate game-thinking to encourage potential applicants to apply for open positions and to select employees among qualified candidates. Organizations are using serious games, game-inspired design, game-like simulations, and gamification to support recruitment and selection activities and we examine the academic literature on the role of game-thinking for recruitment and selection of employees. Based on our review of 35 articles on game-thinking for recruitment and selection, we describe the state of research related to game-thinking for recruitment and selection, including theoretical foundations, targeted outcomes, and game design elements examined or discussed within this literature. Based on our systematic review of the literature, we identify opportunities for future research related to game-thinking in recruitment and selection.

Taher et al. (2000 UKEssays. (November 2018). Literature Review: Recruitment and Selection Process. Retrieved from <https://www.ukessays.com/essays/business/literature-review-recruitment-and-selection-processbusinessessay.php?vref=1>): Toward that quit Taher et al. accomplished a have a look at to critique the fee-brought and non-fee sports in a recruitment and choice manner. The strategic manpower making plans of a company, schooling and improvement programmed, overall performance appraisal, praise gadget and business relations, become additionally accurately mentioned withinside the have a look at. This have a look at become primarily based totally at the reality that green human aid making plans is an essence of company success, which flows clearly into worker recruitment and choice. Therefore, call for in preference to deliver have to be the top attention of the recruitment and choice manner and an extra emphasis have to be placed on making plans, supervising and manage in preference to mediation. Extending this principle, a practical method to recruitment and choice manner become demonstrated, and they have a look at observed that a company is green handiest whilst the fee its instructions exceeds the fee concerned in figuring out the manner of selection making or product. In different words, fee-brought and non-fee-brought sports related to a company's recruitment and choice manner influences

its position in growing influenced and professional body of workers withinside the country. Thus, the have a look at diagnosed the ready time, inspection time and submitting time as non-fee-brought obligations and the fee of commercial because the handiest fee-brought hobby withinside the typical manner. Taher et al. investigated the recruitment and choice segment of Bangladesh Open University. It became observed that every time the recruitment and choice branch of BOU acquired a recruitment request of latest candidates from different sections, the officers did not immediately market it the emptiness in numerous media. The college needed to observe a few lengthy sequential steps previous to doing so. After the emptiness is Publicly advertised, what observed there the bureaucratic formalities and headaches collectively with inspection and supervision through departments thereby inflicting useless ready withinside the recruitment and choice system that in the end will increase the fee of recruitment through maintaining the company's photo at stake. The examiner additionally witnessed a few quantities of repetition taking region at each step of recruitment wherein the programs of candidates circulating round too many departments for verifications. This repetitive painting has a tendency to have interaction useless humans for an unmarried mission that effects in useless postpone withinside the selection and unjust wastage of manpower.

Hunkenschroer, A. L., & Luetge, C. (2022). Ethics of AI-Enabled Recruiting and Selection: A Review and Research Agenda. *Journal of Business Ethics*. <https://doi.org/10.1007/s10551-022-05049-6> Companies increasingly deploy artificial intelligence (AI) technologies in their personnel recruiting and selection process to streamline it, making it faster and more efficient. AI applications can be found in various stages of recruiting, such as writing job ads, screening of applicant resumes, and analysing video interviews via face recognition software. As these new technologies significantly impact people's lives and careers but often trigger ethical concerns, the ethicality of these AI applications needs to be comprehensively understood. However, given the novelty of AI applications in recruiting practice, the subject is still an emerging topic in academic literature. To inform and strengthen the

foundation for future research, this paper systematically reviews the extant literature on the ethicality of AI-enabled recruiting to date. We identify 51 articles dealing with the topic, which we synthesize by mapping the ethical opportunities, risks, and ambiguities, as well as the proposed ways to mitigate ethical risks in practice. Based on this review, we identify gaps in the extant literature and point out moral questions that call for deeper exploration in future research.

Harky, Y. F. M. (2018). The Significance of Recruitment and Selection on Organizational Performance: The Case of Private owned Organizations in Erbil, North of Iraq. *International Journal of Contemporary Research and Review*, 9(02). <https://doi.org/10.15520/ijcrr/2018/9/02/422> Recruitment and selection, general seen as a human resource management function, plays a great role in impacting critically on the performance of an organization in terms of achieving its ultimate goal (Costello, 2006). The purpose of this study is to have an understanding of employee recruitment and selection practices and also the organization performance in some private sectors companies in Erbil (North of Iraq). The selected companies that were used to represent the other companies include; two telecommunication companies; Korek and Asia cell Telekom and Darin Group Company. The aim of this research study was to measure the level of effectiveness and efficiency of the recruitment and selection process and organizational performance. This is because the research wants to investigate if the recruitment and selection process is adequate to increase organizational performance of the private sector in Erbil in the best possible manner without waste of valuable time and effort. The study also reviews literature on recruitment and selection and equally organizational performance. A total of 363 employees shared their opinions in questionnaires; the data obtained from the survey was analysed with the use of SPSS (Statistical Package for the Social Sciences).

Nabi, G., Wei, S., Husheng, X., Shabbir, M., Altaf, M., & Zhao, S. (n.d.). *Effective Recruitment and Selection Procedures: An Analytical Study Based on Public Sector Universities of Pakistan*. <https://core.ac.uk/download/pdf/234669311.pdf>: The focus of this study was mainly to analyse the effectiveness of the fair

recruitment and selection procedures in the public sector universities of Azad Jammu & Kashmir and Pakistan. The careful attention was given in data collection and was collected through personally administered questionnaire from heads of the teaching department who are actually operating academic departments and are a vital part of recruitment and selection. Data was analysed through SPSS by applying regression analysis and some needed descriptive statistics. The study found that organizational politics and line management have the greater influence on the effectiveness of fair recruitment and selection procedures. Secondly, fairness of recruitment and selection procedures proved interconnected and interrelated. Finally, based on the discussion in detail, the authors have jotted down brief conclusion and recommendations followed by future directions, which authors believe will not only help the researchers to conduct future research but also practitioners in the relevant recruitment and selection section can take the benefits from this research.

Bhavana, N. (n.d.). National Conference on Latest Innovations and Future Trends in Management Human Resource Recruitment & Selection Process in Wipro. Retrieved September 23, 2022, from [https://ijirt.org/master/publishedpaper/IJIRT153847\\_PAPER.pdf](https://ijirt.org/master/publishedpaper/IJIRT153847_PAPER.pdf) The analyses of valid responses obtained through a questionnaire that was administered to randomly selected respondents revealed that recruitment and selection criteria have significant effect on organizations performance. The more objectives the recruitment and selection criteria, the better the organization performance better recruitment and selection strategies results in improved organizational outcomes. With reference to this context, the research paper entitled recruitment and selection has been prepared to put a light on recruitment and selection process. The main objective is to identify general practices that Wipro use to recruit and select employees and, to determine how the recruitment and selection practices affect organizational outcomes. The study also focuses its attention to determine how the recruitment and selection practices affect the organizational outcomes and provide some suggestions that can help. Data analysis has been done with statistical tools like tables, graphs, pie charts, bar diagrams. The main objective

of this study is to know the employee recruitment and selection process and relation between them. Descriptive statistical analysis is used to study this paper, structured questionnaire by using likerred five-point scale is used to collect the data snowball technique is used to distribute the questionnaire to know the relation between the employee recruitment and selection

Kusu, R., & Balaji, S. (2020). A study on recruitment and selection. *Malaya Journal of Matematik*, S (2), 783–784. <https://doi.org/10.26637/MJM0S20/0160> Research is based on the pure and practical facts which the HR personnel's deal with in their daily work routine, Either it is regarding to salary issues, Personal issues or regarding any form of change in the top staff own contract or anything regarding to job and organization requirement, better recruitment and selection strategy's result in improved organizational outcomes with reference to this context, the research paper entitled recruitment and selection has been prepared to put a light on recruitment and selection process. The main objective is to identify general practices that organizations use to recruit and select employee and to determine how the recruitment selection practices effect organizational outcome at Genting Lanco Power plant in Krishna district AP India. Successful recruitment and selection practice study also focus its attention to determine how the recruitment and selection practices affect organizational outcomes and provide some suggestions that can help.

Jeske, D., & Shultz, K. S. (2016). Using social media content for screening in recruitment and selection: pros and cons. *Work, Employment and Society*, 30(3), 535–546. <https://doi.org/10.1177/0950017015613746> The article considers the arguments that have been made in defence of social media screening as well as issues that arise and may effectively erode the reliability and utility of such data for employers. First, the authors consider existing legal frameworks and guidelines that are present in the UK and the USA, as well as the subsequent ethical concerns that arise when employers access and use social networking content for employment purposes. Second, several arguments in favour of the use of social networking content

are made, each of which is considered from several angles, including concerns about impression management, bias and discrimination, data protection and security. Ultimately, the current state of knowledge does not provide a definite answer as to whether information from social networks is helpful in recruitment and selection.

Koch, T., Gerber, C., & De Klerk, J. J. (2018). The impact of social media on recruitment: Are you LinkedIn? *SA Journal of Human Resource Management*, 16(1). <https://doi.org/10.4102/sajhrm.v16i0.861> This study investigates the effect of social media at the recruitment system in South Africa. With many establishments vying for the identical skills, it's far vital to make certain that the appropriate strategies are utilised in figuring out and attracting the high-quality skills to an organisation. This take a look at shows that LinkedIn has a primary effect on recruitment in South Africa, however that social media isn't a panacea for recruitment issues.

Hosain, Md Sajjad and Liu, Ping. "The Role of Social Media on Talent Search and Acquisition: Evidence from Contemporary Literature" *Journal of Intercultural Management*, vol.12, no.1, 2020, pp.92-137. <https://doi.org/10.2478/joim-2020-0034> The most important goal of this paper is to explore/look into the function of social media in looking and obtaining the gifted personnel and the right rationales at the back of and methods of the use of the social media for such functions with due benefits and dangers involved. This paper makes use of the literatures posted from 2010 to 2019 to spotlight the studies on social media have an impact on looking expertise for agencies. For due purpose, Scopus and ResearchGate databases had been applied to look the papers the use of the key phrases including social media, social networking sites, on-line recruitment & selection, candidate screening, hiring, human sources control and expertise search.

Pramod, D., & Bharathi, S. V. (2016). Social Media Impact on the Recruitment and Selection Process in the Information Technology Industry. *International Journal of Human Capital and Information Technology Professionals*, 7(2), 36–52. <https://doi.org/10.4018/ijhcitp.2016040103> The beginning of this

paintings stem from the reality that there may be a call for to look how statistics generation agencies are maximizing the ability function of social media in recruitment and selection. This takes a look at discovered positive convincing insights into the use of social media withinside the recruitment process. A pattern of a hundred twenty-five human useful resource experts participated withinside the take a look at, and the use of foremost issue analysis, this analysed the effect elements in 3 wide areas, particularly pre recruitment screening, recruitment sports and social media advantages perceived in recruitment and selection. The look at resulted withinside the emergence of 8 wonderful latent elements, particularly the social media involvement, revel in and expertise, achievements and endorsements, candidate quality, profile match, efficacy and reachability, goal putting and branding. How the groups employ social media isn't but explored and this look at objectives at accumulating the enterprise practices and the elements influencing the adoption of social media.

Yadav, P., Singh, B., & Mishra, P. (2021). The Impact of Effective Recruitment & Selection Process on Organizational Development: An Empirical Study. 25, 693–703 <https://annalsofrscb.ro/index.php/journal/article/download/5482/4301/9986> This research is fundamentally to get it the viability of the recruitment and selection process an organizational level support for the proper knowledge management process. Effectiveness of recruitment and selection process is progressively well known as a most effective way to improve organizational development. Through this empirical research researcher wants to investigate the efficiency of recruitment and selection process in IT organizations.

Agwa-Ejon, J. F., & Pradhan, A. (2017, July 1). Technology Connectivity: A Tool for the Selection, Recruitment and Enrolment of Potential Students in South African Universities. IEEE Xplore. <https://doi.org/10.23919/PICMET.2017.8125282> Most of the higher educational institutions withinside the global have familiar with automating manual application and registration approaches to stay abreast with more and more advancing information technology. Whilst the paper-based totally

completely application may commonly require an entire lot of artwork and time, the internet approach hastens the enrolment and registration approach. This paper evaluates the usage and impact of on-line application and registration approach withinside the enrolment of potential university college students withinside the University of Johannesburg (UJ), South Africa. The test located that the present-day on-line approach is satisfactory. Ease of use, bargain in time and cost, no loss of documents, and accessibility of the approach remotely every time from anywhere were cited to be the maximum vital blessings of the internet approach. The test cited the great impact of the present-day on-line approach; however, the approach requires a non-prevent improvement withinside the future to cope with the problems raised thru the respondents.

Hemalatha, A., Kumari, P. Barani., Nawaz, N., & Gajenderan, V. (2021). Impact of Artificial Intelligence on Recruitment and Selection of Information Technology Companies. 2021 International Conference on Artificial Intelligence and Smart Systems (ICAIS), Artificial Intelligence and Smart Systems (ICAIS), 2021 International Conference On, 60–66. <https://doi.org/10.1109/ICAIS50930.2021.9396036> AI is one of the promising and compelling technology in recent times which constantly transforms human lives and vastly influences nearly all spheres of the enterprise world. While AI is constructively indiscriminately flourishing in all fields, staff control isn't an exception to the rule. The number one cause of this studies is to severely examine the effect that Artificial Intelligence (AI) is having on Human Resource control practices, greater specially on recruitment and Selection in organizations. The researcher has targeting 4 AI competencies, specifically Natural Language Processing, Machine Vision, Automation, and Augmentation, and their effect at the Recruitment and choice process. The researcher has accumulated number one records thru an internet survey from 141 IT personnel concerning Chennai city. The researcher has additionally centred on outside secondary records (articles and reports) to illustrate a number of the findings of the effect of AI competencies on Recruitment and Selection. The observe unearths that AI technology competencies



specifically, NLP, Machine Vision, Automation, and Augmentation have a vast effect at the Recruitment and Selection Process with ability advantageous results including time & cost-saving, accuracy, eliminates bias, decreased workload, improved efficiency, and candidate experience.

Masood, T. (2010). Impact of Human Resource Management (HRM) Practices on Organizational Performance: A Mediating Role of Employee Performance. <https://cust.edu.pk/static/uploads/2018/10/Tahir-Masood.pdf> The objective of this study was to explore the impact of different Human Resource Management (HRM) practices (i.e., recruitment and selection, training and development, performance appraisal, career planning system, employee participation and compensation system) on Perceived Organizational Performance (POP) and Organizational Financial Performance. Another purpose was exploring mediating role of Employee Performance (EP) between HRM practices and Perceived Organizational Performance. This research study is based on the universalistic perspective showing that a fixed set of best practices can create surplus value in various business frameworks. The Harvard model developed by Beer et al. (1984) guided initial process of domain identification. The most relevant HRM domain recruitment and selection, training and development, performance appraisal, career planning system, employee participation, and compensation system followed by universalistic perspective has been selected for the study. Human Resource Professionals working in different companies of five industries Banking, Insurance, Leasing, Modaraba and Investment were selected for data collection. Primary data from 274 HRM professionals of 129 companies were collected using questionnaire. Secondary data was collected from the published financial reports of the companies listed with Karachi Stock Exchange (KSE) for the period of five years starting from 2004 to 2008.

Ekwoaba, J. O., & Ufoma, N. (2015). The Impact of Recruitment and Selection Criteria on Organizational Performance. *Global Journal of Human Resource Management*, 3(2), 22–33. <https://www.eajournals.org/wp-content/uploads/The-Impac>

t-of-Recruitment-and-Selection-Criteria-on-Organizational-Performance.pdf: This study investigates the impact of recruitment and selection criteria on performance using Fidelity Bank Plc, Lagos Nigeria as focal point. The analyses of 130 valid responses obtained through a questionnaire that was administered to randomly selected respondents revealed that recruitment and selection criteria have significant effect on organization's performance. One of the most significant developments in the field of organizations in recent times is the increasing importance given to human resource. People are vital to organizations as they offer perspectives, values and attributes to organizational life; and when managed effectively, these human traits can be of considerable benefits to the organization. As revealed in 2012 this scenario lends credence to the increasing attention being paid to the people aspect of organizational wealth. This is so because the development of people, their competencies, and the process development of the total organization are the fulcrum of human resource management. However, most recruitment and selection processes have elements of subjective judgement inherent in them. But treating job applicants in a professional and positive manner is more likely to leave them, whether they are successful or not, with a positive view of the organization and how it has dealt with the applicants.

Khandelwal, A., & Chairman, A. K. (2019, March 1). Analysis of Impact of Recruitment and Selection at the Managerial level. IEEE Xplore. <https://ieeexplore.ieee.org/document/8991262> The success of groups on this slicing side commercial enterprise situation is predicated upon the execution/ quality/ quality of the worker that steers the ordinary problems of the groups. The manner closer to enlisting and selecting of the worker/ workforce has concerned fear to several and wishes consideration. It is the choice of every employer to attract withinside the satisfactory human asset with the give up aim to meet employer wishes and were given notable execution via way of means of a right competitor. There are distinct techniques handy with recognize to the enlistment of hopefuls withinside the field. The goal of this paper is to investigate the impact of Skills at the recruitment and choice of pinnacle degree of an employer and moreover its reference to their experience.

Hiltrop, J.-M. (1996). The impact of human resource management on organisational performance: Theory and research. *European Management Journal*, 14(6), 628–637. [https://doi.org/10.1016/s0263-2373\(96\)00059-x](https://doi.org/10.1016/s0263-2373(96)00059-x) This article by Jean-Marie Hiltrop, considers some of the models which have studied the link between HRM and organisational performance. As yet, there is little real evidence, but it is growing and indicates that corporate HRM policies and practices - including best practices - are associated with high performance, and can encourage employee behaviour and attitudes towards strengthening the competitive strategy of an organisation. But such best practices can vary widely and even contradict each other. Questions are raised in the article about these best practices.

Hiltrop 2009 Literature Review: Recruitment and Selection Process. *UKEssays.com*. <https://www.ukessays.com/essays/business/literature-review-recruitment-and-selection-process-business-essay.php> He was successful in demonstrating the relationship between the HRM practices, HRM-organizational strategies as well as organizational performance. He conducted his research on HR manager and company officials of 319 companies in Europe regarding HR practices and policies of their respective companies and discovered that employment security, training and development programs, recruitment and selection, teamwork, employee participation, and lastly, personnel planning are the most essential practices (Hiltrop 1999). As a matter of fact, the primary role of HR is to develop, control, manage, incite, and achieve the commitment of the employees. The findings of Hiltrop's (1996) work also showed that selectively hiring has a positive impact on organizational performance, and in turn provides a substantial practical insight for executives and officials involved. Furthermore, staffing and selection remains to be an area of substantial interest. With recruitment and selection techniques for efficient hiring decisions, high performing companies are most likely to spend more time in giving training particularly on communication and team-work skills (Hiltrop 1999). Moreover, the finding that there is a positive connection existing between firm performances and training is coherent with the human capital standpoint. Hence, Hiltrop (1996) suggests

the managers need to develop HR practices that are more focused on training in order to achieve competitive benefits.

Rahman, T. (2018). International Journal of Advanced Research and Review Illusions about Human Resource Planning in Bangladesh. *IJARR*, 3(9), 33–45. <https://www.ijarr.in/Admin/pdf/illusions-about-human-resource-planning-in-bangladesh.pdf> Private Banks are playing an increasingly important role towards the development of Bangladesh. As a service providing organization, banks' performances are dependent on their workforce as identifying high-quality human resources has become a challenge in this sector. That's why the banks are now putting increased emphasizes on human resource planning practices. Human resource planning is a critical part of human resource management carries huge importance to run a bank efficiently. Every organization needs a workforce suitable for its tasks in order to reach its business aims. The objectives of the study are to assess and evaluate existing human resource planning process and provide some suggestions that can help the banks of Bangladesh for utilizing human resources in order to achieve competitive advantage. After the analysis, there are findings which show that this bank is not following such human resource planning process thoroughly although there is enough scope in the bank for doing that. In order to avoid any sudden setback in future, few measures have been discussed at the end of this study

Zehra, A. (2020). Impact of social media on Recruitment Process. *Indus Journal of Management Sciences (IJMS)*, 01, 1. <https://www.indus.edu.pk/pdf/issue1/2.pdf> Within the last few years, social media norm has been increasing for recruitment procedure with many corporations and occupation hunters taking up it for this persistence. The foremost objective of this study is to explore the impact of social networking sites in the staffing procedure and its influence on workstation assortment in facilities companies in Pakistan. In this thesis, we also try to explain why social media effects are prominent as a recruitment

tool as compared to the outdated method of recruitment (like print media advertisements) has controlled to an intensification in workstation assortment in facilities providers in Pakistan. This thesis presents a nonaligned literature assessment of numerous authors portraying the different viewpoints of both social media and workplace diversity. Once gathering some research, we conclude that the quantities methodology is used in this thesis and for quantitative methodology is assumed through the help of questionnaires. The accused of the questionnaires were facilities providers and also contain the latest graduates in Pakistan.

Pirir, A., Ekomolot, O., Emmanuel, K., & Benson, T. (2022). IJRIS (Volume VI, Issue VII). In International Journal of Research and Innovation in Social Science (pp. 2454–6186). <https://www.rsisinternational.org/journals/ijriss/Digital-Library/volume-6-issue-7/410-427.pdf> Leadership is a pertinent organizational consideration which provides direction, strategies and motivation of employee towards the attainment of the desired organizational objectives. The purpose of the study was to assess the assessment of Recruitment Methods and Employees' Performance in local Governments, Karamoja district Sub Region, Uganda. Data were collected using questionnaires and interviews. Data was analysed at both uni-variate and bi-variate levels using frequency counts means, standard and PLCC which were supplemented by narrative analysis of qualitative data. The objective was to examine the recruitment methods and the leadership styles used in local governments in Karamoja Sub Region. Anchored on Fiedler's leadership theory and Barney's Resource Based View, the study hypothesized that H01: there is no significant relationship between recruitment methods and employee performance in local governments in Karamoja sub-region. The study adopted a descriptive cross-sectional survey design. The regression results show ( $R^2 = 0.2695$ ) indicating that a unit change in recruitment attracts 27% change in performance. This means that the variance in work performance of employees in local governments can be predicted from recruitment. This study indicated that recruitment significantly predicts the level of performance of employees in local governments. The null hypothesis that there is

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at Meriiboy

no significant relationship between recruitment and employee performance in local governments in Karamoja sub-region of Uganda was thus rejected. The study recommended that the Ministry of local government, in collaboration with the Local public service commission should continuously update and widen the guidelines for recruitment and to enable attracting of a large pool from which the best can be selected; and for ministry to monitor the DSC to ensure effectiveness of recruitment where there are no external influences.

## **CHAPTER 3**

### **METHODOLOGY OF STUDY**

Research is "the manipulation of things, concepts or symbols for the purpose of generalizing to extend, correct or verify knowledge, whether that knowledge aids in construction of theory or in the practice of an art". Research in common parlances refers to a search for knowledge. The advanced learner's Dictionary of current English lays down the meaning of research is "a careful investigation of inquiry especially through search for new facts in any branch of knowledge". Research is an academic activity and as such the term should be used in a technical sense. Methodology is a plan of action for research project and explaining in detail how data are collected, analysed and presented so that they will provide meaningful information. Research methodology is a way to systematically solve that research problem. It may be understood as a science of studying how research is done scientifically. In it we study the previous data that are generally adopted by a researcher in studying his research problem along with the logic behind them. It is necessary for the researcher to know not only the research method/ techniques, but also the methodology.

Research the systematic method of finding solutions to problems. It is essential an investigation, a recording and analysis of evidence for purpose of gaining knowledge. Research methodology is a science. It is a method that can be used to solve the research problems. It helps in studying how Research is done scientifically. Research methodology provides various steps that can be adopted by the Researcher in studying his Research problems.

#### **3.1 RESEARCH DESIGN**

Research design is a plan, structure and strategy of investigation conceived so as to obtain answers to research questions and control "variance". It constitutes the blue print for the collection, measurement and analysis of data.

Here the researcher used Descriptive research design for the study. A study which wants to portray characteristics of a group of individual or situations is known as Descriptive study. Descriptive study is primarily concerned with existing issues and tries to find out relationship between the causes and factors. The descriptive research method primarily focuses on describing the nature of a demographic segment, without focusing on “why” a particular phenomenon occurs. In other words, it “describes” the subject of the research, without covering “why” it happen. These are the reasons for selecting descriptive study for the research.

### **3.2 POPULATION SIZE**

The group of individuals under the study is known as population. Population is the aggregate of all the units to be studied in any field of enquiry. It is thus a collection of individuals or of their values or of the results of operations which can be numerically specified. The population include all 150 employees of the company.

### **3.3 SAMPLE SIZE**

Sample size refers to the number of items to be selected from the universe to constitute a sample. Sample size for the study is 100 and they are the employees of the company.

### **3.4 SAMPLING TECHNIQUE**

Sampling technique used in this study is convenience sampling. Convenience sampling is a type of non-probability sampling that involves the sample being drawn from that part of the population that is close to hand. This type of sampling is most useful for pilot testing.

Convenience sampling is the most common method of sampling used by the researchers where there can collect market research data from a conveniently available pool of respondents. It can be used with the convenience of the researcher and it is a simple sampling technique. The main advantages of using convenience



sampling is that data can be collected quickly, inexpensive to create sample, easy to do research, low cost, readily available sample and fewer rules to follow.

### **3.5 DATA COLLECTION**

The primary data collection method is used for this project research. Primary data is collected straight from the observation and interviewing the employees by obtaining through questionnaire designed for the study and thus the primary data is fresh and original in character. These are data collected by the investigator himself for the first time for a specific purpose and thus they are original in character. Here primary data is collected from employees of Meriiboy, Ernakulam by means of a questionnaire.

### **3.6 PERIOD FOR THE STUDY**

The period for the study was from 14<sup>th</sup> July 2022 to 8<sup>th</sup> September 2022.

### **3.7 STATISTICAL TOOL**

#### **3.7.1 Percentage Analysis**

Percentage analysis is the method to represent raw streams of data as a percentage (a part in 100 - percent) for better understanding of collected data. Percentage analysis refers to a special kind of ratio. It is used in making comparison between two or more series of data. In this research various percentage are identified in the analysis and they are presented pictorially by way of pie or bar diagrams in order to have a better quality.

$$\text{Percentage of the respondents} = \frac{\text{No: of respondents}}{\text{Total respondents}} \times 100$$

Percentage is suitable while it's miles critical to understand how the various contributors gave a selected answer. Generally, percent is suggested while the responses have discrete categories. This manner that the responses fall in specific categories, inclusive of girl or male, age, others factors associated with recruitment and selection. It refers to a unique sort of rates, percent are utilized in making an

evaluation among or greater collection of data. A percent is used to decide dating among the collection.

This method used in the study for converting the collected data to a percentage format by grouping the similar Likert scale values to a number then converting the collected data to a pictorial format which is easier for the researcher to analyse the data.

### 3.7.2 Weighted Average Analysis

Mean in which each item being averaged is multiplied by a number (weight) based on the item's relative importance. The result is summed and the total is divided by the sum of the weights. Weighted averages are used extensively in descriptive statistical analysis such as index numbers. It is also called weighted mean. The weighted mathematics imply is much like an everyday mathematics imply, besides that as a substitute of every of the statistics factors contributing similarly to the very last average, a few statistics factors make a contribution extra than others.

For the analysis, I gave weights to each Likert scale question from 1 to 5. The weight 1 is given to poor/highly unsatisfied, very good/satisfied is given a weight of 2, neutral/good is given a weight of 3, dissatisfied/satisfactory is given 4 and 5 to excellent/highly satisfied.

$$W = \frac{\sum_{i=1}^n w_i X_i}{\sum_{i=1}^n w_i}$$

Where,

W = weighted average

n = number of terms to be averaged

w<sub>i</sub> = weights applied to x values

X<sub>i</sub> = data values to be averaged

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The reason for using weighted average analysis for the study is to find out preference of ranking towards the recruitment and selection methods followed by the organization. The researcher uses weighted average because is a means of determining the average of a set of values by assigning weightage to each value in relation to their relative importance/significance. Weighted average considers the relative importance of all values and thus is a more accurate representation of the average of a set. It is more accurate as compared to simple average. Here weighted average helps the researcher to know which of the aspect is highly rated by the employees in recruitment and selection.

The research uses weighted average to find the most preferred method by the employees and give suggestions for the company from the findings for improving their recruitment and selection methods.

## **CHAPTER 4**

### **DATA ANALYSIS AND INTERPRETATION**

#### **4.1 DATA ANALYSIS**

Data analysis is described as a system of cleaning, transforming, and modelling information to find out beneficial records for enterprise selection-making. The motive of Data Analysis is to extract beneficial records from information and taking the selection primarily based totally upon the information evaluation. An easy instance of Data evaluation is on every occasion we take any selection in our daily existence is with the aid of using considering what came about closing time or what is going to manifest with the aid of using selecting that precise selection. This is not anything however reading our beyond or destiny and making selections primarily based totally on it. For that, we collect recollections of our beyond or desires of our destiny. So, this is not anything however information evaluation. Now identical component analyst does for enterprise purposes, is known as Data Analysis.

#### **4.2 TYPES OF DATA ANALYSIS TECHNIQUES AND METHODS**

There are numerous sorts of Data Analysis strategies that exist primarily based totally on enterprise and technology. However, the essential Data Analysis strategies are:

Text Analysis

Statistical Analysis

Inferential Analysis

Diagnostic Analysis

Predictive Analysis

Prescriptive Analysis

**4.2.1 Text Analysis:** Text Analysis is likewise known as Data Mining. It is one of the strategies of information evaluation to find out a sample in big information units the usage of databases or information mining gear. It used to convert uncooked information into enterprise records. Business Intelligence gear are gift withinside the marketplace that's used to take strategic enterprise selections. Overall, it gives a manner to extract and have a look at information and deriving styles and eventually interpretation of the information.

**4.2.2 Statistical Analysis:** Statistical Analysis indicates “What manifest?” with the aid of using the usage of beyond information withinside the shape of dashboards. Statistical Analysis consists of collection, Analysis, interpretation, presentation, and modelling of information. It analyses a fixed of information or a pattern of information. There are classes of this kind of Analysis – Descriptive Analysis and Inferential Analysis.

**4.2.2.1 Descriptive Analysis:** analyses whole information or a pattern of summarized numerical information. It indicates suggest and deviation for non-stop information while percent and frequency for specific information.

**4.2.2.2 Inferential Analysis:** analyses pattern from whole information. In this kind of Analysis, you may locate unique conclusions from the identical information with the aid of using choosing unique samples.

**4.2.3 Diagnostic Analysis:** Diagnostic Analysis indicates “Why did it manifest?” with the aid of using locating the reason from the perception observed in Statistical Analysis. This Analysis is beneficial to pick out conduct styles of information. If a brand-new hassle arrives on your enterprise system, then you may look at this Analysis to locate comparable styles of that hassle. And it could have possibilities to apply comparable prescriptions for the brand-new problems.

**4.2.4 Predictive Analysis:** Prescriptive Analysis combines the perception from all preceding Analysis to decide which motion to absorb a modern-day hassle or selection. Most information-pushed corporations are making use of Prescriptive

Analysis due to the fact predictive and descriptive Analysis aren't sufficient to enhance information performance. Based on modern-day conditions and problems, they examine the information and make selections. The Data Analysis Process is not anything however accumulating records with the aid of using the usage of a right software or device which lets in you to discover the information and discover a sample in it. Based on those records and information, you may make selections, or you may get last conclusions.

The data analysis tool used for the study inferential analysis. In this kind of Analysis, we can locate unique conclusions from the identical information with the aid of using choosing unique samples. Inferential statistics allow one to draw conclusions or inferences from data. Usually this means coming to conclusions about a population on the basis of data describing a sample.

### **4.3 DATA ANALYSIS INCLUDES THE SUBSEQUENT PHASES**

Data Requirement Gathering

Data Collection

Data Cleaning

Data Analysis

Data Interpretation

Data Visualization

**4.3.1 Data Requirement Gathering:** First of all, you need to consider why do you need to do that information evaluation? All you want to discover the motive or goal of doing the Analysis of information. You ought to determine which kind of information evaluation you desired to do! In this segment, you need to determine what to research and the way to degree it, you need to recognize why you're investigating and what measures you need to use to do that Analysis.

**4.3.2 Data Collection:** After requirement accumulating, you'll get a clean concept approximately what matters you need to degree and what ought to be your findings. Now it's time to acquire your information primarily based totally on requirements. Once you acquire your information, take into account that the amassed information ought to be processed or prepared for Analysis. As you amassed information from numerous sources, you ought to hold a log with a set date and supply of the information.

**4.3.3 Data Cleaning:** Now anything information is amassed won't be beneficial or beside the point on your goal of Analysis, subsequently it ought to be wiped clean. The information that's amassed may also incorporate reproduction records, white areas or errors. The information ought to be wiped clean and blunders free. This segment ought to be achieved earlier than Analysis due to the fact primarily based totally on information cleaning, your output of Analysis may be toward your predicted outcome.

**4.3.4 Data Analysis:** Once the information is amassed, wiped clean, and processed, it is prepared for Analysis. As you control information, you could locate you've got the precise records you want, or you may want to acquire greater information. During this segment, you may use information evaluation gear and software program as a way to assist you to recognize, interpret, and derive conclusions primarily based totally at the requirements.

**4.3.5 Data Interpretation:** After reading your information, it's eventually time to interpret your consequences. You can select the manner to explicit or speak your information evaluation both you may use actually in phrases or perhaps a desk or chart. Then use the consequences of your information evaluation system to determine your pleasant path of motion.

**4.3.6 Data Visualization:** Data visualization may be very not unusual place on your day after day existence; they frequently seem withinside the shape of charts and graphs. In different phrases, information proven graphically to be able to be less

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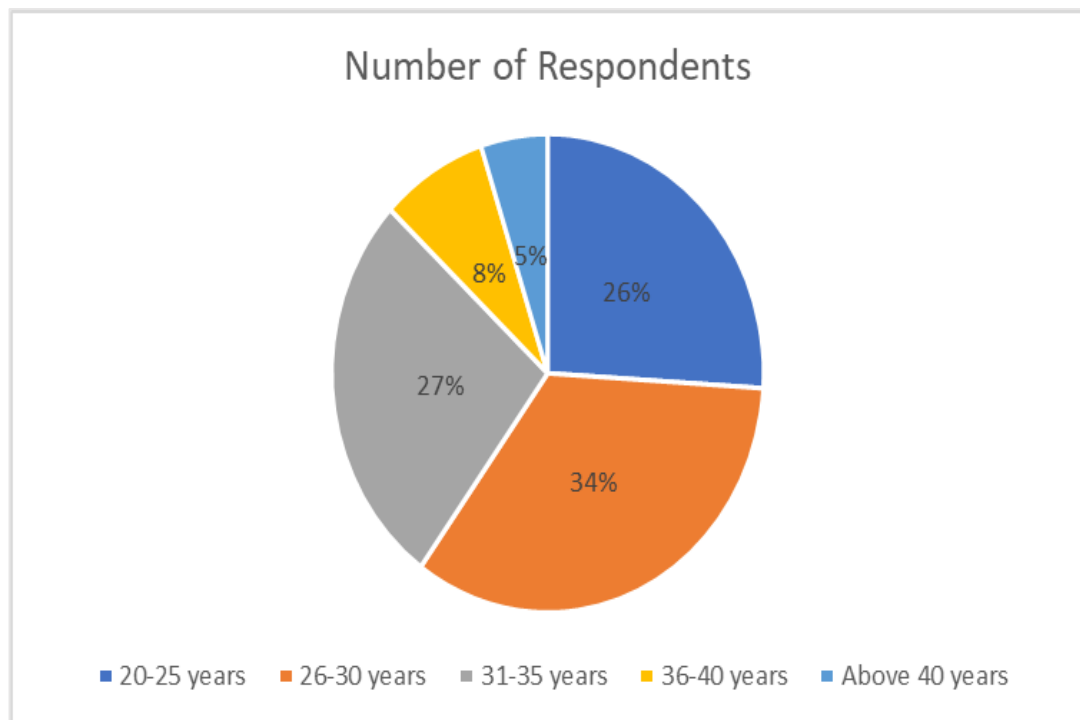
difficult for the human mind to recognize and system it. Data visualization frequently used to find out unknown records and trends. By gazing relationships and evaluating datasets, you may discover a manner to discover significant records.



**Table 4.1 Age Wise Classification of the Respondents**

Age	Number of Respondents	Percentage
20-25 years	26	26%
26-30 years	34	34%
31-35 years	27	27%
36-40 years	8	8%
Above 40 years	5	5%
Total	100	100%

(Source: Primary Data)



**Figure 4.1: Age Wise Classification of the Respondents**

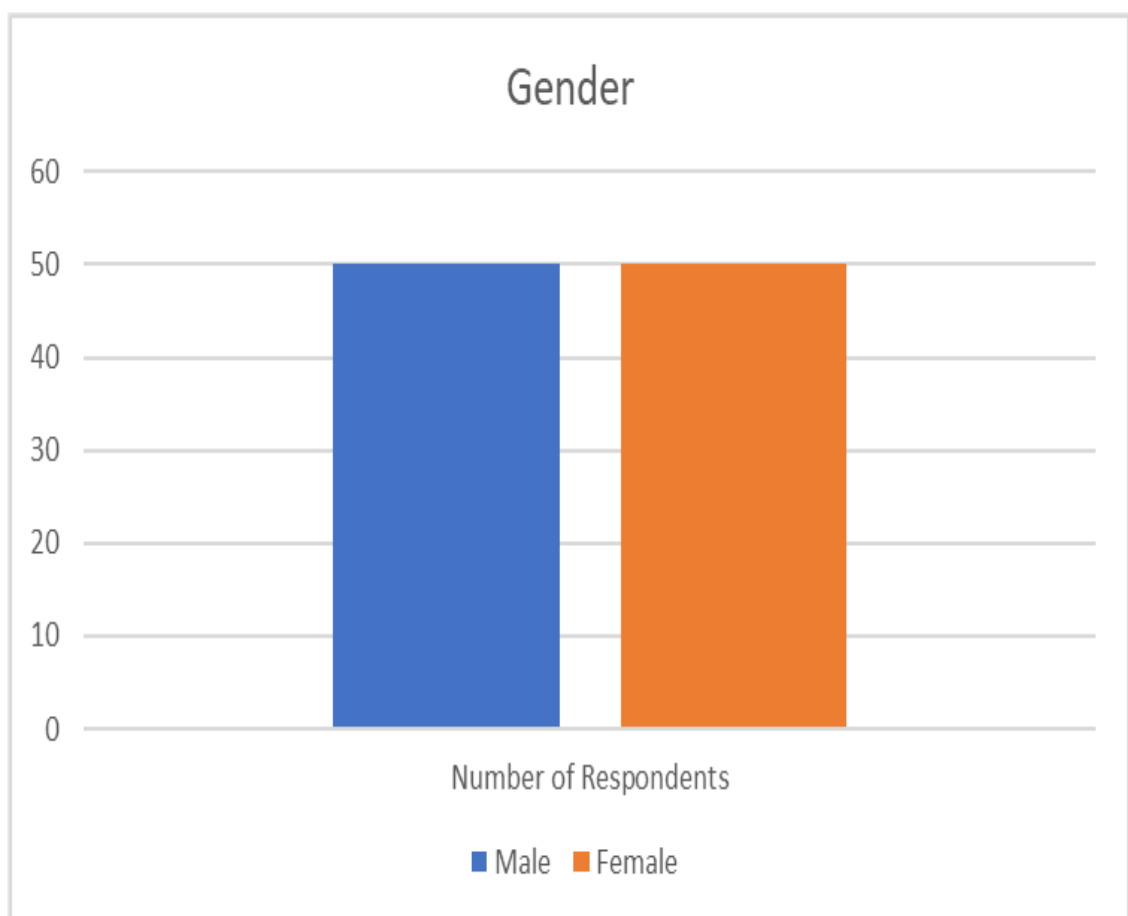
**INTERPRETATION:**

From the above table it is clear that 26% of employees belong to the age of 20-25, 34% of employees lies in between the age of 26-30, 27% in between 31-35, 8% between 36-40 and 5% above the age of 40.

**Table 4.2: Gender Wise Classification of the Respondents**

Gender	Number of Respondents	Percentage
Male	50	50%
Female	50	50%
Total	100	100%

(Source: Primary Data)



**Figure 4.2: Gender Wise Classification of the Respondents**

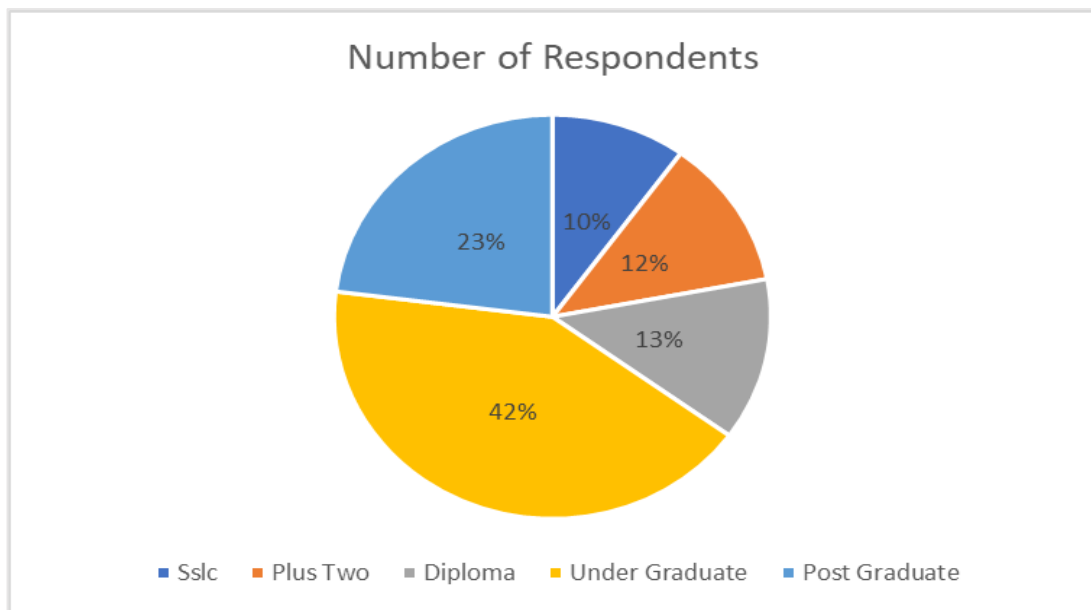
**INTERPRETATION:**

From the above table it is clear that both the number of male and female employees are equal, that is 50% each.

**Table 4.3: Classification of the Respondents Based on Educational Qualification**

Qualification	Number of Respondents	Percentage
SSLC	10	10%
Plus Two	12	12%
Diploma	13	13%
Under Graduate	42	42%
Post Graduate	23	23%
Total	100	100%

(Source: Primary Data)



**Figure 4.3: Classification of the Respondents Based on Educational Qualification**

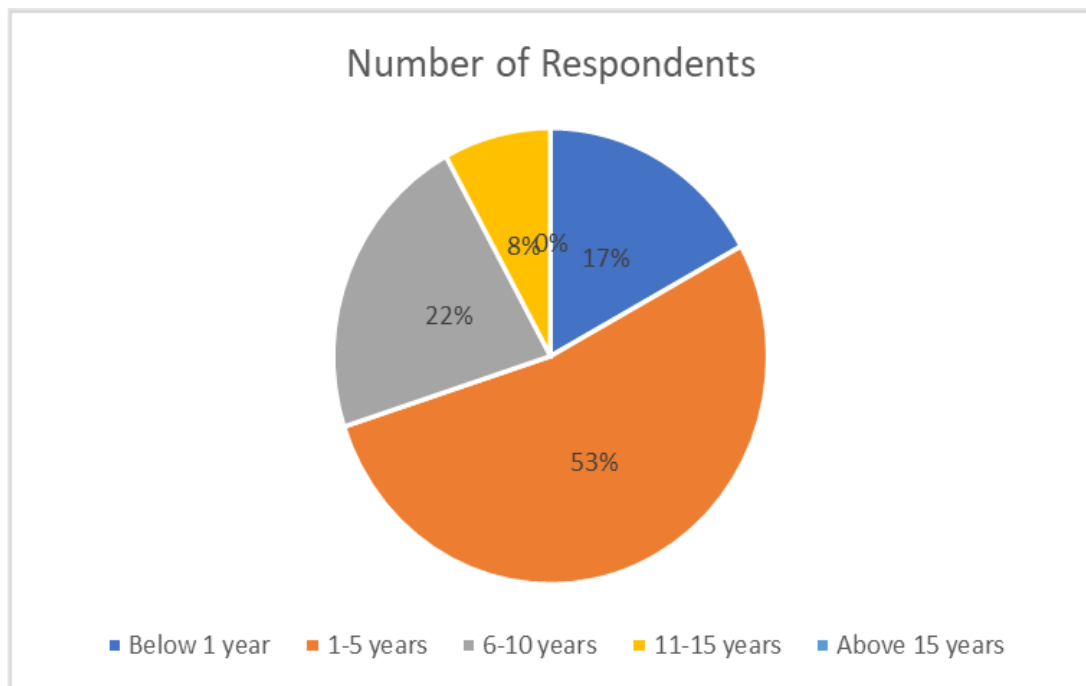
**INTERPRETATION:**

From the above table we can find that majority of the employees are graduates, that is 42%, 23% of employees are post graduates, 13% are having Diploma, there are 12% employees who have studied till plus two and 10% are just having SSLC as their qualification.

**Table 4.4: Total Experience Wise Classification of Respondents**

Experience	Number of Respondents	Percentage
Below 1 year	17	17%
1-5 years	53	53%
6-10 years	22	22%
11-15 years	8	8%
Above 15 years	0	0%
Total	100	100%

(Source: Primary Data)



**Figure 4.4: Total Experience Wise Classification of Respondents**

**INTERPRETATION:**

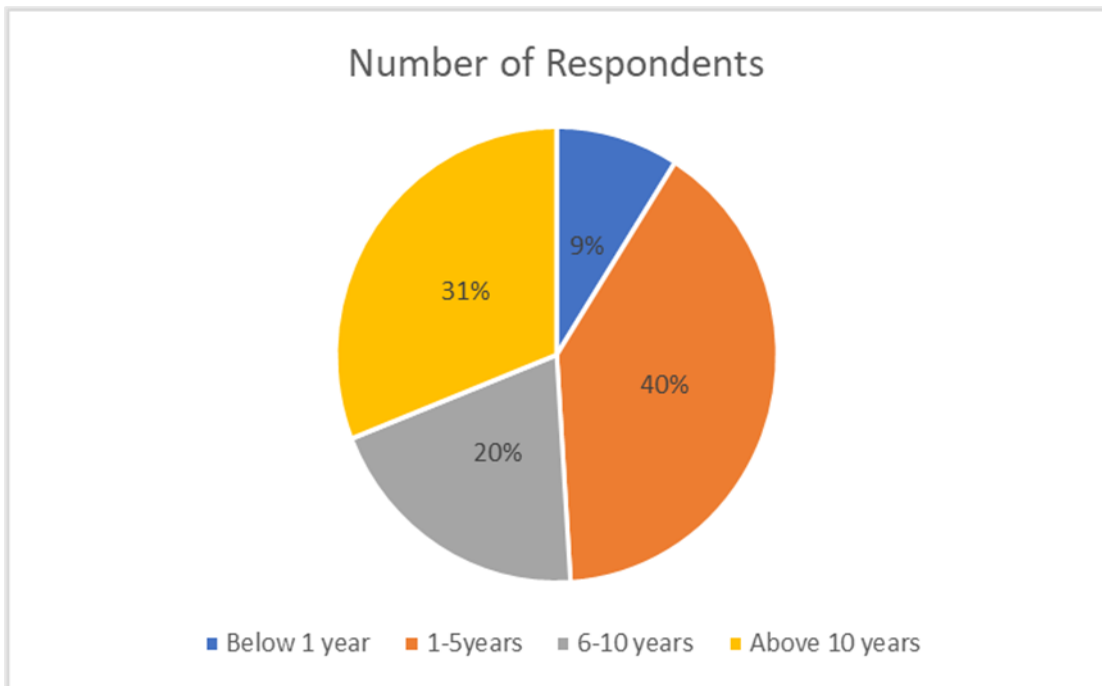
From the above table it is clear that 17% are having the experience of below 1 year, 53% is having 1 to 5 years, 22% of employees is having the experience of 6 to 10 years, only 8% is having 11 to 15 years of experience and no employees is having above 15 years of experience.

**DEMOGRAPHIC**

**Table 4.5 Experience with Meriiboy classification of Respondents**

<b>Experience with Meriiboy</b>	<b>Number of Respondents</b>	<b>Percentage</b>
Below 1 year	9	9%
1-5years	40	40%
6-10 years	20	20%
Above 10 years	31	31%
Total	100	100%

(Source: Primary Data)



**Figure 4.5: Experience with Meriiboy classification of Respondents**

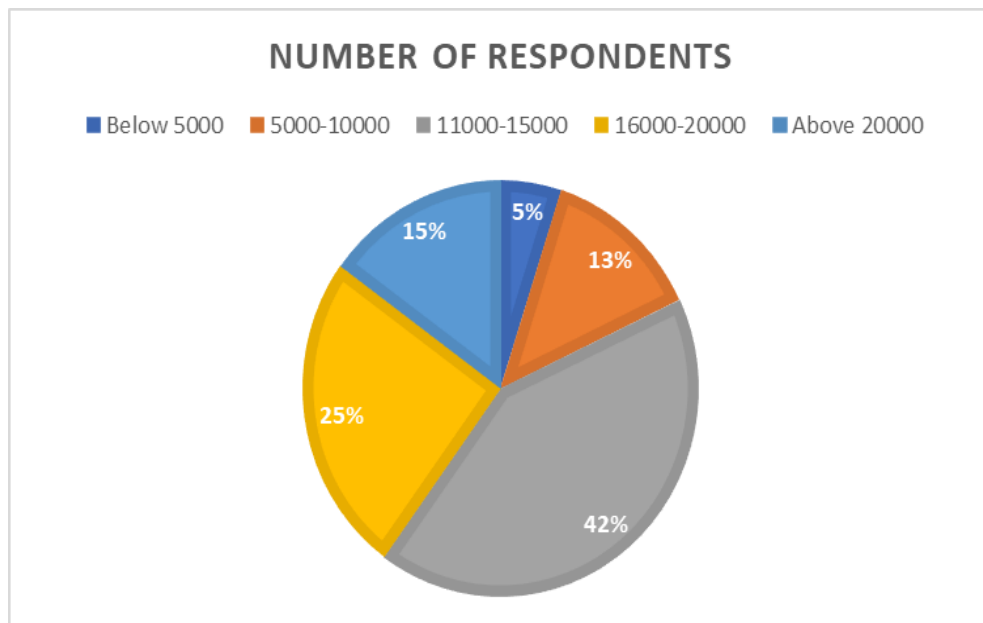
**INTERPRETATION:**

From the above table it is clear that 9% are having the experience of below 1 year, 40% is having 1 to 5 years, 20% of employees is having the experience of 6 to 10 years and 31% is having 11 to 15 years of experience with Merriiboy.

**Table 4.6: Salary Wise Classification of Respondents**

Salary	Number of Respondents	Percentage
Below 5000	5	5%
5000-10000	13	13%
11000-15000	42	42%
16000-20000	25	25%
Above 20000	15	15%
Total	100	100

(Source: Primary Data)



**Figure 4.6: Salary Wise Classification of Respondents**

**INTERPRETATION:**

From the above table and chart, we can see that 42% of the employees are paid between 11000-15000, 25% of them are paid between 16000-20000, 15% of them are paid above 20000, 13% of employees are paid between 5000-10000, and rest 5% are paid below 5000.

**Table 4.7: Hired through E recruitment wise classification of Respondents**

<b>E-Recruitment</b>	<b>Number of Respondents</b>	<b>Percentage</b>
Yes	35	35%
No	65	65%
Total	100	100%

(Source: Primary Data)



**Figure 4.7: Hired through E recruitment wise classification of Respondents**

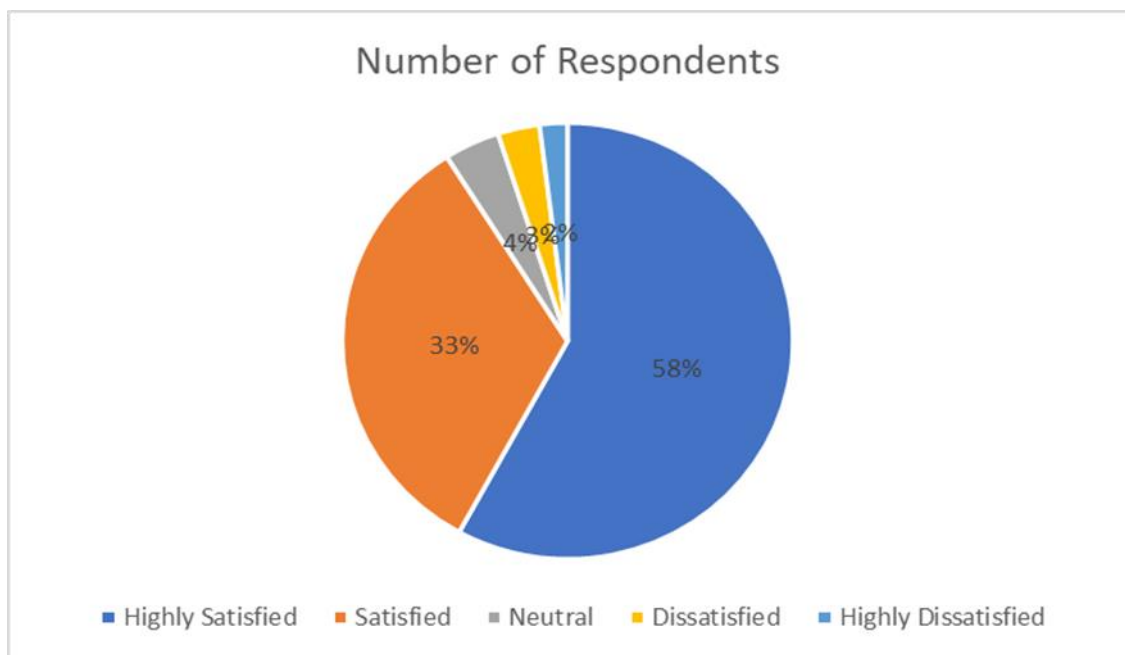
**INTERPRETATION:**

The above table show that the number of employees in the organization hired through Online Recruitment. From this table it clearly shows that only 35% of the employees are only hired through online recruitment and the rest 65% of the employees are hired through traditional method of recruitment.

**Table 4.8: Satisfaction Levels of Respondents Based Upon Rounds Interview  
Conducted**

Satisfaction Level	Number of Respondents	Percentage
Highly Satisfied	58	58%
Satisfied	33	33%
Neutral	4	4%
Dissatisfied	3	3%
Highly Dissatisfied	2	2%
Total	100	100%

(Source: Primary Data)



**Figure 4.8: Satisfaction Levels of Respondents Based Upon Rounds Interview  
Conducted**



### **INTERPRETATION:**

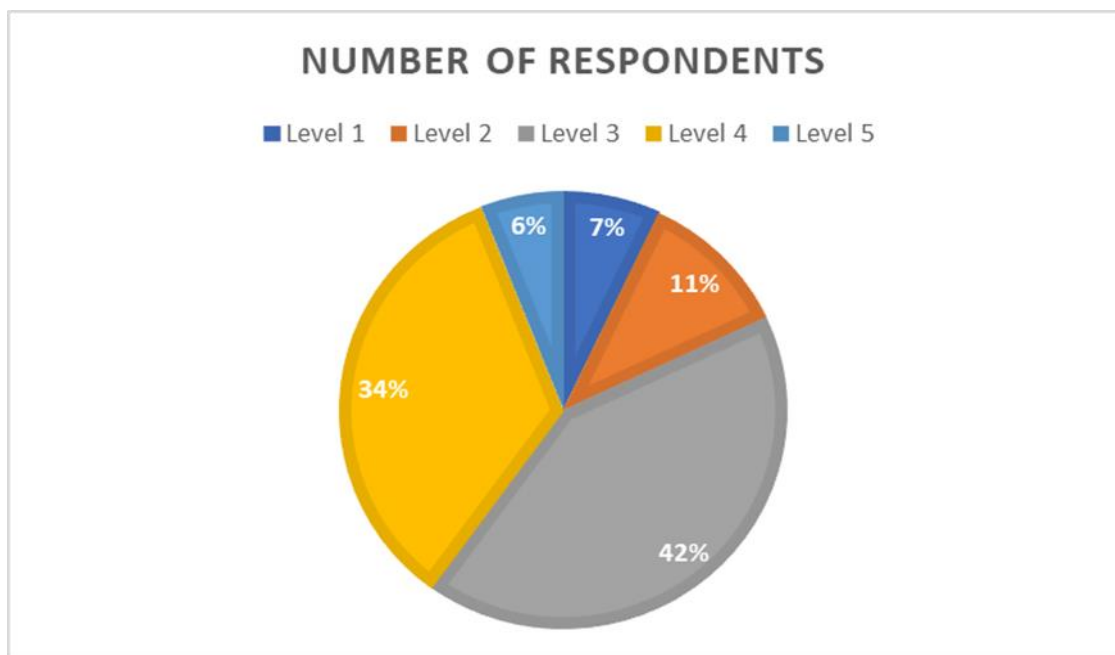
From the above its clear that 58% of the employees are highly satisfied with the interviews conducted by the company, 33% of them are satisfied, 4% of them are highly dissatisfied with the interviews conducted, another 3% of employees are dissatisfied with the interviews whereas rest 2% of them are neutral about this.

Typical employer will interview 6-10 candidates for a single job position for getting the right candidate for the position and candidates will go through at least 2-3 rounds of interviews before receiving an offer letter from the organization. The first round is always a telephonic round, then face to face interview is usually happens. If necessary other rounds of interview such as Technical and HR will also include.

**Table 4.9: Classification of Respondents Based on Levels Involved in Selecting the Candidate**

Level	Number of Respondents	Percentage
Level 1	7	7%
Level 2	11	11%
Level 3	42	42%
Level 4	34	34%
Level 5	6	6%
Total	100	100%

(Source: Primary Data)



**Figure 4.9: Classification of Respondents Based on Levels Involved in Selecting the Candidate**

**INTERPRETATION:**

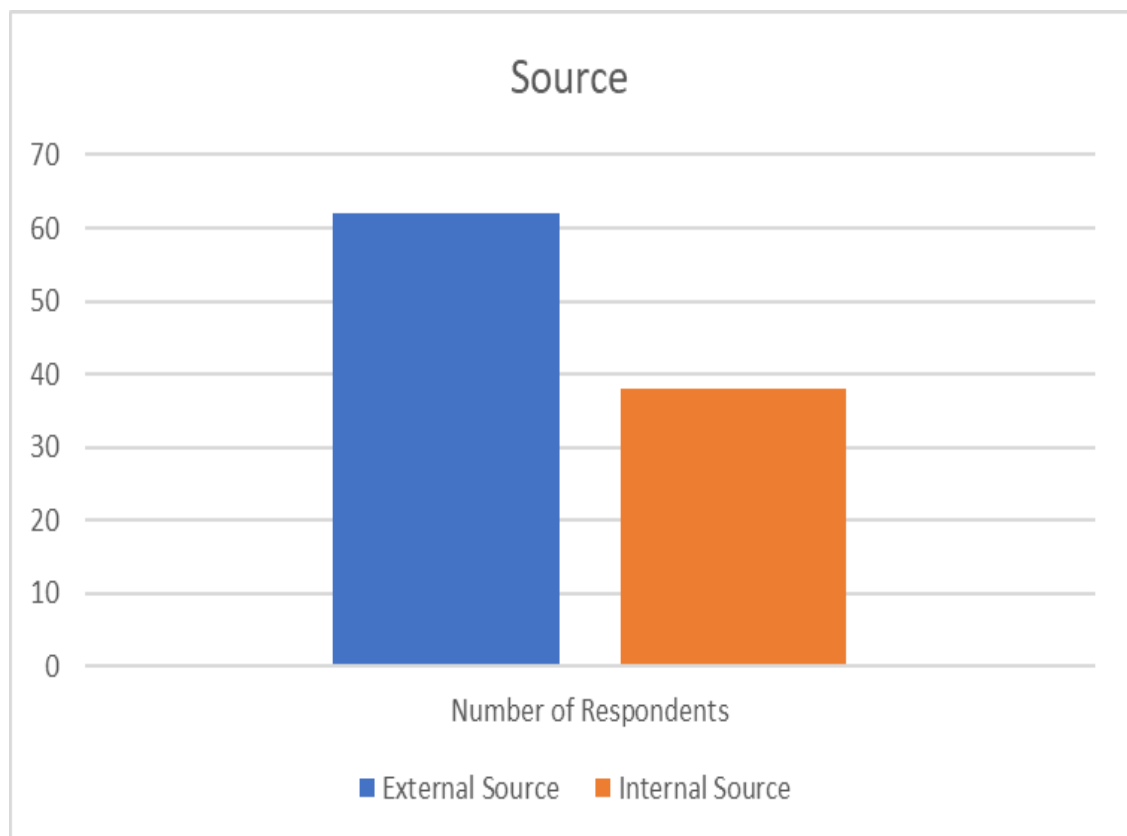
From the above table and chart, we can see that 42% of the employees say level 3, 34% of the employees stay at level 4, 11% of the employees at level 2, 7% of the employees are from level 1 and the rest 6% is from the level 5.

The first level is to send application to the organization, second level is shortlisting for telephonic interview, third level is selection for face-to-face interview and fourth level initialising the offer letter. And the fifth level is optional.

**Table 4.10: Classification of Respondents Based on Sources of Recruitment and Selection**

Sources	Number of Respondents	Percentage
External Source	62	62%
Internal Source	38	38%
Total	100	100%

(Source: Primary Data)



**Figure 4.10: Classification of Respondents Based on Sources of Recruitment and Selection**

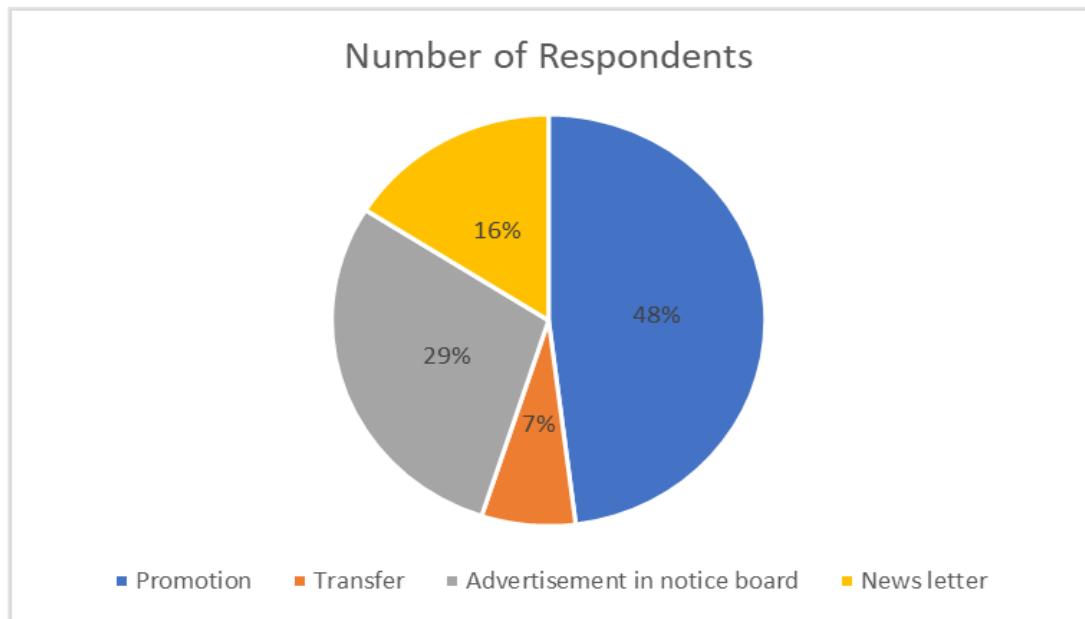
**INTERPRETATION:**

From the above table, we can see that 38% of the employees are hired from internal sources whereas rest 62% of employees from external sources.

**Table 4.11: Classification of Respondents Based Upon the Internal Recruitment**

Internal	Number of Respondents	Percentage
Promotion	48	48%
Transfer	7	7%
Advertisement in notice board	29	29%
News letter	16	16%
Total	100	100%

(Source: Primary Data)



**Figure 4.11: Classification of Respondents Based Upon the Internal Recruitment**

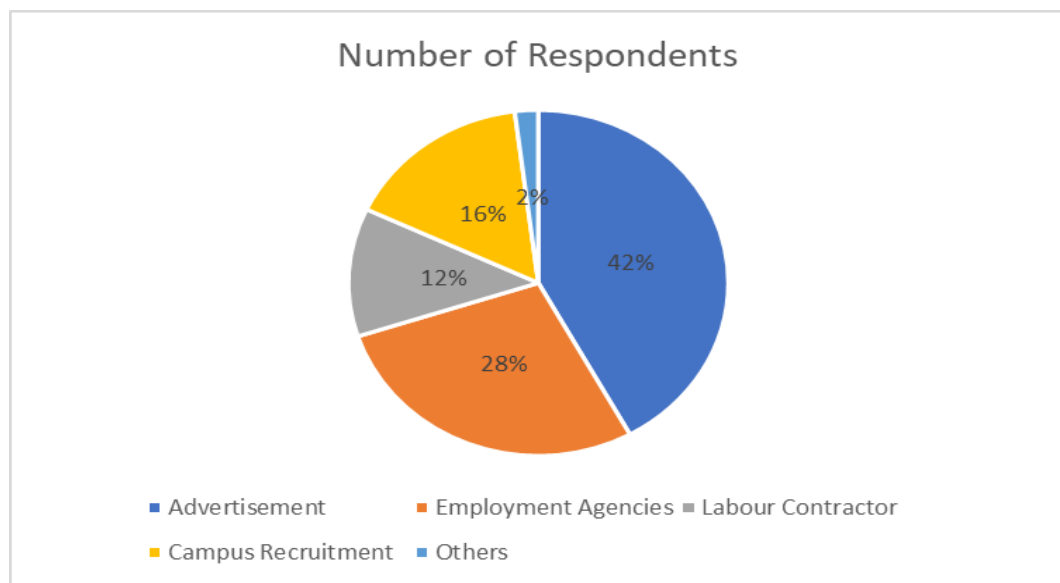
**INTERPRETATION:**

Above table clearly shows that 48% of the employees are recruited with the help of promotions that the company carried out, 6% of them are recruited through transfers, 29% of them are hired with the help of advertisements in the notice boards whereas the rest 16% through newsletters.

**Table 4.12: Classification of Respondents Based Upon the External Sources of Recruitment**

External	Number of Respondents	Percentage
Advertisement	42	42%
Employment Agencies	28	28%
Labour Contractor	12	12%
Campus Recruitment	16	16%
Others	2	2%
Total	100	100%

(Source: Primary Data)



**Figure 4.12: Classification of Respondents Based Upon the External Sources of Recruitment**

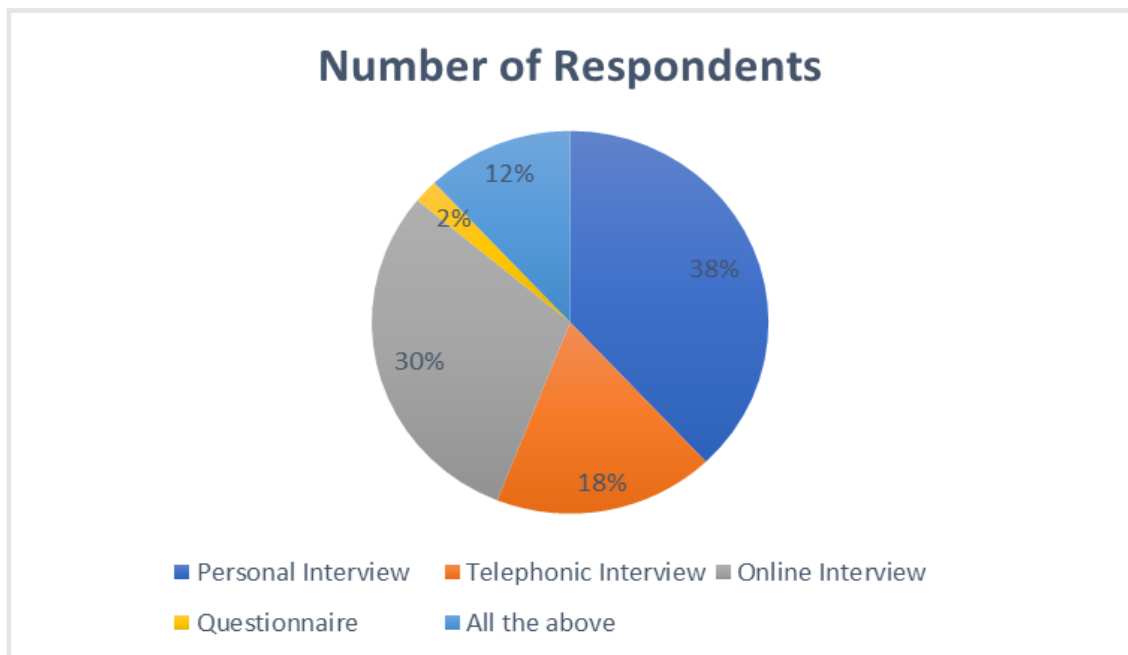
**INTTERPRETATION:**

From the above table, we can see that 42% of employees are recruited with the help of advertisement, 16 % of them are recruited through campus recruitment, 12% has been recruited through labour contract, 28% of them are recruited with the help of employee agencies and rest 2 %through other external sources.

**Table 4.13: Form of Interview Commonly Preferred by the Respondents**

Form of Interview	Number of Respondents	Percentage
Personal Interview	38	38%
Telephonic Interview	18	18%
Online Interview	30	30%
Questionnaire	2	2%
All the above	12	12%
Total	100	100%

(Source: Primary Data)



**Figure 4.13: Form of Interview Commonly Preferred by the Respondents**

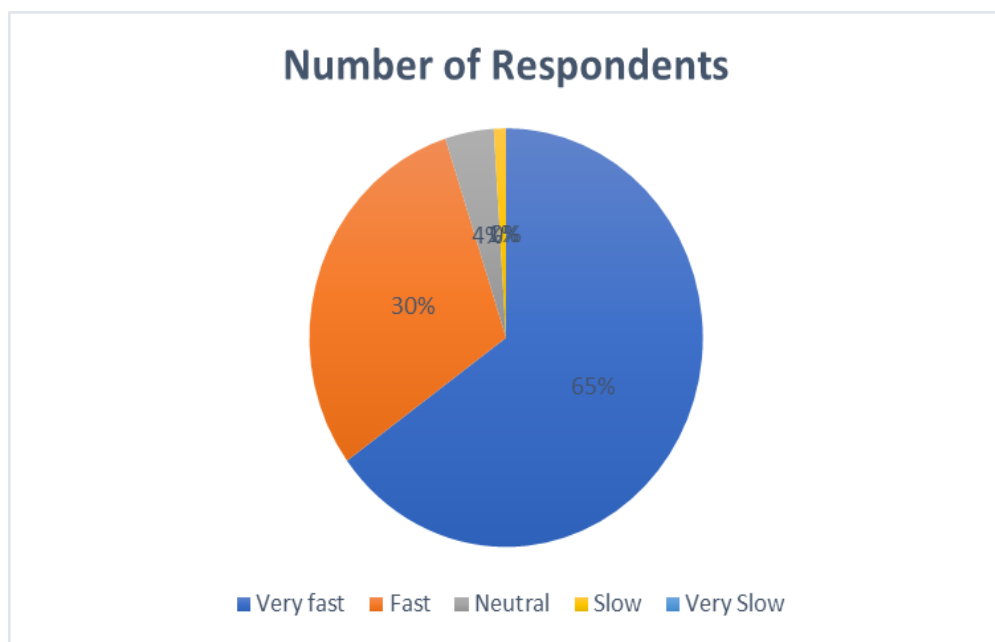
**INTERPRETATION:**

From the above we can see that 38% of the employees prefer personal interview whereas the next 30% prefer online interview, 18% of them prefer to have telephonic interview, 12% of the employees prefer all the above methods and rest 2% of the employees only prefer the questionnaire method.

**Table 4.14: Duration of Selection Process**

Duration of selection	Number of Respondents	Percentage
Very fast	65	65%
Fast	30	30%
Neutral	4	4%
Slow	1	1%
Very Slow	0	0%
Total	100	100%

(Source: Primary Data)



**Figure 4.14: Duration of Selection Process**

**INTERPRETATION:**

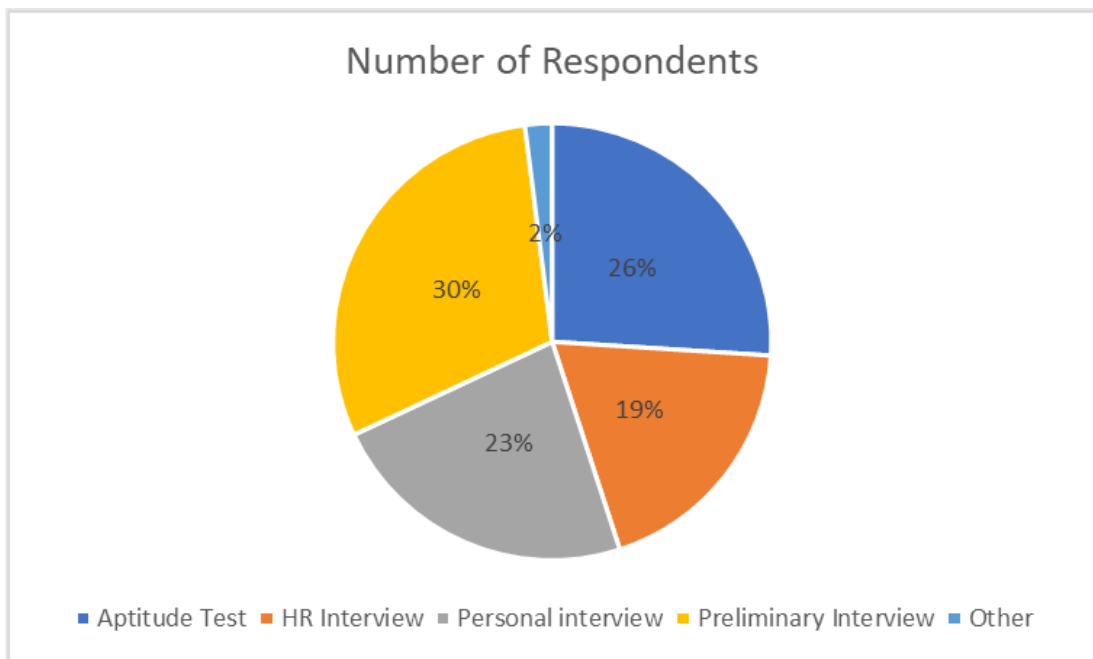
From the above table, we can see that 65% of employees have the opinion that the selection process of the company is very fast, 30% of them say it's fast, 4% says neutral, 1% say that it is slow and the nobody have the opinion that the duration of the selection process is very slow.



**Table 4.15: Most Challenging Step in Entire Recruitment and Selection Process**

Challenging Step	Number of Respondents	Percentage
Aptitude Test	26	26%
HR Interview	19	19%
Personal interview	23	23%
Preliminary Interview	30	30%
Other	2	2%
total	100	100%

(Source: Primary Data)



**Figure 4.15: Most Challenging Step in Entire Recruitment and Selection Process**

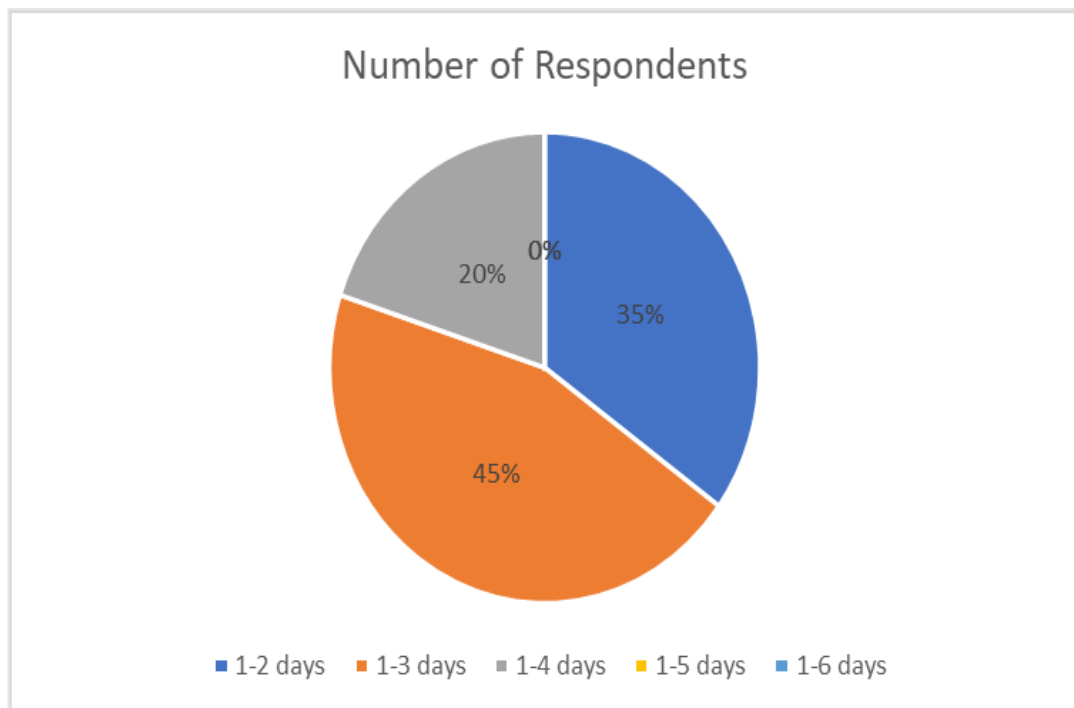
**INTERPRETATION:**

From the above table, we can see that 30% of employees have the opinion that the preliminary interview is the most challenging one, 26% of them say Aptitude test was tough, 23% says challenging was personal interview, 19% say that it was HR interview and the rest 2% say that it was something other.

**Table 4.16: Time Duration of Selection Based Classification of Respondent**

<b>Time Duration</b>	<b>Number of Respondents</b>	<b>Percentage</b>
1-2 days	35	35%
1-3 days	45	45%
1-4 days	20	20%
1-5 days	0	0%
1-6 days	0	0%
Total	100	100%

(Source: Primary Data)



**Figure 4.16: Time Duration of Selection Based Classification of Respondents**

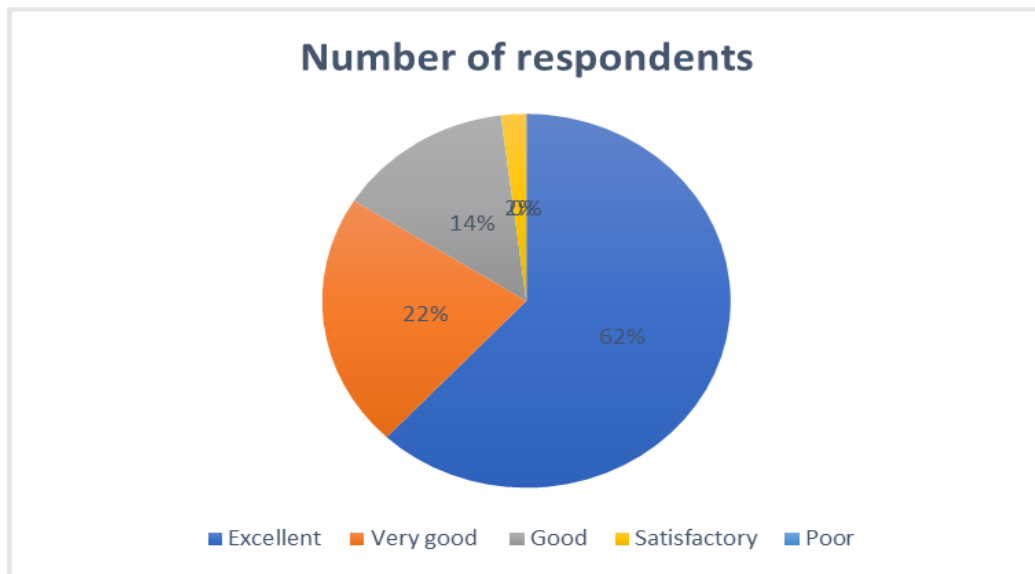
**INTERPRETATION:**

From the above table we can see that 35% of them say they required 1-2 days of time for selection, 45% of them say they required 1-3 days for the selection process and rest 20% says that they required 1-4 days.

**Table 4.17: Classification of Respondents Regarding Their Opinion About Interview Panel**

Category	Number of respondents	Percentage
Excellent	62	62%
Very good	22	22%
Good	14	14%
Satisfactory	2	2%
Poor	0	0%
Total	100	100%

(Source: Primary Data)



**Figure 4.17: Classification of Respondents Regarding Their Opinion About Interview Panel**

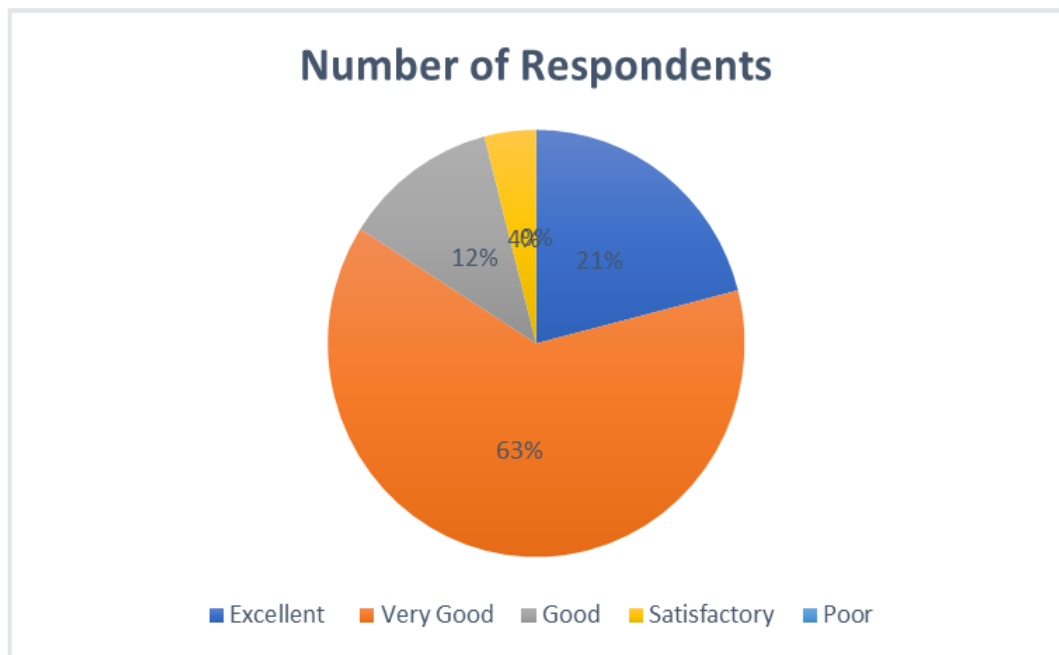
**INTERPRETATION:**

From the above it's clear that 62% of the employees say the performance of human resource department is excellent, 22% says performance of human resource department is very good, the 14% of them say it's good whereas the rest 3% of them say it was unsatisfactory.

**Table 4.18: Employees Opinion About the Job Security in the Company**

Category	Number of Respondents	Percentage
Excellent	21	21%
Very Good	63	63%
Good	12	12%
Satisfactory	4	4%
Poor	0	0%
Total	100	100%

(Source: Primary Data)



**Figure 4.18: Employees Opinion About the Job Security in the Company**

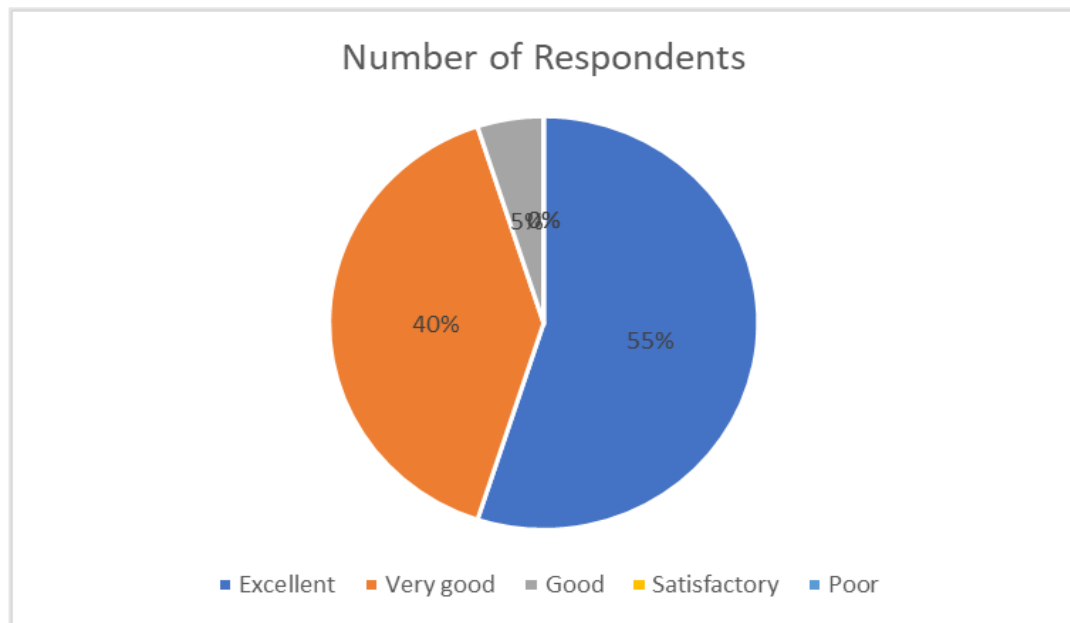
**INTERPRETATION:**

From the above it's clear that 63% of the employees say the performance of human resource department is very good, 21% says performance of human resource department is excellent, whereas the 12% of them say it's good and 4% of them have the opinion of satisfactory

**Table 4.19: Classification of Respondents on the Basis of Satisfaction of Interview Conducted by the Firm**

Category	Number of Respondents	Percentage
Excellent	55	55%
Very good	40	40%
Good	5	5%
Satisfactory	0	0%
Poor	0	0%
Total	100	100%

(Source: Primary Data)



**Figure 4.19: Classification of Respondents on the Basis of Satisfaction of Interview Conducted by the Firm**

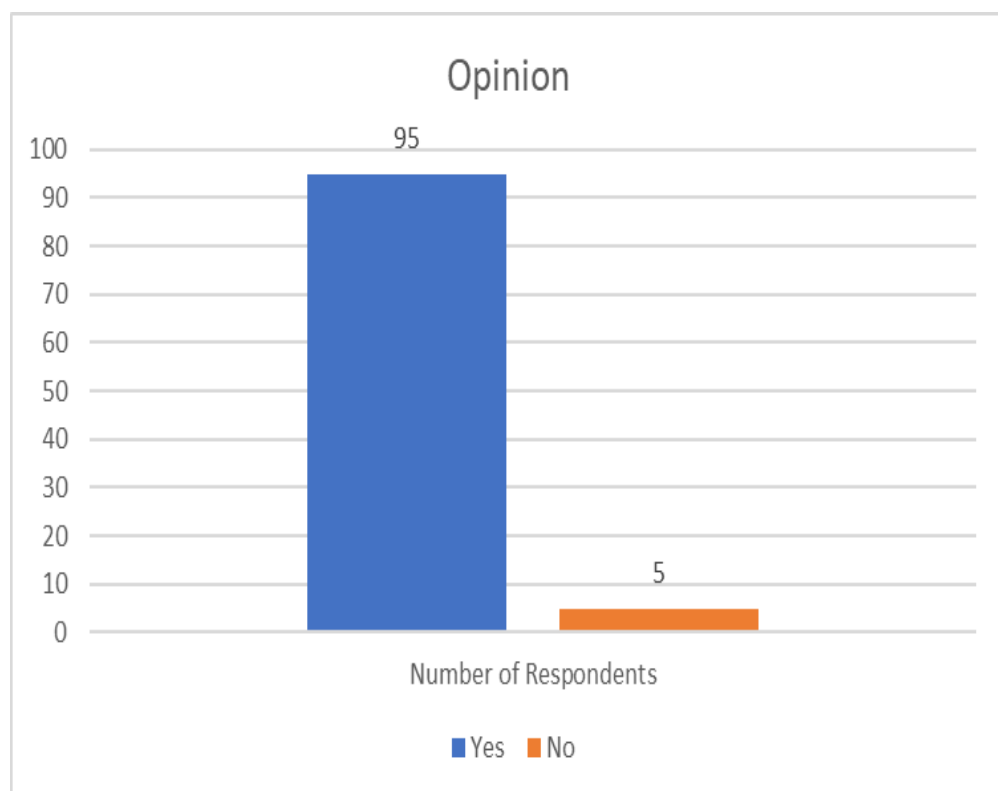
**INTERPRETATION:**

From the above table we find that 55% of employees says that satisfaction of interview conducted by the firm is excellent, 40% very good and rest 5% only says good.

**Table 4.20: Opinion of The Respondents in Finding the Right Candidates for the Right Job in the Organization**

Category	Number of Respondents	Percentage
Yes	95	95%
No	5	5%
Total	100	100%

(Source: Primary Data)



**Figure 4.20: Opinion of The Respondents in Finding the Right Candidates for the Right Job in the Organization**

**INTERPRETATION:**

From the above table, we can see that 95% of the employees say that the company finds the right candidates for the right job, rest 5% says no.

**Table 4.21: Classification of Respondents Based Upon Rating of recruitment method and other selection instruments**

Category	Number of Respondents	Percentage
Excellent	70	70%
Very Good	24	24%
Very	6	6%
Satisfactory	0	0%
Poor	0	0%
Total	100	100%

(Source: Primary Data)



**Figure 4.21: Classification of Respondents Based Upon Their Rating of recruitment method and other selection instruments**

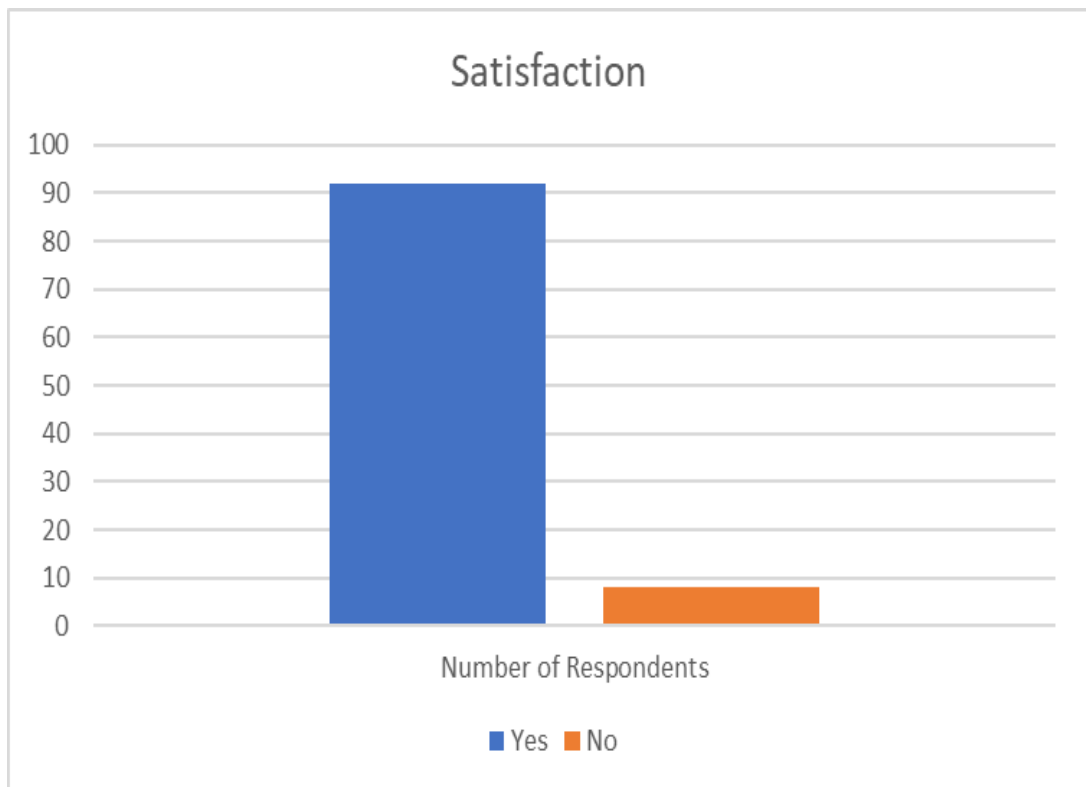
**INTERPRETATION:**

From the above table we find that 70% of respondent’s states that the interview process and other selection instruments are excellent, 24% says that it is very good and the rest 6% goes with the opinion that it is good.

**Table 4.22: Satisfaction of the Respondents with the Recruitment Process by which They are Selected**

Category	Number of Respondents	Percentage
Yes	92	92%
No	8	8%
Total	100	100%

(Source: Primary Data)



**Figure 4.22: Satisfaction of the Respondents with the Recruitment Process by which They are Selected**

**INTERPRETATION:**

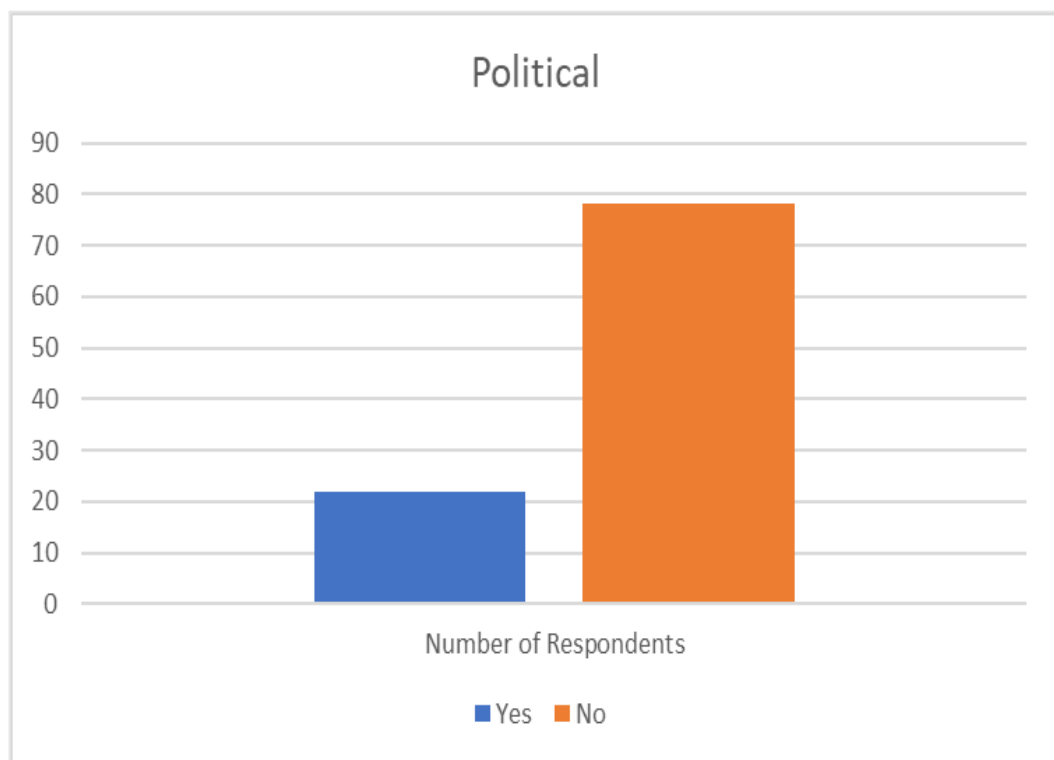
From the above table it is clear that 92% of employees are satisfied with the salary offered by the company and the rest 8% of the employees are not satisfied with the salary offered by the company.



**Table 4.23 Political Influence that Take Place on Recruitment and Selection of a Candidate**

Category	Number of Respondents	Percentage
Yes	22	22%
No	78	78%
Total	100	100%

(Source: Primary Data)



**Figure 4.23 Political Influence that Take Place on Recruitment and Selection of a Candidate**

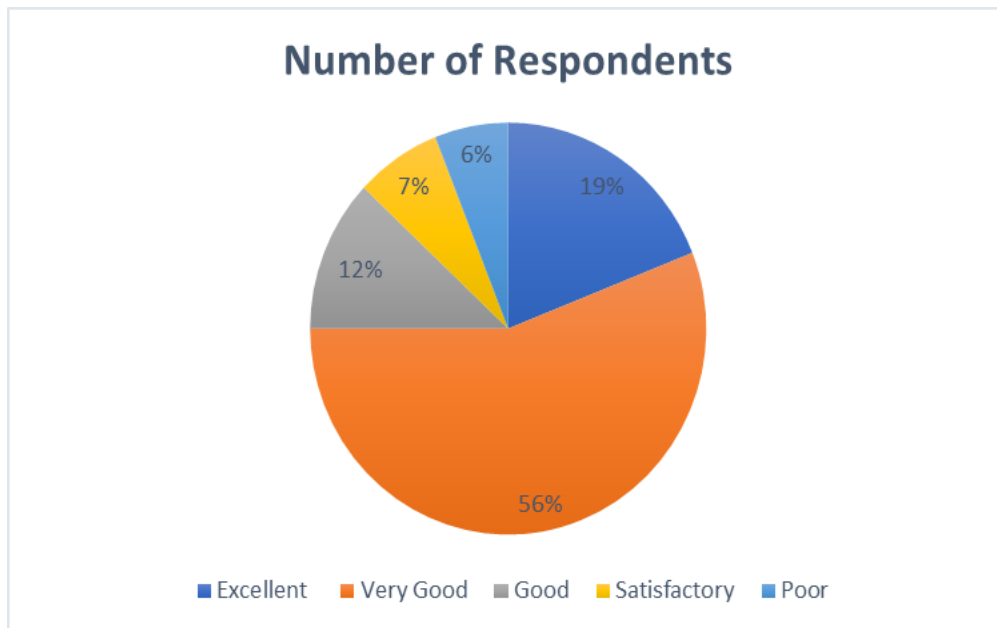
**INTERPRETATION:**

From the above table, that 78% says that there are no political influences taking place on recruitment and selection of candidates and only rest of the employees who having an opinion that three exist some political influence.

**Table 4.24 Classification of respondents rating in HR department's performance in recruitment and Selection**

Rankings	Number of Respondents	Percentage
Excellent	19	19%
Very Good	56	56%
Good	12	12%
Satisfactory	7	7%
Poor	6	6%
Total	100	100%

(Source: Primary Data)



**Figure 4.24 Classification of respondents rating in HR department's performance in recruitment and Selection**

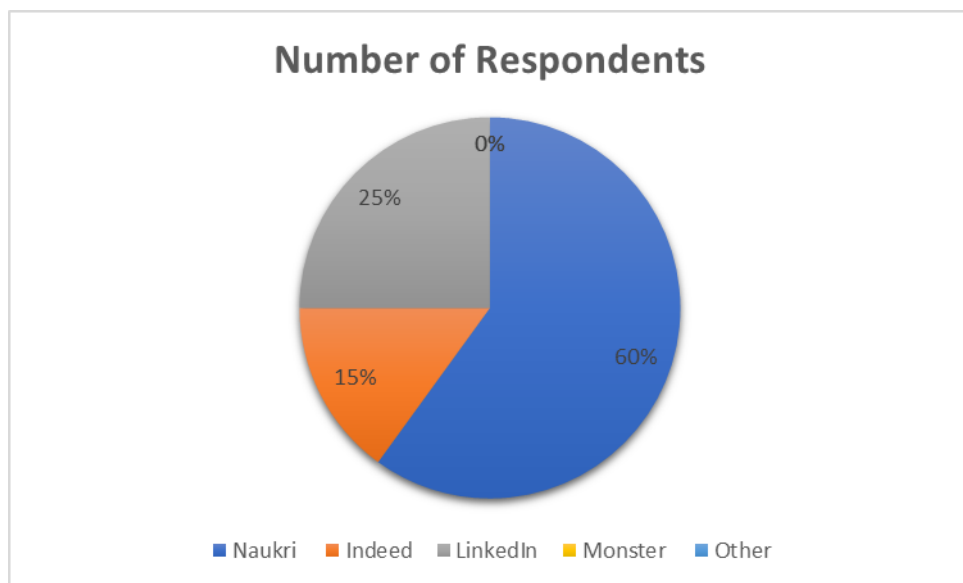
**INTERPRETATION:**

From the table, we can find that 19% of the employees give excellent to the HR department's performance in recruitment and selection, 56% of them very good, 12% of them good, 7% of them satisfactory and the rest 6% give poor.

**Table 4.25 Classification of respondents based on job portals mainly used by the firm for recruitment and selection**

Job portals	Number of Respondents	Percentage
Naukri	60	60%
Indeed	15	15%
LinkedIn	25	25%
Monster	0	0%
Other	0	0%
Total	100	100%

(Source: Primary Data)



**Figure 4.25 Classification of respondents based on job portals mainly used by the firm for recruitment and selection**

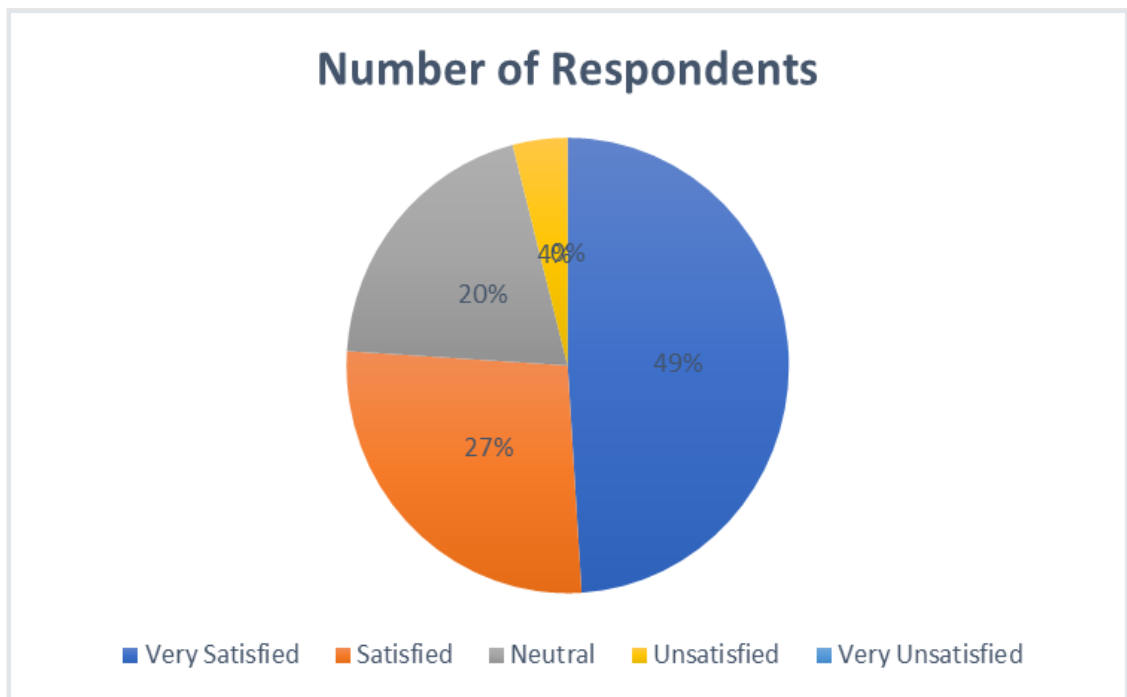
**INTERPRETATION:**

From the table, we can see that 60% of recruitment is from Naukri, 15% of from indeed, 25% of the recruitment is rom LinkedIn, only the 0% is done from monster and the rest 0% is from other sources.

**Table 4.26: Satisfaction Level of Salary Offered by the Company**

Category	Number of Respondents	Percentage
Very Satisfied	49	49%
Satisfied	27	27%
Neutral	20	20%
Unsatisfied	4	4%
Very Unsatisfied	0	0%
Total	100	100%

(Source: Primary Data)



**Figure 4.26: Satisfaction Level of Salary Offered by the Company**

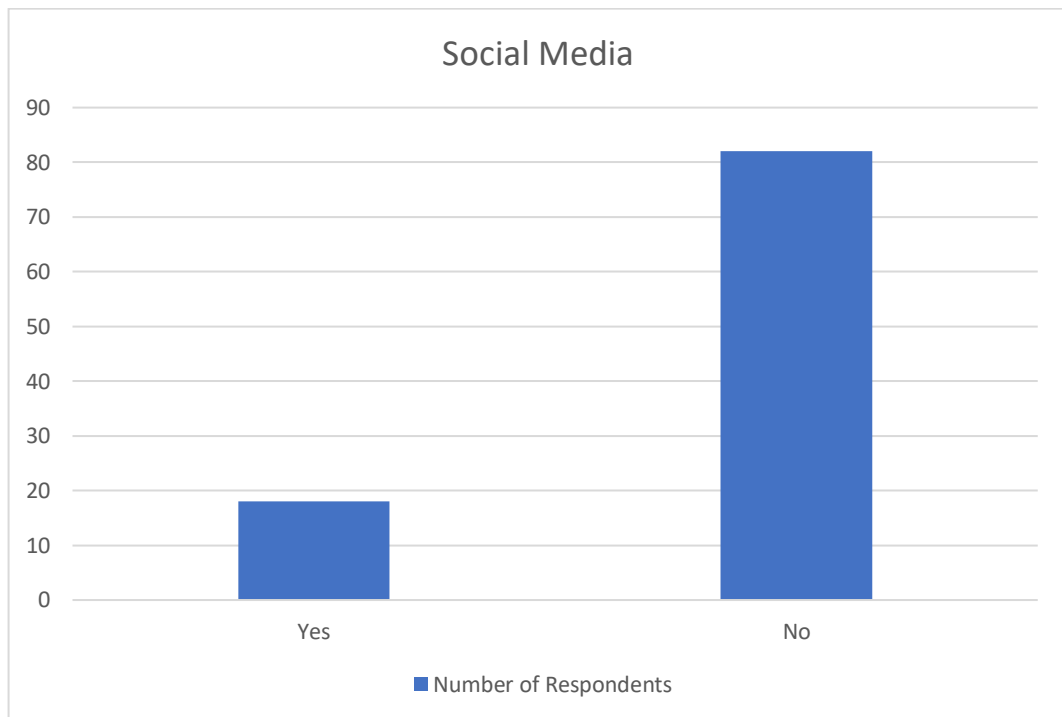
**INTERPRETATION:**

From the above table, we can say that 49% are highly satisfied with the salary offered by the company, 27% are satisfied, 20% says neutral and 4% are dissatisfied with the salary offered by the company.

**Table 4.27: Classification of Respondents about the training in Social Media Handling**

Social Media	Number of Respondents	Percentage
Yes	18	18%
No	82	82%
Total	100	100%

(Source: Primary Data)



**Figure 4.27: Classification of Respondents about the training in Social Media Handling**

**INTERPRETATION:**

From the above table, that 82% of the employees says that there are no social media handling training is provided by the company and only rest of the employees who have the opinion of some types of programs are conducting.

#### **4.4 WEIGHTED AVERAGE**

Mean in which each item being averaged is expanded with the useful resource of the use of a number (weight) based on the item 's relative importance. The stop end result is summed and the complete is cut up with the useful resource of the use of the sum of the weights. Weighted averages are used considerably in descriptive statistical assessment alongside index numbers. It is also referred to as weighted mean. Weight common additionally known as weighted suggest is useful to come to a while there are numerous elements to don't forget and evaluate. Each of the elements is assigned a few weights primarily based totally on their stage of importance, after which the weighted common is calculated the usage of a mathematical method. The weighted common assigns positive weights to every of the person quantities. The weights do now no longer have any bodily devices and are most effective numbers expressed in percentages, decimals, or integers. The weighted common method is the summation of the manufactured from weights and quantities, divided with the aid of using the summation of weights.

The researcher uses weighted average because is a means of determining the average of a set of values by assigning weightage to each value in relation to their relative importance/significance. Weighted average considers the relative importance of all values and thus is a more accurate representation of the average of a set. It is more accurate as compared to simple average. Here weighted average helps the researcher to know which of the aspect is highly rated by the employees in recruitment and selection.

**Table 4.28 Frequency Table**

<b>Statement of the problem</b>	<b>Frequency</b>	<b>Total Score</b>
Satisfaction of respondents based on interview conducted	$(58 \times 5) + (33 \times 4) + (4 \times 3) + (3 \times 2) + (2 \times 1)$	442
Duration of selection process	$(65 \times 5) + (30 \times 4) + (4 \times 3) + (1 \times 2) + (0 \times 1)$	459
Rating of HR department	$(69 \times 5) + (22 \times 4) + (7 \times 3) + (2 \times 2) + (0 \times 1)$	458
Opinion about interview panel	$(62 \times 5) + (22 \times 4) + (14 \times 3) + (2 \times 2) + (0 \times 1)$	444
Employees opinion about job security in the company	$(21 \times 5) + (63 \times 4) + (12 \times 3) + (4 \times 3) + (0 \times 1)$	401
Satisfaction of interview conducted by the firm	$(55 \times 5) + (40 \times 4) + (5 \times 3) + (0 \times 2) + (0 \times 1)$	450
Rating of recruitment method and other selection instruments	$(70 \times 5) + (24 \times 4) + (6 \times 3) + (0 \times 2) + (0 \times 1)$	464
Satisfaction of salary offered by the company	$(49 \times 5) + (27 \times 4) + (20 \times 3) + (4 \times 2) + (0 \times 1)$	421

**Table 4.29 Weighted Arithmetic Average**

<b>Statement of the Problem</b>	<b>Total Score (t)</b>	<b>Score Average <math>\frac{t}{100}</math></b>	<b>Weighted Arithmetic Average</b>	<b>Rank</b>
Satisfaction of respondents based on interview conducted	442	4.42	29.47	6
Duration of selection process	459	4.59	30.6	2
Rating of HR department	458	4.58	30.53	3
Opinion about interview panel	444	4.44	29.6	5
Employees opinion about job security in the company	401	4.01	26.73	8
Satisfaction of interview conducted by the firm	450	4.50	30	4
Rating of recruitment method and other selection instruments	464	4.64	30.93	1



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Satisfaction of salary offered by the company	421	4.21	28.07	7
<b>Total</b>	<b>35.39</b>			

Statement Score =  $35.39/10=3.539/5*100=70.78\%$

The average score is found to be 35.39 this implies that the statement score is up to 70.78% the weighted average is 3.539 which falls under the interval 4.5 indicating that the effectiveness of recruitment and selection at Meriiboy is good. The HR policies and practices followed by the company is good. The recruitment method and other selection instruments of the organization was really good, which has assigned greater value than all the other parameter in the questionnaire.

## **CHAPTER 5**

### **FINDINGS, SUGGESTIONS AND CONCLUSION**

#### **5.1 FINDINGS**

The main findings arrived at as a result of this study on various aspects has been stated in the relevant chapters. This study is based on the perception of employees on effectiveness of recruitment and selection at Meriiboy.

- From the study, it was found that the company ensures job security to all the employees working there.
- It is also understood that the company mainly concentrates on the external sources for the recruitment.
- Employees also have the opinion that the skills and education level of the candidates are mainly concentrated while recruiting new talents for the firm.
- The company also carries out campus recruitment to hire fresh bloods into the company for creative and innovative developments.
- As a result of the study, it is found that most of the employees have graduate qualification and also some from post-graduate qualification are mainly employing in Meriiboy.
- Political influence like unions on recruiting new candidates is very low in this company.
- The employees are satisfied with the Human Resource policies and practices of the company.
- The employees of the firm are working with the company more than five years which shows that the companies working environment was really good.
- Advertisement plays a major role while recruiting new candidates through external sources.
- The company is providing the employees with minimum basic salary to the employees according to their qualification and experience.

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- Another major finding of this study is that the selection process of the company for new candidates lasts almost for more than 2 days
- For hiring the candidates, the company is using advertisements in social media and also conducting the interviews through social media platforms which makes the recruitment process very easy to the employees and also to the employer.
- Now the company is mainly depending Naukri for online recruitment and selection of employees
- From the weighted average it is clearly indicating that the interview process and other selection instruments at Meriiboy is good because the weighted average is 3.539 which is above the average.

## 5.2 SUGGESTIONS

- The company can pay a little more attention towards developing internal source of recruitment.
- It is recommended that the company could try to reduce the time taken for the selection processes.
- The company can give a little more importance to campus recruitment and selection because from there company get young employees who are well known about the social media handling.
- It is also recommended that the company can improve their salary package for those who are really committed because the highest salary offered by the company is under 15000/- and most of the employees are experienced ones.
- The company needs to focus more on e recruitment method for making the entire recruitment and selection easier.
- Also, the company needs to focus much more on the training to those who are not good at social media handling.

### **5.3 CONCLUSION**

The project work entitled “A study on the perception of employees on effectiveness of recruitment and selection process at Meriiboy, (Nutricreams Private Limited), Ernakulam”, examined the perception of employees on effectiveness of recruitment policies and sources followed in Meriiboy. From the study, it is clear that the majority of the employees at Meriiboy, Ernakulam opined that the company follows a very good and strict recruitment policies and procedures. There exist a good panel of members to carry out the recruitment and selection process and employees are very much satisfied with the process of recruitment and selection and also, they are happy to work in the company.

From this study I understood that the appointment of suitable persons on various job is very essential. The selection of a wrong candidate will mean loss of time and money which have been incurred on this process. This also leads to absenteeism and retrenchment. The recruitment and selection process taking place in Meriiboy Ice cream is very unique to the mission and vision of the company and has certain procedures. They give special care and attention in recruiting and retaining their employees. But the company must provide a greater number of training programmes especially in social media handling for getting the right candidate for the right place from a large pool of job seekers. May be due to the unawareness of social media handling they are only using three social media sites mainly for recruiting. There are several other social media are available for recruitment and selection example Facebook and Instagram, they are commonly used by all the people now a days getting candidates these are easier than from other websites and all. The firm must try to decrease its time spend on recruitment and selection process by hiring the young candidates those who are really passionate and creative in their own way which help the company to grow. They should improve the internal sources of recruitment from inside the company which should be given to the relevant candidates.

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This project helped me to improve my knowledge about recruitment and selection. Also gave me an overview about how recruitment and selection work in a company and the procedure we have to follow while selecting a candidate. Selecting the appropriate media for hiring a candidate is depend up on the post available in the organization. This study helped me to understand what all things should be consider when we study about an organization's recruitment and selection. Also, how the title of the research should be given according to the topic selected.

# QUESTIONNAIRE

## A STUDY ON THE PERCEPTION OF EMPLOYEES ON EFFECTIVENESS OF RECRUITMENT AND SELECTION AT MERIIBOY, (NUTRICREAMS PVT.LTD.), ERNAKULAM

Sir/madam,

I am SANDRA DAVIS, pursuing MBA at "NAIPUNNYA BUSINESS SCHOOL PONGAM, KORATTY, THRISSUR", doing a project, as part of my curriculum at MERIIBOY (NUTRICREAMS PRIVATE LIMITED) on the topic, "A STUDY ON THE PERCEPTION OF EMPLOYEES ON EFFECTIVENESS OF RECRUITMENT AND SELECTION AT MERIIBOY, (NUTRICREAMS PVT.LTD.), ERNAKULAM", please feel free to answer the questions. Your answers will be used only for academic purposes.

1. Age

20-25

26-30

31-40

Above 40

2. Gender

M

F

3. Educational Qualifications

SSLC

Plus Two

Diploma

Graduated

Post Graduated

4. Total Experience

Below 1 year

1 year- 5 years

6 year – 10 years

Above 15 years

5. Salary

Below 5000

5000-10000

11000-15000

16000-20000

Above 20000

6. Are you selected through E Recruitment?

No

Yes

7. How long you have been working with Meriiboy?

Below 1 year

1-5 years

6-10 years

Above 10 years

8. Are you satisfied with the rounds of interview that are conducted by the company?

Highly Satisfied

Satisfied



- Neutral
- Dissatisfied
- Highly Dissatisfied

9. How many stages have you undergone in getting selected in this organization?

- Level 1
- Level 2
- Level 3
- Level 4
- Level 5

10. Which source is preferred for recruitment and selection?

- Internal source
- External source

11. What are the various types of internal recruitment methods used by the company?

- Promotion
- Transfer
- Advertisement in Notice Board
- News Letter

12. According to you which are the most effective external recruitment sources among the following?

- Advertisement
- Employment Exchange
- Labour Contractors
- Campus Recruitment
- Others

13. What form of interview did you prefer?

- Personal Interview
- Telephonic Interview
- Online Interview
- Questionnaire
- All of This
- Others

14. How do you feel about the duration of selection process?

- Very Fast
- Fast
- Neutral
- Slow
- Very Slow

15. Which is the most challenging step in the entire recruitment and selection process?

- Aptitude Test
- HR Interview
- Personal Interview
- Others

16. Time duration of the company to undergo selection process in the organization.

- 1-2 Days
- 1-3 Days
- 1-5 Days
- 1-6 Days

17. How would you rate the HR department's performance in recruitment and Selection?

Excellent

Very Good

Good

Satisfactory

Poor

18. How did you feel about the interview panel?

Excellent

Very Good

Good

Satisfactory

Poor

19. What's your opinion regarding the job security provided to you by the company?

Excellent

Very Good

Good

Satisfactory

Poor

20. Satisfaction level of interview conducted by the organization.

Excellent

Very Good

Good

Satisfactory

Poor

21. Is the company is good at finding the Right Candidates for the Right Job in the Organization using social media

Yes

No

22. How would you rate the interviewing process and other selection instruments?

Excellent

Very Good

Good

Satisfactory

Poor

23. Are you satisfied with the recruitment process by which you were selected to the company?

Yes

No

24. Do any political influences take place on recruitment and selection of a candidate?

Yes

No

25. How much are you satisfied with the salary offered by the company?

Highly Satisfied

Satisfied

Neutral

Dissatisfied

Highly Dissatisfied

26. Which job portals are mainly used by the firm for recruitment and selection of employees?

Naukri

Monster

Shine

Indeed

LinkedIn

Other

27. Is the company providing training in job portal handling for job posting, recruitment and selection?

Yes

No

28. Suggestions for improvement: .....

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