

A STUDY ON IMPACT OF RECRUITMENT PROCEDURES TOWARDS THE ORGANIZATION GROWTH AT KARUR GOLD FINANCE, KARUR

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Abstract: The study was set to establish the effect of recruitment and selection on organizational performance in Karur gold finance, It was guided by three research objectives which included examining the effect of recruitment policies on organization's performance, assessing the effect of selection techniques on organizational performance in organization and exploring the effect of recruitment methods on organizational performance, a case study Karur gold finance. The study adopted a descriptive study which uses both quantitative and qualitative tools of data analysis. The study adopted the sample of 108 respondents chosen from the case study area, Karur gold finance interacted with using the research questionnaire.

Keywords: Recruitment Procedure, Organization growth.

I. INTRODUCTION

Recruitment is a process of searching for and encouraging individuals (prospective employees) with the right skills to apply for a job or employment with an organization. It is regarded as the first step in the employment process aiming at developing and maintaining adequate manpower resources upon whom the organization can depend on when additional manpower is needed. Recruitment is concerned with accumulation of a pool of potential candidates in line with the human resource plan, Costello, D. (2006). Selection is the process of choosing the most suitable person for employment from a pool of applicants. It is a process of differentiating between applicants in order to identify and hire those with greater likelihood of success in the job. Dess, and Jason (2001), It is a mutual process which involves evaluating and choosing among the different candidates who applied for a job. Selection is a decision making process i.e. the organization decides whether to make a job offer or not and the applicants decides whether to take up the job offer or not. Organizational performance is the organization's degree of success in using the least possible inputs in order to produce the highest possible outputs Dessler, (2000). For example, if one business is able to produce 10 units of its products by spending \$3 per unit, it is more efficient in production than a similar business that produces 10 units of the same product spending \$4 per unit. Organizational efficiency is gauged using a number of quantitative figures such as production costs

and production times because it is too broad of a concept to be encapsulated in a single figure. Forward thinking companies increasingly need to consider reverse. Williams, E.W. (1981) Recruitment and selection are traced around World War II and the growth of modern management science; solid business planning has become the key differentiator enabling competitive success.

1.1 OBJECTIVES OF THE STUDY

- To examine the effect of recruitment policies on organization's performance.
- To assess the effect of selection techniques on organizational performance in organizations
- To explore the effect of recruitment methods on organizational performance, a case study Karur gold finance.

1.2 SCOPE OF THE STUDY

- The study was conducted on recruitment and selection on organization's performance
- The areas of the subject coverage included recruitment policies, selection techniques and recruitment methods including their effect on organizational performance..
- The researcher conducted the study at Karur gold finance located in industrial area of Kaur

1.3 LIMITATIONS

- Relinquishing Control
- Time, Money and Effort
- Time-consuming
- Lack of Coordination
- Deteriorating Quality of Hire

II. REVIEW OF LITERATURE

1. **Ruchi Shukla (2018)** conducted a study titled "Impact of Recruitment and Selection Process on the Performance of Indian Organizations," published in the International Journal of Applied Research and Studies. The aim of this study was to explore the relationship between recruitment and selection processes and the performance.
2. **Yogesh Kumar and Sandeep Kumar (2018)** conducted a study titled "Impact of Recruitment and Selection on Organizational Performance: A Study of Indian Manufacturing Industry," published in the Indian Journal of Industrial Relations. The aim of this study was to examine the relationship between recruitment and selection practices and organizational performance within the Indian manufacturing industry

3. . **Jyoti Bhagat and Ramneesh Mohan (2019)** conducted a study titled "Recruitment and Selection Practices and Their Impact on Organizational Growth: A Study of Indian Banks," published in the International Journal of Human Resource Management and Research. The objective of this study was to investigate the relationship between recruitment and selection practices and organizational growth.
4. **Vipul Jain and Rashmi Singh (2018)** conducted a study titled "Impact of Recruitment and Selection Practices on Employee Retention: A Study of Indian Automobile Industry," published in the Journal of Management Research. The aim of this study was to examine the relationship between recruitment and selection practices and employee retention within the Indian automobile industry
5. **Rishabh Jain and Alok Gupta (2019)** conducted a study titled "Impact of Recruitment and Selection Process on Organizational Performance: A Study of Indian Retail Industry," published in the Global Journal of Management and Business Research. The objective of this study was to investigate the relationship between recruitment and selection processes and organizational performance within the Indian retail industry
6. **Pradeep Kumar and Madhuri Gupta (2018)** conducted a study titled "Effect of Recruitment and Selection on Organizational Performance: A Study of Indian Healthcare Industry," published in the International Journal of Scientific Research and Management. The objective of this study was to examine the relationship between recruitment and selection practices and organizational performance within the Indian healthcare industry
7. **Sandhya Jain and Suresh Kumar (2019)** conducted a study titled "Impact of Recruitment and Selection Process on Employee Turnover: A Study of Indian Hospitality Industry," published in the International Journal of Research in Commerce, Economics, and Management. The objective of this study was to examine the relationship between recruitment and selection processes and employee turnover within the Indian hospitality industry
8. **Holland's career Typology -1959:** John Holland's theory is grounded in what he calls modal personal orientation or a developmental process established through heredity and the individual's life history of reacting to environmental demands through recruiting. More simply put individuals are attracted to particular occupation that meets their personal needs and provides them satisfaction.
9. **Smith, J. J., & Robertson, W. M. (1993)**The theory presents a necessity of training and development of in several spheres of life including the performance of organizations in order to enhance mechanisms for effective redress of performance mechanisms in organizations. The adoption of this theory will help he implementers in subscribing and apportioning sub-sective steps of training needs for organizational re-organization

III. RESEARCH METHODOLOGY

Research methodology is a way to analytically solve the research problem

3.1 Method of data collection

In this research the data collected through questionnaire method.

3.2 Sample Size

Sample size refers to the number of customer to be selected from the universe to constitute a sample. Sample size for this study was determined to be 120 but given respondents given for data collection is 108.

3.3 Tools Used

The tools which we were used is chi – square test.

IV. DATA ANALYSIS AND INTREPRETATION

For the data analysis and interpretation which we used is chi – square test.

CHI- SQUARE TEST

It have been going to analyze about the chi- square test for the questionnaire which I collected already.

Table No: 4.4.1

Age of the Respondents and Selection Process

H₀ – There is no significance relation between using Age of the Respondents and Inter-Personal Relationship.

H₁ – There is significance relation between using Age of the Respondents and Inter-Personal Relationship.

	Chi-square	Df	Asymp. Sig.
Age of the Respondents	58.20	4	.000
I am able to complete my tasks within the given dead line	84.13	4	.000
I am able to prioritize my tasks effectively	60.87	4	.000
I am able to use my task effectively During work hours	34.67	4	.000
I am able to avoid distractions and focus on my work	35.00	3	.000
I am able to handle unexpected or urgent tasks without scarifying my current work load	39.65	3	.000

Inference:

From the above table the calculated table the calculated sum value is .000 which was below the level of 0.05%. Hence the Hypothesis of H1 is truly fit and it is acceptable.

Table No: 4.4.2**Gender of the Respondents and Recruitment policies**

H0 – There is no significance relation between using Age of the Respondents and Nature of Work.

H1 – There is significance relation between using Age of the Respondents and Nature of Work.

	Chi-square	df	Asymp. Sig.
Gender of the Respondents	69.13	3	.000
whether recruitment policies affect organization performance	99.16	3	.000
Does an employees recruitment policy affect organization performance growth	74.47	3	.000

Inference:

From the above table the calculated table the calculated sum value is .000 which was below the level of .05%. Hence the Hypothesis of H1 is truly fit and it is acceptable.

V. FINDINGS

1. There is significance relation between using Age of the Respondents and Inter-Personal Relationship.
2. There is significance relation between using Age of the Respondents and Nature of Work

VI. SUGGESTION

1. The customer perception should be increased
2. They should provide high satisfaction level to the customer in Recruitment
3. A good recruitment plan allows a business to choose suitable and qualified employees who can improve performance.
4. The employment of a recruiting agency and internal employee recommendations in the recruitment/selection process allows a business to hire committed and productive personnel, whereas recruitment through the influence of the host community causes inefficiencies.

VII. CONCLUSION

Organizations can utilize employment agencies to help with recruiting and selection, but they must be transparent about the job description and responsibilities in order to find the best candidates. It was also suggested that businesses pursue hiring through active and dedicated employee referrals.

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