



SNS College of Technology

Coimbatore - 35

23BAT612- Human Resources Management

Unit III- Recruitment , Selection and Training

Topic...Guess...???

Presented by
Dr.S.Senthil Kumar
Assistant Professor



Recruitment



- **Recruitment is defined as “the process of searching for and obtaining applicant for jobs, from among whom the right people can be selected” (p. 144)**
- **Theoretically recruitment process ends when job applications have been received**
- **In practice it goes further to screening applications to filter those applicants who are not eligible for or suitable for job**
- **The term recruitment is often described or understood as complete process of employee hiring**
- **Recruitment and selection are two different processes**



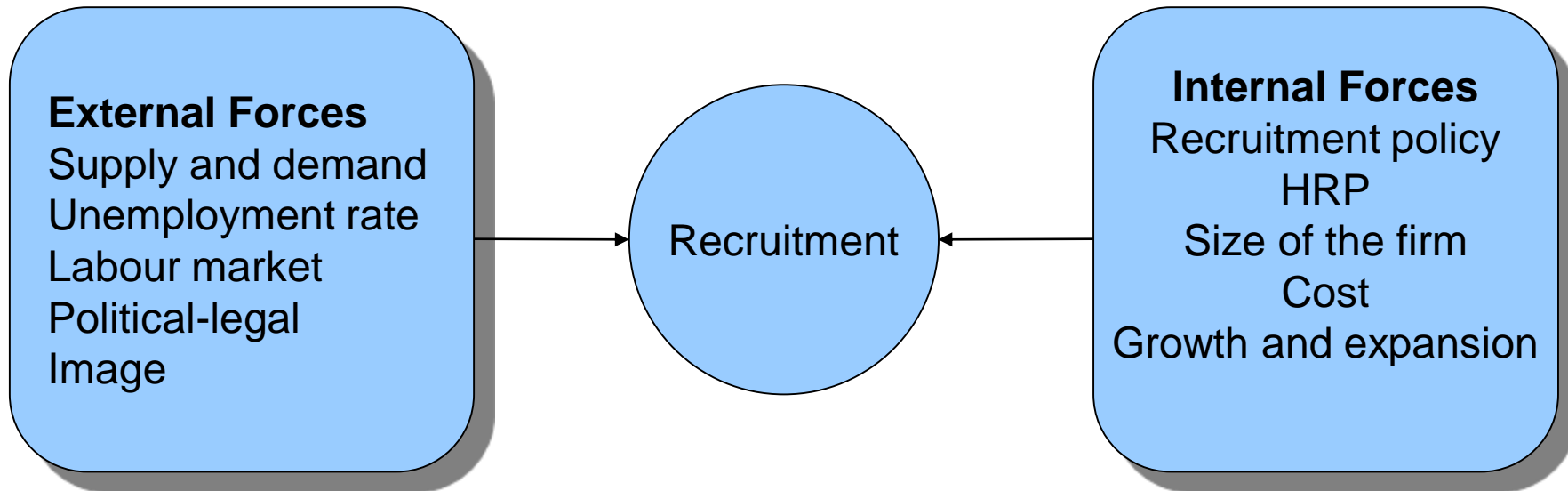
Purpose of Recruitment



- Increase pool of potential job candidates
- Increase success rate of the selection process
- Make ensure the right people is selected against vacant position (minimizing probability of leaving organization in case of selection of wrong or misfit candidate)
- Meeting legal and social obligation of workforce composition
- Identify and encouraging potential candidates/job applicants
- Evaluating the effectiveness of available sources and techniques of recruitment



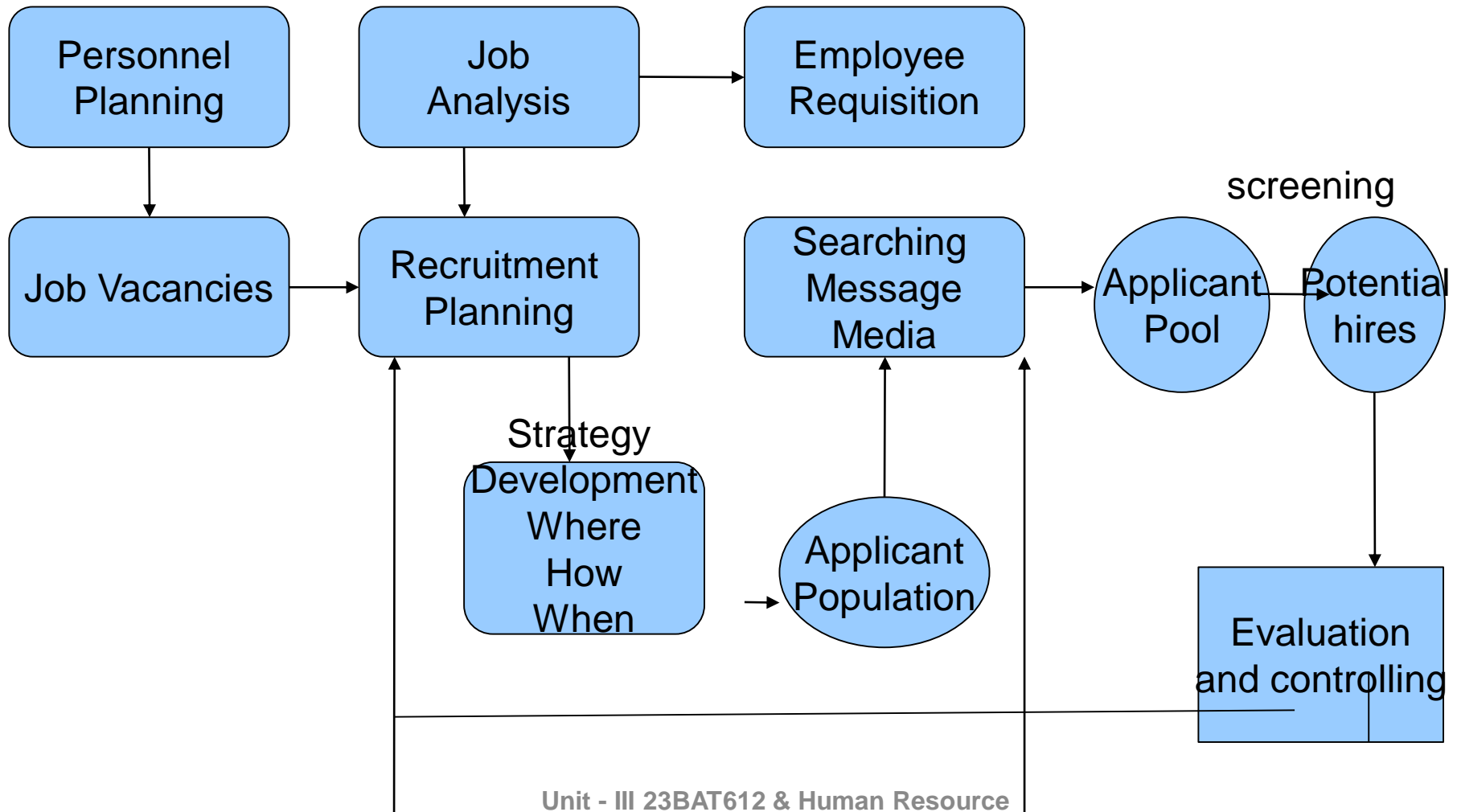
Factors Influencing Recruitment



Source: Aswathappa, 2008, p. 145



Recruitment Process





Sources of Recruitment



Method and Sources of Recruitment	
Internal Sources	External Sources
Present Employees	Advertisement
	Employee Exchanges
Employee Referrals	Campus Recruitment
	Walk-ins write-ins
Former Employees	Contractors
	Displaced Persons
Previous Applicants	Radio and Television
	Competitors
	E-Recruiting
	Recruiting Agencies



Source of Recruitment



Internal Recruitment

- **Present Employees (Promotion and transfer)**

Advantages

- **Builds morale**
- **Encourages competent employees**
- **Good selection**
- **Cheaper way**
- **Familiar with organization**

Disadvantages

- **Outside competent candidates**
- **Inbreeding**



Source of Recruitment



1 Internal Recruitment

- Former Employees (Performance is known, aware with organizational culture)
- Previous Applicants (best when to fill in job quickly, cost effective)

2 External Recruitment

- Advertisement: The most popular method
- Blind ad (no identification of company)
- AIDA (attention, interest, desire, action)



Source of Recruitment



Internal Sources	
Advantages	Disadvantages
Less costly	Candidates current work may be affected
Better knowledge of skills and performance	Old concept of doing
Morale and Commitment	Organizational politics
Awareness of culture	Morale problem for employee not promoted
External Sources	
External Sources	
New skills and new experience	Costly and time consuming
Compliance with laws	Right candidate rejected (false positive error) wrong candidate selected (false negative error)
Scope for resentment and jealousy reduced	Person and organization misfit

Source: Aswathappa, 2008, p. 159

Traditional and Realistic Job Preview



Traditional Procedures

Set job expectations high

Job is viewed as attractive

High rate of job offer/acceptance

Work experience does not
Match with expectation

Dissatisfaction, thought for
quit job

Realistic Procedures

Set job expectations realistically

Job may or may not be attractive
Depending on person needs

Some accept some reject

Work experience match
expectation

High job survival, satisfied





Summary



- **Recruitment**
- **Purpose of Recruitment**
- **Factors Influencing Recruitment**
- **Recruitment Process**
- **Source of Recruitment**
- **Yield Ratio**
- **Realistic Job Preview**



Reference

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