

RECRUITMENT GENERATE A POOL OF QUALIFIED APPLICANTS FOR JOBS

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ABSTRACT

According to Edwin B. Flippo, "Recruitment is the process of searching the candidates for employment and stimulating them to apply for jobs in the organisation". Recruitment is the activity that links the employers and the job seekers. A few definitions of recruitment are:

- A process of finding and attracting capable applicants for employment. The process begins when new recruits are sought and ends when their applications are submitted. The result is a pool of applications from which new employees are selected.*
- It is the process to discover sources of manpower to meet the requirement of staffing schedule and to employ effective measures for attracting that manpower in adequate numbers to facilitate effective selection of an efficient working force.*

Recruitment of candidates is the function preceding the selection, which helps create a pool of prospective employees for the organisation so that the management can select the right candidate for the right job from this pool. The main objective of the recruitment process is to expedite the selection process.

Keywords: *Staffing schedule, Preceding the selection.*

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INTRODUCTION:

Recruitment is the process of generating a pool of qualified applicants for jobs. The first step of the recruitment process is to get an approval to initiate the search. This is done through a workforce requisition. Once the workforce requisition has been approved, the next step is to develop an applicant pool using one or more of the recruitment sources. It's hard to overemphasise the importance of effective recruiting. The more applicants you have, the more selective you can be in your hiring.

By the end of this section you should:

- Be familiar with what the following mean – Workforce Requisition, Sources of Recruitment
- Understand how you choose a source to generate a qualified pool of applicants
- Understand the difference between Recruitment and Selection

RECRUITMENT NEEDS ARE OF THREE TYPES

Planned: The needs arising from changes in organization and retirement policy.

Anticipated: Anticipated needs are those movements in personnel, which an organization can predict by studying trends in internal and external environment.

Unexpected: Resignation, deaths, accidents, illness give rise to unexpected needs.

Purpose & Importance Of Recruitment

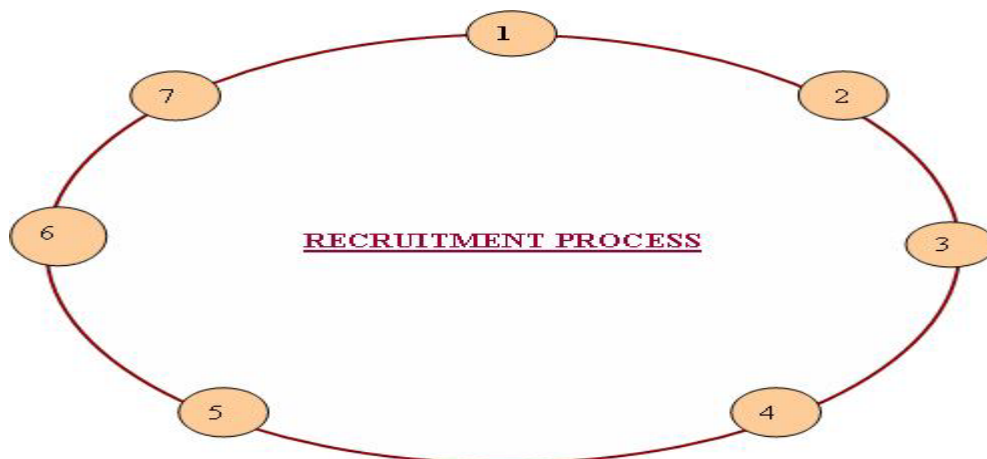
- Attract and encourage more and more candidates to apply in the organisation.
- Create a talent pool of candidates to enable the selection of best candidates for the organisation.
- Determine present and future requirements of the organization in conjunction with its personnel planning and job analysis activities.
- Recruitment is the process which links the employers with the employees.
- Increase the pool of job candidates at minimum cost.
- Help increase the success rate of selection process by decreasing number of visibly under qualified or overqualified job applicants.
- Help reduce the probability that job applicants once recruited and selected will leave the organization only after a short period of time.
- Meet the organizations legal and social obligations regarding the composition of its workforce.

- Begin identifying and preparing potential job applicants who will be appropriate candidates.
- Increase organization and individual effectiveness of various recruiting techniques and sources for all types of job applicants

RECRUITMENT PROCESS

The recruitment and selection is the major function of the human resource department and recruitment process is the first step towards creating the competitive strength and the strategic advantage for the organisations. Recruitment process involves a systematic procedure from sourcing the candidates to arranging and conducting the interviews and requires many resources and time. A general recruitment process is as follows:

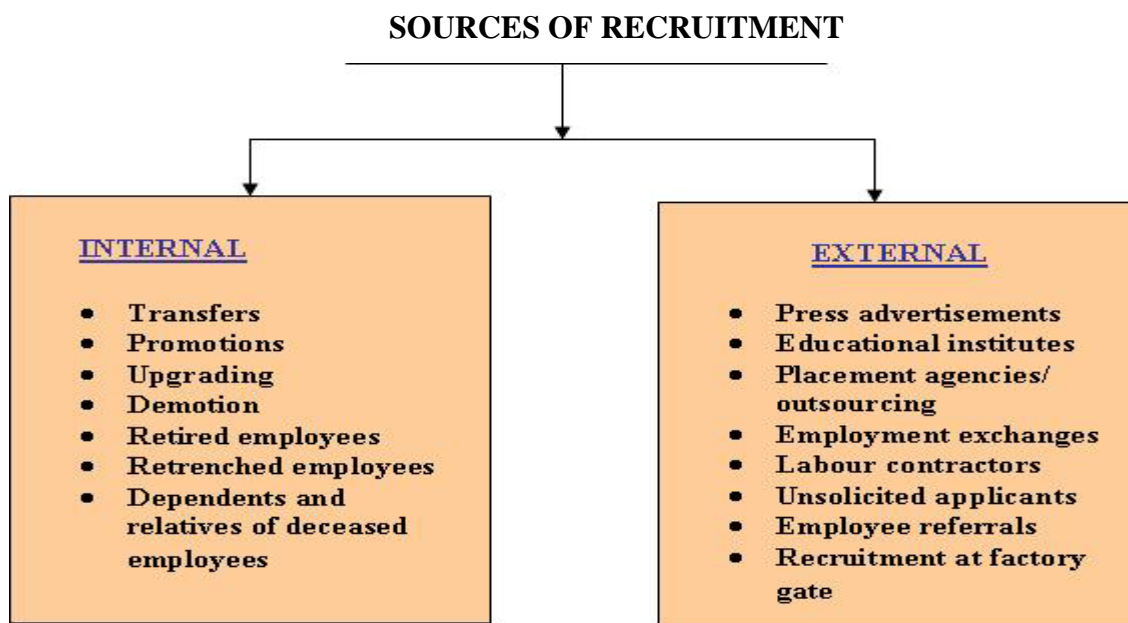
- **Identifying the vacancy:** The recruitment process begins with the human resource department receiving requisitions for recruitment from any department of the company. These contain:
 - Posts to be filled
 - Number of persons
 - Duties to be performed
 - Qualifications required
 - Preparing the job description and person specification.
 - Locating and developing the sources of required number and type of employees (Advertising etc).
 - Short-listing and identifying the prospective employee with required characteristics.
 - Arranging the interviews with the selected candidates.
 - Conducting the interview and decision making



1. Identify vacancy
2. Prepare job description and person specification
3. Advertising the vacancy
4. Managing the response
5. Short-listing
6. Arrange interviews
7. Conducting interview and decision making

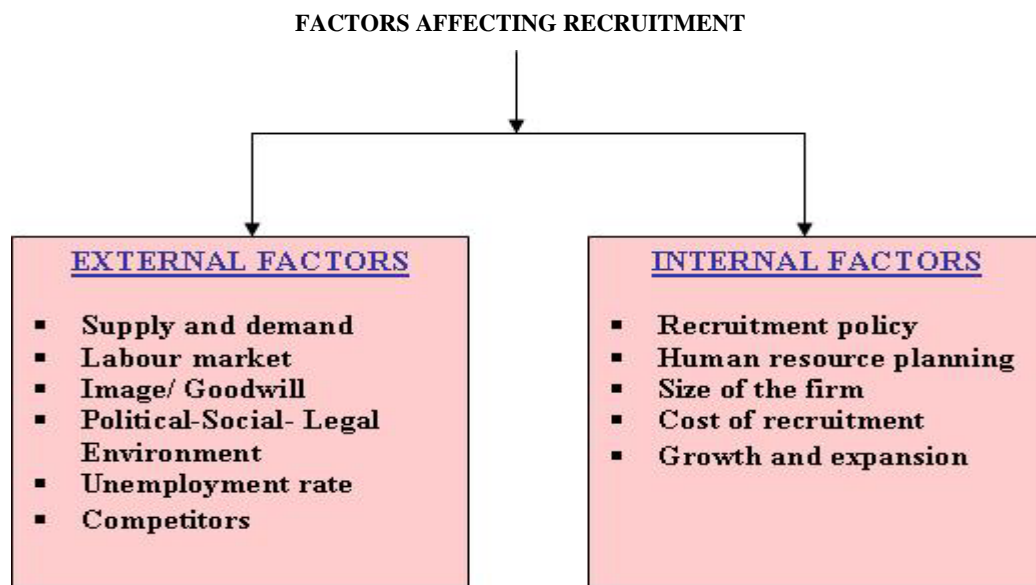
SOURCES OF RECRUITMENT

Every organisation has the option of choosing the candidates for its recruitment processes from two kinds of sources: internal and external sources. The sources within the organisation itself (like transfer of employees from one department to other, promotions) to fill a position are known as the internal sources of recruitment. Recruitment candidates from all the other sources (like outsourcing agencies etc.) are known as the external sources of recruitment.



FACTORS AFFECTING RECRUITMENT

The recruitment function of the organisations is affected and governed by a mix of various internal and external forces. The internal forces or factors are the factors that can be controlled by the organisation. And the external factors are those factors which cannot be controlled by the organisation. The internal and external forces affecting recruitment function of an organisation are:



HR CHALLENGES IN RECRUITMENT

Recruitment is a function that requires business perspective, expertise, ability to find and match the best potential candidate for the organisation, diplomacy, marketing skills (as to sell the position to the candidate) and wisdom to align the recruitment processes for the benefit of the organisation. The HR professionals – handling the recruitment function of the organisation- are constantly facing new challenges. The biggest challenge for such professionals is to source or recruit the best people or potential candidate for the organisation. In the last few years, the job market has undergone some fundamental changes in terms of technologies, sources of recruitment, competition in the market etc. In an already saturated job market, where the practices like poaching and raiding are gaining momentum, HR professionals are constantly facing new challenges in one of their most important function- recruitment. They have to face and conquer various challenges to find the best candidates for their organisations.

The major challenges faced by the HR in recruitment are:

- Adaptability to globalization – The HR professionals are expected and required to keep in tune with the changing times, i.e. the changes taking place across the globe. HR should maintain the timeliness of the process
- Lack of motivation – Recruitment is considered to be a thankless job. Even if the organisation is achieving results, HR department or professionals are not thanked for recruiting the right employees and performers.
- Process analysis – The immediacy and speed of the recruitment process are the main concerns of the HR in recruitment. The process should be flexible, adaptive and

responsive to the immediate requirements. The recruitment process should also be cost effective.

Strategic prioritization – The emerging new systems are both an opportunity as well as a challenge for the HR professionals. Therefore, reviewing staffing needs and prioritizing the tasks to meet the changes in the market has become a challenge for the recruitment professionals.

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