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## A STUDY ON RECRUITMENT AGENCIES ROLE ON TODAY'S TALENT HUNTING

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### ABSTRACT

Recent times getting job from a well reputed company or a startup company are not so difficult like before, because many recruitment agencies work so systematically and they analysis all skills sets so prominently which are available in business market. As technologies getting upgraded each day the terms in human resource department are also getting refined, which could openly define once talent and to grab it even if there is no vacancy at the moment. Role of recruitment agencies to the scenario is to work strategically on organizational needs and pick unique talents. On the other hand they must build a rapport with applicants who depend on recruitment agencies for their placement from any reputed company. A good relationship with the client will encourage repeated business, so it is important to keep both client and candidate happy. This study focuses on the sources which recruitment agencies successfully handle talent hunting and also its advantages and disadvantages of HR depending on recruitment agencies.

**Keywords:** recruitment agencies, outsource, companies, requirement.

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### INTRODUCTION

Recruitment agencies are defined by the terms as, a business which is paid by other companies to find the suitable worker for the organization. When it comes to finding a job, recruitment agencies play a major role. Busy companies will often outsource their recruitment needs to particular agencies that will take care of things such as short listing, interviewing and reference checking. Recruitment agencies are hired by the companies wishing to fulfill a particular position within their organization. Then they will use the details provided by the company to place an advert on appropriate websites so that jobseekers can apply. Once the job has been posted and the applications begin arriving, it is the job of the recruitment agency to sort through the applications to find the most suitable candidates for the position based on their experience and qualification.

### FUNCTIONS OF RECRUITMENT AGENCIES

1. Agencies gets lists of vacancies from employers and they place adverts on internet job boards and they also look out for new CV's being uploaded to the internet job boards.
2. Once CV's reaches the agencies, they will be sent an edited version to the companies as that is one of the reason for agencies getting paid as it has identified a specific skill set candidate on their own search.
3. Edited version will specify the agencies name and the candidate personal details will remove as the company cannot approach the candidate personally. Only when the recruiter is satisfied with the selected candidate on the basis of skill set match, experience, qualification and various other measures in checking CV, then only CV will be edited and sent by the agencies brand.
4. If the company's requirement matches the CV from agencies then comes the selection process, which is followed by the rounds of interview which can be oral or written and sometimes even on video calls and interviews.

5. A recruitment agency does not create a link between company and candidate and thus fees are paid for the service render by the agencies. This process does not end just candidate is placed but also they builds a repo with the candidate so that any change in job can be referred by the agencies and the other side if the company is benefited by the agencies candidate, that would created repeated business .

#### **SOURCES ON WHICH RECRUITMENT AGENCIES DEPENDS**

1. Personal recommendation and references
2. Social Network
3. Web job boards

#### **PROS OF RECRUITMENT AGENCIES**

1. Recruitment agencies are experts in their field and can also offer helpful guidance. They also give feedback on application and how to promote.
2. Agencies often specialize in certain industries and types of jobs. They are the best people to ask for advice on what the job market looks like currently.
3. Having smooth relation with agencies will help in speeding up the process and may help in finding the next level of job being in current job
4. They access to strategic skills and they value on budget of their resource
5. They have excellent contacts in organizations that could be very helpful in getting a job.

#### **CONS OF RECRUITMENT AGENCIES**

1. Agencies may follow different agenda with candidates as it is paid by the company and not the candidate.
2. Some agencies may not have adequate knowledge about the culture of the organization and there some drawbacks arise.
3. The wrong new hire can negatively affect everything from the integrity of the work to the relation of the current employees.
4. Candidate assessments are taken care by agencies which becomes an issue in organization when it is not done perfectly and if company trusts the agencies
5. Communication probably becomes biggest disadvantage when there is no proper track with the client and the agencies and also with the candidate and the agencies.

#### **REASONS FOR SUCCESS IN TALENT HUNTING**

1. Recruitment agencies engage in career conversations
2. They deliver on their promises by having vigorous target oriented recruiters
3. They understand the importance of flexible working
4. They measure their source of hire
5. They value diversity in the hiring process
6. They treat technology as an asset

#### **REVIEW OF LITERATURE**

An Article on financial times defines recruitment agency as a business that works for organizations to find people for jobs when the organizations need them

Cecilia J.McMillian-Edwards, B.S.,A.A.S Director of Human Resources at IBEX Global, his approach on today recruitment is a process that starts building employer brand, Communication of employee value proposition and ongoing relationship with targeted talent segments.

Article stated on December 29th, 2015, Kevin P.Ryan shares his view as,I heavily over invest in recruiting. I have an understanding with certain search firms that if you find someone great, don't wait until there's

a job opening-send him to me. So today scenario is catching up talent at any time and makes it useful to the organization.

The federation of Kenya Employers estimates that at least a third of business failure is due to poor hiring decisions and inability to attract and retain the right talent

A 2010 survey by McKinsey concluded that the average cost of replacing a manager or professional is 1.5 to three times their salary. And the PwC Employee satisfaction survey of 2011 explained how the cost of working around an under-performer can run as high as six figures.

### OBJECTIVE OF THE STUDY

1. To know what are all the sources preferred by recruitment agencies
2. To find out the factors that help the recruitment agencies to achieve success in talent hunting
3. To examine the effects of recruitment by recruitment agencies

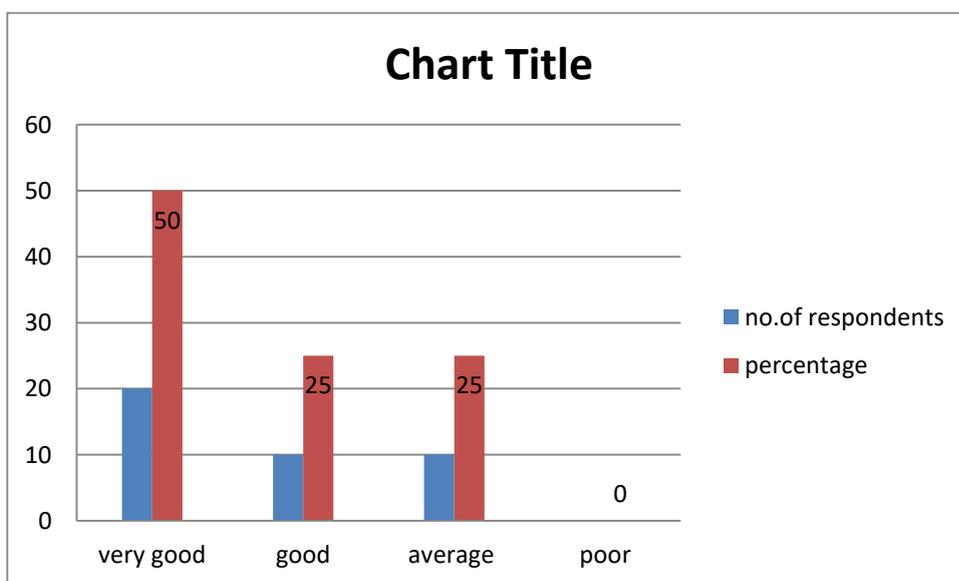
### RESEARCH DESIGN

Research design is defined as the specification of methods and procedures for accruing the information needed. It is a plan of organization frame for doing the collection of data. Data which is required for the study is collected from both the primary and secondary source (Thornh, 2003). Primary data was collected through survey method by distributing questionnaires to employees. Convenience sampling method is used & questionnaire received from the respondents is 40.

### RESULTS

Analysis of Opinion on Recruitment and Selection Process of the Organization

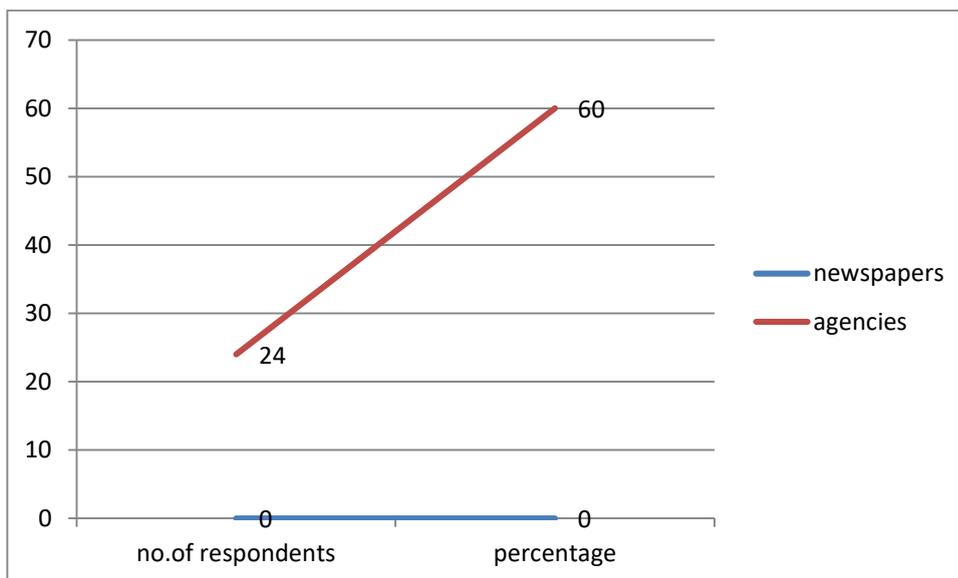
Particulars	No. Of respondents	Percentage
very good	20	50
good	10	25
average	10	25
poor	0	0
total	40	100



Interpretation: The survey proves that 25% of employee’s opinion is good about the recruitment and selection process of the company and the remaining 50% of employee’s opinion is Very good.

**Analysis of opinion on modification of Recruitment policy**

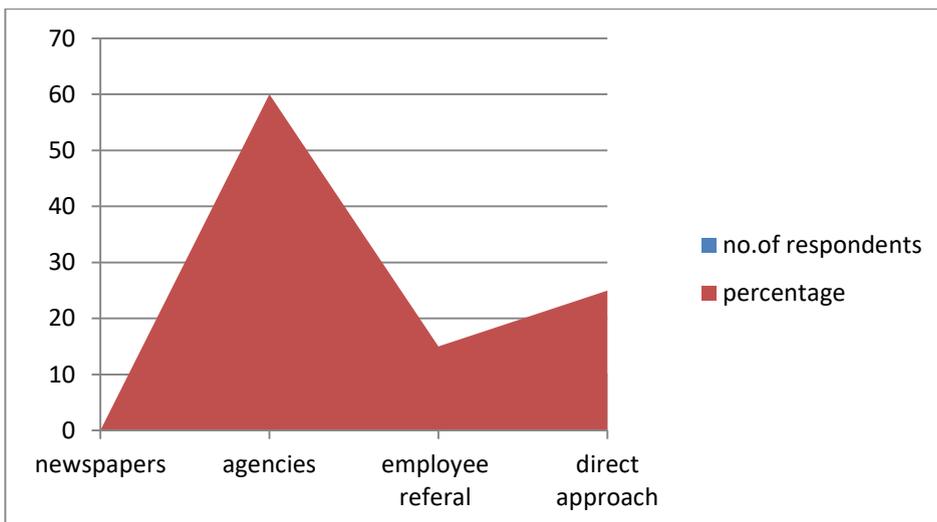
Particulars	No. of respondents	Percentage
Yes	8	20
No	32	80
Total	40	100



Interpretation: From the above graph it is clear that 80% of candidates opinion is don't want to modify any recruitment policies but 20% of candidates want to modify the recruitment policy.

**Analysis to know about the job vacancies in the organization**

Particulars	No. of respondents	Percentage
Newspapers	0	0
Agencies	24	60
Employee referral	6	15
Direct approach	10	25
Total	40	100



Interpretation: The survey depicts that 60% of the candidates were know the vacancies of the job through agencies. 25% of candidates were approached to the company directly and the remaining 15% of the candidates were joined through the employee referrals.

### FINDINGS

1. 50% of respondents said that the recruitment and selection process is very good in the company.
2. 80% of respondents said that the current recruitment policy doesn't want any modifications in the company.
3. 100% of respondents said that there is no choice of favourism at the time of selection.
4. 90% of respondents are satisfied with the recruitment procedure in the company.
5. 55% of respondents said that they were satisfied in the selection process of the company.
6. 60% of respondents come to know about the job vacancies through their agencies in the company.
7. 75% of respondents said that the employees don't have the work experience.
8. 62% of respondents said that the external source is the best to recruit the employees.
9. 100% of respondents said that the recruitment process in the organization is ethical and transparent.
10. 100% of respondents said that there is no referral bonus for recommending the candidates at the time of recruitment.
11. 32% of respondents said that the working conditions of the company are stimulated to apply for the job.

### SUGGESTIONS

1. The recruitment agencies can increase its scope of requirements through advertisements where people get to know about the openings.
2. They should also follow new selection techniques and methods for better recruitment.
3. The member of the selection committee should be well qualified and experienced people. So that the selection of the employee will be more effective.
4. For filling up vacancies recruitment process can be adopted more in the concerned.

## **CONCLUSION**

The study was conducted among the workers covering 40 respondents. The data was collected by means of questionnaire and the data was classified and analyzed carefully by all means. From the analysis, it has been found that the most of the employees in the company were satisfied but changes are required according to the changing scenario of recruitment process that has a great impact on working of the company as a fresh blood, new idea enters in the company. Selection process is also good and the agencies recruitment department is doing well in placing the candidates and filling the job vacancies for all levels of positions. Some of the suggestions were mentioned to enhance the organizational policies, strategies, procedures and process.

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