

# A Study on Recruitment and Selection Process of Bharti Airtel Limited

\*Dr. Manojkumar B. Vanara

\*Lecturer in Instrumentation and Control Engineering, Government Polytechnic, Ambawadi, Ahmedabad (India)

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### \*Corresponding Author

Email: mbvanara@gmail.com

## ABSTRACT

*There is a selection and recruitment process in which employees are hired against vacant posts. The process of selection and recruitment is the same age as the organization itself. Prior to those who have been leading in document selection, selection tests for civil servants, knowledge, skills, abilities, and other specialties that the psychologists need to recognize are also known as KSAO vacancies for the organization. This is a very sensitive issue to get hundred percent results in choosing the most candid candidate against. Candidates are also trying to find the best work, which fulfil their expectations and suit their skills, ambitions and expertise. Therefore, it can be explained by keeping the invoice recruiting above: "The process, in which one organization seeks, develops hunts and pulls itself to the right person (Nadler, 1984) recruitment and selection and the process of human resource management is directly related to the planning of human resources. Due to the importance and knowledge gained about the recruitment process, the organization reveals the importance of selection and recruitment in its success. This study targeted research focus on Airtel recruitment policy and 100 employees working in Airtel.*

## INTRODUCTION

### Human resource overview

Recruitment is the process of applying for employment within an organization, with an appropriate number of people attracting a sufficient number of people on a timely basis. With a multi-dimensional skill and experience, the process of searching for future employees, which is fundamentally in line with organization's strategies for the development of the organization, has demanded recruitment in a more comprehensive strategic perspective. Organizations require the services of a large number of personnel; these personnel have occupied various positions made in the organization process. In order to achieve organizational objectives, there are specific contributions in each situation of the organization. The organizational recruitment process must be strong enough to attract and select potential candidates with the right employment specificity. The recruitment process starts with the Human Resource Planning and ends with the selection of the required number of candidates, both HR staff and operating managers have responsibilities in this process.

HR A term is used which describes the workforce of an organization. The term 'human resources' has been used by the organizations to describe the available workforce capability to dedicate the achievement of their strategies to the concepts developed in the organization.

Human resources can prepare strategies and develop policies, standards, systems and processes that apply these areas in the whole series. The following are typical of a wide range of organizations:

- Recruitment, selection, and outsourcing
- Organizational Design and Development
- Business Transformation and Change Management

- Performance, behavior and behavior management
- Industrial and employee relations
- Human Resources Workforce Analysis
- Compensation, rewards, and profit management
- Training & Development

Recruitment is a major part of the organization's overall redevelopment strategies, which survive and succeed in the short-medium term to identify and secure the people needed for the organization.

Recruitment activities should be liable towards the continuous growing competitive market to secure appropriate qualified and competent recruits at all levels.

How and how best to recruit internally and externally, to make these initiatives effective. Recruitment shows the process of attracting, screening and choosing the right people for a job in an organization.

Selection can be defined as the process by which the organization chooses from the applicants, those people, who they feel will complete the job requirement, according to the current environmental status.

Data has been collected using the questionnaire and it has been analyzed. In general, the data collected in the analysis of the data involves a series of related operations performed with a summary of the collected data and is organized in a manner that answers the research questions.

## FACTORS INFLUENCING RECRUITMENT

### Strategic Plans

The steps most commonly used in developing an HR strategy:

- Deciding strategic direction
- Designing the Human Resource Management System
- Planning total employees
- Creation of essential human resources
- Investment in Human Resource Development and Performance
- Assessing and maintaining organizational ability and performance

**Organizational Policies**

- Basic information on human resource management
- Getting the best employees
- Paying employees (and providing benefits)
- Training staff
- Enforce compliance with regulations
- Ensuring safe work environment
- Maintaining high performing employees

**Recruitment Criteria**

- Technical criteria, that is, professional skills and experience in your field.
- Candidate's personality and charisma are the most effective criteria in the recruitment process in France.
- Communication skills and knowledge of foreign languages are also very important, to ensure that the smooth flow of communication between the company and its subsidiary company is ensured.

**LITERATURE REVIEW**

On the use of technologies in recruitment, screening and selection procedures for job candidates organized in the United States, Chapman and Webster (2003) found that most organizations have improved technology-based recruitment and selection tools to improve efficiency, reduce costs and expand the applicant pool.

The meta-analysis of research conducted by Chapman, Uggersler, Carroll, Piasentin and Jones (2005) concluded that more time the applicants were associated with the attraction of HR managers for a job with response organization.

According to Robin, in his study it has been found that "In the ideal recruitment effort, a large number of eligible applicants will be attracted, who are offering work, so recruitment is a process for finding potential candidates for actual organizational vacancies."

Robert (2005), in his study, "Strategic HR Review, 2004" states that successful recruitment and selection can improve the organization's performance.

Bowen, et al (1991) examined in his study that "Integrated recruitment and selection process helps candidates to choose to fit into the organization's characteristics"

Beardwell, et al (2003) examined in his study that "selection is done by organizations as the capacity and actual performance of candidates, and the intake of the staff will make the most appropriate contribution to the organization now and in the future".

Specter (1997) refers to the job satisfaction that people feel about the different aspects of their jobs and their jobs. Ellickson and Logsdon (2002) have the choice of employees to define work satisfaction in the form of work which supports this view. Scammerhorn (1993) defines functionality as a sentimental or emotional response to various aspects of the work. CR Rally (1991) defines job satisfaction as the feeling that a worker is about generality towards his job or job or job and it is influenced by the perception of someone's work. J.P. Vanes and E.A. Lawler (1972) mention job satisfaction in all aspects of the job as the sum of the job facility. Ibrahim Maslow (1954) has suggested that physical needs, safety, relation and love should be self-reliant with a five-level hierarchy.

On the basis of Maslow's theory, some researchers have contacted job satisfaction from the perspective of the need. Job satisfaction and dissatisfaction not only depends on the nature of the job, it also depends on the expectations that the job supply to the employee (Hussami, 2008). Costs less, higher organizational and social and internal reward, job satisfaction increase Will be (Mulinge and Mullier, 1998). Job satisfaction is accompanied by many aspects, along with complex aspects and is influenced by factors like salary, work environment, autonomy, communication and organizational commitment (Vidal, Valle and Aragón, 2007). Different people interpret special compensation Compensation, reward, recognition, and wages, conditions used in different circumstances (Zobol, 1998) are defined by the "cash and non-cash remuneration" provided by the employer for the services defined by the American Association reimbursement is. The results of survey conducted by Kathwal et al was found to be the main factor of the salaried employees' salaried employees and job satisfaction (1990). In order to evaluate various job characteristics, surveys and staff gave them place in the form of motivational and satisfaction. Results showed that the number of compensation for job satisfaction was ranked as a job element and the increase for performance was ranked as number one work element for wage inspiration. Compensation for retention and business is very valuable, it is also a motivator for the employee in the commitment to the organization, resulting in enhancing attraction and retention (Zobal, 1998; Moncarz et al., 2009; Chiu et al., 2002). This communicator also works when the employee is given against his services, which shows how valuable the employee is, for its organization (Zobl, 1998).

**RESEARCH OBJECTIVE**

- To find the effectiveness of Recruitment and selection process in Bharti Airtel Limited.
- To know the recruitment policy.

**SAMPLE SIZE**

100 employees of Airtel based in Ahmedabad have been targeted for this research study.

**DATA ANALYSIS**

**1. Recruitment of More Number of Candidates**

Particulars	No. Of Respondents	Percentage (%)
Sales	55	55
HR	10	10
Finance	15	15
Operations	20	20
Total	100	100

55% of the respondent states that the company recruit more candidates on sales, 10% of the respondents says company recruit more candidates on Human Resource and whereas 15% of the respondents says that company recruit more candidate on Finance department and remaining 20% of them or chosen for operation department.

**2. Priority Given to Each of the Rounds Conducted**

Rounds Conducted	No. Of Respondents	Percentage (%)
Written test	30	30
Technical Skill	40	40
Group Discussion	10	10
HR Round	20	20
Total	100	100

30% of the respondents gave priority to written test conducted, and 40% of the respondents gave priority to Technical Skill, whereas 10% of the respondents gave priority to Group Discussion round and around 20% of the respondents' states that they gave priority to HR Round to the statement.

**3. Opinion about Consultants Involving in Process of Recruitment**

Particulars	No. Of Respondents	Percentage (%)
Highly Satisfied	22	22
Satisfied	60	60
Neutral	12	12
Dissatisfied	4	4
Highly Dissatisfied	2	2
Total	100	100

22% of the respondent said that they are highly satisfied with the advisors involved in the recruitment process and 60% of the respondents are satisfied and 12% respondents feel neutral and the remaining 4% are dissatisfied with the respondents, and although about 2% extremely dissatisfied with the advisors involved.

**4. Satisfied with the Job Description given to Required Vacancy**

Response	No. Of Respondents	Percentage (%)
Highly Satisfied	54	54
Satisfied	35	35
Neutral	10	10
Dissatisfied	1	1
Highly Dissatisfied	0	0
Total	100	100

**Interpretation**

54% of the respondents are highly satisfied with job descriptions for the expected vacancy, and 35% of the respondents are satisfied and 10% of the respondents are satisfied with job description given for the vacancies required and remaining 1% of the respondent statement are dissatisfied.

**5. Recruitment Policy Helpful Towards Achieving the Goals of the Company**

Response	No. of Respondents	Percentage (%)
Yes	73	73
No	27	27

**Interpretation**

73% of respondents say that the recruitment policy of the company is helpful in achieving the goals of the company, while 27% respondents say that this statement is not helpful in the recruitment policy of companies in achieving their goals.

**6. Revision of Recruitment Policy**

Frequency Of Revision	No. Of Respondents	Percentage (%)
Very often	6	6
Often	14	14
Sometimes	22	22
Only when need occurs	58	58
Total	100	100

**Interpretation**

58% of respondents say that the recruitment policy is being evaluated and only when it is required, 22% of respondents say that recruitment policy is being evaluated and only modified at any time and 14% say that it is often and the remaining respondents say that the recruitment policy is assessed and often amended in the statement.

**CONCLUSION**

Effective HR Management Required It is the heart of the entire HR system in the organization The effectiveness of many other HR activities like selection and training depends on the quality of the new employees attracted through recruitment process. The study has only been organized for employees of grade 1 and level 2 categories. Policies should always be reviewed because they are influenced by the changing environment. To increase awareness on the threat of wrong appointments, management should get specific training on recruitment process. HR practitioners should be on guard against all misconduct and should be advocates for professional approach in the entire system. Human resources should point out the disagreement in this incident that some candidates are inclined towards and show the outcomes mentioned in the case of performance and motivation. In the end, organizational results have improved as a result of better recruitment and selection strategies. More effectively, recruitment of organizations and selection of candidates, the more likely they are to hire and retain employees. In addition, the effectiveness of the organization's selection system can affect the down-line business results, such as productivity and financial performance. Therefore, investing money in the development of a comprehensive and valid selection system is well spent.

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