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A study on recruitment and selection practices of Tanishq jewellers at Ballari

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Abstract

Better recruitment and selection practices may help the organisations to attain its long term objectives. Recruitment and selection practices play a prominent role in achieving organisational objectives. Recruitment is majorly concerned with searching for prospective candidates for vacant job position, motivate and stimulating them to apply for the job in organisation on the other hand, selection may be defined as process by which candidates are chosen by employer from the applicants, those people whom they feel they fit for the job, considering the recruitment needs of the company. In the present competitive business world every organisation should concentrate on best recruitment and selection strategies which help them to select best candidate also to achieve the desired outcome for organisational effectiveness. The objective of the present study is to understand the recruitment and selection practices of Tanishq Jewellers at Ballari, To identify the major factors affecting recruitment and selection practices at Tanishq Jewellers.

Research Methodology: The present study is descriptive and exploratory in nature necessary data has been collected from primary sources through structured questionnaire and observation technique is used and secondary data has been collected from research articles published in journals, books, authentic e-sources was employed to structure the research paper. A sample of 100 employees as respondents considered and questionnaire is distributed to collect their respondents. Findings of the study has revealed that both internal and external sources of recruitment strategy is used, respondents are satisfied with tanishq recruitment strategies. It was observed that right candidate for the right job principle helps in reduces employee attrition rate and tanishq jewellers uses centralised form of recruitment policy to select the employees.

Keywords: Recruitment and selection, prospective candidate, organisational effectiveness, descriptive research, questionnaire

1. Introduction

In modern organisations personnel planning has become a major factor affecting the attainment of organisational objectives it is an integral part of managerial function performed at every organisation. Work force planning is the major ingredient that influence the growth, development and success of organisation in long run. There are different sources of recruitment and selection practices followed by every organisation to place right candidate for right job at right time and right place to achieve the predetermined long run objectives. Basically human resource management department concentrates on various functions viz, Human resources planning, recruitment and selection, training and development, succession planning, performance appraisal and so on. Each function needs special attention for planning and execution. Every organisation needs right kind of people for right job at right time in right place for effectiveness. Recruitment and selection are simultaneous process both should go hand in hand and remains incomplete without each other function. Recruitment function in every organisation aims at identify major sources of manpower to meet the job requirements. Whereas staffing function is concerned with selection of manpower through human resource department. Recruitment and selection practices of an organisation helps to perform day to day operations smoothly. The operative workforce for every organisation is very important and it is essential for orderly working of an enterprise. Human resources are valuable assets and back bone for any organisation in order to function business smoothly and efficiently.

2. Review of Literature

“Recruitment is a process of searching for prospective employees and stimulating and encouraging them to apply for jobs in an organisation.” "Selection" refers to the process of evaluating and choosing the most suitable candidates from a pool of applicants who have gone through the recruitment process. This process involves a series of systematic steps designed to assess candidates' qualifications, skills, experiences, and cultural fit with the organization. Naveen S and Raju DNM (2014) had examined recruitment and selection practices adopted by cement, electronics and sugar industries in Krishna district, Andhra Pradesh. The outcomes of the study revealed that recruitment and selection practices adopted by the three industries was found to be satisfactory and authors of the article have suggested to HR managers to follow new sources for recruiting employees. Darkoh Mavis Adu (2019) [2] made an attempt to examine the recruitment and selection practices of Construction industry in Ashanti Region, Ghana. Industry is using most frequently new paper advertisements, internal sources, employee referral, radio ads, e-sources. Djabatay E. N. (2012) [4] examined the effectiveness of recruitment practices of HDFC bank, Accra and they have identified internal sources, employee referral, advertisement is major sources followed by HDFC bank. Mohammed Nurul Absar (2011) [5] opine recruitment and selection is one of the major function of human resource management. The objective of his study is to examine the differences and similarities between public and private sector manufacturing units in Bangladesh. Results of the study revealed that few similar practices exist in recruitment and selection. Nair Aishwarya (2011) [6] made an attempt to study the effectiveness of recruitment practices in HCL – BPO Technologies, Chennai. The study reflected the positive attitude of staff recruitment practices in HCL technologies and it was found that media and contact sources are practicing in HCL in recruitment and selection. Rao Pramila (2010) [7] conducted a study on recruitment & selection practices of senior executives in software companies in India. The findings of the study revealed that internal recruitment, referrals, professional search agencies, CV screening are majorly adopted in software industries to recruit and select senior executives in software industries in India.

Specification of research problem

Tanishq jewellery is facing challenges viz, attracting talent especially in competitive business environment in gems and jewellery industry. Sometime recruitment and selection practices may undergo unfair means and diversity gap in organisation will affect the process. It is very important to assess the skills and cultural fit has become key criteria it is also complex in nature. Identification of prospective candidate and placing them in right job at right time is important if it is not executed in recruitment and selection process it affects the functioning and operational activities of the stores. To avoid the challenges that arise due to unscientific method of recruitment and selection it is very important to execute the formal recruitment and selection practices. A study is conducted at Tanishq jewellers to examine the current recruitment and selection practices and offer valuable insights through research study.

Significance of the research work

The aim of the research is to assess the recruitment practices

adopted by Tanishq gems and jewellers. Authors of the article has made an attempt to consider dimensions from multiple perspectives including high employee turnover rate, qualification, unfair hiring practices besides this enabling organisation to identify, attract and retain the potential employees for smooth function and ensuring that sufficient skilled talent and capable of performing their duties, achieving long run objectives of the organisation.

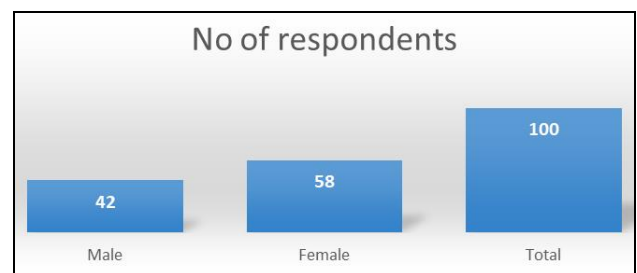
3. Objectives of the study

1. To look over the concept of recruitment and selection.
2. To identify the major influencing factors of recruitment and selection in Tanishq jewellers at Ballari district.
3. To examine satisfaction level of employees towards recruitment and selection practices adopted by Tanishq Jewellers at Ballari district.

4. Research Methodology

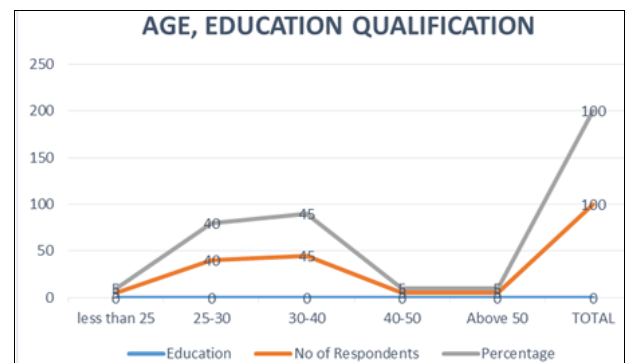
The present study is purely descriptive and exploratory in nature to explore the behaviour of employees the methodology is utilised. Both primary and secondary data is utilised in the study employee survey, observation technique and questionnaire is used to collect the data. Secondary data has been collected from Books, magazines, research articles, authentic e-sources. Simple random sampling technique is adopted by researchers and responses of 100 employees is collected through structured questionnaire. Frequencies and percentages, graphs are used to represent the data.

5. Data Analysis and Interpretation



Graph 1: Representing the gender of respondents

Interpretation: The above graphs shows that 42% of respondents are male and 58% respondents representing female population out of total respondents.

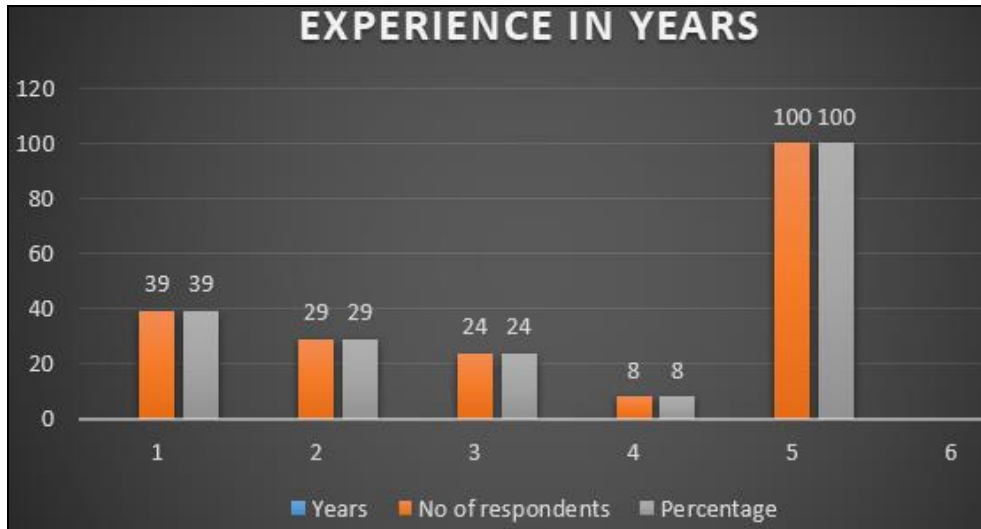


Graph 2: Representing the Age and Educational qualification of Respondents at Tanishq Jewellers

Interpretation: The above graph demonstrates the age and education qualification of respondents 5% respondents with less than 25 years, 40% respondents falls under 25-30 years

age, 45% respondents fall between 30-40 years age group, 5% respondents falls under 40-50 years age and 5%

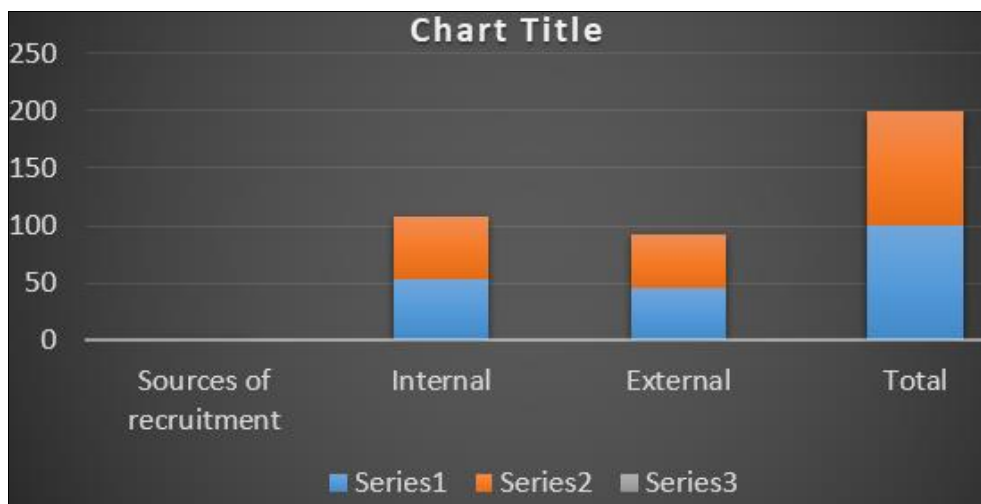
respondents belongs to above 50 years age with below SSLC,PUC, degree and diploma.



Graph 3: Representing the experience of employees in Tanishq Jewellers

Interpretation: The above graph demonstrates the experience of respondents 39% respondents have 1 year experience, 29% of respondents have 2 years, 24%

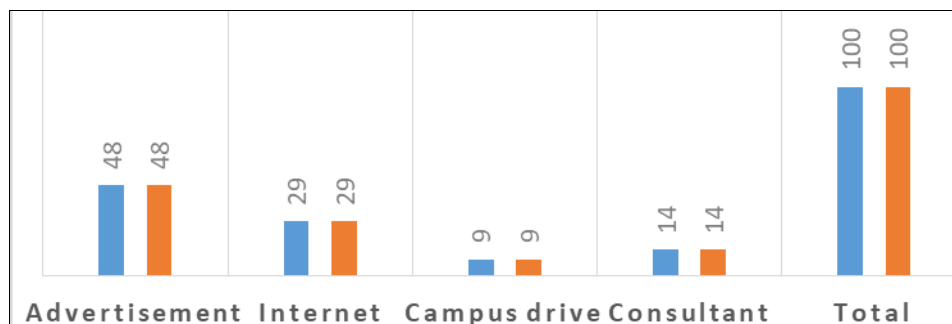
respondents have 3 years of experience and 8% respondents holds 4 year experience respectively.



Graph 4: Representing the sources of recruitment and selection adopted by Tanishq Jewellers.

Interpretation: 54% of respondents opine that Tanishq jewellers recruit and select employees through internal

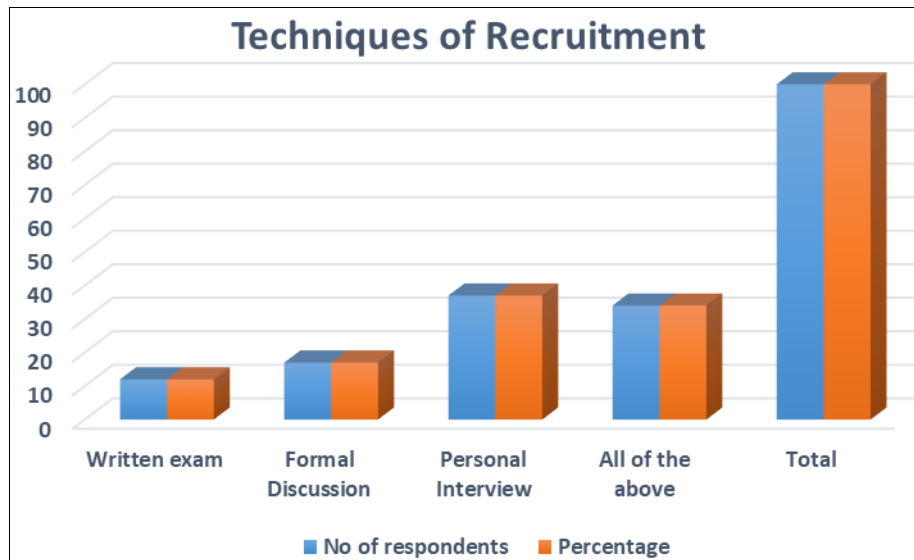
sources while 46% of respondents opine that Tanishq jewellers recruit and select through external sources.



Graph 5: Representing the sources of external recruitment and selection used the Tanishq Jewellers

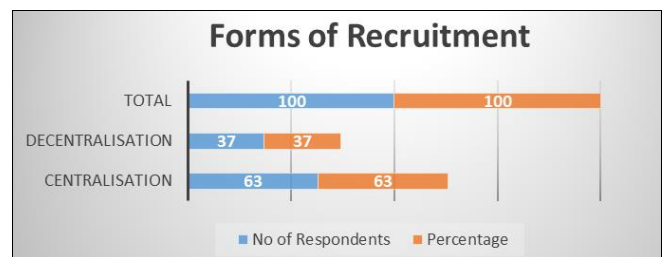
Interpretation: The above graph demonstrates that 48% of respondents opine advertisement is major external source used, 29% respondents opine internet, 9% opines campus

source is used and 14% respondents believe that recruitment and selection is carried out through consultancy services.

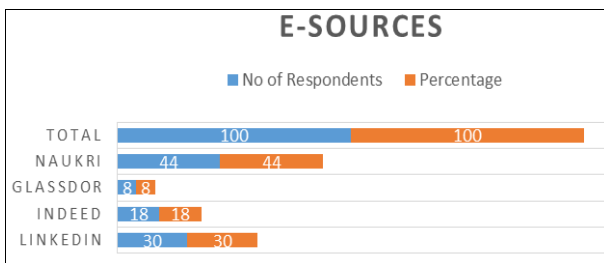


Graph 6: Representing the technique used in recruitment and selection process

Interpretation: The above graph demonstrates that 12% respondents opine written exam is conducted, 17% opine through formal discussion, 37% opines through personal interview and 34% respondents opine that recruitment and selection techniques of Tanishq comprises of written exam, formal discussion, personal interview.



Graph 9: Showing the forms of recruitment practices at Tanishq Jewellers.



Graph 7: Graph representing the e-sources recruitment and selection practices of Tanishq Ltd

Interpretation: Above graph represents that 44% of candidates hired through Naukri sources, 8% through Glassdoor, 18% through Indeed and 30% through linkedin.



Graph 8: Representing the satisfaction level of respondents towards Recruitment and selection practices adopted by Tanishq Jewellers.

Interpretation: The above chart depicts the employee satisfaction towards recruitment and selection practices of tanishq jewellers 24% respondents are highly satisfied, 64% respondents were highly satisfied, 7% respondents have given neutral opinion and 5% respondents of respondents exhibit their dissatisfaction level.

Interpretation: The above graph represents that 63% of respondents opine centralisation form of recruitment is used and 37% respondents opine that decentralised form of recruitment practices are employed in Tanishq Jewellers.

6. Principle findings of the Study

1. Tanishq Jewellers is using both external and internal sources during the Recruitment and selection of workforce.
2. Advertisement, e-sources, campus drives and consultancy services are the major external sources used by Tanishq Jewellers.
3. Written exam, personal interview, formal discussion and combination of techniques is using Tanishq jewellers to recruit and select the talent pool.
4. Tanishq jewellers rely on e-sources like Naukri, Glassdoor, Indeed and LinkedIn as major sources for recruiting employees.
5. Majority of recruitment happens through centralised form, besides this Tanishq jewellers is also using decentralised form of recruitment.
6. Employees of Tanishq Jewellers are satisfied with current recruitment and selection practices of Tanishq jewellers.

7. Suggestions

1. Tanishq jewellers should improve the selection process through effective mechanism before hiring the employees. A structured interview with standard questions relating to job profile has to be framed.
2. Tanishq should consider referrals from internal sources and also suggested to take employees feedback to

improve the selection process. Internal promotions may help to reduce the training and development costs. Besides, this external sources can help to get pool of prospective candidates with new skills.

3. Integration of technological tools may bring effectiveness and transparency in recruitment and selection process. Interview schedules has to been communicated well in advance so that organisation will receive many applications with potential candidates.

8. Conclusion

Human resources are valuable assets for any organisation it is very important to understand the strategic implications that the manpower of organisation in shaping the fortunes of any organisation. The concept of recruitment signifies attracting human resources and motivating them to apply for notified jobs. Selecting the right candidate for right job help to increase the effectiveness. In order to increase the productivity of business every organisation irrespective of its nature and size organisation should follow standard operating procedures to recruit the talents.

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