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Dr. V Dhayalan
Associate Professor, Sri Sairam
Institute of Management
Studies, Sri Sairam
Engineering College, Chennai,
Tamil Nadu, India

Swetha N
Scholar, Sri Sairam Institute of
Management Studies Sri
Sairam Engineering College,
Chennai, Tamil Nadu, India

Impact of recruitment process at Bosch automotive

V Dhayalan and Swetha N

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Abstract

This essay looks at Bosch's hiring practices. Bosch is a leading global provider of engineering and technology. The report emphasizes the business's calculated strategy for drawing in, choosing, and keeping elite personnel in a cutthroat industry. The study uses a mixed-methods approach to identify the critical procedures that help Bosch develop a diverse and competent workforce. These procedures include quantitative analysis of recruitment indicators and qualitative interviews with HR professionals. The incorporation of cutting-edge technology that improve productivity and candidate experience like data analytics and AI-powered applicant tracking systems is emphasized. The synchronization of recruitment techniques with Bosch's corporate culture and values specifically, its dedication to sustainability and social responsibility is another topic covered in the study. Results show that Bosch's All-encompassing hiring methodology not only supports operational goals but also fosters employee engagement and long-term retention. This study provides insights for organizations seeking to refine their recruitment processes and develop a competitive edge in talent acquisition.

Keywords: AI-powered applicant, diverse and competent workforce, synchronization of recruitment.

Introduction

The process of quickly and affordably identifying and choosing a candidate who is a good fit for a job opportunity is known as recruitment in the context of human resource management. In essence, it involves selecting the applicant who best fits a given position. Any firm that wants to fill a job role has to be very careful when choosing a candidate because it is very hard to go through the same rigorous process more than once because it takes time, money, energy, and resources. Hiring a candidate, whether from within or outside the company, requires precise and competent execution. It involves the entire process, which starts with determining the job and resource needs of the organization and concludes with hiring a candidate.

Company Profile

Robert Bosch GmbH, Bosch, a multinational engineering and technology corporation established in 1886 is headquartered in Germany. It designs and manufactures the world's complete range of mobility solutions, industrial technology, consumer goods, energy and building technology, as well as mobility solutions. With Bosch Group, engineers would experience vast career opportunities as their end-to-end engineering and technology development center in the entire world after Germany stands in India. Bosch has over 30,000 employees in India, thereby offering an opportunity for high professional skills to fresh graduates as well as working experienced people. Most importantly, those aspirants who wish to get into the company should be aware of the process that Bosch follows in the recruitment process. Therefore, we have dealt with all small details that are involved in the process so that you can be mentally prepared beforehand.

Recruitment Process

The term 'recruitment process' typically comes to everyone's minds in the process of determining the job profile, attracting candidates to the job, and then evaluating various job applications followed by shortlisting the best-suited application for the job. A virtual staffing strategy will have to be appropriately brought into the play in an effort to precisely predict what number of human resources may be required by a firm.

Corresponding Author:
Dr. V Dhayalan
Associate professor, Sri Sairam
Institute of Management
Studies, Sri Sairam
Engineering College, Chennai,
Tamil Nadu, India

Hence this study will prove instrumental in understanding the key recruitment and selection process of Bosch Company as observed from their perception by its own employees.

Objectives of the study

The Primary objective of the study is to assess the overall Employee recruitment process in the organization.

- To examine whether the employee experience is positive or negative in the organization.
- To explore the touch points to improve work life balance that drives employee engagement.

Review of literature

Piotr Horodyski (2023) [20], The renewed vigor for the inclusion of AI technology in most organizations including recruitment is most certainly as a result of its rapid development. AI-enabled recruitment technologies are increasingly taking the center stage in the hiring process, hence changing the recruitment landscape. However, candidates' perspectives on the use of AI technology are hardly mentioned in the literature.

Jihad Fraij, Varallyai Laszlo (2021) [21], It involves studying how artificial intelligence has transformed the recruitment process of human resources. As far as the methodology used is concerned, it will be through a systematic review where applicable and relevant literature sources; these range from magazines to websites among other relevant articles would have been referenced.

Sam chow, Derek Chapman (2013) [22], recently, gamification has been used by a lot of firms to attract new employees. Positive outcomes are said to arise from these gamified hiring procedures; however, specific data to assess their efficacy objectively has not been supplied. We suggest that a system of persuasive design may be used to envision the gamification of the hiring process.

Dineen, Brian R. Soltis, Scott M (2011) [23], this chapter reviews theresearch that could shed light on the complex field of human recruiting. It also suggests new study directions that have been spurred by recent advancements and anecdotal evidence.

Anna B. Holm, Aarhus University, Denmark (2010) [24], the study focused on determining whether e-recruitment affected the recruitment process as well as its various intrinsic activities, subactivities, and tasks. This particular investigation involved three large corporations, which had established strong e-recruitment operations.

Valery Yakubovich, Daniela Lup (2006) [25], there is no actual data to back up the existing theory's prediction that a referral's odds of getting employed rise with the referrer's work success. In order to reconcile this disparity, we break down the recruitment process into three distinct stages: objective, subjective, and self-selection.

Research Methodology

Research methodology is a way of methodically addressing an issue. It is further the art of learning how research has to be done. Fundamentally, research methodology is the name given to the techniques employed by researchers in the process of describing, explaining, and foreseeing any given phenomenon. It is simply the study that answers the question of how we know anything. It therefore seeks to provide a blueprint for conducting research.

Data collection

- **Primary Information:** Primary Data (or Primary Sources of Information and Data Collection) are the sources pulled from their own personal efforts to draw the data or information hence not within reach. One other type of source through which the data was collected is termed as primary source of data. A structured questionnaire is used to collect primary data.
- **Secondary Sources:** The other important sources through which data was collected are the secondary sources. These do not need too much energy to obtain them as they are already available for use and have been categorized by other researchers and experts. These are collected from the usage of websites. Journal research papers.
- **Questionnaire:** Survey used a structured questionnaire for primary data. Yes no, don't know, and Open-ended question.

Structured questionnaire has been designed, which involves the following types:

- Multiple choice questions.
- Ranking question.
- Open-ended question.

Likert 5-point scale

Sample size is the number of units or items who will be selected from the population to form a sample, an optimum sample size is that which achieves a set of criteria for example efficiency and its representation, reliability as well as its economy. We gathered a total of 70 respondents.

Data Analysis

One Way Anova

Null Hypothesis (H0): There is no significant difference in the means of the recruitment process across different groups.

$$H0: \mu_1 = \mu_2 = \mu_3 = \dots = \mu_k$$

Where $\mu_1, \mu_2, \mu_3 \dots \mu_k$ are the means of the recruitment process metrics for the different group.

Alternative Hypothesis (H1): At least one group has a significantly different mean in the recruitment process metrics compared to others.

H1: At least on μ_i is different

This setup would allow you to determine whether there is a statistically significant variation in recruitment metrics across different groups.

Years of experience in the company

| | Frequency | Percent | Valid percent | Cumulative percent |
|-------|-----------|---------|---------------|--------------------|
| 0-5 | 11 | 15.7 | 15.7 | 15.7 |
| 5-10 | 21 | 30.0 | 30.0 | 45.7 |
| 10-15 | 42 | 45.7 | 45.7 | 91.4 |
| 15< | 6 | 8.6 | 8.6 | 100.0 |
| Total | 70 | 100.0 | 100.0 | |

One Way Anova

| Qualification | Sum of square | DF | Mean square | F | Sig |
|----------------|---------------|----|-------------|---------|------|
| Between groups | 41.921 | 3 | 13.974 | 144.572 | .000 |
| Within groups | 6.379 | 66 | 097 | | |
| Total | 48.300 | 69 | | | |

Chi-square test Independence

Table 1: Case Processing Summary

| | Cases | | | | | |
|---|-------|---------|---------|---------|-------|---------|
| | Valid | | Missing | | Total | |
| | N | Percent | N | Percent | N | Percent |
| Technological support * stages in recruitment | 70 | 100.0% | 0 | 0% | 70 | 100.0% |

Table 2: Technological support * Stages in recruitment cross tabulation

| Technological Support | Stages in recruitment | | | | | Total |
|-----------------------|-----------------------|----|----|----|---|-------|
| | 1 | 2 | 3 | 4 | 5 | |
| Telephone | 1 | 2 | 4 | 2 | 0 | 9 |
| Video conference | 1 | 4 | 7 | 3 | 2 | 17 |
| Computer | 2 | 9 | 15 | 3 | 0 | 29 |
| Online support | 0 | 7 | 6 | 2 | 0 | 15 |
| Total | 4 | 22 | 32 | 10 | 2 | 70 |

Table 3: CHI -Square Test

| | Value | DF | Asymp sig (2-sided) |
|--------------------|--------|----|---------------------|
| Pearson chi-square | 10.585 | 12 | .565 |
| Likelihood ratio | 10.643 | 12 | .560 |
| Linear-by-linear | .914 | 1 | .339 |
| No of valid cases | 70 | | |

Table 4: Frequencies Statistics

| | Age | Experience in The company |
|---------|-----|---------------------------|
| Valid | 70 | 70 |
| Missing | 0 | 0 |
| Mean | | 2.4714 |
| Median | | 3.0000 |
| Mode | | 3.00 |

T-Test

Null Hypothesis (H₀): The sample mean is equal to the population mean. H₀: $\mu = \mu_0$, Where μ_0 is the hypothesized

Table 6: One Sample Statistics

| | N | Mean | Stander Deviation | Stander Error mean |
|------------------------------|----|--------|-------------------|--------------------|
| Aware of Recruitment Process | 70 | 1.6857 | .46758 | .05589 |

Table 7: One sample test

| | Test Value = 0 | | | | | |
|------------------------------|----------------|----|----------------|-----------------|---|--------|
| | T | DF | Sig (2-Tailed) | Mean Difference | 95% Confidence interval of the difference | |
| | | | | | Lower | Upper |
| Aware of recruitment process | 30.163 | 69 | .000 | 1.68571 | 1.5742 | 1.7972 |

Findings

In the organization, Portals were given prior and then later in employee references it also takes a major part of choosing from who to recruit.

- To some extent the portals are having reliable sources of knowledge to hire new and ever enthusiastic employees but hiring from other references is one of their most trust able sources including me during my

Null hypothesis (H₀): The two variables are independent. There is no association between the variables.

H₀: The variables are independent.

Alternative hypothesis (H₁): The two variables are not independent. There is an association between the variables.

H₁: The variables are dependent (not independent).

population mean.

Table 5: Frequency Age

| | Frequency | Precent | Valid Percent | Cumulative Percent |
|-------|-----------|---------|---------------|--------------------|
| 18-25 | 10 | 14.3 | 14.3 | 14.3 |
| 26-35 | 17 | 24.3 | 24.3 | 38.6 |
| 36-45 | 29 | 41.4 | 41.4 | 80.0 |
| 46-50 | 12 | 17.1 | 17.1 | 97.1 |
| 50+ | 2 | 2.9 | 2.9 | 100.0 |
| Total | 70 | 100.0 | 100.0 | |

Alternative hypothesis (H₁): The sample mean is different from the population mean. This can be set up in two ways, depending on whether you are performing a two-tailed or one-tailed test.

Two-tailed test: The sample mean is not equal to the population mean. H₁: μ

$\neq \mu_0$ One-tailed test (greater than).

The sample mean is greater than the population mean

H₁: $\mu > \mu_0$ One -tailed test (Less than)

The sample mean is less than the population mean. H₁: $\mu < \mu_0$

training period.

- Is it really so, that a company must have this as its topmost feature in their recruitment & selection policy? We need to know how many candidates are coming and lining up for an interview. Based on my analysis, I could find most of our employees holding the same opinion.
- So while analyzing the selection process of the

company I came to know that they are following an appropriate method for doing it and also always keeping in mind the cost benefit ratio so from a long run point of view this is important when hiring a person at Bosch.

Conclusion

I would first like to state that the recruitment and selection process in the company is effective to the fullest extent from all analysis as well as getting feedback from questionnaires. According to my research, among the various methods of searching for candidates, the best one is the method of getting references via reference and networking. I walked through several different situations where the function of the HR and the necessary characteristics he discovered in the candidates were shown. Long-term consistent performance by employees should be what companies pay attention to, not short-term ones. The focus should be the training or the development of skills of the recruiters, and it should be continuous as well.

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