

OPERATIVE IT ENABLED RECRUITMENT SOURCES IN IT INDUSTRY

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ABSTRACT: In our country like India appreciation of recruitment in IT industry as a strategic concern managed to improve the research on problems related to recruitment both at the administrative and business level. Countless IT companies started using progressive recruitment practices for obtaining the talented employees. Human capitals are life-threatening to the growth of Indian IT organizations. The main objective of the study is to identify the operative enabled effective recruitment sources in IT industry and professional firms. It is assessed with respect to Buddy through employee referral, Walk-ins, Vendors, Campus, Web sourcing and Campus recruitment through educational institutions. Here in IT companies there is a major difference in recruiting on their own as well as from consultancy with regard to sources of recruitment. The researcher also identified the overall ranking of recruitment sources followed by one of the IT industry in Chennai. Valuable recommendations are given by the researcher to improve and develop the sources of recruitment to extreme level.

KEYWORDS: IT companies, web sourcing, walk-in, vendors, Buddy through employee referral, and campus Recruitment

I. INTRODUCTION

Developing countries like India especially in this pandemic situation Covid 19, cost-effective work environment recruitment plays an important role in selecting the right candidate for the right job through online. In many IT organizations the recruiters are having less choice of recruitment practices and it is expected that recruitment of the candidates is done as per the recruiter's requirements. IT industry take the recruitment practices as a big challenge for them to implement and recruit the candidates suitably. Recruiting employees is a costly, so recruiters hesitate to recruit employees. IT Managers use different methods to recruit clericals, salespersons and professionals. Managers attract qualified people by various recruitment methods and hire them at a right place to perform well. Many methods dealing with the effectiveness of operative enabled recruiting sources have been conducted. Though, rare of them include a study of the effectiveness of recruiting sources for different work-related groups. In this study, the researcher recommended on improving the recruiting efforts, continuous empirical surveys of recruiting source effectiveness must be conducted. So this research paper has cited some recommendations and suggestions to improve the operative enabled recruitment practices in the IT Organization. Henceforward the researcher made an attempt to study the operative enabled recruitment sources and its effectiveness.

II. OBJECTIVES OF THE STUDY

- To identify the operative enabled effective recruitment sources in attracting qualified candidates.
- To know about the overall ranking of different recruitment sources in IT industry
- To offer valuable suggestions and recommendations to improve recruitment sources.

III. RESEARCH METHODOLOGY

In this research the researcher collected primary data through a questionnaire and the secondary data was collected from the different IT industries website. The 110 samples were collected from IT industry, Chennai from total population of 4000. Simple random sampling was used and tools used by the researcher were Chi-Square, Weighted Average Method to analyze the data.

IV. DATA ANALYSIS AND INTERPRETATION

1. **Age of The Respondents:** It is found that 25.5% of the respondents belong to 20-25 years, 34.5% belong to 25-30 years, 28.2% belong to 30-35 years, 9.1% belong to 35-40 years and 2.7% belong to 40-45 years of age.

2. **Gender of The Respondents:** It is found that 53.6% of the respondents are male and 46.4% of respondents are females
3. **Qualification of The Respondents:** It is found that 65.5% of the respondents have completed only their UG and 34.5% have completed their PG.
4. **Experience of The Respondents:** It is found that 27.3% of the respondents are experienced from 1-5 years, 30.9% of the respondents are experienced from 5-10 years, 38.2% of the respondents are experienced from 10-15 years and 3.6% of the respondents are experienced from 15-20years.
5. **Increase in The Quality of The Candidates:** It is found that 39% of the respondents strongly agree, 41% agree, 15% are neutral, 2% disagree and .9% strongly disagree about the increase in quality of candidates.
6. **Recruitment process was up to Your Satisfaction:** It is found that 54.5% of the respondents strongly agree, 30% agree, 8.2% are neutral, 7.3% disagree that recruitment process were up to their satisfaction.
7. **Recruitment Through Web Sourcing**
 - A. **Provides Prompt Information:** It is found that 23.6% of the respondents strongly agree, 27.3% of the respondents agree, 19.1% neutral , 2.7% of the respondents disagree and 27.3% of the respondents strongly disagree
 - B. **Reviewing Of Applicants Data:** It is found that 40.9% of the respondents strongly agree, 25.5% of the respondents agree, 15.5% of the respondents are neutral, 10.0% of the respondents disagree and 8.2% of the respondents strongly disagree.
 - C. **Filtering Based on Their Skill Set:** It is found that 33.6% of the respondents strongly agree, 23.6% of the respondents agree, 22.7% of the respondents are neutral, 9.1% of the respondents disagree and 10.9% of the respondents strongly disagree about filtering based on candidates’ skill set.
 - D. **Selected Job Portals Maximize Effectiveness:** It is found that 18.2% of the respondents strongly agree, 25.5% of the respondents agree, 39.1% of the respondents are neutral , 17.3% of the respondents disagree that selected job portals maximize effectiveness.

8. A. By Weighted Average Method -Bring Your Buddy through Employee Referral

	Advertise Promptly			Messages Are Clearly Delivered		
	X	W	XW	X	W	XW
Strongly Agree	32	5	160	22	5	110
Agree	35	4	175	31	4	124
Neutral	17	3	51	20	3	60
Disagree	5	2	10	14	2	28
Strongly Disagree	21	1	21	23	1	23
Total	110	15	417	110	15	345
			28			23
Rank			I			II

Interpretation: The above table clearly shows that bring your buddy advertise promptly ranked as first, messages are clearly delivered ranked as second.

- B. **Bring Your Buddy Fulfils Its Target:** It is found that 5.5% of the respondents strongly agree, 12% agree, 19% neutral, 29% disagree and 34.5% strongly disagree that bring your buddy fulfils its target.
- C. **IT companies Provides Reward/ Bonus To BYB Employee:** It is found that 40.9% of the respondents strongly agree, 48.1% agree, 7.3% neutral, 2.7% disagree and .9% strongly disagree about TCS that they provide reward/ bonus to bring your buddy.

9. Recruitment Through Walk -In

- A. **Job Posting Are Clear and Understandable:** It is found that 29% of the respondents strongly agree, 21% agree, 35% neutral, 10.5% disagree and 4.5% strongly disagree about the job posting are clear and understandable.
- B. **Walk- In Allowed Only At The Time Of New Project Arrival/Ramp Up:** It is found that 38.2% of the respondents strongly agree, 17.3% agree , 10.0% neutral, 18.2% disagree and 16.4% strongly disagree that walk-in are allowed only at the time of new project arrival /ramp up
- C. **By Weighted Average Method –Recruitment Through Walk- In**

	Satisfied With The Selection Policy Of The Organisation			Interview Scheduled Are Convenient For Candidates		
	X	W	XW	X	W	XW
Strongly Agree	10	5	50	31	5	155
Agree	11	4	44	17	4	68
Neutral	9	3	27	31	3	93
Disagree	32	2	64	22	2	44
Strongly Disagree	48	1	48	9	1	9
Total	110	15	233	110	15	437
			16			29.1
Rank			Ii			I

Interpretation: The above table clearly shows that majority of the respondents agrees that they were satisfied with the selection policy of the organisation and so that the interview scheduled are convenient for candidates

10. Recruitment Through Campus

- A. **IT companies Sends E-Form To All Colleges:** It is found that 57.2% of the employees strongly agree, 33% agree, 6% neutral, 2% disagree and 1.8% strongly disagree that TCS sends E-form to all colleges.
- B. **National Qualifier Test Is Prompt In Screening the Candidates:** It is found that 59% of the respondents strongly agree, 18% agree, 13% neutral , and 10% disagree that national qualifier test is prompt in screening the candidates
- C. **By Weighted Average-Recruiting Rounds For The Candidates And Rating Card**

	Recruiting Rounds For The Candidates			Rating Card Is Efficient		
	X	W	XW	X	W	XW
Strongly Agree	30	5	120	21	5	105
Agree	24	4	120		4	68
Neutral	21	3	63	11	3	33
Disagree	19	2	38	35	2	70
Strongly Disagree	16	1	16	26	1	26
Total	110	15	357	110	15	302
			24			20.1
Rank			I			II

Interpretation:The above table clearly shows that majority of the respondents agrees that they were satisfied with the recruiting rounds for the candidates and so that the rating card is efficient

11. Recruitment through Vendors

A. Performance of the Vendors: It is found that 18.3% of the respondents strongly agree, 13.6% agree, 33.6% neutral, and 22.7% disagree and 11.8% of the respondents strongly disagree about the performance of the vendors

B. Satisfied with Client Feedback on Vendors: It is found that 7.2% of the respondents strongly agree, 14% agree, 17.1% neutral, and 22.7% disagree and 39% strongly disagree that they were satisfied with the client feedback on vendors.

C. Vendors always provide you with the Needed Candidates: It is found that 8.2% of the respondents strongly agree, 6.3% agree, 12% neutral and 46.3% disagree and 27.2% strongly disagree that the vendors always provide them with the needed candidates

By Weighted Average- Vendors

	Complete Line Of Experience In The Market			Skill full Candidates They Provide		
	X	W	XW	X	W	XW
Strongly Agree	24	5	120	21	5	105
Agree	30	4	120		4	68
Neutral	21	3	63	11	3	33
Disagree	19	2	38	35	2	70
Strongly Disagree	16	1	16	26	1	26
Total	110	15	357	110	15	302
			24			20.1
Rank			I			II

Interpretation: The above table clearly shows that majority of the respondents agrees that the vendors have complete line of experience in the market and so that they can provide skilful candidates

Chi-Square Tests				
FREQUENCY		Value	Df	Asymptotic Significance (2-sided)
YES	Pearson Chi-Square	66.093 ^b	2	.000
	Likelihood Ratio	89.133	2	.000
	Linear-by-Linear Association	63.525	1	.000
	N of Valid Cases	93		
NO	Pearson Chi-Square	. ^c		
	N of Valid Cases	17		
Total	Pearson Chi-Square	83.784 ^a	4	.000
	Likelihood Ratio	115.093	4	.000
	Linear-by-Linear Association	64.386	1	.000
	N of Valid Cases	110		
a. 3 cells (30.0%) have expected count less than 5. The minimum expected count is 3.44.				
Null Hypothesis (H₀): There is no significant relationship between the gender and Experience				
Alternate Hypothesis (H₁): There is a significant relationship between the gender and experience				
Interpretation: Comparing the table Value and the calculated value, The calculated value is greater than table value. Therefore Alternate hypothesis is accepted. Hence there is significant relationship between the Gender and the gender and experience of the respondents				

12. Overall Ranking Of Recruitment Sources

Particulars	Web Sourcing	Bring Your Buddy	Walk In	Campus	Vendors
Strongly Agree	22	26	22	31	9
Agree	15	35	31	17	11
Neutral	25	21	24	31	10
Disagree	19	17	22	22	32
Strongly disagree	27	11	11	9	48
Average	3.35	2.84	3.28	3.44	2.1
Rank	II	III	I	I	V

Interpretation: From The Above Table It Is Found That Campus Recruitment Sources Have Been Secured Rank I, As It Is The Most Effective Sources Of Recruitment Then Comes The Web Sourcing, Then Bring Your Buddy, Then Walk In And At Last Vendors

13. Cross Tabulation-Comparison Between Gender And Experience

		Experience					Total	
		Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree		
Gender	Male	Count	44	10	0	0	0	54
		Expected Count	21.6	14.2	9.8	3.4	4.9	54.0
	Female	Count	0	19	20	7	10	56
		Expected Count	22.4	14.8	10.2	3.6	5.1	56.0
Total		Count	44	29	20	7	10	110
		Expected Count	44.0	29.0	20.0	7.0	10.0	110.0

Interpretation: It is found that there is a significant difference between the gender and experience by cross tabulation from the above table.

FINDINGS

Weighted Average Method

- ❖ Here majority of the respondents agrees that bring your buddy advertise promptly through Email ranked as RANK I, the messages are clearly delivered to the person according to the company requirements by the employee as RANK II
- ❖ Here majority of the respondents agrees that they were satisfied with the selection policy of the organisation as RANK I and the interview scheduled are convenient for candidates as RANK II
- ❖ Here majority of the respondents agrees that they were satisfied with the recruiting rounds for the candidates as RANK I and RANK II as rating card is efficient
- ❖ Here majority of the respondents agrees that the vendors have complete line of experience in the market as RANK I and RANK II as provide skilful candidates
- ❖ From the survey it is found that CAMPUS recruitment sources have been secured RANK I, as it is the most effective sources of recruitment as WEB SOURCING, RANK II as WALK IN, RANK III as BRING YOUR BUDDY and RANK IV as VENDORS in Tata consultancy services, Chennai

Chi Square

- Comparing the table Value and the calculated value, the calculated value is greater than table value. Therefore Alternate hypothesis is accepted. Hence there is significant relationship between the Gender and Experience of the respondents.

V. SUGGESTIONS AND RECOMMENDATIONS

The organisation of IT industry can increase its scope by planning the requirements through advertisements and company must well organise to go for job fairs for recruitment where people get to know about the openings. In the competing environment, every IT industry should also follow new method of selection techniques for better recruitment. The associate of the selection committee (HR department) should be well experienced, more practical, efficient and aware of the requirements, so that the selection of the employee will be more effective. Hence need to spend on less on training cost. More of importance should be given on proper keep of database of application for future recruitment in the organization and follow new trends in the recruitment process. The importance should be specified while selecting the employees on basic awareness, knowledge and the willingness to learn. More stress should be given to recruit qualified & skill full candidates. Employees should be appraised by seeing the performance from time to time so that companies can come to know about the competence of the organization.

VII. CONCLUSION

The study was based on the operative enabled recruitment sources of IT industry, Chennai. The researcher studied the entire recruitment process as well as ongoing process of the candidates.

The study was conducted among the employees of IT employees covering 110 respondents. The data was collected by means of questionnaire and the data was classified and analysed carefully by all means of the resources. From the research, it has been found that the most of the employees of the company were satisfied with the entire recruitment and on boarding process but changes are still required according to the changing set-up of the recruitment process that has a great impact on working of the company. Selection process is also respectable and the business's recruitment department is achieving well in placing candidates at right place by filling job vacancies for all levels of positions. Some of the suggestions and recommendations were mentioned to enhance the organizational policies, strategies, procedures and process so that they can increase the outcome of the employees with less cost and in turn increases the profit of the organisation.

VIII. REFERENCES

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