



A study on employee recruitment process in native sparrow, Madurai

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Abstract

The success of any organization largely depends on the efficiency of its recruitment process, as it plays a pivotal role in sourcing talent that aligns with organizational goals. This study focuses on examining the recruitment practices followed at Native Sparrow, a company based in Madurai. The objective is to understand the methods employed in attracting, selecting, and appointing suitable candidates. Based on the analysis, suggestions are provided to enhance the existing recruitment framework, aiming at better alignment with the company's future growth. The study concludes that continuous improvement in recruitment strategies is essential for organizational success.

Keywords: Employee recruitment, human resources, recruitment strategies

Introduction

Recruitment and Selection is the process of defining job requirements, advertising for the position, and selecting the most suitable candidate. As human resources are crucial for achieving organizational goals, recruiting and selecting the right person for the right job is key to success. Failure to do so can result in future losses, making effective recruitment and selection critical for organizational success. Recruitment and selection are crucial processes in human resource management. Recruitment attracts job seekers and creates a pool of candidates, while selection distinguishes suitable candidates from unsuitable ones through various stages like screening, exams, and interviews. Effective recruitment and selection ensure the right person is appointed for the right job, crucial for organizational success. Internal sources like transfers and promotions, and external sources like employee referrals and online recruitment, are used to find the best talent. By defining job requirements, advertising, and selecting the most suitable candidate, organizations can achieve their goals and succeed.

Factors affecting recruitment process

- The size of the organization.
- The Employment condition in the community where the organization is located.
- The effects of past recruiting efforts which show the organization's ability to location retain the good performing people.
- Working Conditions, salary and benefit package offered by the organization.
- The Expansion and production programs.

Factors Types

- Internal factors
- External factors

Internal factors

- Recruitment policy of the organization
- Human resource planning strategy of the company
- Size of the organization and number of people employed

- Cost involved in recruiting employees
- Growth and expansion plan of the organization
- Company pay package
- Career planning and growth
- Quality of work life

External factors

- Supply and demand of specific skills in the labor market.
- Political and legal factor like reservations of jobs for specific section of society etc.
- The job seeker image perception of the company.
- Information system like employment exchange/tele recruitment like internet.
- Labor market condition

Statement of the Problem

A solid recruitment and selection process can help convince top management candidates that reduces turnover and absenteeism and selection process improve the employee engagement and my study on recruiting and selection in Native Sparrow give me to scope to know in detail about the different techniques and method adopted by Native Sparrow to train their employees very effectively .In many problems regarding their employees that recruiting and selection process are fail to hiring the employees for their organization and they are not bring any progress with themselves and not stay longer in their organization. Rapidly hiring practice is very costly.

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Objectives of the study

- To assess how well the organization's recruitment strategies, attract and select the right candidates.
- To examine common recruitment obstacles, such as skill shortages, high turnover, and time-to-hire issues.

- To study how hiring practices, influence employee satisfaction and long-term commitment to the organization.
- To understand historical and contemporary trends in hiring strategies across industries.

Need of the study

The need for studying the employee recruitment process is essential as it directly impacts an organization's ability to attract, hire, and retain skilled professionals. A well-structured recruitment process ensures that companies find the right talent to meet their operational and strategic goals, leading to improved productivity and business growth. By analyzing the recruitment process, organizations can identify challenges such as skill shortages, high turnover rates, and inefficiencies in hiring practices.

Scope of the study

To study the recruitment & Selection process will make the organization to do a continuous improvement in recruitment & Selection process. This will provide the scope for further studies, to be conducted for betterment in these respected areas. This study can be used to measure the satisfaction level of recruitment & Selection Process. This study will be useful to find out the different sources & techniques used in the recruitment and selection procedure the company understands effectiveness sources in recruitment & selection procedure. This study will be useful to interview and test short listing candidates. This study can be used as a based for further research in this area.

Hypothesis of the study

It means tentative generalization of the validity of which remains the tested. In short it deals with certain assumptions made in the study.

Null hypothesis

A hypothesis which assumes that there is significant difference between sample statistics and population parameter is called null hypothesis. It is denoted by **H₀**.

Alternative Hypothesis

A hypothesis which assumes that there is significant difference between sample statistics and population parameter is called alternative hypothesis. It is denoted by **H₁**

Research Design

The research design for the study on the employee recruitment process follows a descriptive and analytical approach to examine various hiring strategies, their effectiveness, and their impact on organizational success. This study will use both qualitative and quantitative methods to collect and analyze data. A structured questionnaire and interviews will be conducted to gather firsthand insights from HR professionals, recruiters, and employees.

Research Methodology

The research was done in order to understand the Recruitment and Selection Process followed at Native Sparrow and the perception of the employees from all the cadres regarding it. In order to get the right kind of people in right place in the right time the organization should have the

specific and clear personnel, policies and recruitment methods which are essential for the growth of the organization. Hence it was necessary to conduct are search on the process.

Method of data collection

Sources of data

To achieve all the said objectives through both primary and secondary data collected.

Primary Data

The primary data are collected by using questionnaire. The questionnaire was prepared mainly to know employee welfare facilities in the organization.

Secondary Data

Secondary data means data that the already available, the data collected in the annual report and organizational profile.

Tools used for data collection

Among the various methods, which can be used to collect the Primary data, the researcher has adopted Questionnaire method. The researcher has prepared structured questionnaires, which contained predominantly multiple-choice questions.

Analytically tools for the stud

- Percentage analysis test
- Correlation

Period of the study

The period of the study is from 02.01.2025 to 30.04.2025

Area Ofthestudy

He study is based on the Analytical report recruitment Process in Native Sparrow.

Limitations of the study

- The study may focus on a specific number of employees, HR personnel, or locations within Native Sparrow, which might not fully represent the overall recruitment process.
- The study is conducted within a fixed period, which may not capture long-term recruitment trends, seasonal hiring variations, or policy changes over time.
- Access to confidential recruitment data, such as candidate evaluation criteria or hiring decisions, may be restricted, limiting the depth of analysis.

Company Profile

Native Sparrow is a growing organization specializing in [industry/sector, e.g., technology, retail, logistics], known for its commitment to innovation and excellence. The company has established itself as a leader in [specific service or product], continuously improving its business operations to stay ahead in the competitive market. This study focuses on the company's recruitment process, which plays a crucial role in sustaining its growth and success.

Founded in [year], Native Sparrow began as a small startup with a vision to revolutionize [industry-specific service/product]. Over the years, the company has expanded its operations, built a strong customer base, and developed a skilled workforce. With a focus on talent acquisition and

employee retention, Native Sparrow has adopted innovative hiring practices to support its business growth. The mission of Native Sparrow is to provide [high-quality services/products] while fostering a positive and inclusive workplace environment. The company’s vision is to become a global leader in [industry], emphasizing innovation, employee development, and customer satisfaction. The recruitment process aligns with this vision by ensuring the right talent is hired to drive the company’s success.

Recruitment Process

The recruitment process is a critical aspect of human resource management, aimed at attracting and selecting the most suitable candidates for an organization. It begins with identifying a job vacancy, followed by a clear definition of the role, responsibilities, and qualifications required. This helps ensure that the recruitment efforts are targeted and effective. A well-defined job description also serves as the foundation for job advertisements and candidate evaluation later in the process.

The next step involves sourcing candidates through various channels such as online job portals, social media, company websites, recruitment agencies, and employee referrals. This stage is crucial for creating a diverse pool of potential candidates. Depending on the role, internal recruitment may

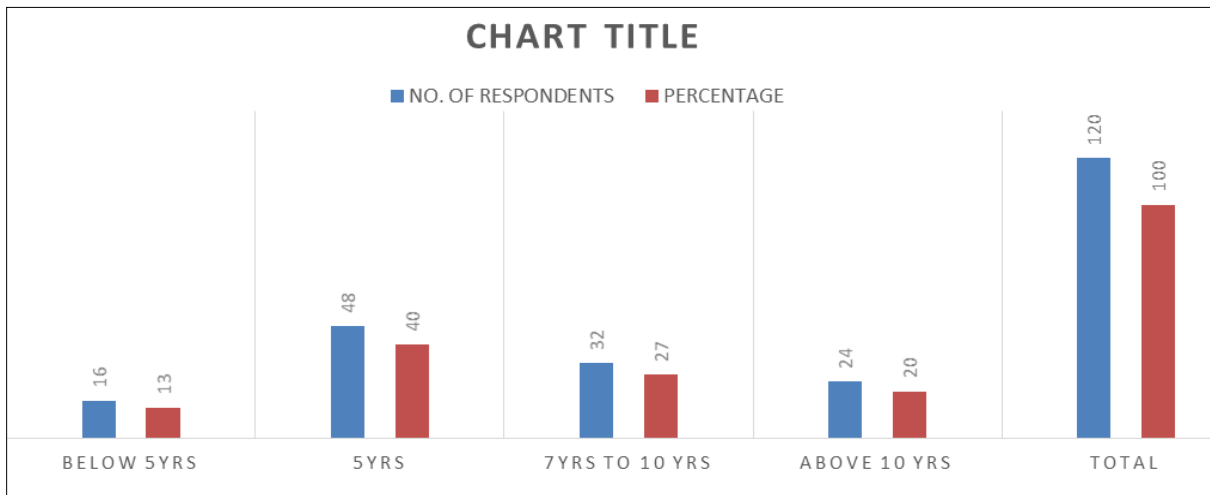
also be considered, giving current employees the opportunity to advance or shift within the organization. Once applications are received, the screening process begins. This includes reviewing resumes, conducting initial interviews (often over the phone or online), and shortlisting candidates who meet the essential qualifications.

Services

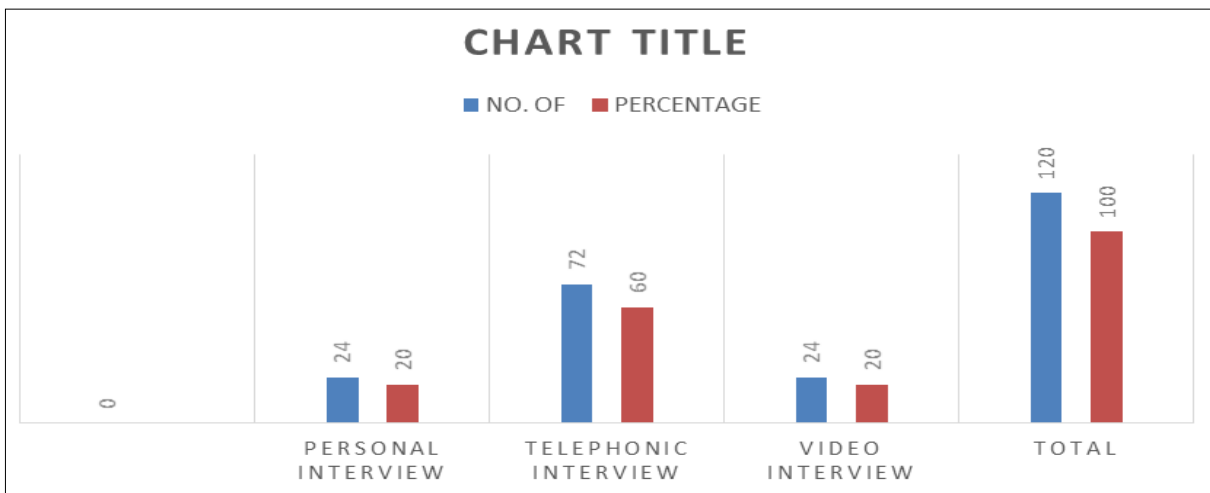
- Talent Acquisition and Hiring – Native Sparrow focuses on identifying, attracting, and selecting the best candidates through structured recruitment strategies, including job postings, resume screening, interviews, and skill assessments.
- Employee Onboarding and Training – The company provides a seamless onboarding experience with comprehensive training programs to help new hires integrate into the workplace and develop the necessary skills for their roles.
- Workforce Planning and Management – Native Sparrow strategically plans its workforce needs by analyzing market trends, forecasting talent requirements, and ensuring optimal staffing levels for business growth.

Data analysis and interpretation

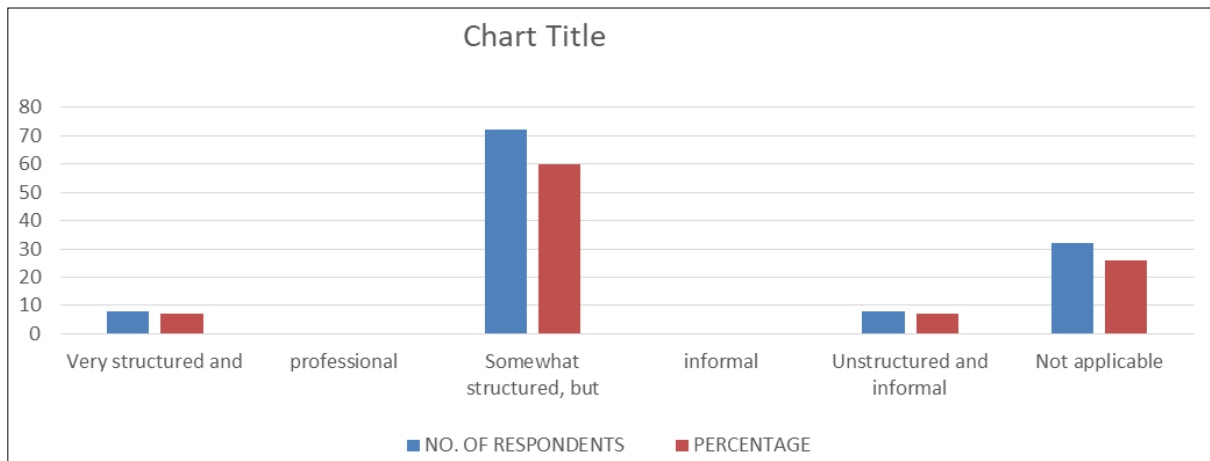
Percentage analysis



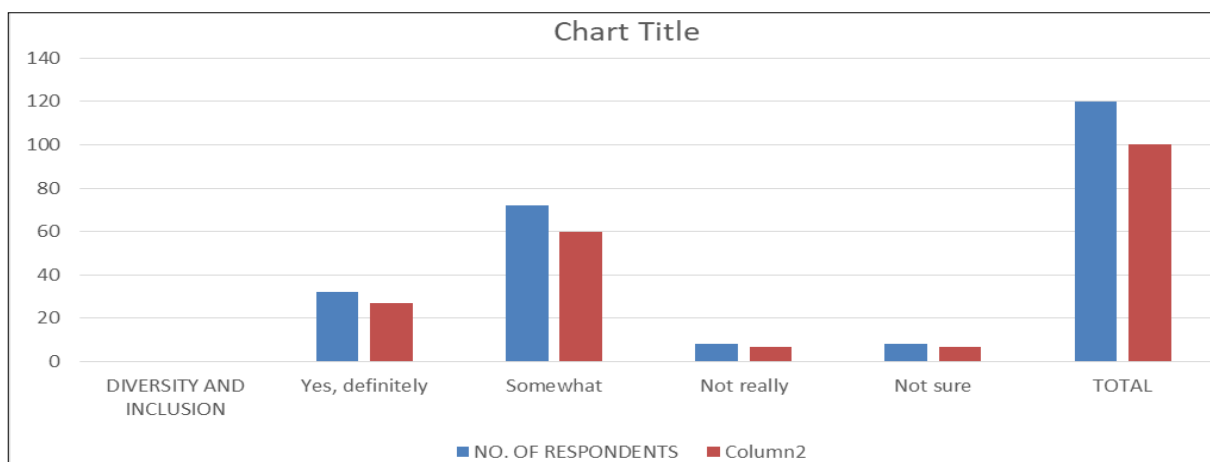
Distribution of Respondents by Year of Experience



Distribution of Respondents by Interview Process



Distribution of respondents by form of interview



Distribution of Respondents by Diversity and Inclusion

Suggestions

- The study on employee retention strategy at S3 – PRZ Research and Publication, Madurai, seeks to understand the various factors that influence employee loyalty, job satisfaction, and long-term commitment within the organization.
- In the competitive publishing and research industry, retaining skilled and experienced employees is critical to maintaining productivity and quality.
- This study can explore how compensation, career development opportunities, workplace culture, recognition systems, and work-life balance contribute to retention.
- By using tools like surveys and interviews, the research can identify specific challenges employees face and assess the effectiveness of current retention strategies implemented by the organization.

Conclusions

The study on employee retention strategies at S3 – PRZ Research and Publication, Madurai, reveals that a well-structured and employee-centric approach is essential for retaining talent in the competitive research and publishing sector. Key factors such as job satisfaction, opportunities for growth, effective communication, and a supportive work environment were found to significantly influence employee loyalty. The research highlights that while financial incentives play a role, non-monetary aspects like recognition, career development, and work-life balance are

equally critical in building long-term employee commitment.

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