

A STUDY ON EMPLOYEE PERCEPTION TOWARDS RECRUITMENT PROCESS & STRATEGIES AT PROCONNECT

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Abstract:

This study explores employee perceptions of the recruitment process at Pro Connect, based on a structured survey conducted among 200 employees using a convenience sampling method technique. A descriptive research design was adopted to assess awareness of recruitment concepts such as internal sourcing, job analysis, and the use of applicant tracking systems. Statistical tools, including chi-square tests and correlation analysis, revealed significant differences in perception based on age, gender, and education. The study recommends awareness programs, gender diversity initiatives, enhanced employer branding, and internal mobility support to align employee understanding with organizational strategies and improve recruitment effectiveness.

Keywords — **recruitment, recruitment process, employee, Human resource management**

1. INTRODUCTION

Recruitment is a critical function of human resource management, aimed at attracting and selecting the most suitable candidates to fulfill organizational needs. In today's competitive business environment, organizations strive to implement effective recruitment strategies that align with their goals, culture, and workforce requirements. The recruitment process typically involves identifying job vacancies, preparing job descriptions, sourcing potential candidates, screening applications, conducting interviews, and selecting the best-fit individual for the role. However, beyond these procedural steps, strategic recruitment focuses on long-term talent acquisition, employer branding, and creating a positive candidate experience. With evolving workforce expectations and technological advancements, companies are increasingly adopting innovative approaches such as digital recruitment tools, data-driven hiring decisions,

and employee referral programs. This article explores the various stages of the recruitment process and evaluates the strategic practices that organizations employ to enhance the efficiency and effectiveness of their hiring outcomes.

2. OBJECTIVES

- Analyze the impact of job descriptions and sourcing channels on candidate attraction.
- Evaluate the effectiveness of screening, selection, and recruitment technology.

3. NEED FOR THE STUDY

This study is needed to explore how organizations can optimize their recruitment processes to attract and retain top talent. With evolving recruitment practices and technology, understanding these changes is crucial for staying competitive and improving overall organizational performance.

4. SCOPE OF THE STUDY

This study focuses on the recruitment process within Human Resource Management (HRM), exploring key stages such as job analysis, sourcing, screening, selection, and onboarding. It covers the impact of various recruitment methods, including traditional and modern techniques, and the role of technology in streamlining the process.

5. LIMITATIONS OF THE STUDY

- The study was carried out only certain number of employees.
- At times certain employees were not accurate in their responses.

6. LIERATURE REVIEW

Ashwini, Muddasir Ahmed Khan, and Akbar Hussain (2024) studied the role and impact of HR planning in recruitment and selection. They highlight that effective recruitment attracts suitable candidates and screens them for selection. HR planning aligns performance reviews, promotions, and salary increases with corporate goals, ensuring competency and strategic alignment with business plans.

Agunbiade asimyu kola (2023) effect of recruitments and selection process on performance in organizations. As a result, well-defined policies and procedures must oversee the successful implementation of the recruitment and selection process.

Deepika (2023) a study on the impact of the recruitment and selection process on organization performance. Effective recruitment ensures the right talent aligns with corporate goals, while continuous evaluation of selection methods enhances performance

Tejkunwar (2023) It found there is no discrimination during the recruitment. Knowledge and skills of the candidate is the main factor the company considers while the

recruitment. For the job profile the candidate approach through job portals.

Sunita shah (2022) A Study on Recruitment and Selection Process at Capgemini India Pvt Ltd, The role of these aspects in the contemporary organization is a subject on which the experts have pondered, deliberated and studied, considering the vital role that they obviously play.

Soundarya (2020) From the analysis, it has been found that the most of the employees in the company were satisfied but changes are required according to the changing scenario of recruitment process that has a great impact on working of the company as a fresh blood, new idea enters in the company.

Kanaga villi (2019) The expatriate factor has an impact on the demographic and psychological factors. It has been proved by several researches that the recruitment and selection process is influenced by the expatriate process. Hence, the adoption of a suitable methodology for the recruitment practices would result in finding out the right candidate for the right job.

7. RESEARCH METHODOLOGY

This study uses a descriptive research design to explore employee perceptions of the recruitment process and strategies at Pro Connect. Data was collected through both primary sources, such as surveys and interviews, and secondary sources like reports and publications. A convenience sampling method was applied, selecting respondents based on accessibility. The sample size consists of 200 employees who participated in the survey.

8. DATA ANALYSIS & INTERPRETATION

This section presents the analysis of data collected from the employees regarding their perception of recruitment processes and strategies at Pro Connect. The responses were collected using a structured questionnaire and

analysed using statistical tools such as percentage analysis, chi-square test, and correlation analysis.

8.1 PERCENTAGE ANALYSIS

Table 8.1.1 Percentage analysis for the age of the respondent

		<i>Frequency</i>	<i>Percent</i>
<i>Valid</i>	<i>15-20</i>	<i>39</i>	<i>19.5</i>
	<i>21-25</i>	<i>36</i>	<i>18.0</i>
	<i>26-30</i>	<i>44</i>	<i>22.0</i>
	<i>31-35</i>	<i>24</i>	<i>12.0</i>
	<i>Above 36</i>	<i>57</i>	<i>28.5</i>
	<i>Total</i>	<i>200</i>	<i>100.0</i>

INFERENCE:

From the above table, it can be inferred that 28.5% of the respondents are aged Above 36 years, followed by 22.0% aged 26-30 years. The least number of respondents (12.0%) are in the 31-35 years age group. Most of the respondents are aged Above 36 years.

Table 8.1.2 Percentage analysis for the gender of the respondent

		<i>Frequency</i>	<i>Percent</i>
<i>Valid</i>	<i>Male</i>	<i>131</i>	<i>65.5</i>
	<i>Female</i>	<i>69</i>	<i>34.5</i>
	<i>Total</i>	<i>200</i>	<i>100.0</i>

INFERENCE:

From the above table, It can be inferred that 65.5% of the respondents are Male and 34.5% are Female. Most of the respondents are Male.

Table 8.1.3 Percentage analysis for education background of the respondent

		<i>Frequency</i>	<i>Percent</i>
<i>Valid</i>	<i>School</i>	<i>48</i>	<i>24.0</i>
	<i>UG</i>	<i>42</i>	<i>21.0</i>
	<i>PG</i>	<i>57</i>	<i>28.5</i>
	<i>Professional Course</i>	<i>53</i>	<i>26.5</i>
	<i>Total</i>	<i>200</i>	<i>100.0</i>

INFERENCE:

From the table, it is evident that 28.5% of respondents have a Postgraduate (PG) qualification, followed by 26.5% who have pursued a Professional Course. The lowest percentage, 21.0%, have an Undergraduate (UG) degree. Most of the respondents are Postgraduates.

Table 8.1.4 percentage analysis for not a recruitment source of the respondent

		<i>Frequency</i>	<i>Percent</i>
<i>Valid</i>	<i>Internal promotions</i>	<i>50</i>	<i>25.0</i>
	<i>Job Portals</i>	<i>58</i>	<i>29.0</i>
	<i>Social Media</i>	<i>47</i>	<i>23.5</i>
	<i>Conventional</i>	<i>45</i>	<i>22.5</i>
	<i>Total</i>	<i>200</i>	<i>100.0</i>

INFERENCE:

From the table, it is evident that 29.0% of respondents incorrectly identified Job Portals as not being a recruitment source. On the other hand, 25.0% of respondents chose Internal Promotions. Most of the respondents are

incorrect in their selection of Job Portals as a non-recruitment source.

8.2 CHI SQUARE ANALYSIS

Null Hypothesis (H0): There is no significant different between challenges & enhancement for recruitment process.

Alternative Hypothesis(H1): There is significant different between challenges & enhancement for recruitment process

Test Statistics		
	<i>What is a common challenge in the recruitment process?</i>	<i>Which of these enhances the recruitment process?</i>
Chi-Square	11.720 ^a	41.560 ^a
Df	3	3
Asymp. Sig.	.008	.000

INTERPRETATION

From the above table, the p-values for both questions are less than 0.05 (0.000 and 0.008 < 0.05). Therefore, H0 is rejected and H1 is accepted. This indicates a significant difference in the perception of recruitment challenges and enhancing factors among respondents

8.3 CORRELATION ANALYSIS

To find an relationship between primary focus of recruitment planning & objectives of job analysis

Null Hypothesis (Ho): There is no relationship between primary focus of recruitment planning & objectives of job analysis

Alternative Hypothesis(H1): There is relationship between primary focus of planning & objective job analysis.

		<i>What is the primary objective of a job analysis?</i>	<i>What is the primary focus of workforce planning in recruitment?</i>
<i>What is the primary objective of a job analysis?</i>	<i>Pearson Correlation</i>	1	.167*
	<i>Sig. (2-tailed)</i>		.018
	<i>N</i>	200	200
<i>What is the primary focus of workforce planning in recruitment?</i>	<i>Pearson Correlation</i>	.167*	1
	<i>Sig. (2-tailed)</i>	.018	
	<i>N</i>	200	200

INTERPRETATION

From the above table, the significance value (p-value) is 0.018, which is less than the significance level of 0.05 (0.018 < 0.05). Therefore, H0 is rejected and H1 is accepted. This indicates that there is a significant positive correlation between the primary focus of workforce planning in recruitment and the primary objective of a job analysis.

9. FINDINGS

The study found that most respondents were male (65.5%) and above 36 years of age (28.5%), with a majority holding postgraduate (28.5%) or professional qualifications (26.5%). A significant portion (29.0%) mistakenly identified job portals as a non-recruitment source. Chi-square analysis revealed significant differences in perceptions of recruitment challenges and enhancements (p = 0.008 and p = 0.000). A positive correlation was also found between workforce planning focus and job analysis objectives (r = 0.167, p = 0.018).

10. SUGGESTION

To improve the recruitment process at Pro Connect, targeting younger job seekers through platforms like LinkedIn, Instagram, and job portals could enhance visibility and reach. Tailoring job advertisements with clear, engaging content that reflects the company's values and opportunities can attract more qualified candidates. Enhancing the candidate experience through mobile-friendly application processes and prompt communication may improve engagement and conversion rates. It is also recommended to clarify internal communication regarding recruitment sources to reduce confusion among employees. Additionally, aligning workforce planning with job analysis objectives can strengthen strategic hiring efforts. Data-driven recruitment and periodic feedback collection should be implemented to continuously refine recruitment strategies and address evolving workforce needs.

11. CONCLUSION

The study on employee perception towards the recruitment process and strategies at Pro Connect reveals that while the majority of respondents hold a positive view, there are areas requiring improvement, particularly in communication and awareness of recruitment sources. Statistical analysis confirmed significant differences in the understanding of recruitment challenges and enhancement factors, as well as a meaningful correlation between workforce planning and job analysis objectives. These insights highlight the need for a more structured, data-driven, and employee-informed recruitment approach. Strengthening alignment

between strategic planning and candidate engagement will support more effective and efficient hiring outcomes for the organization.

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