



A STUDY ON HIRING PROCESS WITH REFERENCE TO – COUNTRY DELIGHT PVT LTD, BANGALORE, INDIA

Rachana Shree K S

2nd Year MBA, The Oxford College of Engineering, Bangalore, India

Sachin Kumar N

2nd Year MBA, The Oxford College of Engineering, Bangalore, India

Sagar P

2nd Year MBA, The Oxford College of Engineering, Bangalore, India

Dr. Sahana. A., Associate Professor,

Department of MBA, The Oxford College of Engineering, Bangalore, India

<p>Article History</p> <p>Received: 06 August 2023 Revised: 29 September 2023 Accepted: 09 November 2023</p> <p>CC License CC-BY-NC-SA 4.0</p>	<p>Abstract</p> <p><i>In the competitive global market, companies are increasingly leveraging technology to enhance recruitment. The integration of social networking sites (SNS) as a recruitment tool is a growing trend, yet understanding its impact on employer branding and its pros and cons requires further research. Analyzing credible sources reveals advantages such as accessing a wide candidate pool, particularly younger talent, attracting passive job seekers, and refining employee performance predictions. However, challenges arise, including legal concerns, sifting through a vast candidate pool, doubts about reliability, and data accuracy. In conclusion, businesses should not solely rely on SNS for hiring, but they can benefit from the valuable insights it offers while acknowledging the need for ongoing research in this evolving landscape.</i></p> <p>Key words: <i>Hiring process, Human resources, Employee selection, Hiring strategies, Employee onboarding, HR practices</i></p>
--	---

1. INTRODUCTION

"Country Delight," a prominent player in the dairy and food industry, employs a rigorous hiring process to identify qualified individuals who align with their values. This process begins with defining job requirements and employing diverse recruitment strategies. It includes resume review, qualification assessment, and multiple interview rounds to gauge skills and cultural fit. The goal is to build a diverse, skilled team that drives the company's success in the food and dairy sectors through a comprehensive and disciplined approach.

2. REVIEW OF LITERATURE

According to Sudhamsetti (2014), the study investigates the process of hiring employees. Various methods, including surveys, interviews, observations, and more, were employed to collect primary data. Additionally, data from sources such as books, journals, websites, and government papers were used as secondary data. The study's objectives encompass monitoring, recording, and analyzing the hiring and selection process, as well as evaluating the

effectiveness of hiring policies. The research analyzed data from 150 respondents using statistical techniques. The findings suggest that HR managers should consider alternative methods, such as hiring through universities, to select the right candidates.

According to Kumar (2014), the study delves into the process of hiring candidates. Primary data is gathered through methods like observation, interviews, questionnaires, and more. Secondary data is collected from diverse sources, including government reports, books, websites, journals, and other publications. The study aims to scrutinize the selection of candidates from both internal and external sources and to explore the recruitment and selection process. Data from 150 respondents were analyzed using statistical techniques, reinforcing the notion that talent acquisition is a primary factor influencing the Human Resources department's contribution to achieving overall organizational goals.

According to Bogranadam (2014), the study conducted in 2014 investigates hiring practices in a research paper. The primary method of data collection involved distributing questionnaires to a group of 40 respondents. This study's primary goals are to evaluate employee satisfaction and assess the hiring process. An analysis indicates that the majority of employees are content, and recommendations for improvement have been suggested.

Mankikar (2014) examined the factors influencing hiring practices. Primary data were collected through surveys and one-on-one interviews, while secondary data were gathered from various sources, including brochures, websites, educational materials, periodicals, newspapers, and publications. The primary objectives of the study are to evaluate recruitment costs and understand how a company's size impacts hiring decisions. It emphasizes that the recruitment and selection process evolve in line with the organization.

Karthiga (2015) explored the process of identifying potential candidates and motivating them to apply for jobs in a research paper aimed at comprehending the hiring process. Primary data was collected through questionnaires from a sample of 100 individuals, and analytical tools such as Anova, Chi-Square, and Correlation were utilized. The primary research objectives included determining the average duration of the selection process, evaluating public perceptions of the recruitment process, and identifying innovative approaches to enhance the current hiring procedure. The study's findings suggest that the survey could help identify a recruitment model that would enhance performance.

3. OBJECTIVES OF THE STUDY

- ☐ To examine the relationship between interview expectations and interviewer professionalism.
- ☐ To assess the fairness and impartiality of the hiring process with regard to gender.
- ☐ To analyze variations in each employee's work experience and their level of satisfaction with the negotiation support they receive.

4. HYPOTHESIS

H₀₁: There is no significant correlation between interview expectation alignment and interviewer professionalism and friendliness rating.

H₀₂: There is no significant difference in the mean satisfaction levels between individuals for a fair hiring process.

H₀₃: There is no significant difference in the mean satisfaction levels between individuals for a fair hiring process.

5. METHODOLOGY

This project's research methodology is descriptive research design. Descriptive research, on the other hand, is used to describe the characteristics of the population or event under study. It makes no mention of how, when, or how the features came into being. The 'what' question is instead addressed. Usually, the situation is described using some kind of categorization framework, often known as descriptive categories.

6. RESULTS AND DISCUSSION

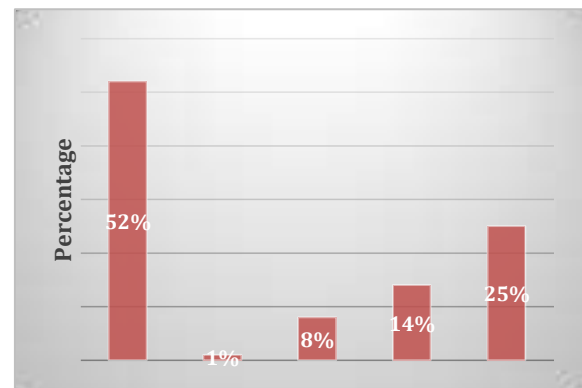
Objective 1: To examine the relationship between interview expectations and interviewer professionalism.

Interview process & Expectation alignment

Table 6.1

Responses	Frequency	Percent
Mostly	52	52
Not at all	1	1
Not very	8	8
Perfectly	14	14
Somewhat	25	25
Total	100	100

Graph 6.1



Approximately 52% of respondents found the interviewing process to be "Mostly" aligned with their expectations, with only 1% indicating "Not at all" alignment, and varying degrees of alignment for the rest.

H01: There is no significant correlation between interview expectation alignment and interviewer professionalism and friendliness rating.

Table 6.2 Correlation Output

Particulars		Interview expectation alignment	Interviewer professionalism and friendliness rating.
Interview expectation alignment	Pearson Correlation	1	0.017
	Sig. (2-tailed)		0.868
	N	100	100
Interviewer professionalism and friendliness rating.	Pearson Correlation	0.017	1
	Sig. (2-tailed)	0.868	
	N	100	100

From the above table p-value of 0.868, the Pearson's correlation coefficient between

interviewers' professionalism and friendliness rating and interview expectation alignment is 0.017. We are unable to reject the null hypothesis since the p-value is greater than the conventional significance level of 0.05. At the 0.05 significance level, the correlation value of 0.017 indicates a very weak positive link but is not statistically significant.

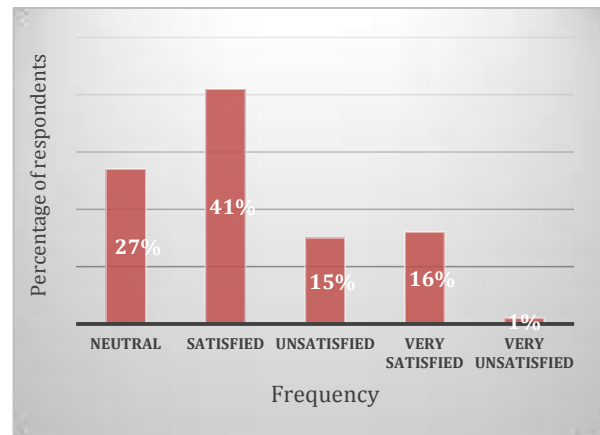
Objective 2: To assess the fairness and impartiality of the hiring process with regard to gender.

Fairness Awareness

Table 6.3

Responses	Frequency	Percent
Neutral	27	27
Satisfied	41	41
Unsatisfied	15	15
Very satisfied	16	16
Very unsatisfied	1	1
Total	100	100

Graph 6.2



Participants' awareness of the hiring procedure's fairness varied, with 27% having a "Neutral" level of knowledge, 41% "Satisfied," 15% "Unsatisfied," 16% "Very satisfied," and 1% "Very unsatisfied."

H02: There is no significant difference in the mean satisfaction levels between individuals for a fair hiring process.

Table 6.4 Independent T test Output

Particulars		Levene's Test for Equality of Variances		t-test for Equality of Means				
		F	Sig.	t	df	Sig. 2 Tail	Mean Diff	Std. Error
Gender Vs fairness and unbiased hiring process satisfaction	Equal variances assumed	5.79	0.01	2.52	98	0.013	0.509	0.202
	Equal variances not assumed			2.70	72.86	0.008	0.509	0.188

Above Levene's test for Equality of Variances indicates that since the p value is 0.018 which is less than the significance level 0.05, indicating rejection of the null hypothesis. Equal variances not assumed. This suggests that there is no statistically significant difference in the satisfaction levels regarding the company's fair hiring efforts, with those who perceived higher efforts being more satisfied than those who perceived lower efforts.

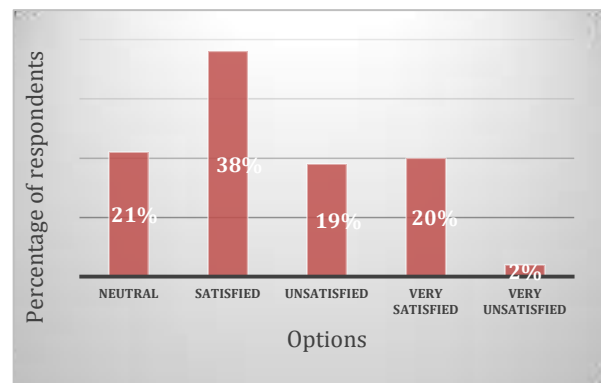
Objective-3 To analyze variations in each employee's work experience and their level of satisfaction with the negotiation support they receive.

Negotiation Satisfaction

Table 6.5

Responses	Options	Percent
Neutral	21	21
Satisfied	38	38
Unsatisfied	19	19
Very satisfied	20	20
Very unsatisfied	2	2
Total	100	100

Graph 6.3



Participants' satisfaction with the bargaining process varied, with 21% expressing "Neutral" satisfaction, 38% "Satisfied," 19% "Unsatisfied," 20% "Very satisfied," and 2% "Very unsatisfied."

H03: There is no difference among the in-satisfaction levels across different levels of negotiation support.

Table 6.3 ANOVA test output

Particulars	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	7.371	4	1.843	1.630	0.173
Within Groups	107.379	95	1.130		
Total	114.750	99			

The One-Way ANOVA results show that the calculated F-value is 1.630, and the associated p-value is 0.173. Since the p-value is greater than the common significance level of 0.05, we do not have enough evidence to reject the null hypothesis. Thus, the analysis suggests that there is no significant difference in satisfaction levels based on various levels of negotiation support.

7. Conclusion:

A well-structured and efficient hiring process serves as the linchpin for an organization to

swiftly fill vacant positions, reducing productivity gaps and ensuring business continuity. Simultaneously, emphasizing diversity and inclusion during recruitment fosters a more creative and innovative workforce, as it promotes a broader perspective and fresh ideas. Furthermore, providing an exceptional candidate experience, regardless of the final outcome, leaves a lasting impression on applicants and can significantly enhance the company's employer brand. This, in turn, helps in attracting top talent. Moreover, a commitment to transparency and fairness in candidate evaluation minimizes the likelihood of biases and ensures that all individuals are consistently and equitably assessed throughout the selection process, promoting a more inclusive and objective hiring environment.

References

- Sudhamsetti. Naveen, and Dr.D.N.M Raju, (Jan. 2014).A Study On Recruitment & Selection Process With Reference To Three Industries, Cement Industry, Electronics Industry, Sugar Industry In Krishna Dt Ap,India. IOSR Journal of Business and Management (IOSR-JBM) e-ISSN: 2278-487X, p-ISSN: 2319-7668. Volume 15, Issue 5, PP 60-67.
- G. Karthiga, R. Karthi and P. Balaishwarya, Recruitment and selection process, International Journal of Scientific and Research Publications 5(4) (2015), 1-4.
- S. D. Bhoganadam and D. S. Rao, A study on recruitment and selection process of Sai Global Yartex (India) Private Limited, International Journal of Management Research & Review 4(10) (2014), Article No. 5, 9961006.
- Mankikar, Sneha. "A critical study on Recruitment and Selection with Reference to HR Consulting firms." Indian journal of research 3.3 (2014).