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**Topic: RECRUITMENT OF HUMAN
RESOURCES**

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RECRUITMENT

It is a process to discover the sources of manpower to meet the requirements of the staffing process.

Recruitment is the discovering of potential candidates for actual or anticipated organizational vacancies or from other perspective, it is a linking actively bringing together those with jobs to fill and those seeking jobs.

It is a process of searching for prospective employees and encouraging them to apply for jobs in an organization.



Sucessful human resource planning and development depend upon the recruitment process.

HR CHALLENGES IN RERUITMENT

The major challenges faced by the HR in recruitment process are :

- **Adaptability to globalization**
- **Lack of motivation**
- **Attracting the right job candidates**
- **Building talent pools proactively**
- **Targeting passive candidates**
- **Lack of qualified candidates**
- **Building a strong employer brand**

FACTORS AFFECTING RECRUITMENT PROCESS :

The factors can be divided into two parts

1. Internal factors

2. External factors

*** Internal factors are as follows :**

- **Goals of the organization**
- **Business strategies**
- **Work culture**
- **Leadership style**

- **Cost of recruitment**
- **Size of the company**
- **Goodwill of the company**

*** External factors are as follows :**

- **Socio economic factors**
- **Supply and demand factors**
- **Employment rate**
- **Labour market condition**
- **Govt. rules and regulation**
- **Information system**
- **Location of the organization**

FORMS OF RECRUITMENT

The size, business, processes and practices differ in different organizations to affect the productivity and efficiency of the organization can depend on what the organizations adopt different forms of recruitment practices as per the specific needs of the organization. The forms are explained below :

1. Centralized recruitment- In centralized recruitment personnel department at the central office performs the functions of recruitment. For eg. commercial banks follow centralized system.

*** MERITS**

- 1. Minimum costs**
- 2. Benefits of centralised promotion and transfer procedures**
- 3. Better utilization of specialist**
- 4. Uniformity**

***DEMERITS**

- 1. Inflexibility**
- 2. Poor fit**
- 3. Manager alienation**

2. Decentralized recruitment- In the decentralized system recruitment is undertaken at unit level or zonal level. Lower level staff as well as top level executives are recruited in a decentralized manner. For eg. Indian railways follow decentralized system of recruitment.

*** MERITS**

- 1. Better control over person who are recruited**
- 2. Free to use any method to stimulate prospective candidates to apply for the job**
- 3. Planning of recruitment function effeciently**
- 4. Time saving**

***DEMERITS**

- 1. Problems of coordination**
- 2. External factors**
- 3. Increases the administration expenses**
- 4. Lack of uniformity**
- 5. Unsuitable for small firms.**
