



**INSTITUTE OF
BUSINESS MANAGEMENT**



CORPORATE RECRUITMENT PROCESS RESEARCH ON NETPACE PVT LTD

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SPECIAL THANKS TO:

HR Ms. SHAHNA ASLAM

EXECUTIVE SUMMARY:

Our group has conducted a research on the software company NETPACE PVT LTD. The research was solely based on the questionnaire which we asked from HR Manager Shahna Aslam. We come to know in research about their methods of Recruitment, Placement, and Talent Management. Recruitment process consists of a couple of structural interview. Moreover, to select the suitable candidate manager of the concerned department and interview the candidate along with the HR member. During the pandemic they face the issue of virtual interviews as virtual interviews do not reflect one's personality. They always want their employees to have knowledge, skills and experience in order to meet their strategic goal.

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LETTER OF ACKNOWLEDGEMENT:

First of all, we would like to thank Almighty Allah who gave us this much strength to complete this project. We have been helped and guided by our teacher Dr Bilqees Ghani. Therefore, we are thoroughly pleased with her and without her support this won't be possible. We would also like to thank Ms. Shahna Aslam, Human Resource (HR) Manager, Netpace Pvt Ltd. who helped us by providing information regarding her company in her interview, to conduct this research correctly.

Introduction

This research was conducted to analyze Human Resource Department's main the Recruitment Process of the very well known, Certified, Minority Business Enterprises and professional company Net Space. It mainly focus on providing the services like Enterprise App Development Software, Data Analytics Digital and creative solutions guidance and how to strengthen the complexity of business initiatives and makes them reliable and authentic by using Artificial Intelligence, ML and Deep Learning solutions to create diversity in the solutions and environment for that they have hired professionals and in this research our main focus is on the recruitment process of Net Space and their criteria of hiring employee. Mainly the focus on this study is on Recruitment, Placement, and Talent Management which will conduct to help our research.

Recruitment:

Recruitment is a process of hiring employee if they meet the certain criteria set by the company and possesses the set skills, knowledge, personality trait and qualities. There is no limitations to it whether it's religion, sect, cast, color, gender etc. The recruitment process can be done via Internet, Social Media advertising in newspaper, agencies, on-call, social network, walk-ins or word of mouth. The recruitments are done through by filling up the questionnaire, interviews or by attempting exams.

Placement:

Placement process is basically the guidance plan where to place whom by identifying the job description and the hired person according to his knowledge, skills, qualifications and qualities so that the organization can achieve its set goals.

Talent Management:

This is the process of goal oriented and integrated process while planning, setting Job description, developing, managing and compensating employees. Moreover while identifying the need in company pr vacant position, hiring a candidate by focusing on the job description then hiring candidates accordingly with the help of recruitment tactics, conducting different training sessions to train the employee that can really help him to achieve the company's goal.



TALENT GOALS AND MANAGEMENT:

One of the far most important things now days is actually assessing the right talent so as the recruitment talent management has been evolved from last four to five years. Since then, it has been working fine and aggressively. As per our talks with the HR manager, she said that each company has to keep their employees retention rate high. Companies nowadays, usually invest more towards their employee so that they can be motivated, groomed and acknowledged. Companies is now likely giving certificates, trainings, and lunches so that employee feels special at the workplace. Companies also try to involve and invite their employees to special events in order to keep their morale high every time.

Further, she said that, one more way of employee retention is to offer incentives and higher salaries from the market. Talent management is a constant and continuous technique that actually helps to attract and retain extraordinary employees. It helps them to grow their skills, knowledge and enhance their performance so that company can be benefited. The other most valuable thing is that colleagues often impress and inspired from others and company also retained their word of mouth and good brand image in the real market. It does have impact on overall performances of all employees thus this type of investment in a right manner always worthy and pays off for the company in the true manner or sense.

Job descriptions:

It is one of the most important tasks to do for the concern department thus it is first step and if it is not rightly done then company may face consequences. Basically, Job description is a summary of all the responsibilities, skills and qualifications that are mandatory or required for a particular or desired role. The purpose of a job description is to help an HR manager find a suitable candidate for the job. The work skills, obligations, errands, and obligations that are illustrated in the portrayal go about as rules for the representatives.

Job analysis:

Job analysis is the process of gathering information about the requirements of a job. Job analysis defines the jobs within the organization and the behaviors necessary to perform these jobs. Job analysis provides necessary information for managing compensation of employees. By indicating the qualifications required for doing a specified job and the risks and hazards involved in its performance, it helps in salary and wage administration.

Job specification:

A job specification defines the knowledge, skills and abilities that are required to perform a job in an organization. Job specification covers aspects like education, work-experience, managerial experience etc. which can help accomplish the goals related to the job. A job specification helps the employer find the right candidate and helps the candidate in identifying whether the job is suitable for him or not.



RECRUITMENT PROCESS:

She explained the recruitment process in that way “if there is an vacancy on any position so the concerned member analysis whether if it right time to open a job or not. If he finds suitable then he request a requisition to put a JD (Job Description) of relevant person. Secondly, the HR posts a job on the social media platform such as LinkedIn, Indeed and Facebook. Thirdly, HR collects the information and according to the requirement of the desired or vacant position, HR creates pools of candidates. Fourth, HR shortlist the candidates and forwards the CV of shortlisted candidates to the concerned manager. Fifth, the concern manager reviews and shortlists again for the interview. Then HR is supposed to call the shortlisted candidates. We mostly conduct two interviews, one is conducted by the team and the second one is conducted by concern manager. If the first interview is passed by candidates then he/she will be asked for the second interview. Out of interview pool, only one candidate select and then HR offers the salary package and negotiation. HR asks for the documents that are usually done on email. After, accepting documentary stuffs, company starts onboarding employee and usually it takes 30 days to employee to his journey with us.



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INTERVIEW GUIDE

Different HR's use different techniques and methods while assessing the right talent. Here, and mostly, HR have interview guide according to the relevant position. For example; for the position of sales manager or floor manager will be different questions respectively. Moreover, HR has been assigned a questionnaire from where he has to conduct interview and these are given by special and relevant department. Here, they conduct screening is basically done from the prepared documented questionnaire. The advantage of these entire

steps is that it eventually saves time of HR and concerned managers. It saves a lot of time and get job done easily for the company. This gives the idea that if the candidate is qualified enough and suitable for this position.



TECHNOLOGICAL SUPPORT:

Are they taking help of the social media while creating big pool of candidates? And she replied as yes, we do take help of it. Further said, we use LinkedIn, Instagram, Facebook and so many other websites such as rozee.pk, PAK indeed and so many others. Basically, yes it helps us to create big pools of right and deserving candidates. Moreover, it hunts the more and more talents so that can be useful eventually for the company.



OTHER DEPARTMENT INVOLVEMENT:

While interviewing the HR person of a Software house regarding their recruitment process that what else department focuses on while recruiting the candidate to which he replied that if the candidate is applying for a management level post like post in their organization for example in Marketing or Accounts Department ,He has to go through initial screening process and the concern department's manager also takes part while interviewing the candidate to analyze if the candidate is capable and has the correct knowledge according to his Job Description and Hr. manager is also involved in recruitment process to see the ethical behavior of the candidate.

LOYALTY RATE REFERRAL VS AGENCIES:

Organizations focus on the professionalism and for that hiring a right candidate on a right time is very important. The recruitment process is very important for any organization and a bit challenging as the growth of any organization depends on its employee. There are two types of recruitment process one of them are Referral. Referred employee are more trustworthy and reliable for any organization as they have more knowledge and have the knowledge and information regarding the concern job and organization. Moreover organization also trust them while on the other hand the second way is hiring by agency. They take time to understand the culture of the organization and take time to be comfortable. Moreover they also have trust issues with the organization and organization also take time to build trust and takes time to adjust in the environment. Employees who are referral have less turnover ratio than the employee than the employee who is hired through the agency.

TIME TAKEN IN WHOLE PROCESS OF SELECTION:

Time-to-Fill a space in the organization varies to multiple factors as it varies from position to position. For example, the market is filled with the candidates of HR, marketing, finance and accountant this position doesn't take much time to fill the average time is 15-20 days but at other ends, the market produces low graduates of IT, software, and textile as the candidates who belong to these fields these positions usually take 25-30 days and sometimes even more. Mostly the average time to hire the candidates to fill the position takes 20-25 days as per our source.

CHALLENGES OF RECRUITMENT PROCESS:

The most common issue during the recruitment process is 'rescheduling of interviews'. HR set the interview with the candidate but the candidate either asked to reschedule it or canceled it. HR calls the candidates and some of the candidates don't even pick up the calls. Candidates should have decency to inform the HR department about this sudden change of plan.

CHALLENGES DURING COVID:

During COVID they shifted their recruitment process from physical to virtual. However virtual interviews cannot be considered as success due to number of reason. Firstly it does not reflect one's personality and ambition. Furthermore, internet connectivity issues were also present during interviews. It can be said that virtual interview was not a success for Netspace.

CHALLENGES FACED BY AN HR MANAGER

- **Recruitment:**

Employees are crucial part of the firm because they make a company successful but sometimes, it becomes very difficult for an HR manager to find a suitable candidate for a job. Therefore, employers must be very thorough with their recruiting strategies.

- **Retention:**

Once you find the perfect candidate for a job, it is hard to make them stay. Employees always look for opportunities and growth. And as soon as the right opportunity come they don't hesitate to leave a firm. Therefore, it is important for an HR manager to provide good working environment for their employees and keep them motivated.

- **Dealing with employee diversity:**

Conflict is inevitable when people belonging to different gender, religion and culture are working together. The best way to deal with diversity is to treat everyone with respect and provide fair chance to prove themselves.

- **Training and development:**

It is crucial for the employees of a company to keep learning and improving their skills so that they can contribute to the betterment of the company. Training programs help employees in learning but these programs can cost company huge sum of money. The best way to deal with this problem is to recruit managers and senior leadership in mentoring their subordinate employees.

QUALITIES OF AN HR MANAGER:

- **Communication Skills:**

One of the most important quality that an HR manager must possess is good communication skills. He should be able to explain to his employees what their job is, what the firm's goals are and how can they achieve them. Effective communication can help solve problems or stop them from developing in the first place.

HR managers need to know how to communicate with different kinds of people because they have to deal with people belonging to different departments.

- **A good listener:**

It is very important for an HR manager to be a good listener because this will make the employees feel seen and supported. Employees are the greatest asset of the company and if they feel like they are valued in a company, they will work hard and give better results.

- **Technically skilled:**

Every HR manager must have some knowledge about the software that is used by HR professionals. Social media tools such as Facebook, Twitter, and LinkedIn have become essential to business networking, especially in HR, it's essential to know how to use them for various purposes. These days a lot of job posting are done online, so technical information is a must for an HR manager.

- **Decision making:**

An HR manager's decisions affect the overall performance of the company therefore he should think rationally. He should include all the team members and take everyone's opinion in his decision-making process. By considering others perspectives on how to approach and solve a specific problem, you can become more aware of your own flaws and manage your team with a greater level of emotional intelligence.

- **Ethical:**

An HR manager needs to treat everyone with respect. He should not discriminate among his employees. He should give equal opportunities to all the employees no matter what culture, gender or religion they belong to. He must ensure that people are hired based on merit, not any personal or professional bias and preferences.

HR (Personal Likes)

Basically working in HR was a dream. She have a personality where she can socially interact with people easily. She likes doing new things and discovering things. Human Resource is the most appropriate to grab competency. Marketing and sales relevant in this type of personality but according to her in Pakistan these 2 departments driven together and don't have that much of respect or worth. She felt like HR is the department that is respectable to people and is best department to pursue this.

Conclusion

The research was conducted by us to analyze the recruitment process of the known and certified IT company name Net Space. The conclusion was find that the mainly focused areas that are Recruitment, Placement, and Talent Management is very important and must needed to cover while recruitment process to hiring candidates those are perfect and qualified for the job description and fruitful for the company and gives long-lasting benefits to company in achieving the goals of the organization as turnover of employees are controlled by them and non-serious employee are entertained less.

Many companies failed due to lack of information but most them failed just because of hiring a wrong person in the company. We have therefore selected recruitment and talent management for our research because it gave clear mind set for recruiting candidate which is perfectly made for concerned department or company, employee is important source of the for everlasting growth of the company so hiring of a perfect employee is very much important otherwise companies do suffer for turnover rates and hiring wrong person. In order to maintain the decorum of your business or company you needed to follow the procedure Net Space has done or similar to it in recruitment or placement of you employees. but the ratio of organizations are more which believes that the recruitment process is no longer important and effective hence in results hire wrong employees with zero knowledge of the job description and field hence they are no more productive and often fail to achieve their task and disappoint their boss and organization. That's the main reason we choose Talent and recruitment process to put a light and highlight the importance of it that for any organization it is so important to follow the recruitment process and go through it while hiring the candidates to achieve the goal and give long term benefits to an organization. Moreover it is very important to follow the recruitment process to reduce the turnover rate and recruited the right person at the right time according to Job description. So it is very important to follow the recruitment process in order to maintain the professionalism and decorum like Net Space is maintaining for its success by following the recruitment and placement process.



RECOMMENDATIONS:

According to our findings and researches on Net pace Pvt Ltd, we analyzed in some points they are lacking of and they needed to fill those gaps so our recommendations are;

1. There HR need to upgrade this cutting edge and inventive thinking in their different regions also in which including arrangement of the representative.
2. They also needed to consider more the previous studies and grades before hiring new employees.
3. They needed to train their employees with the lectures or previous case studies.
4. They don't have to adulate the representatives with cash cost if not they will become faithful to cash rather than the association.
5. In the recruitment they expected to direct the psych talk with which can likewise help them..
6. They also needed to take the written exam for the job where you can test. The knowledge.
7. They confronted difficulties in virtual enrollment so they expected to lead more actual meeting and attempts to realize more prior to recruiting any representatives.
8. They also faced challenges regarding candidate punctuality, they needed to set time and after time don't conduct interviews until or unless legit reason showed up.
9. They don't have to depend more via web-based media yet to utilize LinkedIn or Rozee.com.

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<https://kissflow.com/hr/talent-management/talent-management-guide/>

APPENDICES:

INTERVIEW QUESTIONNAIRE:

1. What do you like most about working in human resources?
2. How your recruitment process work?
3. Do you have effective interview questions based on the Success Profile and the position requirements? Do you use an interview guide?
4. Which is the biggest challenge that you face in the whole process of recruitment?
5. Do you take any technological support for the process of recruiting?
6. Apart from the HR Manager, who all from the other departments are required to get involved in interviewing process?
7. What challenges do you face in recruiting process during Coronavirus time? In addition, what difference you fell in virtual and physical recruitment and placement?
8. In how much time does the whole process generates results? (Time taken in the whole process)
9. What is the retention rate for those employees hired from employee referrals Vs agencies?
10. What is the major purpose of creating talent management and how does it work?
11. Which practices efficiently meet your talent goals and can be captured by your systems?
12. How do you make a talent management strategy and how do you deal with rising problems of talent management?

As an HR manager, what qualities do you possess that will help you drive results in our company?