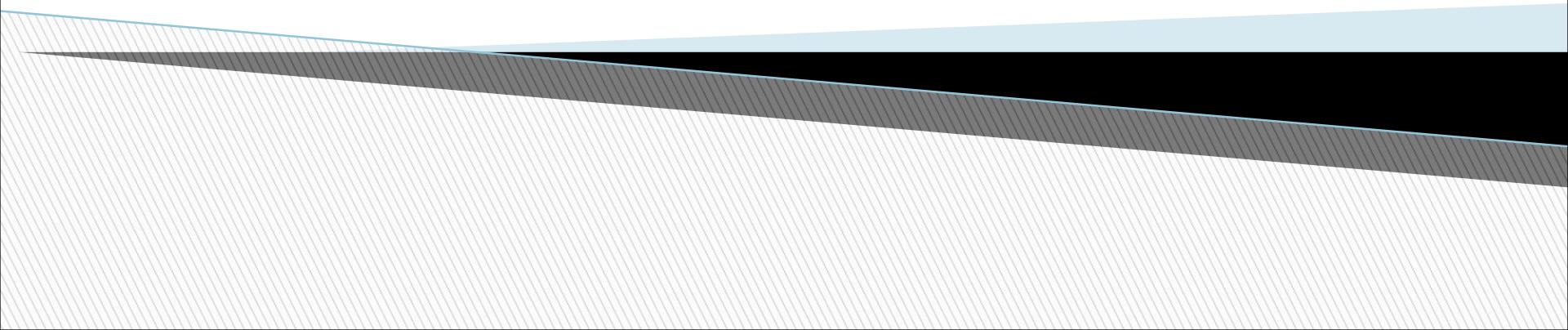
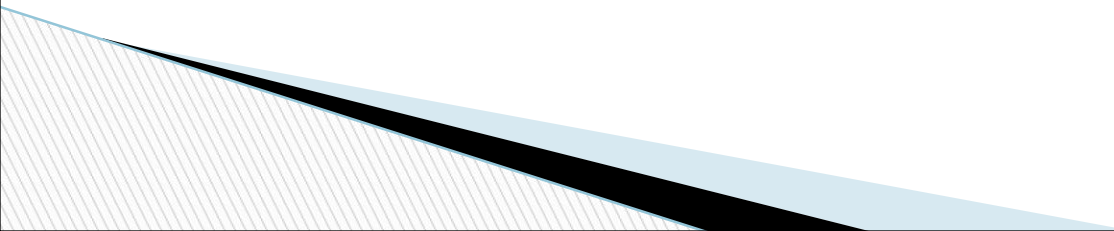


# Recruitment

Unit-2



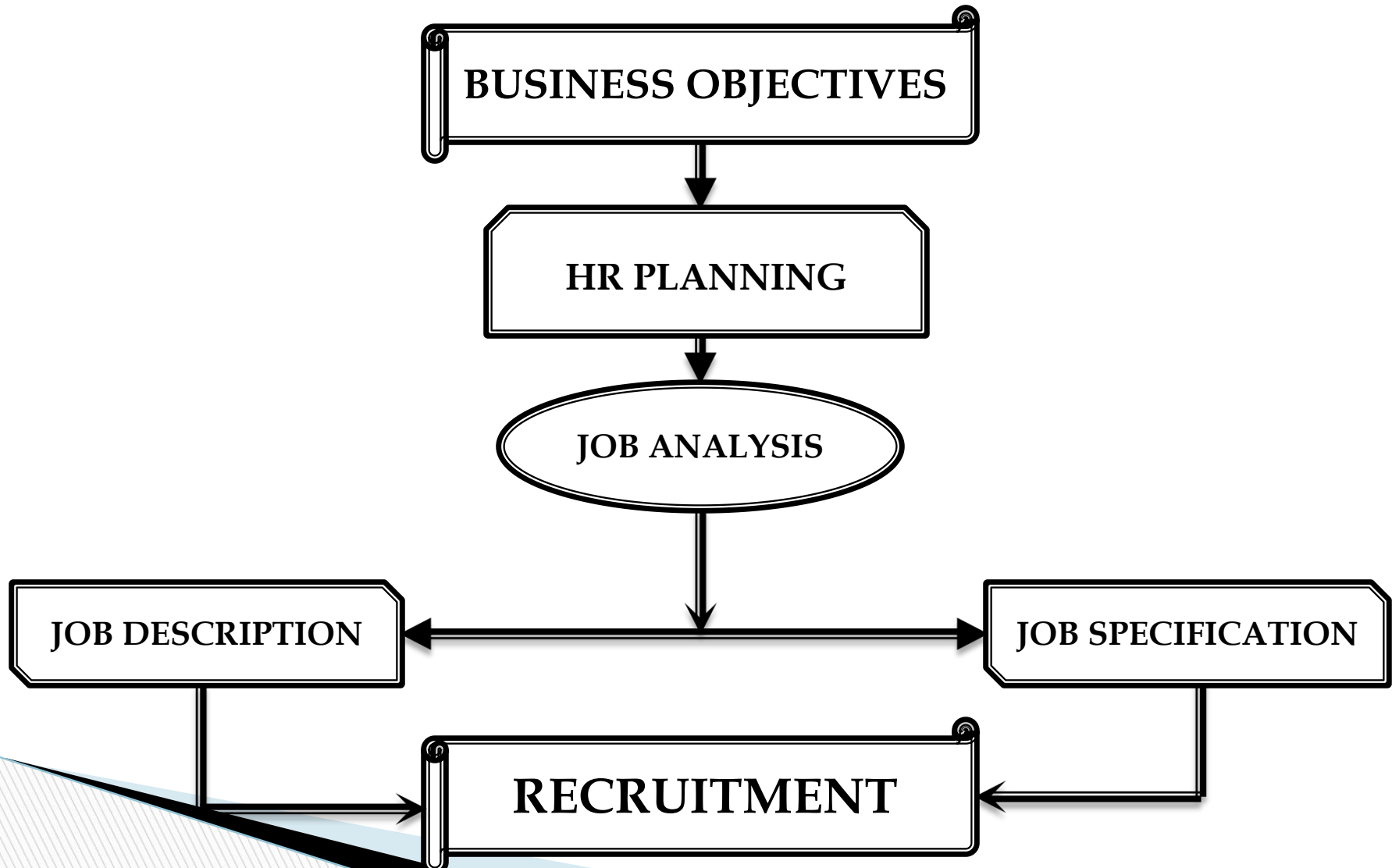
# Topics to be covered

- Definition
  - Objectives
  - Process
  - Sources
  - Factors affecting Recruitment
  - Recruiting Evaluation
  - Constraints of recruitment
- 

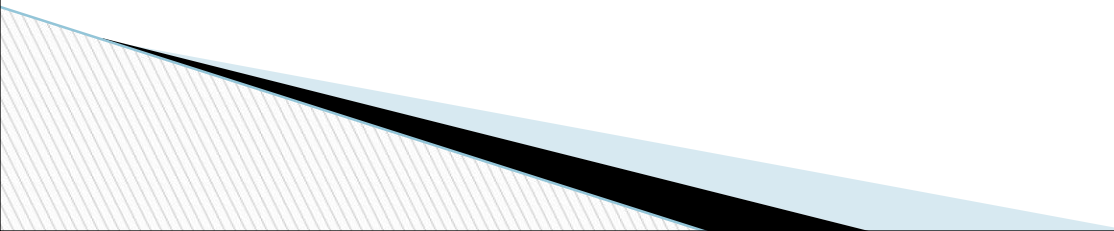
# Definition

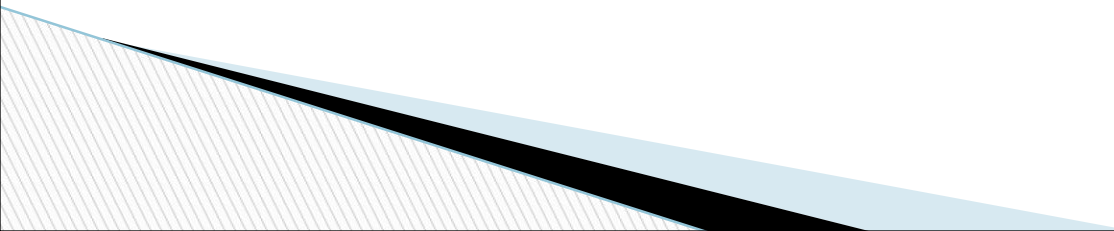
- The Process of generating a pool of qualified candidates for a particular job.
- The Process of discovering potential candidates.
- The process of searching for prospective employees and stimulating them to apply for jobs in the organization: Edwin B.Flippo

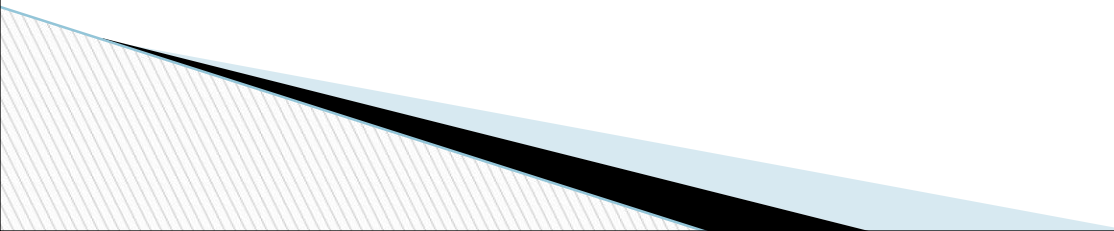
# HUMAN RESOURCE MANAGEMENT



# Objectives of recruitment

- To attract people with multi-dimensional skills and experiences that suit organizational strategies.
  - To search for talent globally and not within the company.
  - To anticipate and find people for positions that do not exist yet.
- 

- **Internal candidates are people who are already working for the company.** If an internal candidate meets the qualifications, this person might be encouraged to apply for the job, and the job opening may not be published.
  - **Many organizations have formal job posting procedures and bidding systems in place for internal candidates.** For example, job postings may be sent to a listserv or other avenue so all employees have access to them.
  - However, the advantage of publishing open positions to everyone in and outside the company is to ensure the organization is diverse.
- 

- **Colleges and universities can be excellent sources of new candidates, usually at entry-level positions**
  - Universities can provide people that may lack actual experience but have formal training in a specific field.
  - Many organizations use their campus recruiting programs to develop new talent, who will eventually develop into managers.
- 

# Cost?

- cost per hire = advertising costs + recruiter costs + referral costs + social media costs + event costs.

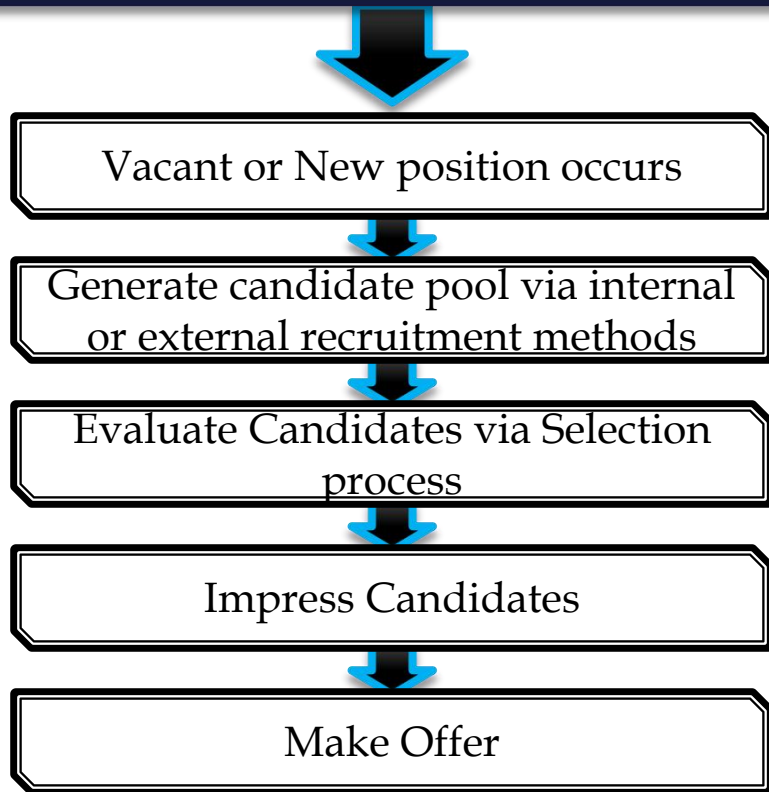


# RECRUITMENT IS A TWO WAY STREET

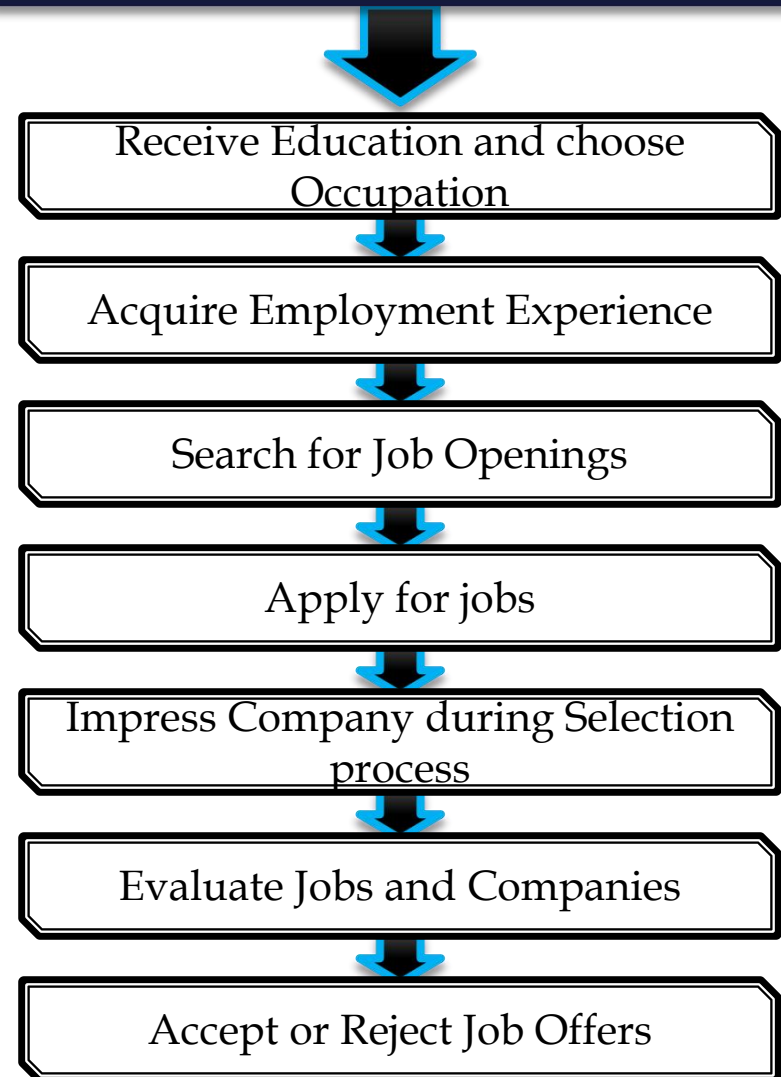


# RECRUITMENT PROCESS

## ORGANIZATION



## CANDIDATE



# STRATEGIC RECRUITING DECISIONS

## FLEXIBLE STAFFING

## DESCRIPTIONS

### 1. REGULAR EMPLOYMENT

Regular employment consists of continuous, predictable, and scheduled employment of six months' duration or longer. Regular employment may be full time or part time.

### 2. FULL-TIME OR PART-TIME

Full-time employment consists of a regular schedule of 37.5 hours per week. Part-time employment consists of a regular schedule of less than 37.5 hours per week.

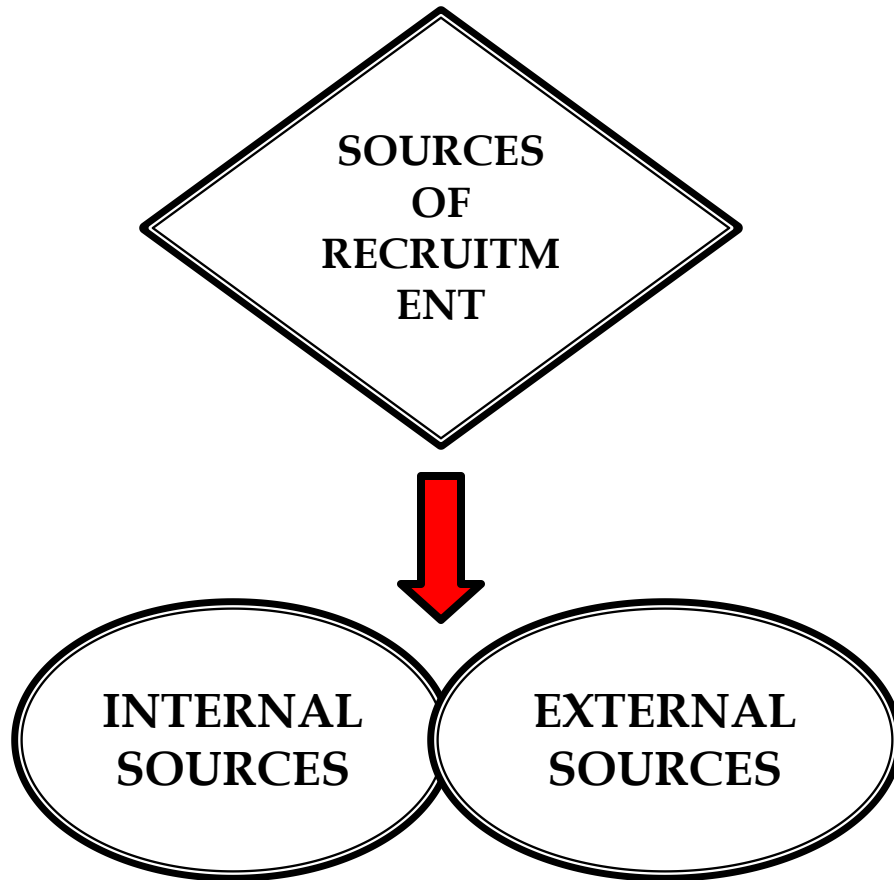
### 3. INDEPENDENT CONTRACTORS

Perform specific services on a contract basis used in a number of areas, including building maintenance, security, and advertising/public relations.

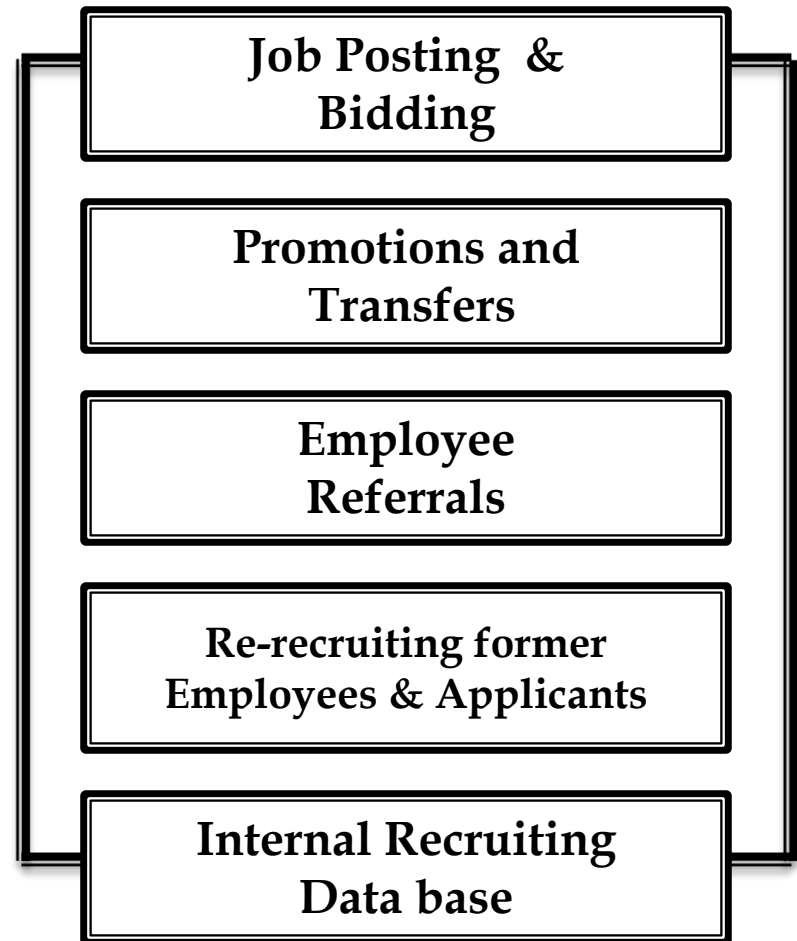
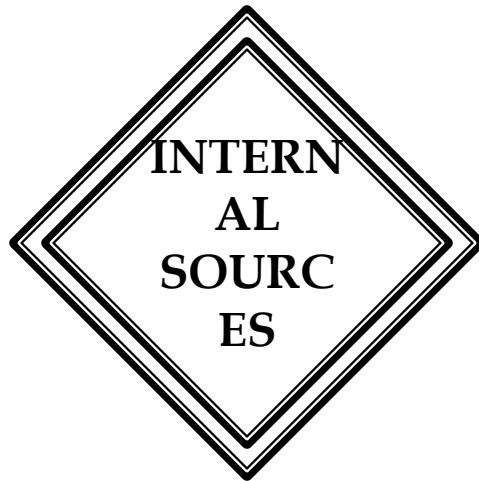
### 4. PROFESSIONAL EMPLOYER ORGANIZATIONS AND EMPLOYEE LEASING

An employer signs an agreement with an employee leasing company, after which the existing staff is hired by the leasing firm and leased back to the company. For a fee, a small business owner turns his or her staff over to the leasing company, which then writes the paychecks, pays the taxes, prepares and implements HR policies, and keeps all the required records.

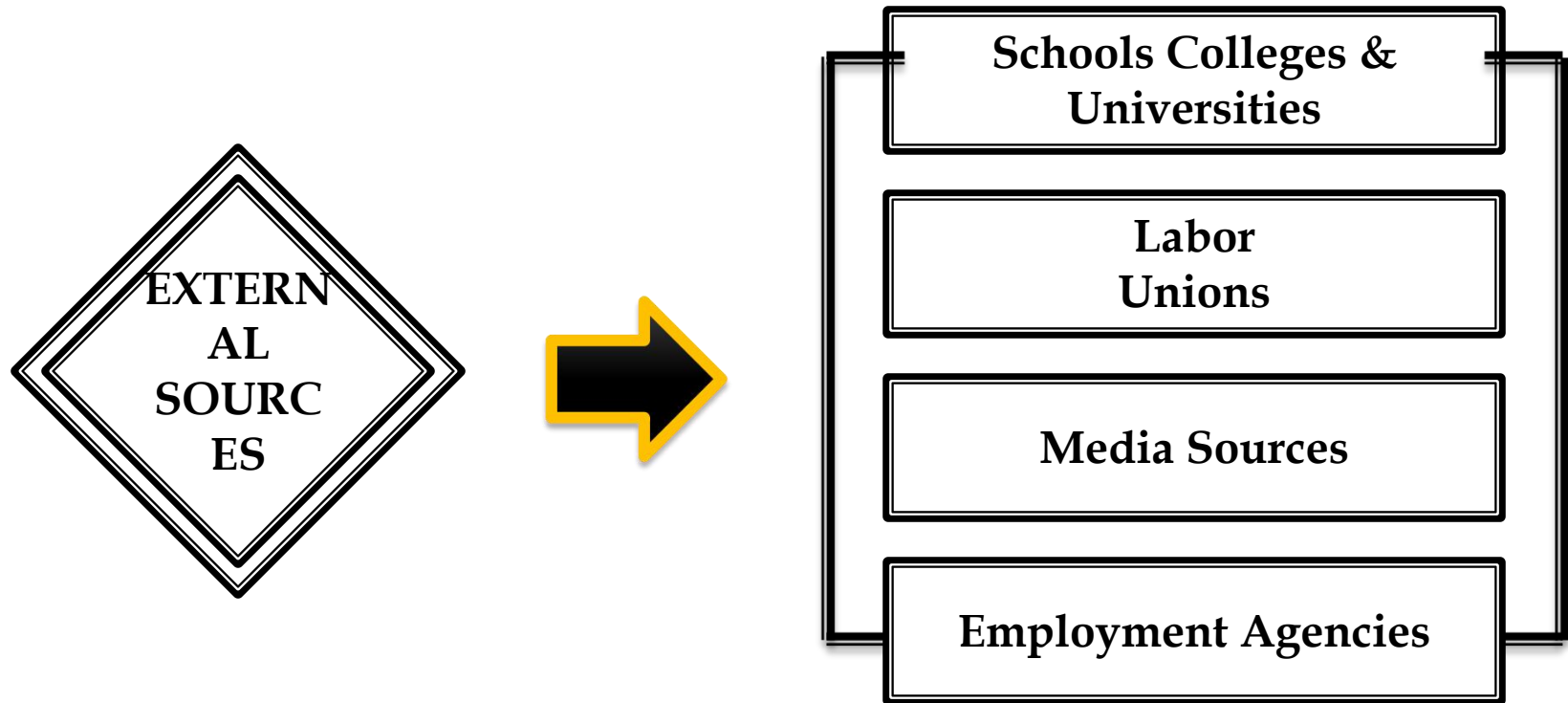
# SOURCES OF RECRUITMENT



# SOURCES OF RECRUITMENT



# SOURCES OF RECRUITMENT Cont . . .



# INTERNET RECRUITING METHODS

## INTERNET RECRUITING METHODS

1. Job Boards

2. Employer Web Sites



# RECRUITING EVALUATION

## Quantity of Applicants

As the goal of a good recruitment program is to generate a large pool of applicants from which to choose, quantity is a natural place to begin evaluation

## Quality of Applicants

In addition to quantity, the issue arises as to whether or not the qualifications of the applicant pool are sufficient to fill the job openings. Do the applicants meet job specification and do they perform the jobs well after hire?

## Yield Ratio

A comparison of the number of applicants at one stage of the recruiting process to the number at the next stage.

## Evaluating Recruiting Costs and Benefits

In a cost/benefit analysis to evaluate recruiting efforts, costs may include both direct costs (advertising, recruiters' salaries, travel, agency fees, telephone) and the indirect costs (involvement of operating managers, public relations, image).



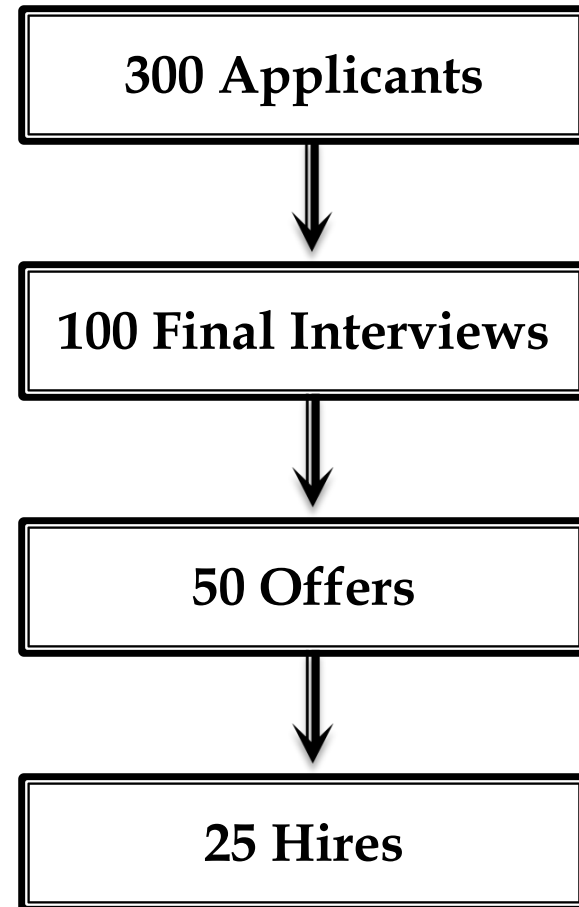
# RECRUITING EVALUATION Cont . . .

## Using Yield Ratios to Determine Needed Applicants:

Initial Contacts/Final Interview  
(Yield ratio = 3:1)

Final Interview/Offers  
(Yield ratio = 2:1)

Offers/Hires  
(Yield ratio = 2:1)



# CONSTRAINTS ON RECRUITMENT

Image of the  
Company

Attractiveness of  
Job

Internal  
Organizational Policy

Recruitment Cost



Thank you