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A STUDY ON “RECRUITMENT PRACTICES” AT TATA MOTORS
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I. INTRODUCTION ABOUT THE TOPIC

Recruitment practices are fundamental to the strategic human resource management of any organization. They encompass a range of activities designed to attract, select, and on board the best possible talent, ensuring that the workforce aligns well with the company's goals and culture. Effective recruitment is not merely about filling vacancies but is a critical driver of organizational performance, innovation, and competitiveness.

The recruitment process begins with talent acquisition planning, which involves identifying the need for new employees and defining the requisite skills and qualifications. This stage is crucial for aligning the hiring strategy with the organization's strategic objectives. It often includes a job analysis to outline the responsibilities, necessary skills, and impact of the role on the company's success.

II. NEED OF THE STUDY

The "Recruitment Practices" research study is critical for understanding and improving the methodologies and strategies employed in hiring processes across various hiring at Tata Motors. As the business environment grows increasingly competitive, effective recruitment practices are essential for organizations to attract and retain top talent, which is pivotal for maintaining a competitive edge.

III. SCOPE OF THE STUDY

The present study is confined to the study the recruitment process followed at Tata Motors. The scope of this study is to observe the recruitment Techniques adopted by the company. Apart from getting an idea of the techniques and methods in the recruitment procedures a close look will be taken at the insight of corporate culture prevailing in the organization. This would not only help to be familiar with the corporate environment but it would also enable to get a close look at the various levels authority responsibility prevailing in the organization.

IV. OBJECTIVES

1. To investigate the effectiveness of modern recruitment strategies in attracting skilled candidates.
2. To analyze the impact of technology on recruitment efficiency.
3. To explore diversity and inclusivity trends in hiring practice.
4. To assess the role of social media in contemporary recruitment processes.
5. To evaluate candidate satisfaction with various recruitment methodologies.

V. RESEARCH METHODOLOGY:

DATA COLLECTION:

There are two types of data

✓ **PRIMARY DATA**

Primary data can be collected either through experience or through survey. Those which are collected a fresh and for the first time thus happen to be original in character that is called primary data.

Questioned 100 employees with the following questionnaire and collected the data. I spent time for the fresh recruitment process and collected the data after questioning the candidate.

✓ **SECONDARY DATA**

Secondary data means the data that has already been available The secondary data is gathered from Journals, magazines, official records, brochures, office files, annual reports, Internet and also through discussion with concerned officers.

Sample Size: 50 Sampling technique: Convenience sampling Statistical tool used: Percentage method

VI. LIMITATIONS OF THE STUDY

1. For some of the questions the respondents has given biased data.
2. By taking the respondents from different sample units the accuracy of data might be increased.
3. By using more advanced tools of statistical analysis the accuracy of analysis can be increased.
4. By increasing length of questionnaire even by minor aspects of recruitment can be covered that increases accuracy and reliability of data.

VII. REVIEW OF LITERATURE

Dr. Gaurav Gupta (2023) The purpose of this study was to assess the impact of recruitment and selection on organizational performance. It was to find out the recruitment and selection policy or practice, the impact of recruitment and selection process, the challenges associated with the recruitment and selection practice and ways to help improve human resource planning and development.

Janvi Parmar (2023) The purpose of this study was to access the impact of recruitment and selection on organizational performance. It was to find out the recruitment and selection policy or practice, the impact of recruitment and selection practice and ways to help improve human resource planning and development.

DR. P R K RAJU (2023) Organizational results improve with the effective recruitment and selection processes. In light of this, a study paper entitled 'Recruitment and Selection' at kicks tart bpo, was written to provide insight into the recruitment and selection process.

Tanuja Nihalchandani (2022) Recruitment is a feature that calls for business perspective, expertise, ability to find and healthy the exceptional cap potential candidate for the

P. Avinash Goyal (2022) In this day and age, employees or human capital is considered as most valuable assets in any company. The availability of skilled and efficient employees is very rare. Therefore, recruitment process is the heart of any organization. Selection of right candidate for the described job is really a herculean task because it provides the way for the development and growth of any Companies.

Patrik Reman (2022) Technology has strongly influenced work everywhere, including HR and recruitment. As a result of automation, jobs that require a human workforce have to some extent been replaced by AI, machines, and software. Modern technology has triggered a change in the labour market as the positions of human privileges become more critical.

Reshma Vijay (2021) The Research paper aims to pursuits at a higher strategy for recruitment for IT Companies via a range of modes such as technology evaluation and recruitment trends from recruitment portals. The approach for recruiting candidates can encompass many exclusive channels and practice.

VIII. DATA ANALYSIS AND INTERPRETATION

Q1. What is the most effective external source of recruitment?

Opinion	No. of respondents	Percentage
Online job portals	13	27
Recruitment agencies	12	24
Career fairs	13	25
Social media platforms	12	24
Total	50	100

Interpretation: Job portals (27%) and employee referrals (25%) are seen as the most effective sources for finding new candidates, followed by social media (24%) and recruitment agencies(24%). This highlights the importance of leveraging various recruitment channels.

Q2. The most effective internal source of recruitment is?

Opinion	No. of respondents	Percentage
Promotions	15	30
Transfers	17	34
Employee referral	12	24
Retired managers	6	12
Total	50	100

Interpretation: The current recruitment programs are rated as promotions by 30% and Employee referrals by 24% of respondents. However, 24% remain neutral, and 12% find it ineffective to some degree, indicating areas for potential improvement.

Q3. The effectiveness of current recruitment program is?

Opinion	No. of respondents	Percentage
Very effective	13	26

Effective	13	26
Neutral	12	24
Ineffective	12	24
Total	50	100

Interpretation: very effective (26%) and effective (26%) are the most commonly used methods, followed by neutral (24%) and ineffective (24%). This suggests a preference for digital and direct recruitment approaches.

Q4. which recruitment method is most preferred?

Opinion	No. of respondents	Percentage
Online job postings	12	24
Campus recruitment	14	28
Walk in- interviews	14	28
Headhunting	10	20
Total	50	100

Interpretation: Online job postings with 24%, Campus recruitment with 28%, Walk-in- interviews with 28%. Headhunting is dissatisfied to some extent, indicating a need for recruitment methods.

Q5. The priority given to an experienced candidate is?

Opinion	No. of respondents	Percentage
Extremely important	13	26
Very important	12	24
Moderately important	12	24
Slightly important	8	16
Not important	5	10
Total	50	100

Interpretation: Candidate experience is considered extremely important by 26% and very important by 24% of respondents. However, 24% find it moderately important, slightly important are 16% indicating varying levels of emphasis on candidate experience

Q12. How often do you use recruitment software/tools in your process?

Opinion	No. of respondents	Percentage
Always	18	36

Often	9	18
Sometimes	12	24
Rarely	8	16
Never	3	6
Total	50	100

Interpretation: Recruitment software/tools are used often by 18% and always by 36% of respondents. However, 24% use them only sometimes or rarely, indicating varied adoption of recruitment technology.

IX. FINDINGS

- Respondents expressed diversified opinions with respect to external source of recruitment.
- Promotions and transfers are the major source of internal recruitment.
- Just half of the respondents agreed that the current recruitment process is effective.
- Company is using different external sources of recruitment like online job posting, campus recruitment, walk-in-interviews and headhunting.
- The priority given to the experienced candidate is not up to mark.
- More than half of the respondents agreed that the information provided during the recruitment is effective.

X. SUGGESTIONS

- **Leverage Data Analytics:** Utilize data analytics to monitor and evaluate recruitment metrics such as time-to-hire, cost-per-hire, and candidate quality.
- **Enhance Job Descriptions:** Regularly review and update job descriptions to ensure they accurately reflect the role and attract qualified candidates.
- **Utilize Multiple Recruitment Channels:** Diversify recruitment efforts by using various channels such as job portals, social media, employee referrals, and recruitment agencies.
- **Improve Employer Branding:** Strengthen employer branding efforts to make the organization more attractive to potential candidates.
- **Implement Regular Training:** Provide ongoing training for the recruitment team to keep them updated on the latest trends, tools, and best practices in recruitment..

Focus on Candidate Experience: Prioritize candidate experience throughout the recruitment process.

XI. CONCLUSION

The survey results indicate several key areas for optimizing recruitment programs. A balanced age and gender distribution among respondents ensure diverse perspectives, while the varied experience levels and organizational sizes highlight the need for tailored recruitment strategies. Emphasizing the importance of candidate experience and employer branding can significantly enhance the attractiveness of organizations.

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