AN EMPIRICAL EXAMINATION OF RECRUITMENT PROCESS AT PAINT INDUSTRIES IN TAMILNADU

BALA SENDHIL KUMAR. G*; VIVEK. R**

*ASSOCIATE PROFESSOR - MBA,
DEPARTMENT OF MANAGEMENT STUDIES,
CHRIST COLLEGE OF ENGINEERING & TECHNOLOGY,
PUDUCHERRY.

**DEPARTMENT OF MANAGEMENT STUDIES,
CHRIST COLLEGE OF ENGINEERING & TECHNOLOGY,
PUDUCHERRY.

ABSTRACT

Recruitment refers to the process of identifying and attracting job seekers so as to build a pool of qualified job applicants. The study is intended to know the recruitment process in paint industries in Tamilnadu, India. Better recruitment strategies result in improved organizational outcomes. With reference to this context, this research paper has been prepared to put a light on Recruitment process. This study also determines how the recruitment practices affect organizational outcomes. The research methodology applied is descriptive research. The data was collected through well-structured questionnaire. The source of data was both primary and secondary. Data analysis has been done with the help of SPSS software. The major findings are companies considered portals as the most important medium of hiring employees and considers the employee references are one of the most reliable source of hiring the new employees. Company always takes in consideration the cost-benefit ratio.

KEY WORDS: Recruitment process, organizational outcomes, portals, employee references.

REFERENCES


