

A REPORT ON RECRUITMENT AND SELECTION PROCESS AT HYUNDAI

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ABSTRACT: This study examines the concept of the “RECRUITMENT AND SELECTION” in relation to the “HYUNDAI” in prakash nagar, Begum pet, Hyderabad. specifically looking at the ground crews. The research will identify whether independent variables such as recognition, rewards etc., have a significant relationship to an employee’s satisfaction and total work environment.

The aim of study is to explore the opinion of the workers at all hierarchical levels. There should be a greater organizational effectiveness through enhancement of human dignity and growth. It also includes motivating people by satisfying not only their economic needs but also their social and psychological needs.

The organization is implementing new programs to improve quality of work life of their employees such as flex time, job enrichment, job rotation etc.

INTRODUCTION

Defining Management education:

Management education deals with the art and science of directing and controlling or handling any organization, especially under resource constraint situations, be it business, industry, public system or government. Such education not only covers a through understanding of behavioral science. Human Resource Development, Finance, Marketing, Operations and Information systems, but also calls for an adequate grasp of the National and Global economics, politics, Sociology. Legal Framework, Technology trends and natural environment in which the organization has to function and proper the formulation of effective strategies. All organizations need to have a vision and mission with a milestone to achieve a common goal.

Experience of successful organizations has proved beyond doubt the personality factory plays a key role in day-to-day interactions. In today's competitive environment, organizations are becoming more and more personality conscious and are making efforts to develop the facets of personality of their employees. The focus is on developing a pleasing personality that insures success and happiness emphasizing on motivational as well as behavioral aspects of personality. Institutions offering management programmes cannot afford to ignore this vital component. In fact, planned efforts are required to be made to evolve comprehensive programmes for personality development in management education.

Defination:

The conscious and specific direction of effort towards the quality of the workforce in the short and long term. It involves all quality of the workforce in the short and long term. It involves all processes and activities aimed at managing the human resource of an organization i.e. manpower, planning, recruitment, training and development, career management and human performance. It also involves the productive use of people in achieving the organizations strategic business objectives and the satisfaction of the individual employees needs. In other words it is a formal system for the management of people within the organization. It is mainly divided into three major areas, staffing, rewarding and designing work.

Scope:

To define and describe the scope of human resource management requires an understanding of the influences that the changing environment in which human resource management is situated have on human resource management systems and roles. For this reason, a brief survey is given of aspects of the environment that were taken into account when compiling the definition and scope of human resource management.

The organizational context in which HRM finds itself at present is one of rapid change and considerable uncertainty. As various views of HRM were discussed, it became apparent that this sub-field of management is, in a phase of transition. In the context of traditional organizational structures, HRM was placed as a function within a 'silo', as were other organizational functions like finance, production and marketing. However, a turbulent environment has brought a concurrent change in organizational structures and the nature of HRM and its functions are in the process of change. Many organizations are now structured around multi-disciplinary project teams with the HRM professional as one member of the team or as consultants to team, and where line managers take on various HRM roles.

Nature of HR:

Human resource management is also in the process of change with regard to the nature of the role performed. In the past, many functions were performed by HRM professionals themselves, the role they are taking on, is one of consultants to line management, where line managers perform many of the functions traditionally handled by HRM professionals. Similarly there is a trend in which businesses are shedding all functions that are not directly related to core business. In the process many HRM functions are being outsourced. Hence the change in the nature of services provided. The activity of generating unit standards and designing qualifications can be used as an opportunity to catapult HRM Practices into the future. To do this, those issues that are going to shape the future for HRM practices need to be identified and analyzed especially in relation to current roles that will still be required of HRM practitioners. These issues are central to the activity of generating unit standards (e.g. outsourcing, societal responsibility) and their impact on HRM roles (e.g. staffing, performance management). In addition, supportive roles or functions required by HRM practitioners will also have to be identified in order to complete the HRM practitioners qualifications design packages.

Future of HR:

When people mention HR (human resource) these days, a few buzzwords such as talent management and human capital evidence that human resource as a discipline is changing to keep up with the demands of business in the 21st century can be heard. With new opportunities opening up for HR professionals, what will the future hold, and will this future be right?

Five steps to help HR professional prepare for the future:

- **RETHINK THE ROLE:** HR professionals need to think of themselves as managers who are part of a company management team.
- **INVEST IN BUSINESS TRAINING:** Having an HR diploma is no longer enough. Financial and business training is also required, in addition to well-developed leadership skills.
- **CREATIVITY:** Those in HR should know how to advise leaders on subjects as smotional intelligence, creating a fun but not trivial work environment and inspiringcommitment.
- **MOVE AROUND A GREAT DEAL:** As an HR professional, work for an HR outsourcing firm. Work as an HR execytube within a firm. Work as a consultant not to HR, but to business managers who have talent management challenges to address.
- **RECOGNIZE THE CHALLENGE:** HR professional needs to be proactive in changing the role of human resources and in building a better future for HR.

REVIEW OF LITERATURE

Human resources planning means deciding the number and type of the human resources required for each job, unit and the total capacity for a particular future date in order to carry out organizational activities. Human resources planning as "a process by which an organization should move from its current man power position to its desired manpower position. Though planning management strives to have the right number and right kind of people at the right place at the right time, doing things, which result in both the organization and the individual receiving maximum long run benefit.

Once the required number and the kind of human resources are determined, the management has to find places where required human resources are/will be available and also work out strategies for attracting them towards the organization before selecting suitable candidates for jobs. This process is generally known as recruitment. Technically speaking the function recruitment precedes the selection function and it includes only finding, developing the sources of prospective employees and attracting them to apply for jobs in an organization

The Objectives of the Personal Dept. of LAKSHMI HYUNDAI:

- To prepare the employees to meet the present and changing future job requirements.
- To prevent employee obsolescence.
- To develop creative abilities and talents.
- To prepare the employees to move higher in their jobs.
- To impart new entrants with basic HRD skills and knowledge.
- To develop the potentialities of the employees for the next level job.
- To aid total quality management.

- To promote individual and collective morale, a sense of responsibility, co-operative attitudes and good relationships.
- To ensure smooth and efficient working of the organization and enhance organizational capabilities.
- To create a climate that enables every employee to discover, develop and use his/her capabilities to a fuller extent in order to goal.

METHODOLOGY:

DATA COLLECTION METHODS:

The data for the study was collected through primary and secondary METHODS

Primary Methods;

Primary methods are those methods that provide first hand information. The methods followed were interview methods and questionnaire method

(a) Interview method:

By this method the employees and managers of the LAKSHMI HYUNDAI were asked questions regarding the recruitment and selection process, its effectiveness and the relevant or required changes they intended to have in the present recruitment and selection process of the company. The managers of different departments were the majority to be interviewed in the entire sample taken.

Secondary methods:

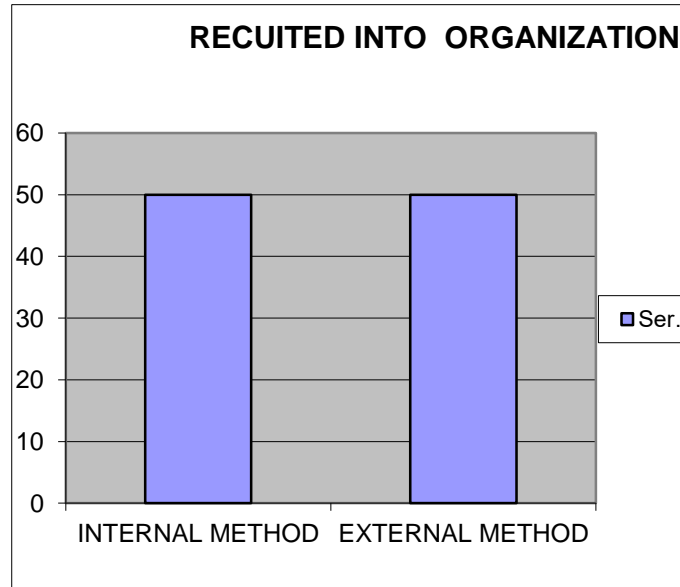
Secondary methods are those methods that provide already existing information of the past, also called as second hand information. The information was obtained from the different HR journals published by the organization for various purposes like HR 'department personal use, reference by any other department about the performance of various activities that have been started by the HR department, to know about the performance appraisal system or the bonus system etc.

**DATA ANALYSIS
&
INTERPRETATION**

Data Analysis

1. By which method did you get recruited in to the organization?

S. No	Response	No of Respondents	Percentage
1.	Internal method	50	50%
2.	External Method	50	50%
		100	100

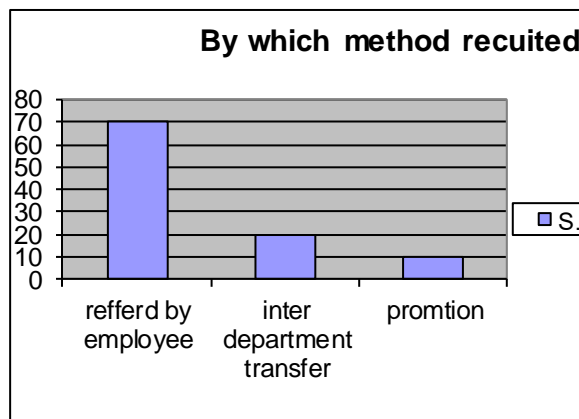


Interpretation

The above table shows that 50% of respondents were recruited by internal method and remaining 50% by external method

2. If by internal method, by which method were you recruited?

S. No	Response	No of Respondents	Percentage
1.	Referred by <u>employees</u>	70	70%
2.	Inter department transfer	20	20%
3.	Promotion	10	10%
		100	100%

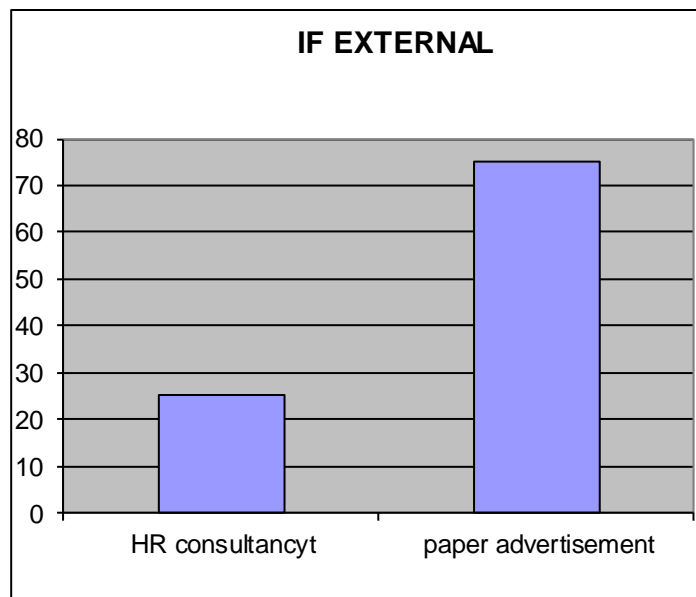


Interpretation

The percentage of usage of different internal methods of recruitment like employee referrals, interdivisional and promotion followed by the organization is 70%, 20% and 10% respectively.

3.If by external method, by which method were you recruited?

S. No	Response	No of Respondents	Percentage
1.	HR Consultancy	25	25%
2.	Newspaper	75	75%
		100	100

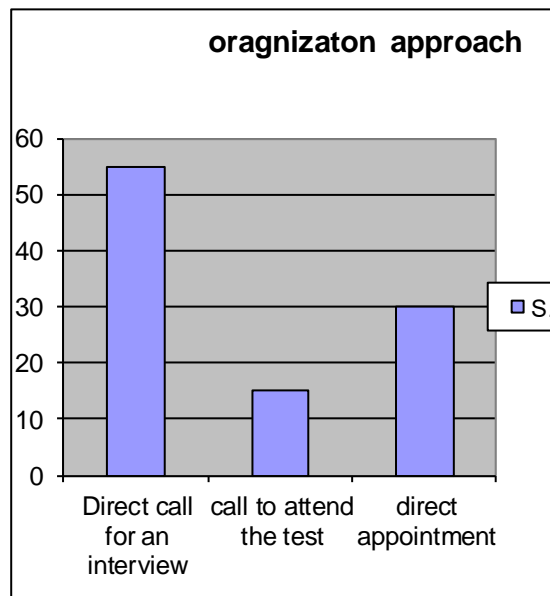


Interpretation

The information regarding the preference of the external methods of recruitment like HR consultancy; Newspaper advertisements followed by the organization are 75% and 25% respectively.

4. After screening of application how did the organization approach you?-

S.No	Response	No of Respondents	Percentage
1.	Direct call for an interview	55	55%
2.	Call to attend the test	15	15%
3.	Direct appointment	30	30%
		100	100%



Interpretation

The above table shows that 55% of respondents agreed direct call for an interview and 15% call to attend the test and the remaining 30% by direct appointment.

FINDINGS & SUGGESTIONS & CONCLUSIONS

FINDINGS

Laxmi Hyundai is currently using the following training methods.

1. Introduction training
2. On-job-training

3. Off-job-training
4. Theoretical training.
5. Practical training

- The organization is conducting training programs for employees for the changing organization needs.
- They are also training the people who fail in their actual duties, for their performance.
- Hyundai Management is giving very important of training for Marketing Executives and Sales Executives , Technical Staff staff.
- 50% of respondents were recruited by internal method and remaining 50% by external methods.
- The percentage of usage of different internal methods of recruitment like employee referrals, interdivisional and promotion followed by the organization is 70%, 20% and 10% respectively

SUGGESTIONS

- 1) While it is a fact that IAxmi Hyundai is deploying a good number of recruitment methods. What is important is that the traveling public should further explore and install such recruitment methods, which go to improve public handling methods especially by Marketing Executives . It is suggested a sensitivity training method tailored to enable dealing with commuters should be evolved in consultation with management experts and social psychologists.
- 2) Employees who are on 'long sick', 'or long absent' should be included in the recruitment need analysis. They should be directed to undergo training at the training college. This is all the more important when it is realized that Work is skill oriented and time on and off the job has its impact on the effectiveness or otherwise of the working performance.
- 3) The top management should consider giving strict instructions to the management to relieve the employees due for refresher recruitment as per the she duke drawn up.
- 4) Hyundai cars are on of the important public utility vehicle, the requirements of the customers should be taken periodically and that they are factored into the training programmes. This is all the more important that the traveling public as a customer of the organization can always bank up on the assistance and guidance of the consumer protection councils.

CONCLUSION

FINAL CONCLUSION states that it focuses on work teams, skill development, and also focuses on redesigning efforts based on socio-technical systems with a wide variety of interventions such as quality circles



Web Sites Browsed

- [1] WWW.lakshmgrou.Porg
- [2] WWW.Google.Com
- [3] www.cscanada.net
- [4] www.indiaedu.com
- [5] www.zcareer.com
- [6] www.scribd.com
- [7] www.banking.com

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