



‘A STUDY OF RECRUITMENT PROCESS AT SHUNYATATTVA MANAGEMENT CONSULTANT’

Author: Ms. Aakanksha Sunil Kumar¹
¹Student, Rajeev Gandhi College of Management Studies, Ghansoli

Co Author: Dr. Radhika Wadhwa²
²Associate Professor, Rajeev Gandhi College of Management Studies, Ghansoli

ABSTRACT

This research project explores the recruitment process at Shunyatattva Management Consultant, assessing its effectiveness, efficiency, and alignment with the organization's goals. The study integrates quantitative analysis of recruitment data with the feedback from interviews and surveys with employees. It investigates various aspects, including candidate attraction and selection methods, the incorporation of diversity and inclusion practices, and the overall candidate experience. The goal is to pinpoint strengths and areas needing improvement in Shunyatattva's recruitment strategy, offering actionable recommendations to enhance talent acquisition and streamline the hiring process. The results are intended to provide valuable insights for human resource management and practical solutions for optimizing recruitment practices in consulting firms.

KEYWORDS:

Recruitment process, Selection method, Hiring process, Human resource management.

INTRODUCTION

Recruitment is the process of identifying, recruiting, interviewing, choosing, employing, and onboarding individuals in Human Resource Management (HRM). Human Resource Management, involves the management of people within an organization. HR oversees the administration of human capital to support the organization's objectives, recognizing employees as its primary asset. Recruitment serves as the initial stage in developing an organization's human capital. Essentially, the objectives are to identify and hire the most qualified candidates efficiently. The recruitment process typically begins with workforce planning, where organizations assess current and future staffing needs based on factors such as growth forecasts, turnover rates, and evolving job demands.

Job role of an HR executive at Shunyatattva Management consultant is the screening, interviewing, shortlisting and sourcing qualified candidates for the specific requirements shared by the clients.



OBJECTIVE OF STUDY:

1. To understand in detail recruitment process at Shunyatattva management consultant.
2. To understand use of various hiring platforms.
3. To suggest/ recommend some best practices in recruitment.
4. To explore more sectors other than the sectors Shunyatattva management consultant hire for.

LITERATURE REVIEW:

(Balaji, 2020) The research focuses on both theoretical and practical aspects encountered by HR professionals in their daily tasks. This includes handling issues related to salaries, personal matters, changes in top management contracts, and various job and organizational requirements. Effective recruitment and selection strategies are crucial for enhancing organizational performance. The research paper titled "Recruitment and Selection" aims to shed light on these processes. Its primary goal is to identify common practices used by organizations to recruit and select employees and to assess how these practices impact organizational outcomes at the Genting Lanco Power Plant in Krishna District, AP, India. Additionally, the study examines how recruitment and selection practices influence organizational results and offers recommendations for improvement. Data analysis is conducted using statistical tools such as tables, graphs, and bar diagrams.

(Pandey, 2020) Recruitment involves identifying potential employees and encouraging them to apply for positions within the organization. Selection is the process through which an organization determines which candidates are best suited for the job, taking into account current environmental conditions. In today's fast-paced business environment, companies need to quickly address their staffing needs. Therefore, having a clear and effective recruitment policy is crucial for securing the right candidates for open positions. Choosing an unsuitable candidate or overlooking a qualified one can result in costly errors for the organization.

RESEARCH METHODOLOGY:

The research methodology for this study was primarily descriptive and survey based in nature. It aimed to understand and study the recruitment process and its effectiveness



at Shunyatattva Management Consultant, Sanpada.

Population: The population for this study consisted of the employees who worked at Shunyatattva Management Consultant in Sanpada, Navi Mumbai.

Sample: The sample size to 50 willing employees, with the intention of ensuring diversity in age, covering individuals aged 20 to 40.

Primary Data: The primary data consisted of the responses gathered through an online survey.

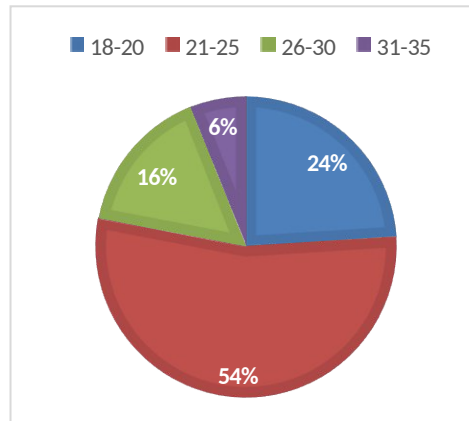
Secondary Data: Secondary data was extracted from literature related to recruitment and human resources.

The research methodology incorporated both quantitative and qualitative approaches to investigate the recruitment process at Shunyatattva management consultant in Sanpada.

DATA PRESENTATION AND ANALYSIS:

1. Age:

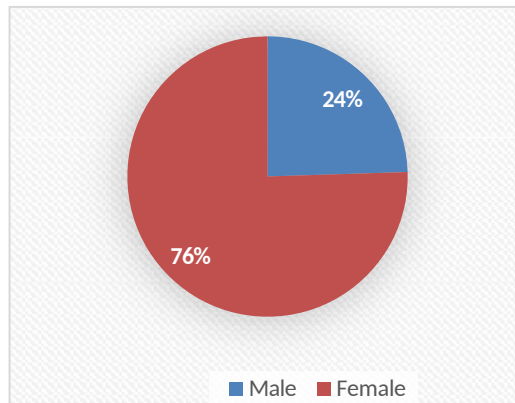
Fig: 5.1 Age criteria distribution



Interpretation: It has verified that 54 % employees fit in the range of 21-25. Followed by 24 % of employees between 18-20 and very less number people working above age 30.

2. Gender

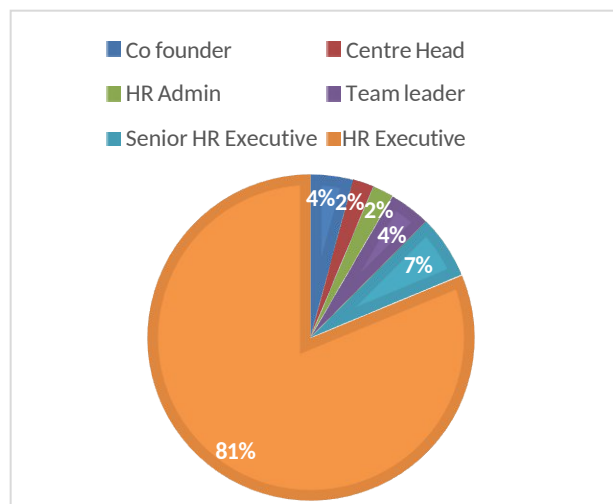
Fig: 5.2 Gender distribution



Interpretation: With 76% female representation, the company appears to be a female-centric workplace. The 24% male workforce indicates a notable presence of men.

3. Designation:

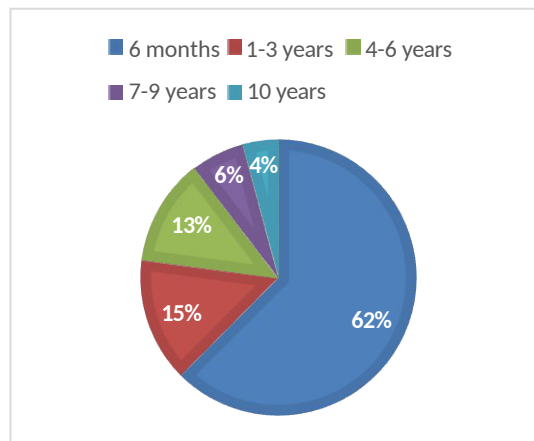
Fig: 5.3 Designation



Interpretation: The organization is led by 2 Co-Founders and 1 Centre head; the company has a defined middle management structure with 2 Team Leaders and 5 Senior HR Executives.

4. How long you have worked with Shunyatattva Management Consultant:

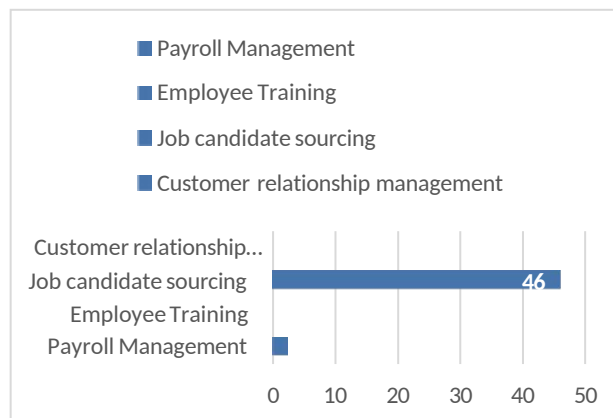
Fig: 5.4 Number of years employees worked in company



Interpretation: The high proportion of employees with under six months of experience, The relatively low numbers in the 7-9 years and 10 years categories.

5. Which is the primary function of Hiring Platform:

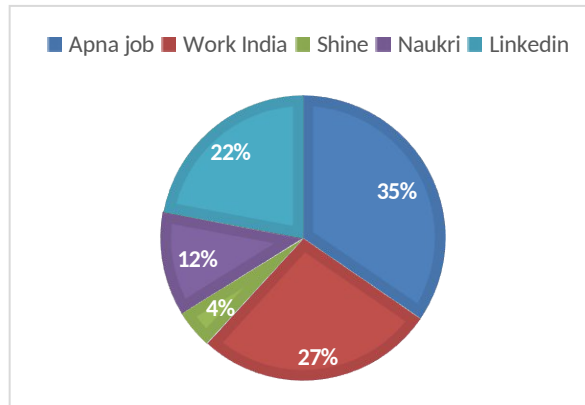
Fig: 5.5 Primary function of hiring platform



Interpretation: The hiring platform is predominantly focused on job candidate sourcing, with limited features for payroll management and no capabilities for employee training or customer relationship management.

6. Which of the Hiring platform do you use the most:

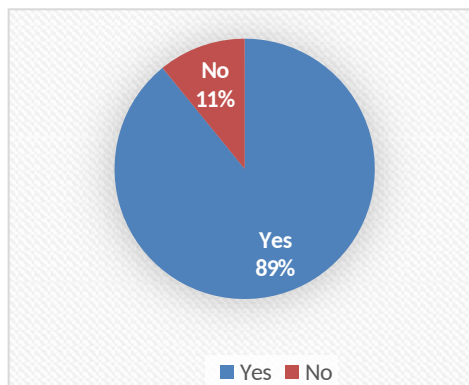
Fig: 5.6 Hiring platform used the most



Interpretation: Apna Job and Work India have emerged as the most widely used tools within the company's recruitment strategy. LinkedIn and Naukri also contribute notably to the company's recruitment efforts.

7. Do you find hiring platform effective for recruitment:

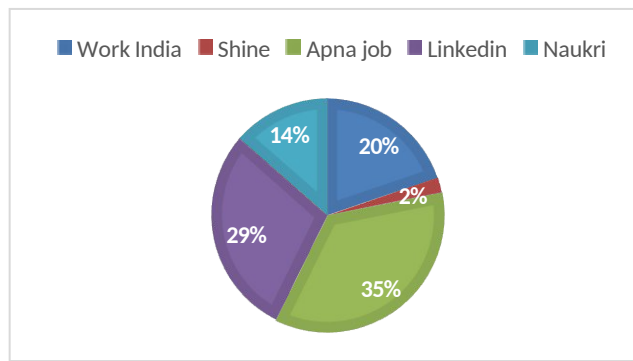
Fig: 5.7 Effectiveness of Hiring platform for recruitment



Interpretation: The majority of employees (49 out of 50) consider the hiring platform to be effective for recruitment.

8. Which hiring platform you find most effective to find right candidates:

Fig: 5.8 Most effective of hiring platform



Interpretation: Apna Job and LinkedIn are recognized as the most effective platforms for sourcing the right candidates, while Work India and Naukri provide moderate effectiveness. Shine is seen as less effective and may not adequately address the company’s recruitment requirements.

9. What is the purpose of using Hiring platforms in Recruitment:

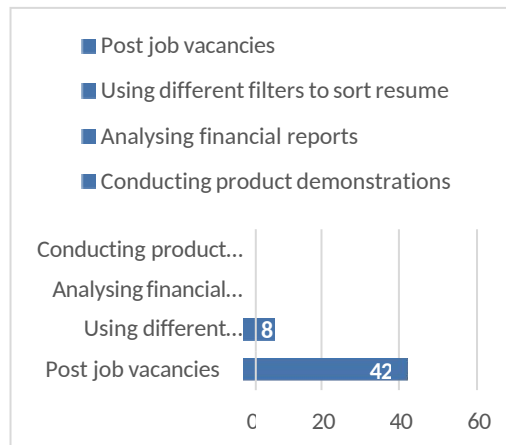
Fig: 5.9 Purpose of hiring platform



Interpretation: Most responses indicate that the primary purpose of hiring platforms is to connect employers with potential candidates. A few responses suggest that these platforms are sometimes used for conducting employee performance reviews.

10. Which feature of the hiring platform helps the recruiter for hiring right candidate

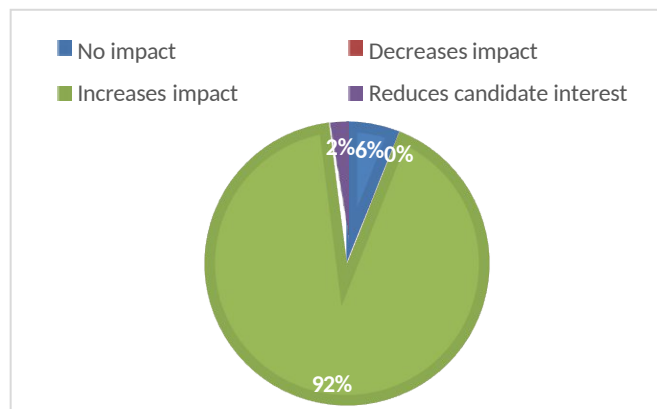
Fig: 5.10 Feature of Hiring platform



Interpretation: The ability to post job vacancies is the most important feature for recruiters.

11. What impact do hiring platforms have on the diversity of candidate pools compared to traditional methods:

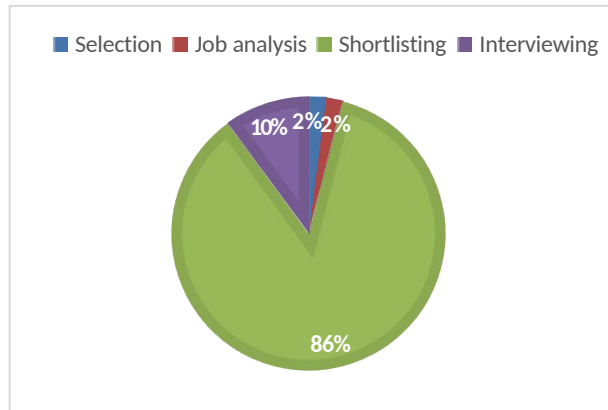
Fig: 5.11 Impact of Hiring platform



Interpretation: The majority of responses (46 out of 50) indicate that hiring platforms increase the diversity of candidate pools compared to traditional methods. A small number of responses (3) report no impact, while only (1) response notes that hiring platforms reduce candidate interest.

12. Which stage of the recruitment process involve the screening of application to determine which candidates meet the basic requirements for the job:

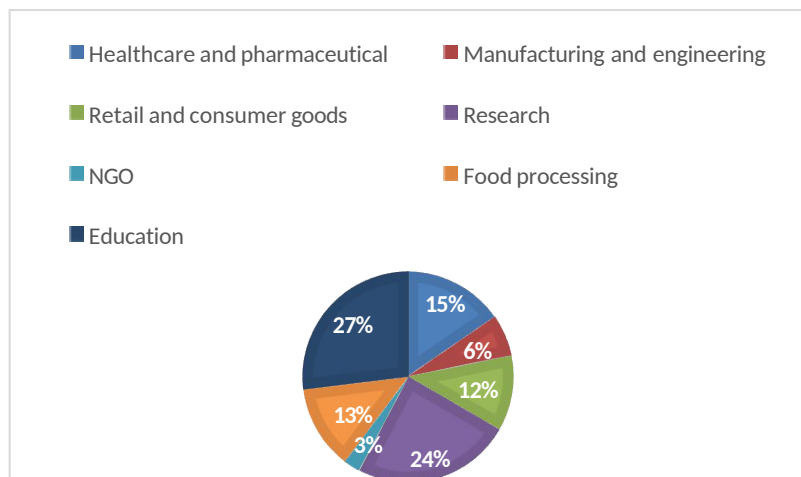
Fig: 5.12 Stage of recruitment involving screening of application



Interpretation: The majority of responses (43 out of 50) identify shortlisting as the stage in the recruitment process where applications are screened to determine which candidates meet the basic job requirements.

13. Which sector are currently considered viable for recruitment in your organization other than which you recruit for?

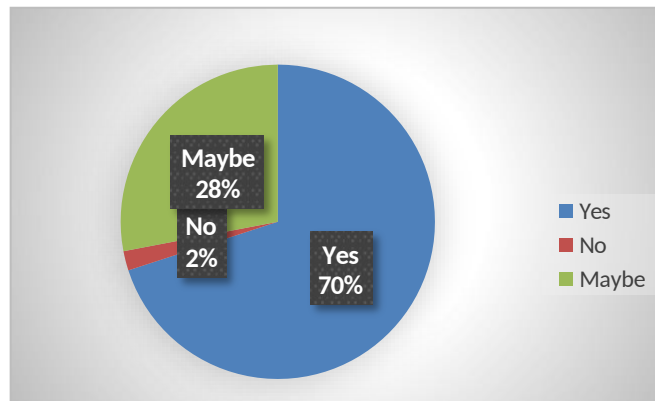
Fig: 5.13 Sectors viable for hiring.



Interpretation: Education is identified as the most viable sector for recruitment, with 42 responses, Research also shows significant viability with 38 responses, Healthcare and pharmaceutical follows with 24 responses, and Food processing is noted by 20. Retail and consumer goods and Manufacturing and engineering are also considered viable, with 18 and 10 responses, respectively. NGO has the least interest, with only 4 responses.

14. Do you think working in consultancy will give you career growth:

Fig: 5.14 Career growth.



Interpretation: A majority of respondents (35 out of 50) believe that working in consultancy offers career growth. However, 14 responses indicate uncertainty.

FINDINGS:

At Shunyatattva Management Consultants, women play a dominant role, particularly in leadership and management positions. Despite this, many employees leave within six months due to mismatched expectations, job satisfaction issues, and work-life balance challenges.

Employees advocate expanding recruitment to diverse industries to foster innovation and adaptability. Leveraging advanced hiring platforms has significantly improved the recruitment process by automating workflows, enhancing efficiency, and improving the candidate experience.

The Apna hiring platform stands out as a preferred tool, praised for its user-friendly interface, advanced algorithms, and robust features like real-time job postings and targeted searches, which streamline hiring and ensure better candidate alignment. Working at Shunyatattva is seen as a catalyst for career growth, with employees valuing the tools and processes that support their professional development.

CONCLUSION:

The recruitment process at Shunyatattva Management Consultants is strategic and well-structured, aligning with the company's long-term goals. Key aspects include:

- **Strategic Alignment:** Recruitment supports the company's vision and objectives.



- **Effective Sourcing:** Diverse channels and strong employer branding attract top talent.
- **Comprehensive Selection:** A multi-stage process ensures thorough evaluation of skills and fit.
- **Positive Candidate Experience:** Clear communication and feedback enhance the candidate journey.

RECOMMENDATIONS:

- To effectively expand Shunyatattva Management Consultants' recruitment services into new sectors beyond their current focus, it is essential to undertake a strategic approach. Begin by conducting thorough market research to identify growing industries and understand their specific hiring needs. Leverage your existing expertise by training your recruitment team in the nuances of these new sectors and developing tailored recruitment strategies that address sector-specific challenges. Building a diverse talent pool through targeted networks and industry partnerships will be crucial, alongside enhancing your firm's employer branding to establish credibility in these new areas. Implementing a pilot program will allow for a measured entry into the new sectors, providing valuable insights and enabling refinement of your strategies. Investing in specialized recruitment technologies and maintaining strong client relationships through a consultative approach will further support successful expansion. By adopting these strategies, Shunyatattva Management Consultants can effectively broaden their recruitment services and tap into new market opportunities.
- To address the issue of high employee turnover at Shunyatattva Management Consultants, particularly within the first six months, it is crucial to identify and mitigate the underlying causes. Begin by conducting exit interviews and employee surveys to gather feedback on factors contributing to early departures, such as job satisfaction, onboarding experiences, and work-life balance. Strengthen the onboarding process to ensure new hires receive adequate training, clear role expectations, and support from management. Implement mentorship programs to provide guidance and cultivate a feeling of inclusion. Additionally, offer competitive compensation and benefits, and create opportunities for career development and growth to enhance employee engagement and retention.



- To foster greater diversity within Shunyatattva Management Consultants, it is important to address the current imbalance of predominantly female HR executives by actively promoting a more inclusive recruitment strategy. Start by implementing policies that ensure diverse candidate slates for HR roles, including outreach to underrepresented groups and partnerships with organizations that support diversity in the workforce. Develop and promote initiatives that create equal opportunities for advancement and professional development for all employees, regardless of gender.

- To enhance recruitment effectiveness, Shunyatattva Management Consultants should broaden their approach by integrating multiple recruitment platforms beyond their current reliance on Apna Job. While Apna Job has proven valuable, LinkedIn's growing prominence as a powerful professional networking tool presents significant opportunities for reaching a broader and more diverse talent pool. LinkedIn offers advanced search capabilities, targeted job postings, and the ability to engage with passive candidates who may not be actively seeking jobs but are open to new opportunities. By leveraging LinkedIn alongside Apna Job, Shunyatattva Management Consultants can benefit from a comprehensive recruitment strategy that combines the strengths of both platforms, improving the chances of attracting high-quality candidates and enhancing overall recruitment outcomes.

- To foster a more diverse workforce, Shunyatattva Management Consultants should address the current trend of having a predominantly young employee base, particularly those aged 21-25. While this demographic brings energy and fresh perspectives, it is important to cultivate a more varied age range to benefit from a broader spectrum of experiences and viewpoints. Implementing strategies to attract and retain talent from different age groups can enhance innovation, improve problem-solving, and create a more inclusive work environment. This can be achieved by promoting job opportunities through diverse channels, implementing mentorship programs that pair younger employees with more experienced professionals, and creating a workplace culture that values contributions from individuals at all stages of their careers.



REFERENCES:

- Abia, M. (2020). Conceptualization of E- recruitment.
- Balaji, R.K. (2020). A study on recruitment and selection. *Malaya journal of Matematik*.
- Hiltrop. (1996). *Managing the changing psychological contract*. Pp. 36-49
- James. (2000). Research on employee Recruitment. *Journal of Management*. 23(3), 405-434.
- Banfield, Paul., Kay, Rebecca & Royles, Dean (2012). *Introduction to human resource management*. New York: Oxford University Press.
- Newgton, L. & Metcalfe, Alison (2014). Factors influencing recruitment to research: qualitative study of the experiences and perceptions of research teams. 10(14), 2-11.
- Pandey, A.(2020). Recruitment and selection. *Iconic Research and Engineering Journals*.3(9), 82-83.
- Price, A. (2007). *Human resource management in a business context third edition*. Jennifer peg.
- Rajitha, B. B. (2017). Recruitment And Selection: Recent Development of Recruitment and Selection. *International journal of science Technology and Management*. 6(1), 420-427.
- Rozario, S D. (2019). Challenges in Recruitment and selection proxess: An Empirical Study. *Challenges*. 2-22.
- Taher, M.D., & Arefin, K. (2010). Recruitment and Selection Process in Human Resource Management - A Case Study of Bangladesh Open University. *Indian Journal of Open Learning*, 9, 179-190.
- T.R. Thiruvenkatraj & R., Nirmal Kumar. (2018) A Study on Recruitment and Selection Process. *International Journal of Science & Engineering Development Research*. 3(4),121 – 126.