

RECENT TRENDS IN RECRUITMENT

SUBJECT: HUMAN RESOURCES MANAGEMENT

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RECRUITMENT

Recruitment is the process of filling up of vacancy in an organization. This is the literal meaning of the word. But nowadays, recruitment is a two way process. Just as the company searches for suitable candidate, similarly a candidate searches for a suitable company to work for.



Recruitment

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graph TD; Recruitment --> bridging_the_gap[bridging the gap]; Recruitment --> branding; Recruitment --> creating_awareness[creating awareness]; Recruitment --> meeting_the_right_choice[meeting the right choice]; bridging_the_gap --> post_joining["post joining (training-by company)"]; bridging_the_gap --> pre_joining["pre joining (building capabilities-by candidate)"];
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bridging the gap

branding

creating awareness

meeting the right choice

post joining
(training-by
company)

pre joining
(building
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1. Bridging the gap

It is the process by which the company build capabilities in its employees through training (post recruitment) and the candidates undergo preparatory sessions in the pre recruitment phase.



2. Branding

The company focuses on building its brand name so that it becomes a dream recruiter for the candidates and the candidates also focus on increasing the weightage of their CVs to be the prospective candidate for any company.



3. Creating awareness

The main objective of recruitment process is to bring to the notice of the potential candidates about the requirement of the company.



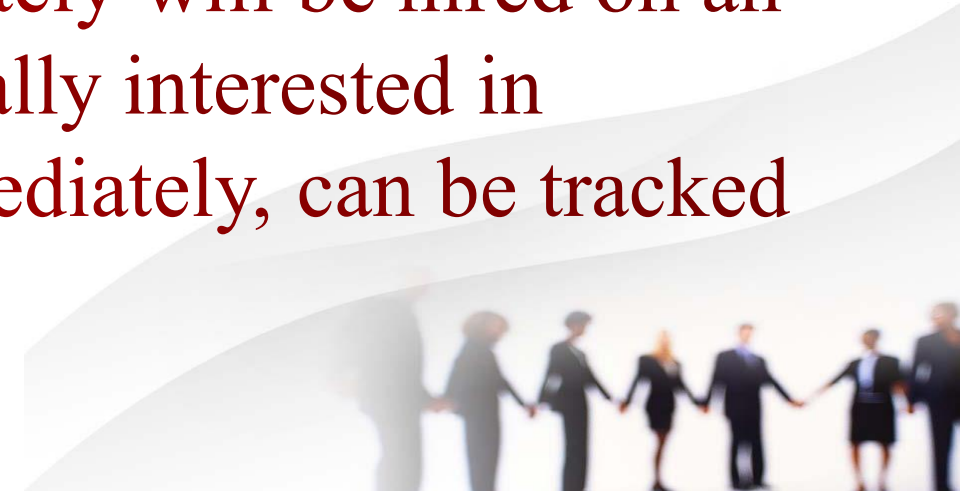
4. Meeting the right choice

Recruitment is all about finding the right people at the right position.



The Knowledge-Based Recruiting Method

The way that this method of recruiting works is that together, both the client and the recruiting company define the anticipated skill-set requirements over a period of time; say a twelve-month period. Once this has been established, a minimum rate of ongoing recruiting activity can be agreed upon. From this activity, candidates who become available immediately will be hired on an ongoing basis. Candidates who are potentially interested in making a move, but are not available immediately, can be tracked until they are available.



The Knowledge-Based Recruiting Method- continues

In addition, all information pertaining to recruiting sites is captured and entered into the knowledge database. The process requires continuous monitoring of both the long-term and short-term needs of the client and, whenever necessary, redirecting both the amount and focus of the recruiting effort inline with the client's changing needs. In other words, knowledge-based recruiting is an ongoing, flexible retained search that allows for a rapid response to the needs of the organization.



E-Recruitment / Online Recruitment Method

The buzzword and the latest trends in recruitment is the “E-Recruitment”. Also known as “Online recruitment”, it is the use of technology or the web based tools to assist the recruitment processes. The tool can be either a job website like naukri.com, the organization’s corporate web site or its own intranet.



E-Recruitment / Online Recruitment Method

Many big organizations use Internet as a source of recruitment. E-Recruitment is the use of technology to assist the recruitment process. They advertise job vacancies through worldwide web. The job seekers send their applications or curriculum vitae i.e. CV through e-mail using the Internet. Alternatively job seekers place their CV's in worldwide web, which can be drawn by prospective employees depending upon their requirements.



OUTSOURCING

Human resources outsourcing involves hiring companies to manage personnel functions, including the administration of health benefits, retirement plans, and workers' compensation insurance. It also includes hiring, training, and legal expertise. Smaller companies hire outside firms to administer payroll, pay employment taxes, and manage risk. The average size of a company that uses HR outsourcing is 19 employees. HR firms pool thousands of businesses together, and the economy of scale lowers the cost of their services.



Advantages of outsourcing are:

1. Company need not plan for human resources much in advance.
2. Value creation, operational flexibility and competitive advantage
3. Turning the management's focus to strategic level processes of HRM
4. Company is free from salary negotiations, weeding the unsuitable resumes/candidates.
5. Company can save a lot of its resources and time.



POACHING/ RAIDING

- Employee poaching is the practice of aggressively recruiting talented employees from competitors. Employee poaching oftentimes occurs in high-growth industries that rely on employees with specialized skills.
- “Buying talent” (rather than developing it) is the latest mantra being followed by the organizations today. Poaching means employing a competent and experienced person already working with another reputed company in the same or different industry; the organization might be a competitor in the industry.

