A Study on Effective Recruitment Process at TVS Motors Best Practices and Strategies at Hosur

* R. Naveen Prakash, Nithin. K. A

Adhiyamaan College of Engineering (Autonomous), Hosur, Tamil Nadu, India.

*Corresponding author Email: naveenprakash.hr@gmail.com

Abstract: *Effective recruitment processes are crucial for organizations to attract, select, and retain top talent. This explores key components of such processes, including job analysis, sourcing strategies, candidate evaluation methods, and the use of technology. It examines the importance of aligning recruitment efforts with organizational goals and culture, as well as the need for continuous improvement through feedback and data analysis. Additionally, it addresses challenges such as bias reduction, diversity and inclusion initiatives, and adapting to evolving workforce trends. A successful recruitment process is essential for organizations to secure the right talent. This outlines the key elements of an effective recruitment process, including job analysis, sourcing methods, screening techniques, and candidate assessment. It emphasizes the importance of clear job descriptions, targeted recruitment strategies, and streamlined selection processes to attract and retain top candidates. By implementing best practices and leveraging technology, organizations can optimize their recruitment process to meet their evolving workforce needs and drive business success.*

Keywords: *Recruitment, process, job analysis, sourcing methods, screening techniques, candidate assessment, employer branding, candidate experience, diversity and inclusion, talent pipeline, selection process, technology, organizational success, workforce needs.*

1. INTRODUCTION

I had the opportunity to work in the Human Resources department of TVS Motors, where I gained practical experience in the recruitment process. The project report aims to provide an overview of the recruitment process at TVS Motors, including the methods used for attracting, assessing, and selecting potential candidates. The report also evaluates the effectiveness of the recruitment process and identifies areas for improvement. Through this project, I have analysed the recruitment process at TVS Motors, including the job posting, screening, interviewing, and selection stages. I have also conducted interviews with the HR personnel to gain insights into the company's recruitment strategies, policies, and practices. The main objective of this research project is to find out the challenges faced during the recruitment process and providing recommendations for improvement. Additionally, I will be highlighting the impact of effective recruitment on the organization's success. I hope that this project report will provide a detailed understanding of the recruitment process at TVS Motors, as well as provide insights into how the company can improve its recruitment strategies to attract and retain top talent.

2. OBJECTIVES OF THE STUDY

The objective of this HR research project report is to study the best practices and strategies for developing an effective Recruitment process at TVS Motors Company. The report aims to answer the following research questions

(a) To assess the effectiveness of TVS's current recruitment and selection process in attracting qualified candidates

(b) To identify areas of improvement in the recruitment process at TVS

(c) To understand the experiences of candidates during the recruitment process at TVS

(d) To determine the factors that influence a candidate's decision to apply for a job at TVS

(e) To explore the impact of recruitment process on the employer brand of TVS

3. SCOPE OF THE STUDY

This research project report will focus on the recruitment processes at TVS Motors Pvt. Ltd.
The study will cover all departments and levels of the organization, including full-time, parttime, and contract employees. The report includes an analysis of the hiring process before the
recruitment stage, it covers the onboarding process after the hiring decision is made.

4. LITERATURE REVIEW

Klaas S.B (2022). This study assessed the efficacy of a number of pre-hire characteristics in predicting job success and voluntary turnover. Studies revealed that candidates who knew current workers, had worked for previous employers for a longer period of time, were conscientious and emotionally stable, motivated to get the job, and had confidence in their own judgement and ability to make decisions were less likely to resign and performed better within six months of hiring. Results also showed that beyond bio-data (pre-hire embeddedness in the organisation and habitual commitment) and personality traits (conscientiousness and emotional stability), pre-hire attitudes (employment motivation and personal confidence) did not predict turnover and performance.

Peter (2022).This study is the effect of hiring practises on the quantity and calibre of new hires. The choice between an intensive search (more time spent on each application) or an extensive search (higher number of applicants per offer) seemed to be made after weighing the pros and negatives while attempting to keep indirect hiring costs to a minimum. In contrast to measures of job attractiveness, variables describing the frequency and quantity of vacancies had a greater impact on the number of job seeker contacts. Most businesses didn't need to launch new recruitment efforts every time they had a vacancy because the flow of job searchers was generally adequately self-sufficient.
Alsabbah (2022) In this study, the effectiveness of several pre-hire characteristics in predicting work performance and voluntary turnover was evaluated. According to studies, applicants who knew current employees, had worked for previous employers for a longer period of time, were responsible and emotionally stable, motivated to land the job, and had confidence in their own judgement and decision-making abilities were less likely to quit and performed better within six months of hiring. Results also revealed that pre-hire attitudes employment motivation and personal confidence did not predict performance or turnover in addition to bio-data pre-hire habitual commitment and organization alembeddedness and personality traits conscientiousness and emotional stability.

Ibrahim (2021).This study have measured the competencies variable as one of the recruitment and selection outcome. And a few researchers judge worker's competency regarding to recruitment and selection, particularly under the hard and soft taxonomy. However, this study will advance the Alsabbah& Ibrahim work which proposed the competence model to contact recruitment and selection outcome. Accordingly, the study will illustrate how the workplace soft and hard competence were considered by previous studies, as well, the proposed conceptual framework will validate the reasons to consider this workplace competence in evaluating the recruitment and selection outcome.

Starke (2019). The study's objectives are to determine whether there is evidence that Egyptian organisations use context-specific recruitment and selection practises and whether different practises are used for various job types; whether line management and HRM specialists share responsibility for recruitment and selection; and whether there is evidence of an increase in the delegation of this responsibility to line managers.

El-Kot G. (2018). This study is to determine whether there is evidence that Egyptian organisations use context-specific recruitment and selection practises and whether different practises are used for different job types, whether line management and HRM specialists share responsibility for recruitment and selection, and whether there is evidence of an increasing devolution of this responsibility to line managers.

Wetterling T. (2018). This study says the research on recruiting practises with an emphasis on E-recruiting practises and trends in India in order to ascertain what e-recruitment approaches are being employed and the advantages that firms using them are realising. This study reveals the ability to attract and keep exceptional personnel is one of the most important sources of competitive advantage in today's market. Through a procedure known as "E-Recruitment,"

the internet has aided in attracting potential candidates to an organisation. Open job postings and applicant acceptance have both increased online.

Sohel Ahmad (2017). The study examines using an international dataset: the influence of quality management practises on plant competitiveness and the moderating impact of a personnel selection process on this connection. Results demonstrate a positive relationship between quality management practises and plant competitiveness. The efficiency of quality management practises also appears to be significantly influenced by the behavioural characteristics of employees. This suggests that managers should carefully consider how well a candidate's behavioural characteristics align with the TQM philosophy. Managers shouldn't focus only on a candidate's technical skills.

Channahherschbergh (2016). This study explores how the recruitment and selection for project- based postdoc positions are organised as well as how principle investigators create the "ideal" postdoc. Our conclusions are based on a qualitative comparative multiple-case study conducted in the departments of social and natural sciences at four universities in Europe. Using a systemic, power-sensitive approach, this study adds to the body of knowledge on the neoliberal university and academic staff evaluation by looking at how postdocs enter the academic system and how precarity symptoms are made worse. Our in-depth investigation identifies three aspects of postdocs' precarious status as a result of the current academic system, including control, contracts, and career opportunities.

Robert J Lavingna (2016). This study gives a general overview of the several recruiting and selection strategies that are already in place in many countries and can aid in the recruitment and retention of talent for governments around the world. Global governments are struggling with never-before-seen staffing issues. Governments' capacity to do so has rarely been so constricted and complex by economic, social, and organisational challenges at a time when they need to be most skilled at recruiting talent to public service. We outline a number of recruitment and selection "best practises" while drawing largely on examples from the United States and Western Europe as well as incorporating insights from a variety of developed and less developed (LDC) nations.

Normore Anthony (2016). This study examines the hiring and selecting practises of the "Northwestern School District," a sizable Canadian school district in the province of Ontario. In 2001, information was acquired through observation, document analysis, and interviews. Results showed that enticing candidates required specific structured teams, financial and emotional support from the district office, and assistance with creating professional growth portfolios. Other findings pointed to the necessity of reviewing district policies, including the rule favouring internal promotion over promotion from outside the district and the practise of rotating school principals every three to five years.

Weitzel T (2015) The study E-recruitment research transforms the traditional hiring process into a collaborative one that is not reliant on location or time. The widespread usage of candidate relationship management systems, such as e-recruitment, is a step in that direction. The most significant changes are seen in the arrangement and clearer separation of the main recruitment tasks and subtasks. The main duty of management is now to communicate with candidates. The administration of a corporate employment website is a new continuing effort that has evolved into a significant part of the new hiring process.

Heiat, A. (2015) This study looks at managers' and other professionals' experiences looking for jobs online. The findings imply that the volume of general job seeking is substantially connected with Internet navigation skills, particularly for those who prefer to first explore career choices in private without worrying about repercussions from superiors. Furthermore, the results demonstrate that managers and professionals are more likely to use the Internet for job searching when considering a broad range of geographic areas, when a significant pay rise is wanted, and when both small and large enterprises are being evaluated.

Gross C.P (2015). This study intends to widen the research on recruiting practises with a focus on practises and trends in India. This research shows The ability to attract and keep top people is one of today's most important sources of competitive advantage. Through a procedure known as "E-Recruitment," the internet has assisted organisations in attracting new candidates. Open job postings and application acceptance are now more frequently done online.

5. RESEARCH METHODOLOGY

This research project will use a combination of qualitative and quantitative research methods. Qualitative data will be gathered through recruitment with key stakeholders, including HR staff, department heads, hiring managers, and a sample of employees. The purpose of these recruitment will be to gather insights into the current recruitment processes, identify areas of improvement, and understand stakeholder perceptions and attitudes towards the company's recruitment process. The quantitative data will be collected through a survey questionnaire distributed to all employees involved in the recruitment process, which will focus on gathering data on the effectiveness of the recruitment process and the areas that need improvement. The data collected will be analyzed using statistical analysis tools, and the findings will be presented in a comprehensive report.
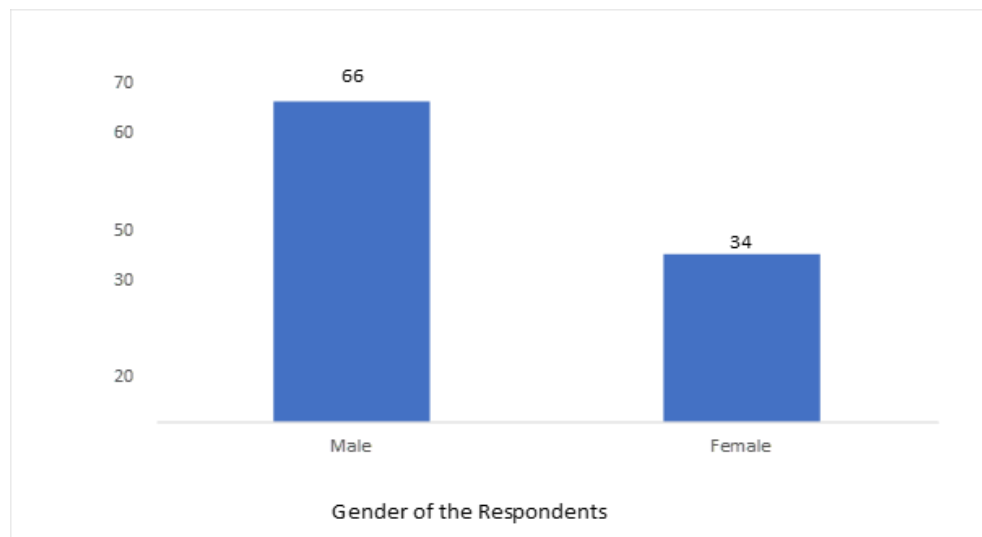
6. DATA ANALYSIS

Gender of the Respondents

Gender	No. Of Respondents	Percentage
Male	42	66
Female	22	34
Total	**64**	**100**

Source: Primary data
Gender of the Respondents

Gender of the Respondents

Chi-Square Test

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	11.10	2	.993
Likelihood Ratio	.014	2	.993
Linear-by-Linear Association	.014	1	.907
N of Valid Cases	64		

Source: Computed data

7. FINDINGS

1. 66 per cent of the respondents are male
2. 64 per cent of the respondents are age between 18-24.
3. 42 per cent of the respondents are bachelor's degree.

4. 50 per cent of the respondents are full-time employees.
5. 23 Per cent of the respondents are in executives role.
6. 41 Per cent of the respondents have got referrals.
7. 94 Per cent of the respondents found it easy to fill the job application.
8. 48 Per cent of the respondents took 1-2 hours to complete application process.
9. 88 Per cent of the respondents did not experience any technical issues duringapplication process
10. 86 Per cent of the respondents received communication from TVS after applicationprocess.

8. SUGGESTIONS

The interview process is well-structured and it improves the candidate experience. Providing additional training to HR staff it ensures that the recruitment process is clearand straight forward. Developing a more comprehensive onboarding program to provide new hires with all thenecessary information. Consider offering more competitive salaries and benefits to attract top talent. Develop stronger employer branding efforts to improve the company's image among jobseekers. Focus on improving work-life balance policies and practices to attract and retainemployees. Develop better communication strategies during the recruitment process to avoidconfusion. Offer more opportunities for employee development and career growth. Develop better tools and resources to support the recruitment process.

9. CONCLUSION

The HR research project was conducted to study how TVS, a popular Indian automobile company, recruits its employees. The findings of the study showed that TVS has an effective recruitment process in place that is well-structured and fair to all candidates. However, the study also suggested areas for improvement, such as enhancing the company's employer branding strategy and exploring new recruitment sources to attract a wider pool of candidates. The study emphasizes the importance of continuously evaluating and improving the recruitment process to attract and retain the best talent in the competitive job market. By implementing the recommended improvements, TVS can further enhance its recruitment process and continue to be a leading player in the automobile industry.

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