ABSTRACT

There has been a paradigm shift in the human resources function in the last two decades. From a routine record keeping function HR has emerged as a strategic business partner. Several new concepts have contributed to the thinking and practices of Human resources management. Among them Strategic HR and Competency approach have deeply impacted all aspects of human resources function such as Recruitment, Training, Performance management, Career management etc.

In today’s VUCA world organizations are concerned about attracting and retaining the right kind of people in order to get a competitive advantage in business. Many innovative strategies are being developed and adopted for this purpose. One of the approaches which is being extensively used in HR in general and recruitment in particular is competency approach. Competency approach enables an organization to identify the key competencies critical for the job performance and to assess these competencies during the selection process. This enables an organization to bring on board the right kind of people who can make a real difference to the organization and capability to perform.

This research has attempted to study the competencies required for the recruitment professionals and their impact on the recruitment effectiveness and business outcome. It has developed a competency model for recruitment professionals and tested this model for its impact on the business. The study has found that there is strong and positive relationship between the competencies of the recruiters and the business effectiveness parameters.

KEYWORDS:
Competency, Competency Mapping, Business Partner, Business Effectiveness, Competency Model