CHAPTER 1
INTRODUCTION

1.1 RECRUITMENT

Whenever an organization identifies new assignments which require additional labour than what it presently has, it looks at various means of organization acquiring this new resource like contracting, internship, hiring and outsourcing has to hire a new person. Recruitment can termed as a hiring of a new person to fill organizations need for future needs. To hire any new person it is important that the selected candidates must be having desired qualification and experience to fill organizations need according to the open position and the new person should be selected on right time. If hiring of a new person gets late than also it is a great lose for an organization because work will not be done on time and after time it will lose the value of the work done. Recruitment is process of choosing a right candidate among a wide of candidates having qualification and relevant experience to fill organizations requirement on time. So, it can be said like this also that to choose a right person on right place and on right time is a good recruitment process. Recruitment process is a set of activity and steps which starts from the source of many candidates having relevant qualification and experiences and then choose right candidate among them which is having highly matched profile with qualification and experience and that right candidate should appoint on right place on right time so that organizations objective should be gained properly. This recruitment process is known as staffing process. In this staffing process, the first step starts from the forecasting of manpower resource of an organization and organization should have so many candidates to choose best among them according to their requirements and it should be on right time. It is process of identifying potential candidates to fill the open position of an organization in less time. In the initial step of recruitment organization tries to inspire most of the potential candidates to apply in maximum numbers to close the open position on time. This recruitment process is the set of activities which all are handled by hr department of the organization. These hr people are related to all available human resource. It is an identification or attraction of no of candidates to fill for open vacancy in an organization. Generally recruitment develops no of applicants and applications for a
particular position which is vacant and tries to fill the position on right time. It is a positive process because it attracts a large number of qualified applicants; most of them should definitely accept the offer to end this process.

Overall recruitment process is described as under –

- Recruitment is a process of identifying applicants to close any vacant position.
- Recruitment generally chooses all available sources to attract applicants.
- Recruitment process tries to get more applications among potential applicants.

In conclusion it can be said that recruitment process begins after human resource planning and then deep job analysis and job description kind of activities conduct and afterwards try to attract no of applicants to fill the open vacancy in less time.

Functions like recruitment, human resource planning are parts of in human resource management. To manage all human resource in an organization effectively for organization’s proper growth is called as human resource management. Human resource management is a set of all man power which is working for a common goal of success of an organization. It is an important function which provides a structured approach to recruit or maintain available human resource of an organization. It covers all fields related to human resource like compensation recruitment, retirement, insurance, performance management, skill development, training, wellness, motivation, administration and communication of an organization. It gives strategic direction and means of work with potential work force with one objective of organizational growth. To find a right candidate for an organization is important for successive growth. All organizations tries that they will get most potential workforce among a wide pool of candidates for them to work for their organizational overall growth. Now, organizations are fully dependent on human work force and now organizations are treating them as human capital management. It is termed as talent management.

Recruitment process starts with human resource planning. Human resource planning is forecasting of manpower needs of an organization for future growth of any organization. It is the critical aspect of human resource management. This process tells the importance that organization has right number and kind of people, at right place, and at right time capable of performing well in the organization. It is
continuous and ongoing process for every organization which never ends because in large organization need of manpower generally occurs on time to time. Proper human resource planning tries to supply sufficient manpower according to the demand of organization on time to time basis. Human resource planning is a process of judging that what kind of people should be recruited to ensure the quality performance of the organization to achieve decided goals on time.

Human Resource planning gives some basic information for every organization which are as under:

- It tries to set proper balance between supply and demand of every organization
- Cost Control on human labor
- Proper formulation of policies on transfer, succession, relocation of manpower
- To ensuring right people at the right time and right place

There are few characteristics of human resource planning that is why all organizations are following this for their future growth:

- It is completely future-oriented: Human resource planning is completely future oriented for manpower need. It decides that how much manpower is needed to run organizations activities properly on time.
- It provides proper utilization of manpower: Human resource planning provides facility of utilization of available manpower according to the requirements of organization. It gives best solutions to use optimum available man force.
- It is a continuous ongoing process: Human resource planning is an ongoing process which is necessary for every organization to run successfully. It never ends or not a short term activity for an organization.
- Right kind of people in right number: Human resource planning provides correct information about the required candidates to fill organizations objectives at a particular time. It gives the correct answer of when and how many candidates are needed to grow organization in future.
- Determination of demand and supply: Human resource planning provides information about proper demand and supply of workforce, which gives better
idea about the perfect match about demand and supply of manpower and to estimate optimum utilization of man force.

So, after the proper human resource planning the next step recruitment starts. In this whole process of recruitment human resource planning lead the further step to hire most efficient person to fill organizations requirements. After the decision of future manpower hr department persons prepare a proper plan to get right candidates on right place and in less time for their organization. There are few important step of recruitment which are generally followed by all organizations in some another ways. Because it is a systematic approach to close the open position with right candidate in lesser time so it involves various steps to ultimately fill the position for future growth.

There is one major challenge in recruitment that to reduce the time cycle of recruitment process. HR department of all companies are trying to reduce somehow the time cycle of full recruitment process that begins from one position opening and till the joining of a person to close position. Now hr person wants to try all different sources of recruitment which are allow them to reduce time cycle. And hr professionals are working constantly on time reduction part of recruitment process for one position.

1.2 RECRUITMENT PROCESS AND ITS BENEFITS

Recruitment process comprises the following steps:

**Step 1 – Fill Requisition form (RFP) -** In is the initial step of recruitment. In this hiring manager has to fill a requisition form to HR department of company by filling all important information properly. there is a set pattern of form and used to vary company to company. so, According to company procedure they have to follow the restrictions related to requisitions forms and hiring manager submit this form to HR department. Now when everything is getting done with online service, this is also having online forms only. Traditionally it was doing manually, hiring manager had to take a form from hr department and then through post or career they had to send to hr department of the company.

**Step 2 – obtaining hiring approvals –** than in second step of recruitment process, this submitted form send to the high level departments in the organization. There is a structured department levels in all organization from where approvals get done for
any new requirement according to the importance and significance of requirement. It takes some time to get approvals from different hiring managers.

**Step 3 – sourcing of applications** – once these approvals come from the higher department HR department starts work on this. They used to start with a full detailed planning of recruitment process. They start with sourcing, HR department used to post job online on all job portals and the other sources which are generally getting used by company to advertise their vacancy to get more and more no of applicants profiles to select best candidates among them. These sourcing options also vary from company to company. Generally all companies used to post their new vacancy on their internal career website to get preferably internal recruitment from their existing employees. Then, according to their procedure they used to post on different advertising sources like online job portals, on their own career website, advertisement in newspaper or radio or televisions etc. This is the basic and important step of recruitment process because in this companies want to get more and more applications for their vacancy and then they move to the next step.

**Step 4 – screening and short listing** – It is the next step of recruitment process after sourcing of candidates in which hr department starts screening and short listing of resume. After getting so many resume from sourcing of candidates hr person starts screening of resumes like which resumes are relevant according to their requirements with preferred qualification and experience. Earlier this process was getting done with hr persons but nowadays in changing technological world, it is possible to do this screening with the help of software. Applicant tracking system is main software which is getting used by most of the company these days. In which, by putting specific keywords ATS generally figure out all relevant resumes to hr department to check and they can shortlist some of resumes and can call all of those candidates for further process.

**Step 5 – conduct interviews** – The next basic step in recruitment is conduct interviews for all shortlisted candidates, to choose one of the best candidates among many candidates to find out a candidate which is best match according to the requirements of job vacancy. In this process hr person call all shortlisted Candidates for interview on a specific time and schedule their interview with high level managers. This interview process can also vary from company to company because
according to company laws and norms they decide the level of interview needed before final selection of any candidate. This different level contains different line manager relevant to the open position. In this step hr person conduct interviews of all shortlisted candidate and collect reviews from high level managers to reach a final decision of selection or rejection. Now there is video interview option is also there to finish interview with shortlisted candidate. In this video interview companies can take interviews online. Scheduling of interview happens as same as face to face interview round. But to reduce travel cost of a company, hr people prefer video interviewing with candidates. And along with cut of travel cost it is even more convenient for job seekers also. From one place, anywhere in world they are able to attend interview with their laptops or smart phones with internet facility.

**Step 6 – Reference and background checks** – in this step of recruitment process, after conduct interviews, there is deep analysis from high level managers who all have taken interviews, for selected candidates, hr person of company do proper reference and background checks with the person on phone whose name and number has given by candidates for these checking. This is an important step because it gives clear idea about the potential and capabilities and sincerity of candidates regarding full time job responsibilities which are experienced with other persons who have already work with the particular candidate. It gives a brief idea about personality of candidate in professional work culture and level of getting fit with new culture. With this step company wants to even check that is there any legal case must not going on with candidate and candidate should not get involved in illegal activities which ultimately put side-effects on the brand image of organization in future.

So, the above presented 8 steps are the basic steps of a genuine recruitment procedure and the main issue with this process is that there should be less time cycle period to close any vacancy. To reduce this time cycle is the main challenge of any organization these days by closing all vacancies in a fast manner and try to get best potential candidate for their organization.

**Benefits of Good Recruitment Process**

It is important to get optimum results with recruitment than it should followed in right way .If this process will not be systematic or perfect than to choose a right candidate is not possible for right place and timings will never match to give optimum results
for an organization's overall growth. So, to get full result recruitment process should properly designed with the hr department of the company should pay full concentration and undertaken with recruitment professionals so they that the main challenge of recruitment that is reduce time cycle of full recruitment should be achieved. Means to say is that right person on right place should be choose on right and less time. It is a big challenge of hr people that they are struggling for time cycle. It is really important that all open vacancies should be close in lesser time if it is taking time to close than it is not productive and it is not a good process to follow by the organization in future and it indicates that it needs some modifications in recruitment process for optimum growth.

If Recruitment goes in right way it creates these many benefits which are as under -

- It provides higher number of qualified candidates
- It gives higher possibility of hiring the right people at right job
- It increases the employer’s choice because of reputation
- It increases the number of referral of qualified candidates
- It is able to get more number of diverse candidates
- It increases the job acceptance rate with hired candidates
- If it follows then the whole recruitment process should take lesser cost

1.3 MAIN STAKEHOLDERS IN RECRUITMENT

There is always some important person included in one process which gets directly affects from the activities formulation to completion of any process. They are known as main stake holders of any process. Like that there are some people who are involved in recruitment process, who all are directly effects with the recruitment process activities. There are 3 main stakes holders of full recruitment process which are as under –

- Hiring manager
- Recruiter/consultants
- Job seeker

In full recruitment process three people directly affected with the all activities. They affect with all those activities which are formulating in recruitment process to choose
a right person on right place and even on right time. To study in detail we can explain this as following:

**Hiring Manager** – this is the person who actually raises the requirement means who feels that additional man power needed at this point. When hiring manager feels that there is an additional workforce is needed to perform the decided task than this person raise the request to hire new person. This person has to fill one form to raise request of additional labour. In that form he/she has to properly give explanations about the need and importance of new person and then he/she has to explain that how a new person will be productive for organizational overall growth. Along with this he/she have to describe properly the duties and responsibilities of new person. This person only decides that what qualifications and experience new person needed to fill the open vacancy of an organization. Because the appointment of new person is going to affect performed tasks and there should be proper utilization of salary that has to be paid to the person after appointment. This is the main stake holder of this process.

**Recruiter / consultants** – These are two different functions actually which generally get directly affected in recruitment process. Out of these two functions, recruiter’s function is essential while consultant is brought in only to assist the recruiter in carrying out his / her job. Like if any organization is using only their own hr department to source and they are directly calling applicants personally on behalf of company then these two person will be the same one and if an organization is using any 3rd party consulting agency than these two person will be different. As the process of recruitment starts with sourcing and till interview these persons get affected with every activity. If company is there hr department to source than it is less expensive deal for them to appoint a new person to close any position and if they are using 3rd party consulting agency for sourcing the no of applicants for the open position than they have to pay some money to them which may be an expensive deal for them to close one position.

**3. Job seeker** – This is the main stake holder in recruitment process and is an important part of all recruiting activities. How recruitment process keep on processing job seekers perspective gets change and they get affected from the beginning of vacancy opening like with the job description, and then apply and in interview process and even with final offer. Job seeker at the beginning while reading the job
description they feel that is that opening is relevant for them or not if it is relevant or related to their field than they start further processing and if it is not than they leave that opening there and start looking forward. Then at the time of interview if they get selected and got call for final discussion than they have to decide that weather they can fulfill the responsibilities if they get place on the vacant position and at the time of offer if job seeker gets comfortable with job responsibilities and if satisfied with offered salary package, then they accept the offer letter and this point recruitment process gets over.

1.4 SOURCES OF RECRUITMENT

When recruitment process starts the first step of this is sourcing of resumes to close the open position. Sourcing means that the activity of attraction of no of applicants for one position so that organization should be able to choose appropriate candidates among a wide pool of potential applicants. For getting more resumes an organization use all available sources from which they can get wide pool of potential candidates. There are two divisions of sources of recruitment which is followed by most of the employers to fill their open position –

- Internal sourcing
- External sourcing

Internal Sourcing

Internal sourcing is also known as internal recruitment which means that company can use internal source to close the open position. It means that if company wants to get a new candidate from available workforce which is already working than they will do internal sourcing. Internal sourcing is best tool of retain employees who are not key employees or not high performers or not high potentials in last few years. Then by internal sourcing in recruitment process companies can choose them or transfer them to other teams with which they are working with and can give them new challenges or responsibilities to retain them by implementing new recruitment process. It is much faster process than external sourcing and it is more effective also. Since so long, internal recruitment is most preferable activity by every organization to close or in priority to fill any vacancy in less time. As this is less costly and cheap source of recruitment and it is safe to appoint a person who has already working with the
company. At this point it raises the probability of more productive and potential candidate to close the vacancy of an organization which leads to successive growth in future. As we know that it is a traditional process and it is getting followed by most companies from the beginning, but the process which was getting used earlier was completely different from now. Earlier to raise any vacancy internally, hr department of the company used to take so many prints and then try to forward this print to all available employees by putting the paper in one envelop. Or else they used to paste these prints near the cafeterias or else on the notice board of the organization to reach maximum no of employees. Then interested candidates had to revert back with their resume or by filling application form to their head of the department in limited time period. But at that time it was not fully productive because some time even employees get these prints after closing the position or if they have got the information on time than because of courier or mailing service they were not able to apply. So somehow organizations were not getting sufficient results from internal sourcing.

But now when time has completely changed and because of so much technical changes in techniques companies are using this internal sourcing more effectively to get more potential candidates for their organization. Now also it is the best preference for the organizations to close the position internally only. Now with the use of internet it is very easy process to reach approach all internal employees and companies are able to close the position internally in less time. There is intranet facility is getting used by all companies to reach internally. In this intranet facility all employees connect with one server and they can easily share or communicate with each other with this intranet connection. There are various terms related to this are getting used by companies which are like internal mobility, internal connectivity or internal transfers, but the process is same for all. This technology has broken all national or international location problems to convey any important message internally among all employees.

In this approach of internal sourcing companies are posting their new vacancy on company’s internal job board and it is easily reachable or accessible for all employees on their computers or laptops. All employees can get full information in few minutes after postings of new vacancy. They can access the information any time and frequently as they need. And it is quite easy process to apply for position which is vacant. For their more convenience even employees can put alerts for the related
positions automatically on their main window if they even don’t see company’s website very frequently. This internal sourcing gives opportunities to employees to choose any good vacancy in the same organization for their effective future growth. It is called as self nomination. In this employees of a company have option to choose another position for them according to their interest or for fast growth economically or professionally as well. Although companies are using this technique effectively yet there are some criteria in internal sourcing which have to be followed while putting any job internally. These are given below:

- Jobs are posted internally for employees for a limited time period only which may be of five to seven days, but are posted externally until they are filled.
- It is a rule that an Employee must get their immediate manager’s approval before applying for a job internally.
- It is also one system that Supervisors are automatically notified when their employees apply for a job internally.
- It is a restriction on employees to apply to a limited number of positions in a particular time period.
- The most important criteria are that Employees must be in their current position for more than 12 months before applying for an internal job posting.

With all above criteria companies can use internal sourcing very well to close the position in less time for their organization. But here are four main reasons why companies are paying more concentration on internal hiring now, which are as under:

- **It is Cheaper comparatively** - Companies who prefers to hire internally are saving more money on recruiting fees, training, the opportunity cost of not having the position filled, advertising on external job boards, travel and relocation costs etc.
- **It is a quicker process** - In this the entire process which begins from reviewing a job description to advertising and then till interviewing with few chosen candidates, this full process easily takes months to finish with external hiring. But in internal hiring it is much quicker than external hiring position can be filled in few weeks if organizations are really in hurry to close the
position. After getting the applications of internal employees HR people can take full information about performance of candidate with grades or reviews with immediate managers immediately with information in database.

- **It works out better than external hiring system** – Because in case of internal hiring applicant is having good knowledge of available facilities and options or the culture and environment of the company so, it takes really less time to get settle for new job. It directly affects the performance of internal hires regarding productivity of organization, which shrinks adjustment period overall.

- **It is good advantage for employee morale** – internal sourcing is working as a tool of motivation for existing employees. Employees can feel low if any new role is taken by others. And if any position offers them preferentially to existing employees than they feel good and highly motivated as with own career growth. By posting internally company can encourage existing employees by giving a chance to grow further in future growth.

Although internal recruitment is considered as beneficial for organization and most of the organizations are using this method from last so many years but for the optimum use of internal sourcing there some important steps for every organization to take into consideration from which internal recruiting can be done effectively and to take full advantage of internal recruitment which are as under:

- There should be proper designing of a recruitment policy before using it for internal sourcing. In the beginning of recruitment plan it is important to give proper concentration on designing of policy. All important figures that have to be involved in recruitment process should be identified and all steps involved in full recruitment plan should be defined. To get most efficient results from internal recruitment it is important to execute in a way which should be very clear and understandable to all employees easily with such included benefits and involved restrictions.

- There should be proper execution of right software – company should be having proper knowledge about the software tools which all are available in market and it is most important to understand how their ATS will work related
to internal postings. Company should choose most relevant software for their requirement fulfillment and which should allow proper commitments, collaboration and rating for the applicants.

- There should be proper promotion of open vacancies in internal environment to reach most of the employees. Company should decide proper promotion plans in internally among employees to take more participation by applying more in open vacancy. Company hr people can describe various other benefits or future growth plan personally to all relevant employees with open job vacancy.
- There should be proper encouragement of employees to apply for jobs. Company should do some motivational exercises by involving more and more no of employees in internal recruitment.

It is important for internal recruitment that it should be done in fair manner by keeping all candidates at same position without any biasness. All employees should treat equally while decision taking time. There should be no friends or family priorities kind of constraints at the time of decision.

**EXTERNAL SOURCING**

When position does not get fill with internal sourcing than companies hr person decide to post their vacancy on outside company. Company can start external sourcing after some days of internal recruitment, but they want more diversity and want to get more fresh and new talent than they start out Side Company. Basically it can be understand as advertisement of open vacancy outside by various modes of sourcing is considered as external sourcing. It is also an effective way of searching fresh and new talent for the organization by inviting all potential candidates to apply for the open vacancy. There are various sources which are getting used by employers or companies to get outside fresh talent with high qualification and experience which is needed according to job requirement. Employers are using external sourcing from long back and getting good results for their organization’s overall growth. Newspaper advertisement, banners, radio advertisements, online advertisement, advertisement on their own career websites, using 3rd party agency or consultancies or by sending SMS and many more options are there which are getting used by most of the companies.
these days. As competition is increase in a fast manner, employers has to try new and new techniques to attract more and more no of applicants and to choose most potential candidate for their company among wide pool of candidate.

1.5 CHANGING RECRUITMENT ENVIRONMENT

Recruitment environment can be defined from three different perspectives. These are economical and technical. These aspects are covered below in three sub-sections:

- Changing economical environment
- Changing technical environment

Changes in economical environmental changes in recruitment

Economy plays vital role for any country. With economy success difficult organizations got more successful. Nowadays when economical environment is continuously changing earlier when the value of rupee was very high, salaries were very low and with less salaries also people were living good life style and requirements were also like that but now when value of rupee is getting down and salaries are getting very high. For the same type of work employees are asking very high salaries and because requirements are getting change and value of money is getting low so people want more and more money to fulfill their daily requirements and due to economical changed environment people’s luxurious requirements are getting very high and they are ready to spend full money to fill their luxurious requirements also.

Ultimately all this affect the employees of companies. In India the most impact can seen in metropolitan cities. So, when recruitment process starts for sourcing only human resource departments has to see salary because in big cities employees are getting very high salaries and if they feel like to change job they again ask for high salary. and these days retention rate of employees are very less in companies, people are changing job quickly if competitor companies offer employees some hikes in salaries or other benefits employees are rapidly changing their job.

This technology environment changes and economical environment changes are parallel to each other because with more technological changes companies are able to reach more competent candidates with mobile application or smart phones or I phones
and after getting proper information about competitor relevant candidates companies human resource persons can reach these candidates an attract them with salary hikes and other benefits. Because earlier it was not easy to reach other competitor relevant candidates and cant possible to approach them also. The same impact is with job seekers or employers also because after technological changes employers used to access proper information about competitor companies and can apply any time for jobs with high salaries. That is why retention rate is also getting down, because job seekers or employees are also getting so many options.

**Changes in technological environment –**

Because of technological changes strategies are getting change for companies also. Earlier where campus recruitment was less, but now companies wants to appoint more freshers and new talent. for this companies are going to catch fresh colleges students to get more new talent for their organization. New technologies have changed market fully, like that even to get more new candidates from colleges, companies are using online assessments for college students even to save money on transport and time to reach maximum no of colleges. Like that college students are also getting more chances to get placements in companies. Earlier there was a restriction on college students that if they had attended any one college placement session than those students were not suppose to sit for other companies to get placements. But now colleges have also removed this kind of restrictions and now college students are able to get into all placement sessions with many companies.

Because of technological changes, mobile recruitment and e recruitment has come into light and now these are most effective tools for job seekers and even for employers to search new talent. Most of the recruitment is getting done by all employers are with online applications. And like that most of the job seekers are using mobile or internet for their job search.
1.6 JOB SEEKERS AND THEIR CHANGING BEHAVIOUR

Types of job seekers

There are different kinds of job seekers in recruitment. But primarily the classification can be done based on following three counts:

- **Activity based classification**
  - Active job seekers
  - Passive job seekers

- **Experience based classification**
  - Fresher’s >1 year
  - Low experience level 1-3 year
  - Middle experience level 3-8 years
  - High experience level <8 years

- **Job function based classification**
  - Engineering
  - Marketing
  - Teaching etc…

**Activity based classification:**

Active job seeker – These are the job seekers who are actively looking for a change or a new job after their qualification trying to settle in corporate world. There are some employees who are not happy or satisfied with the company whom they are working with. There may be any reason for this dissatisfaction like salary hike, location, company environment, future growth kind of problems, than those kinds of persons will be actively looking for job change. These are considered as active job seeker in recruitment.

Passive job seekers – These are the job seekers who are actively not looking for job change. They are the persons who have recently changed their job or probably if they are highly satisfied with their existing company and feeling them safe to work with
the same company in future with prospective growth than these kind of job seeker don’t feel like to change job at that time. These are considered as passive job seekers.

**Experience based classification:**

- **Fresher’s <1 years** - These all are generally active job seekers who are actively looking for job which are recently finished their qualification and seeking for a job to get settle in corporate world.
- **Low level experience 1-3 years** – These kinds of job seekers is considered collectively as low experience job seekers between 1 to 3 years. They can be passive or active both according to their situations or satisfaction level.
- **Middle level experience 3 – 8 years** – These kinds of job seekers are in middle experience level of their job. They are mostly active job seekers who are looking for their existing job because of more future growth or money. According to their age this time this kind of experience people want to more challenges with more money.
- **Highly experienced >8 years** – These kind of job seekers are highly experienced and at this point most of them are settled with manager level positions. In this experience some of people can active or passive job seekers both.

**Job function based classification:**

Job seekers may be even differentiated according to various fields. Various fields like

- IT/Engineering
- Marketing
- Finance
- Accounting
- Teaching
- Retail marketing
- Human Resource
- Banking
- Insurance
• Others

Job seekers according to their qualification with area of interest try to get into the company. Having qualification related to B.TECH or Engineering field, a job seeker wants to get into software or hardware companies which all provide services or products designing related to this field. IT field is very big and wide, there are so many job functions are there in this field and nowadays according to trend most of the job seekers are looking their jobs in IT sector. In big MNC’s all of these kinds of job functions performed under one roof. There are separate departments to work with different job functions.

Because IT/Engineering is very big stream so, for my research I have considered IT one as major field and all other field I have put in one name by others. So, my full study has done IT/Engineering and Others category and all the job seekers weather they are passive or active are studied under these above two categories only.

Changings behaviors of job seekers

Behavior of job seekers means the prospective, mindset up of job seeker, priorities of job seekers related to future job, and the change in means or mode job seeker use to get good job options in job search. As we are seeing economical, technological and corporate environment has drastically changed. And with these changes job seeker’s behavior is also getting changed because as human nature there are direct effects on job seekers expectations, need and feelings and about their career growth. Earlier actually when in India there was no MNC culture and education medium were very less, at that time after some study people started their job search mainly in Government sectors. The basic reason to go with Govt. sector was job security and less option of private sectors in front of them. At that point of time job security was the main preference for all job seeker because of the culture, it was being said that in govt. sector nobody can throw out without any big issue. It was very safe to work with govt. sector for easy life style. And at that time private sector was under development and few misconceptions were there related to private sector was there of no job security. All people at that time were feeling that because of any silly reason private companies can throw them out and then they will be without job. Even at that time there was very less qualification criteria to get good govt. jobs so people were
inclined to get some how once in govt. jobs for the whole life. At that point of time there were no other points of work environment, safety feature and salary package and to work particularly with the area of interest with good future growth were not there in job seekers mind.

But after coming MNC culture and the facilities given by private sector, the scene of job seeker’s behavior has completely changed. Now, human being is treated as capital assets of an organization and MNC’s are giving full concentration on work environment work culture, safety feature and insurance policies and all. Now job seeker’s priorities are completely changed. Because of private sector, there is less weightage going on for govt. sector. Priorities of most of the youngster of India want to work with private companies because these private companies are giving all safety features, and good work environment and huge salary packages to their employees. Earlier when job seekers were dependent only on Govt. jobs at that time recruitment process was very slow. Once a job seeker finds any advertisement in newspaper, he/she had to collect one application form from head office department and then post it back in some time limit. Than if it reaches on time, it will take long time to get response from hr department to job seeker for further process. And at that time job seekers were not that much proactive but nowadays job seekers are very active and that is why companies are also following very fast recruitment processes to follow because this time nobody is having that much of patience of time to waste for only wait of response from companies. It is same for job seeker as well as for employer too.

Now, recruitment process is super fast and who all job seekers are able to follow with this fast process are able to make up with current jobs. Nowadays job seekers are more prompt about their growth about salary packages and about healthy work environment. That is why recruitment is getting changed very fast. Recruiters are continuously using latest recruitment techniques to reach a wide pool of job seekers and try to get right or best candidate among so many job seekers for their organization. Now even job seekers point of view to ask for job is fully changed now job seeker does not say that “I need a job in your business or company” they say “I can solve your business problems with my qualification”. So, job seekers attitude to look for a job is also changed fully. Because, now job seeker's qualification is increase, high qualification is also available for middle class people. Because of
technological changes around job seeker is fully changed and effect of is that good salary package the needs, expectations, luxurious needs are very high. According to behavioral changes in human being’s nature, people are ready to pay big amounts on their needs their entertainment and luxurious life style.

Because of technological changes it is very easy to search a job for jobseekers. After internet a wide pool of jobs/vacancies is available in front of job seekers with proper information about employer. Job boards, Job career websites, consultancies are creating wide pool of vacancies available for job seekers even according to the qualification and interest or expectation of job seeker. Entry of internet in recruitment has cleared the way of any time limitation to grasp more data about any job opening for job seekers. In last 4 years social networking sites have come into lime light. With social networking websites job seekers are getting in contact with hundred of friends, family members without any distance barrier. Nowadays social networking web sites are giving most relevant mean of job search. Most of the job seekers are paying more focus on social recruiting. Face book, twitter LinkedIn & Google+ are the priorities of job seekers these days. Then, after that job seekers are paying more concentration on job sites like (Naukri, monster) and then company’s own websites are playing important role in job seeker’s job search these days.

Like that selection of any company by job seeker is also changed. Nowadays priorities of employees to select or reject are as under –

• Good company/organization culture
• Friendly people-location- equality of opportunity-quality trainings as all.

But because of all this one problem has come out that is retention rate has got down. As employees were having some emotional connection with the organization they were working with, and employees were taking into consideration about their existing work they were doing. Because of emotional touch with organization they don’t bother about salary hike and growth and before giving resignation they to think hundred times and analysis the effects of their resignation or to stop working on overall benefits of the organization. But nowadays scene is completely changed, because companies are offering very high packages and different and more challenging opportunities like work from home, onsite work experience or flexible work timings with changes in shifts like options and other main reason is to get new
job opportunities quickly and frequently with very less effort, now retention rate is got down. Now employees are not emotionally attach with companies because more professionalism has come in the behavior of employees. Most of the employees are always actively looking for new jobs. Most of them all ready working and job seekers are more active these days. And in this highly competitive market companies and employers are also attracting most relevant employees of competitive concerns. By giving them high salary packages or other expensive gifts, companies are inviting other concerns employees very easily. And because of these benefits employees are moving very fast from one to other.

From last some decades where economy is changing drastically because it is giving great/direct effects to recruitment also. Because with economical changes demand and supply of manpower is getting directly affected. Like demand of manpower means the need of organizations of manpower workforce like now frequently or in how much number of manpower organization need, we can say that no of vacancies coming out from organizations where they need more and more no of men to work with them, because ultimately with manpower asset only they are going to reach their ultimate profit benefits all together. Like this supply means to say is the availability of man force according to the need of organization. Because earlier in last decade where there was no proper source of education was there no of schools, colleges, no of technological management/scientific institution were very less, then with this no of qualified candidates was also very les. Hardly people were going to these limited institution for some available professional courses that is why scale of knowledge, skills, professionalism was very less. Nowadays where scene is drastically changed in Indian scenario. Now so many colleges, institutions or other technical and management institutions are getting open with normal fee structure by keeping in mind the normal middle class people also. With these institutions every year so many students are getting qualified and studying different newer technologies to work with different organizations. because of economical changes where India is now coming up with development of new sectors, organization are doing different work activities that is why they need some qualified persons to do these different task to achieve the overall goal of organization. that is why where earlier in India the ratio of educated people was very less even in villages it was extremely less but now changing economical environmental changes this ratio is getting improved because no if low
class people can’t afford big fee structure of technological colleges then they can go to small institution, who are providing some small courses so that employment rate can get increase and by these small courses students can find jobs in small business units. with all this recruitment is getting emerged because earlier when no of qualified candidates was less, when recruitment for companies or organizations were very tough and slow process, to get qualified candidates for their organization for future growth. But now it’s not like that .no of qualified candidates are increased and as well as requirements of organizations or companies are also increased. Now for companies or organizations a wide pool of qualified candidates is available and like that for job seekers also no of vacancies or job options are ready to work with. So in this market condition, recruitment process of any company is playing a vital role to get right candidate on right job on right time.

1.7 CHANGING ROLE OF RECRUITMENT METHODS

As it is studied above there are so many technological, economical or behavioral changes are coming in environment and they are affecting most of the things spread over so recruitment method is also getting affected with this and it needs many changes. Along with whole recruitment systems, methods are also getting changing. It means to say that recruitment methods which are getting used by employers as well as by job seekers are completely changed than earlier. Time to time according to environment changes to survive in heavy competition job seekers and employers are changing their ways of recruitment in a way so that employers will be able to get more potential candidates for their organizations and for job seekers to find their dream job in less time with sufficient job options according to their qualification and experience level.

Now job seekers and employers are trying reduce the time cycle of recruitment process overall. Most of the job seekers are also thinking to get more and more job options in less time according to their qualification and experience with interested fields like that employers are trying to reduce their time cycle process of recruitment from beginning to the position close. In cut throat competition every employer wants to get potential candidate in fast manner to get more productivity than others.