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A Study On Recruitment Process In Finecons Private Ltd

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Abstract: The study titled “Recruitment Process at Finecons Pvt. Ltd.” aims to evaluate the effectiveness and efficiency of the company's recruitment strategies. The research focuses on understanding the demographic profile of employees and their perceptions regarding the recruitment process. Statistical tools such as Chi-square, Correlation, and ANOVA were applied using SPSS to analyze the relationship between demographic variables (like age, qualification, and experience) and recruitment outcomes (like satisfaction, transparency, and time taken). The Chi-square test assessed associations between categorical variables, Correlation measured the strength of relationships between continuous variables, and ANOVA identified significant differences in perceptions across various groups. The findings reveal that qualifications and experience significantly influence satisfaction with the recruitment process. The study concludes that a data-driven, transparent, and streamlined recruitment strategy is crucial for attracting and retaining skilled talent.

Key words: Recruitment, Sourcing, Selection, Challenges, Effectiveness

I. INTRODUCTION

The recruitment process is a strategic method through which an organization identifies, attracts, selects, and hires individuals for job vacancies. It is vital for organizations as it ensures the selection of the right candidate for the job role and contributes significantly to the overall success of the business. Recruitment is not only about filling vacancies but also about bringing in talent that will thrive and contribute positively to the organization's culture and goals. An efficient recruitment process ensures that companies have a continuous flow of skilled workers who are capable of contributing to the company's growth and maintaining its competitive advantage in the market. The process can vary across organizations, but it generally involves multiple stages to evaluate the suitability of a candidate thoroughly.

II. REVIEW OF LITERATURE

The integration of Artificial Intelligence (AI) in recruitment processes has gained significant attention in recent years. Fraij and Várallyai (2021) conducted an extensive literature review examining how AI is reshaping recruitment strategies. Their study emphasizes that AI tools such as chatbots, resume screening algorithms, and predictive analytics have increased hiring efficiency and reduced human biases in decision-making. The authors noted that automation of routine tasks allows human resource professionals to focus more on strategic roles and employee engagement. Supporting this, Upadhyay and Khandelwal (2018) argue that AI enhances candidate experience by speeding up communication and personalizing interactions. Meanwhile, Bhatia and Kaur (2020) highlight that while AI-driven systems improve the quality of hires by analyzing large volumes of candidate data, ethical concerns and the risk of algorithmic bias still remain critical challenges. Moreover, a report by LinkedIn (2020) indicates that over 76% of recruiters believe AI's role in identifying high-quality candidates will become more crucial in the future. Despite these advancements, several researchers, including Sharma and Ghosh (2019), emphasize the importance of human oversight to ensure fairness and transparency

in AI applications.

III. OBJECTIVE OF THIS STUDY PRIMARY OBJECTIVES:

- To analyze the current recruitment process at Finecons Private Limited
- SECONDARY OBJECTIVES:**
- To identify the source of recruitment used by finecons.
 - To identify challenges faced during the recruitment process at finecons.
 - To identify how finecons attract skilled and qualified candidates.
 - To analyze the strength and weakness of finecons private ltd.

IV. RESEARCH METHODOLOGY

Research design

The study follows a **descriptive research design**, aimed at systematically describing the recruitment practices and their effectiveness at Finecons Pvt. Ltd. This design enables the collection of detailed and accurate data regarding the methods, strategies, and outcomes associated with the recruitment process.

Area of study

The research was conducted at **Finecons Pvt. Ltd.** From February to May 2025.

Population and Sampling

- **Total population:** The total population at the selected location is 120 employees
- **Sample size:** A sample of 120 employees was selected for the study
- **Sampling technique:** Census - A **Census** is the complete collection of data from every individual in a population.

Data Collection Methods:

- **Primary Data:** Collected via structured questionnaires distributed among the employees of finecons private limited.
- **Secondary Data:** Sourced from relevant journals, websites, books, and past reports.

Data analysis tools:

Quantitative data collected from the survey was analyzed using **SPSS software**, applying the following statistical tools:

V. ANALYSIS AND INTERPRETATION

- **Chi-Square Test** – to find association between variables like gender and perception of job portals.
- **Correlation Analysis** – to examine the relationship between variables such as age and sourcing perception.
- **ANOVA (Analysis of Variance)** – to compare perceptions across groups like education levels or departments.

S. No	Tool Used	Variables Analyzed	Test value	Significance (p-value)	Exact Inference
1	Chi Square	Analyze the association between gender (male/female) and perception of job portals	Pearson Chi-Square value = 111.442	$p < 0.05$	The result showed a significant association between gender and perception of job portals

2	Correlation	Conducted to assess relationship between age and sourcing perception	Pearson Correlation = 0.887	$p < 0.01$	A moderate positive correlation was found, suggesting that as age increases, the perception towards sourcing also becomes more favorable.
3	One-way ANOVA	Compare the perception of recruitment effectiveness across different education levels	$F = 100.437$	$p < 0.05$	The analysis revealed a statistically significant difference in perception among education groups indicating that educational qualification influences how recruitment practices are perceived.

VI. FINDINGS

- It is found that majority of 68.3% of the respondents are Male
- It is found that 38.3% of the respondents Age is between 26-30
- It is found that 69.2% of the respondents are having Bachelor's degree qualifications.
- It is found that 42.5% of the respondents are having 6-10 years of working experience
- It is found that the majority of 41.7% of the respondents are Neutral in the Job portal used by finecons are effective in sourcing candidates.
- It is found that the majority of 35% of the respondents are choose Agree in Finecons explores various sources for finding candidates.
- It is found that 39.2% of the respondents are choose Agree in finding Finecons loses candidates to competitors due to better offers
- It is found that 44.2% of the respondents are choose Agree in finding Challenges in recruitment affects overall hiring outcomes
- It is found that 41.7% of the respondents are choose Agree in finding Recruitment is affected by limited budget or resources
- It is found that the majority of 40% of the respondents are choose Agree in finding There is a shortage of skilled candidates for key roles

VII. SUGGESTION

- Since 41.7% of respondents are neutral about the effectiveness of job portals, Finecons should **re-evaluate its portal strategy**, ensuring listings are clear, targeted, and reach suitable candidates.
- Invest in **data-driven portal selection** and optimize job postings using relevant keywords and engaging descriptions.
- With 37.5% neutral about using the right sourcing methods per job role, Finecons should **tailor sourcing strategies to specific positions** (e.g., using LinkedIn for managerial roles, campus drives for freshers).
- As a notable percentage agree that employee referrals are effective, Finecons should **strengthen and incentivize the referral program**, potentially through rewards or recognition.
- As budget/resource limitations are affecting recruitment, **allocate adequate resources** (both financial and manpower) to recruitment for effective execution.
- With many respondents agreeing about the role of social media, Finecons should:
 - Share **employee stories**, **company culture**, and **milestones** actively.
 - Engage with job seekers through platforms like LinkedIn, Instagram, etc.
- Since some respondents are unsure if recruitment supports long-term growth, Finecons should:
 - **Map recruitment to strategic workforce planning.**
 - Prioritize **succession planning** and hire for future leadership roles.

VIII. CONCLUSION

The study reveals that while Finecons has a strong HR infrastructure and a good reputation among job seekers, there is room for strategic improvement in sourcing, branding, and offer management. Many respondents have neutral opinions on key areas like job portals and sourcing alignment, indicating a need for better communication, candidate engagement, and process refinement. By optimizing recruitment channels, strengthening employee referrals, and improving its value proposition, Finecons can enhance its ability to attract and retain the right talent—ultimately reducing hiring challenges and driving long-term company growth.

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