

A STUDY ON ANALYZING THE IMPACT OF RECRUITMENT AND SELECTION STRATEGIES ON EMPLOYEE PERFORMANCE AND ORGANIZATIONAL SUCCESS WITH REFERENCE TO HYUNDAI

¹ V. Divya, ² Kura Rachana

¹Assistant Professor, ²MBA Student

DEPARTMENT OF MBA

Sree Chaitanya College of Engineering, Karimnagar

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ABSTRACT

A fundamental function of human resource management is recruitment and selection, which is something that people do on a regular basis as a practice and, more importantly, in accordance with their moral principles when doing work or other activities for the sake of their job rather than enjoyment. This is particularly true when deciding where to put one's time and energy to get the most benefit from one's organizational position. Aiming to make a profit at various levels of presence on organizational tasks, that article helps readers try to figure out what happened or what the truth is in recruitment and selection, which people do honestly in their respective fields. In order to get to the bottom of this investigation, we used SPSS to analyze data collected via questionnaires. Improving HRM performance is the top priority in company growth.

Important Terms: HRM, Recruiting, and Selection

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I. INTRODUCTION

Recruitment and selection process can easily be considered to be one of the most critical functions of an organization. As the business environment becomes more and more competitive, having the right people with the right skills for the right tasks becomes all the more critical. Indeed it can be a source of competitive advantage. Today organizations have moved from product focus to market focus to selling focus to customer focus to employee focus. It is common to hear organizations speak of their human resource as their biggest organizational asset. Indeed ultimately the capabilities of an organization falls upon the shoulders of its employees. An organizations is only as good as the capabilities of its employees. HLs paper starts by define the recruitment and selection process followed by best practices in recruitment and selection. He final section examines the latest emerging trends concerning recruitment and selection. HRM is a basic role in the organizations or a companies in emphasizing that you need or have a lot of it issues or problem with people which are the presence of money that someone who has experienced loss

from the organization, select something you employ them or pay them to do a particular job for you, best performance of work, features or measures are intended to make something less dangerous, your wellness is how healthy you are and how well and happy you feel, employee that do something, best verbal and non-verbal communication, some thing is the process of organizing and supervising it and also the learning knowledge and skills these are the problem that relate to the people. Recruitment is defined as process of generating a pool of capable people to apply a employment to an organization but on the other hand selection is act of selecting one or more people or things from a group or people is a set of them that have been selected from a larger group. Progressive HR practices are important to a positive psychological contract this includes to effective recruitment and selection. Robertston and Smith (2001) they support the recruitment and selection process and also help to guide the test and interviews. HR that improve a skill, you get better at it to the level of control and organizing of a business or other organization and also the decide what the business should do and ensure that it is done.

This is always important to person, organization and society which are remembered for a particular situation or an activity to the people who control and organize a business or other organization as a management. Dainty (2000) point of view is that people in a country or region who are able to do a job & available for work they always help the organization to be profitable and the staff expected to be trying to achieve their target. The relating to business corporations or a particular business corporation in the business and relating to a persons work, especially work that requires special training who live in particular area or place they show their own interest of the importance of HRM that get to gain the developing more quickly and keeps becoming less likely to stop that after the realizable there is a possibility that the things you want to happen will happen a people who always wants to make the organization profitable. The idea or abstract principle of the HRM is indicating an action of fact or though, discussion and investigation it becomes known as a result in it. HRM that is the system or method or design is the modern and has been developed from earlier of the same thing in the way of the person which does a business. Some of the companies they separate organization or group governs or control it rather than being controlled by anyone. HRM departments there is an unpleasant feeling you have when you think that you are in danger than they do not exist at all a lot of understanding and help to make it successful all of the human resource activities that they do in order to achieve their aims. Each of the business organization they are being considered to get achieve business activities is efficient they are able to do task successfully without wasting time or money they select through the process of recruitment and selection. Human Resource is the basic role to help the company or organization to get or achieve the goals and tasks. A person who is paid to work for an organization in something is the fact that you are taking part in it which is important success for the performance. Progressive HR practices are crucial to a positive psychological contract this includes attention to effective recruitment and selection practices.

The recruitment role provides the basis for a person specification (Behaviors and successful performance, Qualification and training, Experience, Specific demands to increase profit, Organizational fit as formal and informal culture, Candidate Expectations in career opportunities). They also depend upon the graphology that is the study of people's handwriting in order to discover what sort of personality they have. HRM increase the knowledge or skills in particular job or activity which you have gained because you have done that job or activity for a long time. Boxall and Purcel (2003) some of the organization think that recruitment attracts all of the young generation or a before few years they help all the people who are able to work and want jobs. Farnham (2006) they think organization have the low time in the plan of human resource because there is no presence of resources, knowledge and skills.

OBJECTIVE OF THE STUDY

The purpose of the study is to learn the practical applicability of the theoretical knowledge gained about recruitment and selection process.

- To gain knowledge about the process of recruitment and selection
- To know the effectiveness or ineffectiveness of the process of recruitment and selection
- To provide suggestions if any, for having an effective recruitment and selection process
- To prepare the employees to move higher in their jobs.
- To impart new entrants with basic HRD skills and knowledge.
- To develop the potentialities of the employees for the next level job.

II. METHODOLOGY:

DATA COLLECTION METHODS:

The data for the study was collected through primary and secondary methods

Primary Methods;

Primary methods are those methods that provide first hand information. The methods followed were interview methods and questionnaire method

(a) Interview method:

By this method the employees and managers of the LAKSHMI HYUNDAI were asked questions regarding the recruitment and selection process, its effectiveness and the relevant or required changes they intended to have in the present recruitment and selection process of the company. The managers of different departments were the majority to be interviewed in the entire sample taken.

Secondary methods:

Secondary methods are those methods that provide already existing information of the past, also called as second hand information. The information was obtained from the different HR journals published by the organization for various purposes like HR 'department personal use, reference by any other department about the performance of various activities that have been started by the HR department, to know about the performance appraisal system or the bonus system etc.

PERIOD OF THE STUDY:

Since so many years Lakshmi hundai Hyderabad has been following the same procedure of appraisals for their executives and employees and for the study of my project last on-year data has collected on Selection process.

LIMITATIONS OF THE STUDY:

By giving employees information, resources and training and by following with measurements and reinforcement, Human Resources can create an empowered environment. But Empowerment should be continuous process like quality improvement and it is like a race without a finish line. Those companies that take the first step by creating an environment conducive to empowerment will be at the head of the pack

- As the period of study is limited for 45 days the data collected is very limited.
- The entire staff would not be taken for the purpose of the study.
- The information provided was not totally accurate. Biased answers were given.
- Due to time constraints, data is collected from limited number of employees of the Company.
- As the data is collected in the working hours of the employees, they are busy they could not give the complete response.
- Unable to obtain proper feed back because of the limited time period & busy schedule of the employees.

III. RECRUITMENT AND SELECTION PROCESS

Recruitment and selection is a core function of the Human Resource department. It can be regarded as one of the most important functions performed by the HR department. Also commonly known as the staffing function, it involves the following phases:

- Job analysis
- Manpower planning
- Recruitment and selection

Job analysis

All staffing requirements requires a detailed job analysis. Job analysis helps in determining the major characteristics and scope of a job. Job Analysis is a ‘process to identify and determine in detail the particular job duties and requirements and the relative importance of these duties for a given job. Its fundamental purpose is to establish and document the job relatedness of employment procedures such as training, selection, compensation, and performance appraisal. Job analysis involves examining how tasks are performed, why they are performed, and when they are performed. It involves assessing jobs in certain context such as physical environment under which the job is performed, social environment, and financial conditions attached with the job. HLs refers to salaries, wages, bonuses, benefits etc. attached with the performance of the job [1].

Man power planning

Simply put man power planning refers to forecasting the number of workers required for the performance of a task or a job at some future point in time. Its main purpose is to ‘ensure that it has the right number of people, and the right kind of people, at the right places, at the right time, doing things for which they are economically most useful [1].’ Today Manpower planning methods are undergoing rapid changes and innovation [2]. Other than forecasting future employee needs, it must also be able to predict turnover in employees and make arrangements to fill the resulting gap. It must ensure no shortages or surplus in the employees.

Recruitment and selection

HLs is the phase where the actual prospective candidates are selected and hired by the company. It is a long and arduous process. Recruitment and selection can follow only after man power planning has ascertained the demand for new workers. Recruitment and selection process varies from company to company however the following are steps generally common to all companies.

METHODS OF RECRUITMENT

There are various methods of recruitment but for the sake of simplicity, they have been categorized under two broad headings.

- Internal Recruitment
- External Recruitment

Importance of recruitment and selection

Recruitment that increases the candidate job that is possible allowed and required amount of money. They tell as the time that we are in now and the things that are happening now also the period of time that will come after the present or the things that will happen then these define the job description and specification, deciding terms and conditions of employment in the organization. With the process of deciding in detail how to do something before you actually start to do it and consider something carefully and using statistical methods in order to understand and explain the job activities.

Difference between recruitment and selection

Recruitment is the search the candidate and motivates to do something to get job in the company. On the other hand selection is defined choose the person which are most applicable out of others which are job interested and qualified.

Research Objective

- Human resource is the best position of someone is the place where there are relation to other things and also relate decision to the terms and condition of employment.
- To know about the Human Resource Management want to do something for the management department.

IV. DATA ANALYSIS AND INTERPRETATION

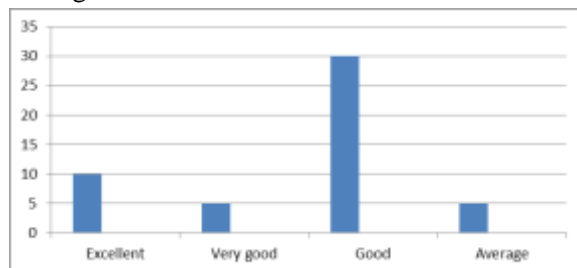
1. How do you find the recruitment process in Lakshmi Hyundai?

- (a) Excellent (b) very good (c) Good (d) Average.

Group	Percentage (%)	No of Respondents
Excellent	20%	10
Very good	10 %	5
Good	60%	30
Average	10%	5
Total	100	50

Analysis:

20% of the employees feel that the recruitment process is excellent in Lakshmi Hyundai solutions. 70% of employees feel that the recruitment process is good, and 10% feel that the recruitment process is average.



Interpretation: The above data shows that the recruitment process is good.

Recruitment Process

2) Fitness test is necessary for all the employees at regular intervals?

- (a) Strongly agree (b) Agree
(c) Disagree (d) strongly disagrees.

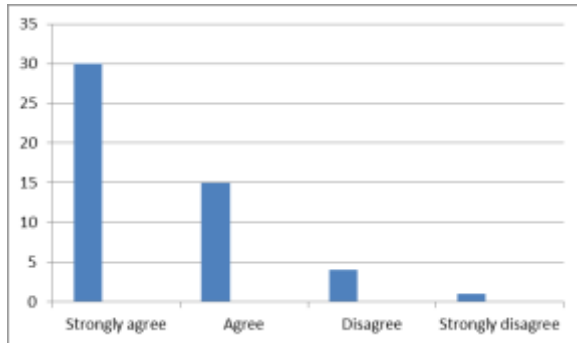
Group	Percentage (%)	No of Respondents
Strongly agree	60%	30
Agree	30%	15
Disagree	8%	4
Strongly disagree	2%	1
Total	100	50

Analysis:

90% of the employees agree that fitness test is necessary for all the employees at regular intervals. 10% of employees disagree that fitness test is necessary.

Interpretation: The above data shows that fitness test is necessary for the employees.

Fitness test



3) The screening process of candidates is very impressive?

- (a) Strongly agree (b) Agree
(c) Disagree (d) strongly disagrees.

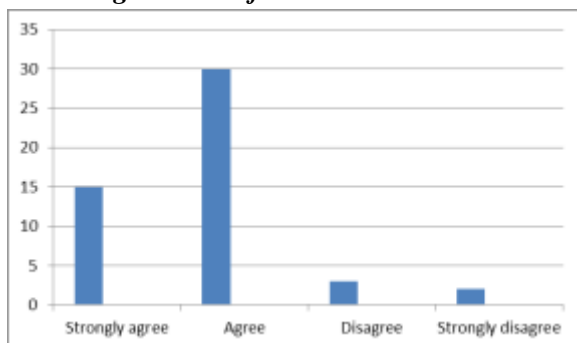
Group	Percentage (%)	No of Respondents
Strongly agree	30%	15
Agree	60%	30
Disagree	6%	3
Strongly disagree	4%	2
Total	100	50

Analysis:

90% of the employees agree that screening process of candidates is very impressive and 10% of employees disagree that screening process of candidates is impressive.

Interpretation: The above data shows that screening process is impressive in Lakshmi Hyundai

Screening Process of Candidates



(4) The general intelligence level of each individual during selection is tested?

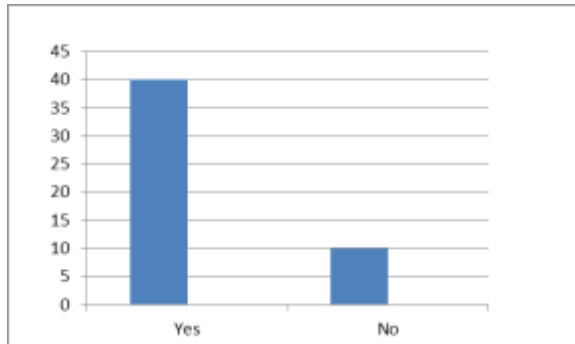
- (a) Yes (b) No.

Group	Percentage (%)	No of Respondents
Yes	80%	40
No	20%	10
Total	100	50

Analysis:

80% of the employees agree that the general intelligence is tested during selection and 20% of the employees disagree that the general intelligence is tested during selection.

Intelligence level of testing



Interpretation: The above data shows that the general intelligence of the individual is tested during selection process.

(5) Internal employees are given more preference for referring candidates?

(a) Yes

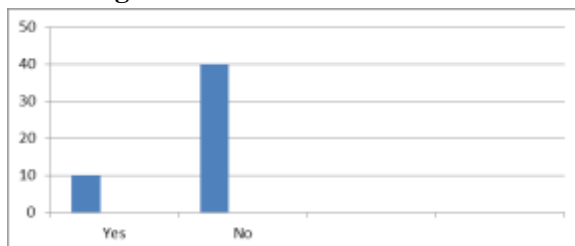
(b) No

Group	Percentage (%)	No of Respondents
Yes	20%	10
No	80%	40
Total	100	50

Analysis:

20% of employees say that they are given preference for referring the candidates and 80% of employees say that they are not given preference for referring the candidates.

Referring Candidates



Interpretation: The above data shows that the employees are given less preference for referring the candidates

V. FINDINGS

- Recruitment and selection process Lakshmi Hyundai includes
 - (a) Written test
 - (b) Group discussion
 - (c) Interview.
- Qualification
Experience
Personal traits are the things which are valued the most in the applied Candidates profile during the interview.
- Time taken for the entire recruitment and selection process in Lakshmi Hyundai is more than 3 weeks.
- Communications and subject knowledge are important for an employee before recruiting into the job.
- Internal employees are not given more preference for referring Candidates.
- The impact of induction in employee's life is good.
- Interviews are conducted by a group of people from different departments.
- The Recruitment and selection process in this organization is good.
 - The Recruitment process helps to maintain adequate manpower to fill up the vacancies.
 - 50% of respondents were recruited by internal method and remaining 50% by external methods.
 - The percentage of usage of different internal methods of recruitment like employee referrals, interdivisional and promotion followed by the organization is 70%, 20% and 10% respectively
 - The information regarding the preference of the external methods of recruitment like HR consultancy; Newspaper advertisements followed by the organization are 75% and 25% respectively.
 - 55% of respondents agreed direct call for an interview and 15% call to attend the test and the remaining 30% by direct appointment
 - 15% of respondents attended technical test 15% of respondents attended situation test and 70% of respondents appeared for subject test.
 - 75% respondents faced formal interview, and the remaining 25% stress and board interview
 - 20% of respondents faced HR manager round 20% of respondents faced 3-member committee and 60% respondents faced head of department round.
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VI. SUGGESTIONS

- 1) While it is a fact that Lakshmi Hyundai is deploying a good number of recruitment methods. What is important is that the traveling public should further explore and install such recruitment methods, which go to improve public handling methods especially by Marketing Executives. It is suggested a sensitivity training method tailored to enable dealing with commuters should be evolved in consultation with management experts and social psychologists.
- 2) Employees who are on 'long sick', 'or long absent' should be included in the recruitment need analysis. They should be directed to undergo training at the training college. This is all the more important when it is realized that Work is skill oriented and time on and off the job has its impact on the effectiveness or otherwise of the working performance.

- 3) The top management should consider giving strict instructions to the management to relieve the employees due for refresher recruitment as per the schedule drawn up.
- 4) Hyundai cars are one of the important public utility vehicles, the requirements of the customers should be taken periodically and that they are factored into the training programmes. This is all the more important that the traveling public as a customer of the organization can always bank up on the assistance and guidance of the consumer protection councils.

VII. CONCLUSIONS

- First, there is a written exam; second, there is a group discussion; and third, there is an interview.
- Credentials
- Past Work
- At the interview, the most important part of a candidate's profile is their personality.
- Prior to being hired for a position, it is crucial for an individual to have strong communication skills and topic knowledge.
- A team of individuals from several departments conducts interviews in order to fill open positions. - The recruitment process ensures that there is enough staff to cover all openings.

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