

RECRUITMENT AND SELECTION PROCESS IN BUZIBRAINS ,BANGALORE

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Abstract

Recruitment and selection are the most vital functions of human resource management as they directly influence organizational performance and employee satisfaction. In the context of Buzibrains, Bangalore, the recruitment and selection process plays a crucial role in attracting skilled professionals, assessing their potential, and ensuring the right fit between the candidate and the organizational culture. The process not only helps in fulfilling the staffing requirements but also supports strategic business goals by building a competent workforce. An effective recruitment and selection system enhances productivity, reduces employee turnover, and fosters organizational growth. This study focuses on analyzing the methods adopted by Buzibrains for recruitment and selection, highlighting their effectiveness, challenges, and impact on overall business performance.

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LINTRODUCTION

Human resource management (HRM) plays a pivotal role in shaping organizational success, and within HRM, recruitment and selection are among the most significant activities. Recruitment is the process of searching for, attracting, and encouraging potential candidates to apply for available job positions, while selection refers to the systematic approach of evaluating, shortlisting, and hiring the most suitable candidate who meets the job requirements. Together, these processes act as a gateway through which organizations secure their human capital, the most valuable asset for achieving competitive advantage. In the modern business environment, where organizations face stiff competition in both local and global markets, the need for efficient recruitment and selection practices has become even more critical. Effective recruitment and selection not only ensure that the right people are brought into the organization but also help in improving employee performance, reducing attrition rates, and fostering organizational growth. When poorly executed, however, these processes may lead to skill gaps, low employee morale, and increased training and development costs.

In the case of Buzibrains, Bangalore, an emerging player in the IT and services industry, the recruitment and selection process assumes significant importance. The organization relies heavily on skilled professionals who can contribute to innovation, client satisfaction, and long-term organizational objectives. Bangalore, known as the "Silicon Valley of India," offers a competitive job market where talented candidates have multiple employment options. Therefore, Buzibrains must adopt effective strategies to attract, assess, and retain the best talent amidst this competition. This study focuses on examining the recruitment and selection practices in Buzibrains, analyzing their effectiveness, challenges, and impact on employee satisfaction and organizational performance.

Definition:

Recruitment and selection is the systematic process of identifying, attracting, interviewing, evaluating, and hiring qualified candidates to fill organizational roles. Recruitment refers to the process of generating a pool of potential candidates through internal or external sources, while selection is the structured procedure of assessing and choosing the most suitable individual

from that pool based on predefined job requirements. According to human resource management principles, recruitment and selection are not just administrative functions but strategic activities that align workforce capabilities with organizational objectives. In companies like Buzibrains, Bangalore, the recruitment and selection process is critical in ensuring the acquisition of talent that can contribute to innovation, efficiency, and long-term success.

Research Problem:

Although recruitment and selection are critical for organizational success, many organizations, including Buzibrains, face practical challenges in implementing these processes effectively. Some of the key issues include:

- **Attracting the right talent:** With multiple IT firms operating in Bangalore, securing top candidates becomes a challenge. Buzibrains may face difficulty in differentiating itself from other employers.
- **Skill mismatches:** Despite recruitment efforts, candidates may not always match the technical and behavioral

competencies required for the roles.

- **Bias and subjectivity:** Recruitment and selection processes may sometimes suffer from unconscious biases, favoritism, or lack of structured evaluation tools, leading to unfair hiring decisions.
- **Employee turnover:** Ineffective selection may lead to mismatched hires, resulting in dissatisfaction and high turnover, which in turn increases recruitment costs.

The research problem, therefore, is to evaluate whether the recruitment and selection processes at Buzibrains, Bangalore, are adequately meeting the company's staffing requirements, ensuring transparency and fairness, and aligning with long-term organizational goals. The study seeks to identify gaps in the current system and recommend improvements for better efficiency, objectivity, and employee retention.

Research Methodology:

To systematically study the recruitment and selection process at Buzibrains, Bangalore, the research will follow a descriptive and analytical research design.

Data Collection Methods

Primary Data: Data will be collected through structured questionnaires distributed to employees across departments, as well as interviews with HR managers and newly recruited employees. This will provide first-hand insights into the efficiency, fairness, and challenges of the recruitment and selection process.

Secondary Data: Data will be gathered from company reports, HR policy documents, industry journals, academic articles, and online databases related to recruitment and selection practices in IT firms.

Sampling Design

A random sampling method will be used to select employees from various levels, such as HR executives, team leaders, and recently hired employees, to ensure diverse perspectives. The sample size will be determined based on the total employee strength of Buzibrains, ensuring statistical relevance.

Tools for Data Analysis

Both quantitative and qualitative tools will be used:

Statistical methods such as percentages, mean scores, and chi-square tests will be applied to analyze survey data.

Thematic analysis will be employed for interview data to capture qualitative insights.

Graphs, charts, and tables will be used to visually represent findings for clarity.

Scope of the Study

The research will focus on understanding how Buzibrains attracts candidates, what selection tools are used (e.g., aptitude tests, interviews, group discussions), and how effective these methods are in selecting candidates that fit the job requirements. It will also evaluate employee perceptions of fairness and transparency in the hiring process.

The research aims to provide a detailed understanding of the recruitment and selection practices of Buzibrains. It will highlight strengths, identify areas for improvement, and suggest strategies such as incorporating advanced HR technologies, enhancing employer branding, and implementing structured evaluation frameworks to ensure fair and effective hiring.

II.LITERATURE REVIEW

RACHANA C [January 2019]

Recruitment & selection is a process that enables us to manage and lead people in our organization. It helps to know the capacity of the organisation to take part in few key events. It also helps in understanding the workforce sources in an organization, in order to understand the competitive advantages. Although all employees won't engage, it is proved that most of the employees utilise this methods and process. Managers usually won't encourage employees for discussion and the problem arises here. Employees are blamed for the failures in the process, instead of knowing the weakness in the techniques, methodology, practices and the process which has errors. All the errors are not because of the methods, few are due to the human errors and decisions. It actually depends on the new candidate hired, their potentiality and their effectiveness in aiming for the organizational goal. Reduces Labour Turnover & Better Employee Morale are effective results of R & S process. Ineffective recruitment is loss to both candidate and the organization, as it is waste of time and money (The employee might leave the organization). Recruitment process involves valid practices in reality. Generally, Managers wait for the feedback from their sub-

ordinates (Line Managers) to have an idea about incubation period and procedures to find out the mistakes and rectify it. Most of the firm do not consider labour turnover. Selection process follows traditional methods which consist of interviewing, testing, assessment, application forms, references and few more. Selection process has both its merits and demerits. The best Selection technique is the one which has effective reliability and validity.

JOY O EKWOABA, UGOCHUKWU U IKEJE, UMUDIKENDUBUSIUFOMA [2015]

It explores the utilization of Fidelity Bank for the R & S process for convergence for exploring its effects of organization. When a survey was conducted many enlisted factors came out and uncovered choice criteria was out, which made an impact on the capital of the organization and also on association executive. As many difficulties solved by the association executive, the R & S criteria become stronger and better, utilising all resources in the organization.

Ms.G. KARTHIGA, Dr. R. KARTHI AND Ms.P. BALAISHWARYA [April 2015]

Recruitment is the process of identifying and searching potential workers and enhancing their skills and empowering their employments. Determination is the key factor, through which the organization classify their employees. They select the candidate who has meet the organizational goals with all conditions applied without any restrictions. Hence it is suggested to follow all kinds of recruitment strategies for selecting the best candidates for the vacant positions and also to enhancing the performance.

Dr. SALITHA JARDAT [2014]

The key factor that drives the Human Resources is R & S process, which has inspired many associates. For better conclusive results, productive recruitment and selection are used.

MAVIS ADU-DARKOH [June 2014]

The Ultimate aim of R & S is to accomplish the objective of human asset administrative work, which is fundamentally set up on execution of association in the organization. This is to differentiate between recruitment process and selection practices followed in an organization for business development. Many difficulties occur on this process and they are distinguished as boundaries of recruitment and

laborers of selection, which consists of improper occupation investigation, low level of competency representatives, poor HR assets, bad enrolment techniques and poor choice of workers, lack of offices and infrastructure, and absence of expertise guidance. The R & S process reflect necessary activities of followed in the organization.

III.DATA ANALYSIS AND INTERPRETATION

DURATION	NO. OF RESPONDENTS
0-1	35
1-3	20
3-5	15
5-7	10

Inference:

It is very clear from the above table that 45% of the employees have worked for 0-1 year, 24% of them have served 1-3 years, 18% of them have served from 3-5 years and 13% of them have worked for 5-7 years in the organization.



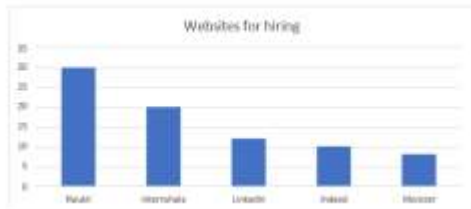
Interpretation

The above graph tells that majority of the employees working in the organization between 0-1 years.

WEBSITES	NUMBER OF RESPONDENTS
Naukri	30
Internshala	20
Linkedin	12
Indeed	10
Monster	08

Inference:

From the above table we can say that, 40% use Naukri, 25% use Internshala, 14% use LinkedIn, 11% use Indeed and 10% use Monster for hiring employees using websites or job portals.



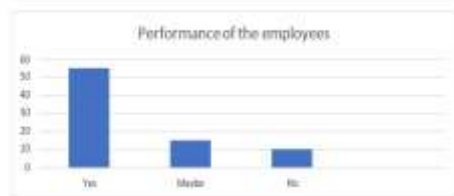
Interpretation:

Naukri is the website or the job portal majorly used by the organization to hire new candidate when compared to other websites. Internshala is the second website used for hiring. These websites help in identifying and selecting the potential candidates.

PARTICULARS	NUMBER OF RESPONDENTS
Yes	55
Maybe	15
No	10

Inference:

70% of employer says that performance depends on R & S process, whereas another 19% of employees says that performance may or may not be based on R & S process and the remaining 11% says that performance won't depend on R & S process.



INTERPRETATION:

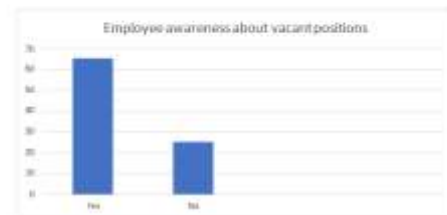
R & S process has no effect on the employee performance in company, is clearly understood from the above

graph. Though few of them think it affects the performance majority thinks it won't affect the performance.

PARTICULARS	NUMBER OF RESPONDENTS
YES	55
NO	25

Inference:

It is very essential to inform the vacancies in the organization internally. Once it is communicated internally, it will be communicated externally as well, so that the talents are retained in the company. 70% of the employees are aware about the vacancies and 30% of the employees are unaware about the vacancies.



INTERPRETATION:

In order to be successful in R & S process, it is important to communicate about vacant positions internally as well as externally. From the above graph, it is depicted that most of the employee are aware about the vacant positions in the organization.

IV.FINDINGS

- The company follows external recruitment source for hiring new talents via contracts which is beneficiary for company.
- The R & S process, methods and practices followed in the company gives positive outcomes.

- This process involves attracting talents and increasing the networks all across the country.
- From the above survey, we can say that R & S process followed in the organization is excellent.
- Best screening process is done prior recruitment, in order to save time and hire effective employee.
- The ultimate objective of conducting interviews, R & S process is to find new talents for innovative ideas and expand their business.

V.CONCLUSION

Managing the organization is capable by the R & S process. It will also help in leading company. It's a competitive benefit for increasing the workforce of company. It helps in classifying and managing different levels, so as to avoid conflicts in the organization. Utilisation of Fair, valid and reliable R & S process helps in improving the business by the point view of market. This process helps in decision making in critical situations. To know the employee satisfaction levels R & S process can be used. Motivational & encouraging activities can be conducted to enhance the skills of the employee. Identifying the strengths and weakness of the employee is very

essential for organizational growth, as it will inversely affect the overall performance of the organization. Training facilities will be provided to the candidates based on it. Few changes in the R & S process can help company to grow. Talented employees are retained and new talents are found for the job to reach the goal. Effective R & S process helps to decrease employee turnover in the organization. Recruitment process requires certain attempts and cost for it to be successful. It also helps to boost the morale of the employee. It improves the communication internally within the organization.

Selection tools included assessment, testing, etc. It determines the validity and reliability of the company.

Above study, says many people working in company are quite happy with the R & S practiced by company.

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