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A STUDY ON THE RECRUITMENT TRENDS 2021-2022 AT CHENNAI

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Abstract

The study signifies the upcoming and recent technological trends used by companies to recruit the candidates through campus recruitment among colleges. The study also aims at the importance of placement cell among colleges for the further campus hiring process, it, therefore, analyses the recent techniques and strategies used by the companies. The study also paves the way in identifying the talented and qualified candidates through varied interviews, thus gathers about information on job feasibility provided for young students. Recent times have also paved the way for young minds to get into the world of e-recruitment. The Economic Times also stated in a 2019 report on how IIT graduates gave up on their dollar dreams for start-ups and new-age tech companies, which reflected in changing the corp landscape. The descriptive research design is used for the study. The universe of the present study is done in various colleges in Chennai among final-year students and campus placement co-ordinators. The sample size used for the study is 60. The Sampling method used for the study is the Non-Probability sampling method with a Convenient sampling type. Both the primary data and secondary sources of data are used in the study.

Keywords: campus hiring process, job feasibility, e-recruitment ,academic balance.

INTRODUCTION:

This study focuses on the recruitment trends in Chennai for the year 2021-2022. Chennai is a major economic hub, attracting talent from across India. The COVID-19 pandemic has significantly affected the job market, with a shift towards remote work and virtual hiring processes. Therefore, it is important to understand the current recruitment landscape in Chennai and the impact of the pandemic on the recruitment process.

The purpose of this study is to analyze the recruitment trends in Chennai for the year 2021-2022 by collecting and analyzing data from various sources, such as job portals, recruitment agencies, and companies. The study aims to identify the latest recruitment trends in Chennai, such as the use of technology and automation, diversity and inclusion, and virtual hiring.

Advantages of Recruitment:

> **Focus on diversity, equity, and inclusion (DEI):**
Companies in Chennai are recognizing the importance of building diverse and inclusive workforces, and are actively implementing strategies to attract and retain diverse talent.

➢ **Emphasis on candidate experience:**

Companies in Chennai are focusing on creating positive candidate experiences throughout the recruitment process, recognizing that a positive experience can lead to higher levels of engagement and retention.

➢ **Better quality hires:**

Recruitment trends that focus on assessing job fit and cultural fit, such as the use of behavioral and situational interviews, can help ensure that candidates are not only qualified but also aligned with the company's values and goals.

➢ **Increased diversity and inclusion:**

Recruitment trends that prioritize diversity and inclusion, such as blind hiring and unconscious bias training, can help promote a more diverse and inclusive workplace, leading to better business outcomes.

Disadvantages of Recruitment:

➢ **Increased competition**:

As more companies in Chennai adopt recruitment best practices, competition for top talent increases. This can make it challenging for companies to attract and retain highly skilled employees.

➢ **Risk of bias**:

While AI can be useful in recruitment, it also runs the risk of perpetuating biases in the hiring process if not properly designed and monitored.

➢ **Limited personal interaction:**

Virtual hiring processes can limit personal interaction between candidates and recruiters, which can make it more difficult to build rapport and assess cultural fit.

➢ **Skill gaps**:

As the demand for highly skilled employees increases, companies in Chennai may struggle to find candidates with the necessary skills and experience.

REVIEW OF LITERATURE:

Rynes (1991, p 429) defines recruitment in organizations as "all practices and decisions that affect either the number or types of individuals who are willing to apply for or to accept a given vacancy". It includes organizational actions carried out with the intent of identifying and attracting prospective employees (Breaugh and Starke, 2000). Attracting high quality employees is a source of true competitive advantage,

ROBIN KROEZE (2015) Social media is becoming increasingly more important in today's world. It brings together supply and demand in recruitment and selection. This article presents an exploratory investigation on the role of social networking sites in recruitment. Particularly, the aim is to identify how and why companies use social media to attract and screen applicants during their recruitment processes and if applicants know how to use social media sites properly.

Islam (2016) has revealed that the effectiveness of online recruitment depends on the performance, reliability, security and cost-effectiveness. Although the internet reaches people from broad geographical and social contexts over advertising in single provincial or national newspaper, this also ensures the likelihood to better notify the job seekers about the job description.

Sorgner et al (2017) argue that high proficiency in digital skills will become fundamental requirement in the digital age. Corporations can obtain advantages from digitalization when tangible investments in the digital economy infrastructure, such as communication and information technologies, are related to intangible investments in human capital and organizational resources.

Mr. S. Mukundhan, 2019 – ISSN 2456-6470, has done a project on 'A study recent trends in recruitment practices in India' in International journal of trend in scientific research and development. He has concluded that 'In this rapidly changing technological world, the companies who adopt the innovations are the one that merely succeeds. It is not that the companies should completely avoid using the traditional methods, they can be blended with the modern techniques of recruitment too. In order to catch up the pace with the youth population of India, it is indeed the need of the hour for all the recruiters to adapt the change in the recruitment practices.'

OBJECTIVES OF THE STUDY:

➢ To find out the perception of employees towards the current hiring methods

➢ To find out the difference in the hiring process after the pandemic

➢ To find the different recruiting trends adopted currently.

NEED FOR THE STUDY:

Organizations switch to digital recruitment because it's far more affordable than traditional ways of looking for employees. Each part of the recruitment process can be costly- from advertising the job, looking for good candidates, communicating with them and finally interviewing them. Having digital recruitment in place costs are either completely cut or considerably lowered.

To know how effective it is to recruit through digital media and to see the employer's perception whether it is easy to recruit in this method and to overview and know digital recruitment is stressful for the employers to work on.

To know whether digital media recruitment Offers Flexibility, the modern recruiting tools and the digital system allows us to make as many alterations as we want. Unlike ads that are given in newspapers and can't even be changed once published.

SCOPE OF THE STUDY:

One of the best features of digital recruitment is that it takes way less time. Digital environment enabled us to have two-ways communication that can clarify, easy and ultimately speed up the hiring process.

Digital Media is an emerging field, which has a wide scope. Various designations are possible in this field. Nowadays, everything is becoming online. Even, our government wants us to do everything online (Digital India). So, the growth of someone, who chooses this as a field is quite good. There are various roles as well as so many companies for digital marketing which keeps on hiring digital media experts.

DATA ANALYSIS:

ANALYSIS PERTAINING TO DIFFERENCE IN HIRING PROCESS AFTER THE PANDEMIC:

Distribution of respondents opinion on recruiting through onlinemethods provide competitive advantage

S. NO.	COMPETIVE ADVANTAGE	NUMBER OF RESPONDENTS	PERCENT (%)
1	Agree	32	53.3
2	Neutral	10	16.7
3	Strongly agree	18	30
TOTAL		60	100.0

From the above table, it can be inferred that a 53.3 per cent of the respondents agree that recruiting through online methods provide competitive advantage, 30 per cent of the respondents strongly agree that recruiting through online methods provide competitive advantage and 16.7 per cent of the respondents have a neutral feeling that recruiting through online methods provide competitive advantage. It can be inferred that Amazon to be in the top place it needs to have policies alignedin such a way that it increases competitive advantage. 53.3% of respondents agree that the recruitment strategies of Amazon are in par with maintaining the organisations competitive

Distribution of respondent's opinion on used online method ofrecruitment before pandemic

S. NO.	WORKED ONLINE BEFORE	NUMBER OF RESPONDENTS	PERCENT (%)
1	Agree	33	55
2	Neutral	14	23.3
3	Strongly agree	13	21.7
TOTAL		60	100.0

From the above table, it can be inferred that a 55 per cent of the respondents agree that they have used online method of recruitment before pandemic, 21.7 per cent ofthe respondents strongly agree that they have used online method of recruitment before pandemic and 23.3 per cent of the respondents have a neutral feeling that they have used online method of recruitment before

pandemic.

Distribution of respondent's opinion on easier to complete thedocumentation process online

S. NO.	DOCUMENTATION IS EASY	NUMBER OF RESPONDENTS	PERCENT (%)
1	Agree	32	53.3
2	Neutral	11	18.3
3	Strongly agree	17	28.4
TOTAL		**60**	**100.0**

From the above table, it can be inferred that a 53.3 per cent of the respondents agree that they feel easier to complete the documentation process online, 28.4 per cent of the respondents strongly agree that they feel easier to complete the documentation process online, and 18.3 per cent of the respondents have a neutral feeling that they feel easier to complete the documentation process online.

Distribution of respondent's opinion on applicants are bestsuited for the requirement when recruited online

S. NO.	BEST SUITED APPLICANTS	NUMBER OF RESPONDENTS	PERCENT (%)
1	Agree	33	55
2	Neutral	10	16.7
3	Strongly agree	17	28.3
TOTAL		**60**	**100.0**

From the above table, it can be inferred that a 55 per cent of the respondents agree that applicants are best suited for the requirement when recruited online, 28.3 per cent of the respondents strongly agree that applicants are best suited for the requirement when recruited online and 16.7 per cent of the respondents have a neutral feeling that applicants are best suited for the requirement when recruited online.

SUGGESTIONS:

Conduct Surveys: Conduct a survey of job seekers and employers in Chennai to understand their perspective on the latest recruitment trends. Questions could include their experience with remote hiring, their preferences for specific skills over degrees, and their opinions on diversity and inclusion in the workplace.

Analyze Recruitment Data: Analyze data on recruitment activities in Chennai to understand the recruitment trends in terms of the number of vacancies, job types, industries, and salary trends.

Conduct Interviews: Conduct interviews with recruitment consultants, HR managers, and other recruitment professionals in Chennai to gain a deeper understanding of the latest recruitment trends. This could help identify new and emerging trends that may not be evident from the other data sources.

CONCLUSION:

Digital transformation is accelerating - and in many scenarios, enterprises are struggling to keep up. The evolving technology and need to automate is advancing faster than the HR can up skill or recruit employees, making critical HR functions difficult. It drastically disrupted the HR functions with major impacts expected to percolate into the post-covid scenario by throwing light on the need to be prepared and be resilient for long-term survival for both the corporate and the employees.

Human Resources managers are leaning on technology to screen, assess and interact with potential candidates. Digital job boards, virtual job fairs, virtual job try-outs, and even social media are becoming popular platforms for finding the right candidate. While online resume screening and phone interviews were commonplace before the pandemic, face-to-face meetings are now obsolete with social distancing becoming the new normal.

HR professionals are working feverishly to develop relevant e-learning and development programs that can ensure seamless on-boarding and training for employees working from home. This is not being approached as just a stop-gap fix for the lock-down, but as a long-term digital recruitment strategy that will continue to be leveraged in the post-pandemic world.

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