

PATNA UNIVERSITY
M.A (PSYCHOLOGY) SEMESTER-3
HUMAN RESOURCE MANAGEMENT (CC13)
TOPIC: RECRUITMENT

Dr. Saba Farheen

UGC NET, UGC PDF, Rajasthan SET, PhD

Part Time Assistant Professor

Department of Psychology, Patna University

Email id- sabapupatna786@gmail.com


RECRUITMENT

○ Recruitment is the process of attracting people who might make an organizational contribution to fill a particular role or job. Formal and structured recruitment methods are part of a best practice set of Human Resource practices that is argued to be strategic and improve organizational performance. They build upon job or competency analysis which determines the requirements of the vacant role and study person specifications and job descriptions to identify suitable candidates.

○ **Aims of recruitment:**

- To attract a group of suitable candidates for various vacant posts
- To use a fair process and be able to demonstrate that this process was fair
- To ensure that all recruitment activities contribute to organizational goals and the desired organizational image
- To conduct recruitment activities in a cost-effective and efficient manner



- **Stages of recruitment:**
 - Defining the role
 - Attracting applicants (Advertisements)
 - Managing the application and selection process
 - Making the appointment
 - **Types of Recruitment:** There are two types of recruitment-
 - **Internal recruitment-** Internal Recruitment is a process whereby the employees are recruited from within the organization. Vacancies are often filled internally. Giving preference to internal recruits, particularly for promotions, has the great advantage of providing existing employees with an incentive to work hard, demonstrate their commitment and stay with the organization.
 - Techniques of internal recruitment are Transfer, Promotion, References, Reemployment of former employees, Employees hired earlier on the contract basis or for part-time work, Retired employee etc.
- 

- **External recruitment-** External recruitment, is a process in which the recruitment is done using outside sources. It is a lengthy and costly process. However it has unlimited choice of candidates. Techniques of external recruitment are Advertisement, casual callers, employment agencies, management consultant, recommendations etc.
- Recruitment process is based on job advertisements and applications which contains different sources-

1) **Job advertisements**

- Local or national newspapers
- Professional journals
- Recruitment agencies
- Official Websites
- University/college careers centres



- Job centres
- Radio/television
- Internet sites
- Job fair

2) Application

- Application form
- CV
- Letter of application
- Handwritten/typed submission
- Personal call

