A Study on Online Recruitment and Selection Process in Banking Sector

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ABSTRACT - An investigation into how an organization's performance is impacted by recruitment and selection was the goal of the study an investigation into best practices for recruiting and selecting new employees, as well as assessing the impact of those practices, was a primary goal of the study.

The Rudrapur (Udham Singh Nagar) branch of Yes Bank was surveyed for this study, with twenty (26) participants. Researchers found that posting job openings on company websites, using employment agencies, and asking current employees for recommendations were the most common methods for recruiting new workers. Employee performance was also improved as a result of effective methods used in the recruitment and selection process. The study also found that finding new employees can be a challenge.

There should be no discrimination in the hiring and selection process for both current and potential employees, as well as constant evaluations of their work performance.

I. INTRODUCTION –

The success of an organization is directly related to its ability to find the right employees. Efficiency and financial success can be achieved by any business because of the choice made by this organization.

All aspects of recruitment and selection are under the control of human resources and are the first step in creating an organization's competitive advantage. From initial candidate search to planning and interviews, the hiring process is time consuming and expensive. According to Sisson (1994), companies use recruitment and selection methods to find and contact potential employees to see if they are suitable for the job.

But recruitment and selection are two different stages of the recruitment process. While hiring involves reaching out to potential employees and encouraging them to apply for open positions, selection involves a series of steps used to narrow the applicant pool to find the most suitable candidates.

Creating a pool is the primary goal of recruiting. The selection of candidates for a particular job depends on identifying the most qualified candidate. After the hiring process is complete, several interviews and decisions are made before the final decision is made.

In order to create a "competitor pool" for a job posting, a recruiting company must target the right audience. Instead, he said, the hiring process can begin once the right candidates are found. Time to act. The term refers to the process of collecting, analyzing and combining information about the qualifications of potential employees.

The process of selecting the best candidate for a job requires screening steps.

Companies gather qualified candidates before making the final decision to find the right person for the right job. Reducing the time, it takes to find and hire new employees is the primary goal of hiring. Recruitment and selection help companies find and recruit employees with the qualifications and skills needed to be successful in certain jobs, which leads to better results.

A company's ability to find and select the best candidates is crucial to attracting and retaining the best employees. The effectiveness of the organization's choice can directly affect business outcomes such as productivity and financial performance.

The money spent building a comprehensive and selective system turned out to be well worth it. Recruitment process To be successful, a company must be able to "develop and maintain good performance" by hiring the right people (Petts. 1997).

Employers and recruiters should create a pool of potential employees and then narrow that pool down to one of the candidates. For best

results, a selection should be made based on merit or skill.

The search for a new job has already begun. Compiling, analyzing and synthesizing information about the right job applicant is the meaning of the term candidates go through several stages to find the most suitable candidate for the job.

II.   LITERATURE REVIEW –

Recruiting and selecting employees is a basic principleWhen recruitment is defined as the activities and processes used to legally acquire a sufficient number of qualified individuals at the right time and place, both the employee and the employer benefit. A company's recruitment objective is to create a pool of highly qualified job candidates from which to select candidates for open positions. Accurate forecasting and planning are essential to a successful hiring process. Based on a company's anticipated future needs, staffing decisions are based on both internal and external sources of talent, as well as financial resources available to attract or retain those employees.

Finding and hiring the best employees is dependent on a company's methods for finding and interviewing candidates who have the most relevant skills and experience to fill its growing workforce. There is a wide range of educational and work experience requirements for entry-level positions. Current or ex-employees hold the majority of middle-level administrative, technical, and executive positions. When it comes to securing top talent from the outside, senior executives have traditionally been the primary target. At any level of an organisation, either method can be used for recruiting new staff members. Selection of the best candidates from a large pool of qualified candidates, according to Jovanovic (2004), is recruitment's primary goal. High-performing companies spend a lot of time and effort developing efficient methods of hiring so that they can find the best employees.

A company's success is directly linked to its ability to attract and retain top talent. Jovic is the name of the player (2004).

In order to remain competitive, organizations must use information technology to reorganize the traditional recruitment and selection process. All of this, including the ability to identify and select the most qualified candidates for a given position, would be enhanced in this way.

As part of the recruitment process, it is necessary to select only those who meet the requirements. Finding and utilizing the company's available human capital is also part of the process of recruitment. A series of interviews and tests are used to select the best candidate in the recruitment process, where the employer and employee are not bound by a contract.

III.   METHODOLOGY-: RESEARCH-BASED DESIGN

The study takes into account the efficiency of the company as a whole. A quantitative tool was used in the research process because it was a descriptive study. A questionnaire was used to gather the data for this investigation. They were used because they were appropriate for collecting data from a sample population to investigate the research question.

The Rudrapur (Udham Singh Nagar) branch of Yes Bank was selected as for the study of the structure and function of the population. The study included 26 bank employees from a variety of departments, including human resources, marketing, and more.

The details of what are discussed under the following heads namely.
• Purpose;
• Methodology;
• Conclusion.

Objective: The first step in research is data research a literature search, the specific list and question of what data to collect depends on the purpose of the research.
• Keep up to date with the latest developments and trends in recruitment.
• Get additional information from previous research.

Research Methods: Collect primary and secondary data using descriptive research. Primary data is collected from surveys and personal interviews secondary data is collected from offices, and the decision to collect newspapers, books and websites should be at the target of education.
• Keep up to date with the latest developments and trends in recruitment.
• Learn more from previous research

Study types - Describes the types of studies used. Descriptive research is a type of factual research with adequate explanations. It pays special attention to the shell or length of the problem being studied. Their narratives aim to collect data and inform the creation of further research.

Data collected: Data" can be defined as facts presented to the researcher by the research site. This section of the report describes the contents of the archive. Its content depends on the chosen

design. Research mainly works on the on-site and central monitoring group.

In the experiment, the subjects work for the group, the use of rules and procedures, the control of the test or the evaluation of the sample, the control of the different, etc. we want to know. Researchers often cite the importance of secondary data to guide decisions. Typically, researcher would include a discussion on the relevance of secondary data that guided the decisions.

Primary data: Primary data collection forms the firsthand information got from respondent itself and the information is collected through Question series, interview schedules and observations. Primary data are sought for their proximity to the truth and control over error. This data has been used to study and select the best source of recruitment in Yes Bank ltd. The questionnaires have been prepared to study it and the sample size was 26.

Secondary data: This is a data collecting method through other sources than from respondents. It is of collecting information through personal documents, diaries, and abstracts for the purpose of present study. The investigator used primary method is collecting data through Questionnaires. Studies made by others for their own purpose represent secondary data.
Finally, data reflect their truthfulness by closeness to the phenomena. Secondary data have had at least one level of interpretation inserted between the event and its recording. Primary data are sought for their proximity to the truth and control over error. These cautions remind us to use care in designing data collection procedures and generalizing from results.

Tools used for testing:
Interviews using questionnaire.

Analytical tools:
Percentages

Percentages refer to a special kind of ratio. Percentages are used in making comparison between two or more series of data. Percentages are used to describe relationships between the series of data. Finding the relative differences becomes easier through percentages. It is expressed as

$$Percentage = \frac{No.\ of\ respondents}{Total\ number\ of\ respondents\ Visual\ aid} * 100$$

Pie Diagram
A Pie diagram is a pictorial representation of a statistical data with several subdivisions in a circular form. It consists of a circle sub-divided into several sectors by radius. The area of sector is proportional to the values of the components.

Sample size for the study:
The researcher numbering 26 respondents for the purpose of study included all employees working in the organization.

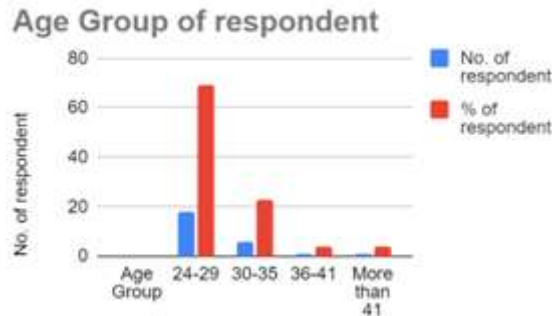**Instrument- questionnaire technique:**
Questionnaires have been used to collect data from 26 personnel from the management cadre. It included open – ended questions and many other questions having multiple options as answers. The data collected was classified and tabulated for the purpose of analysis. Simple statistical tools were used for analysis.
Percentage was calculated for the purpose of generalization. Charts, graphs and diagrams have also been drawn based on the tabulation. Inferences were drawn and conclusion made data has also been collected from the organization HR manual, website and journals.

An Illustration of a Study
The study required a sample size of 26 from the selected branch. To guarantee that
Results - The Data has been collected on various heads for analyzing the data that was collected to determine the impact of recruitment and selection on organizational performance.

Interpretation 1:
On the basis of age group

Age Group		
Age Group	No. of respondent	% of respondent
24-29	18	69%
30-35	6	23%
36-41	1	3.80%

|		
More than 41	1	3.80%

The table and the graph show that of the collected data 69% of the respondent are of the age group from 24-29 years of age while 23% are of the age group 30-35 years while the remaining 3.80% are from age group of 36 to 41 and above.

Interpretation 2:
**On the basis of Educational Qualification:**

Educational qualification	No. of respondent	% of respondent
Pre-Degree	1	3.80%
Graduate	7	26.92%
Post Graduate	18	69.20%

Educational Qualification
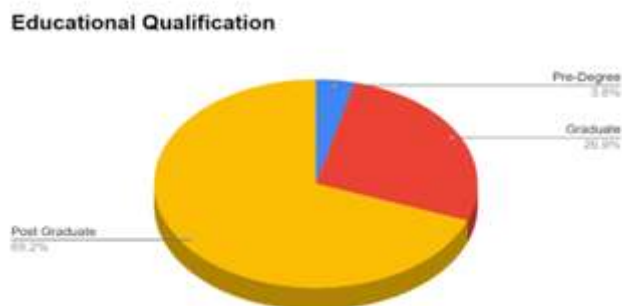
The table and the Pie chart that of the collected data 3.80% of the respondent have Pre-Degree while 26.92% of respondent are Graduates and the remaining 69.20% of the respondent are Post Graduates.

Interpretation 3:
On the basis of Work Experience:

| Work experience	No. of respondent	% of respondent
Below 10	18	69.20%
Between 10-20	7	26.92%
Above 20	1	3.80%
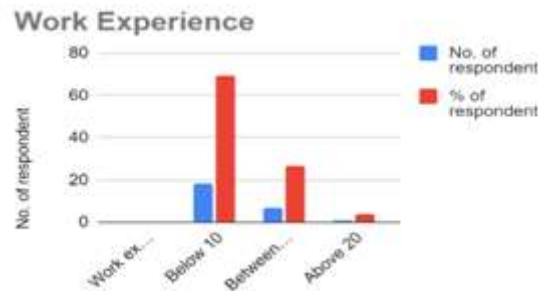
The table and the graph show that of the collected data 69.20% of the respondent have below 10 years of experience while 26.92% of respondent have experience of between 10-20 years while the remaining 3.80% of people have above 20+ years of experience.

Interpretation 4:
On the basis of Sources of job vacancy:

| Sources of knowing the job vacancy	No. of respondent	% of respondent
Advertisement	13	50%
Consultancy	4	15.38%
Friends/Relative	9	34.61%
Others	0	0
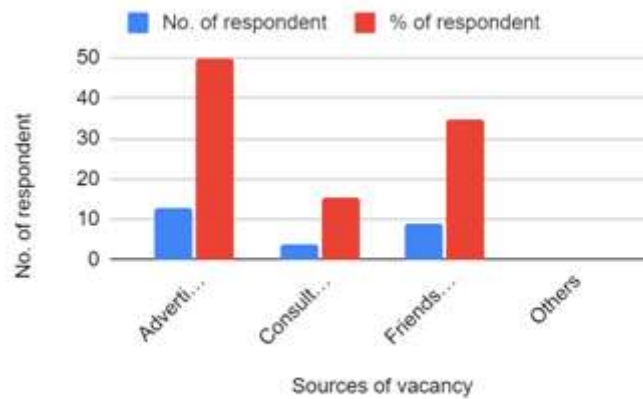
The table and the graph show that of the collected data 50% of the respondent have got to know about the job vacancy by Advertisements while 15.38% from Consultancy and the remaining 9% got to know about the job vacancy from their Friends and Relatives.

Interpretation 5:
On the basis of work culture and opportunity:

work culture and opportunity	No. of respondent	% of respondent
Image	3	11.50%
Work environment	10	38.46%
Salary	8	30.76%
better opportunity	5	19.23%
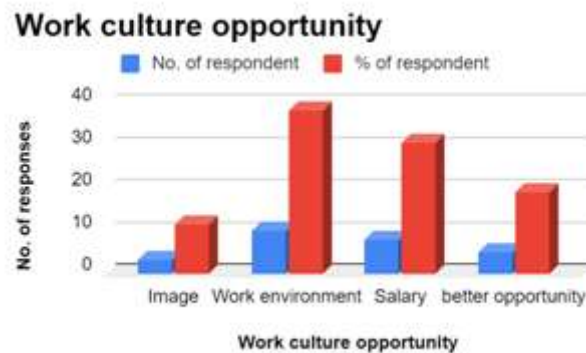
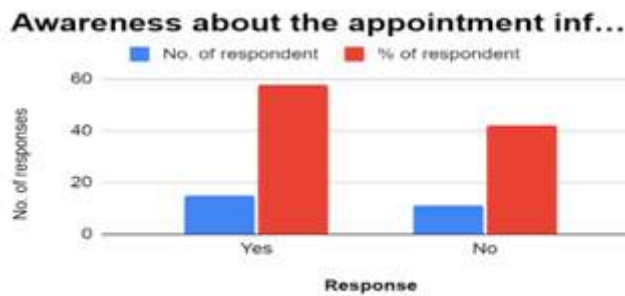The table and the graph show that of the collected data 11.50% of the respondent look for the image of the organization while 38.46% look for work environment and the other 30.76% look

for salary structure and the remaining 19.23% for   better opportunity in the organization.

Interpretation 6:
On the basis of awareness on appointment information:

Response	No. of respondent	% of respondent
Yes	15	57.69%
No	11	42.30%

The table and the graph show that of the collected data 57.69% of the respondent are aware of the appointment information of the organization while 42.30% of the people are not aware of the appointment information.

Interpretation 7:
On the basis of relevance of questions:

| relevance of questions	No. of respondent	% of respondent
Yes	24	92.30769231
No	2	7.692307692
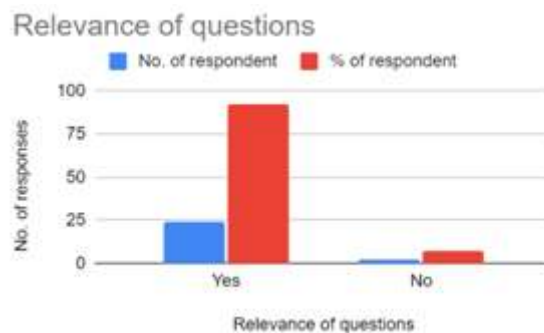
The table and the graph show that of the collected data 92.30% of the respondent are about the relevance of questions during the interview while 7.69% of the people are not aware about the relevance of questions during the interview.

Interpretation 8:
On the basis of selection methods used:

| Selection methods	No. of respondent	% of respondent
Written Test	7	26.92307692
Practical Test	4	15.38461538
Oral Interview	15	57.69230769
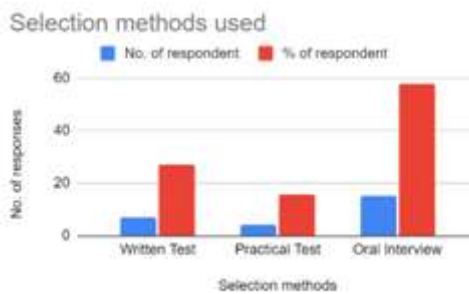
The table and the graph show that of the collected data, 26.92% of the respondent prefer written test as selection method while 15.38% prefer practical test as selection method and the remaining 57.69% prefer oral interview as the method of selection.

Interpretation 9:
On the basis of atmosphere during the interview:

| Type of atmosphere	No. of respondent	% of respondent
Pleasant	16	61.53846154
Tense	10	38.46153846

Atmosphere during the interview
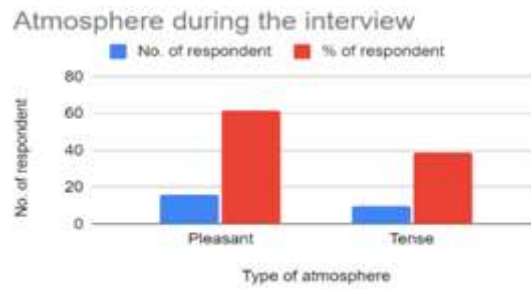
The table and the graph show that of the collected data, 61.53% of the respondent found the atmosphere during interview was very pleasant while the other 38.46% had a very tensed atmosphere during the interview.

Interpretation 10:
On the basis of type of interview:

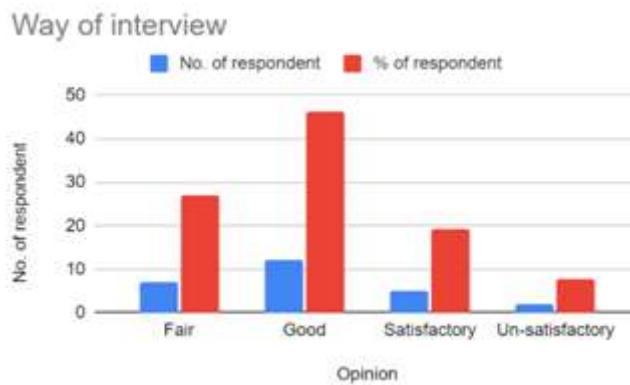| Type of interview	No. of respondent	% of respondent
Personal interview	18	69.23076923
Panel Interview	8	30.76923077
Stress Interview	0	0

Type of interview
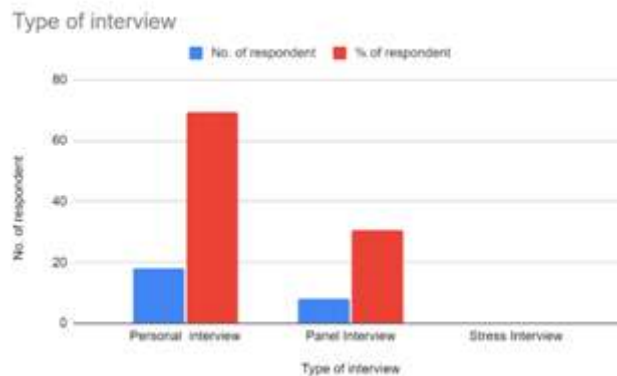
The table and the graph show that of the collected data, 69.23% of the respondent prefer Personal interview while the other 30.76% of respondent preferred Panel Interview as a type while none of the respondent chose for stress interview.

Interpretation 11:
On the basis of way of interview:

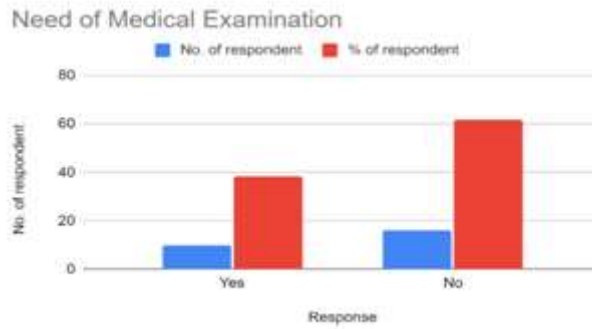| Opinion	No. of respondent	% of respondent
Fair	7	26.92307692
Good	12	46.15384615
Satisfactory	5	19.23076923
Un-satisfactory	2	7.692307692

The table and the graph show that of the collected data, 26.92% of the respondent prefer had a fair interview while 46.15% of respondent had a good interview other 19.23% of the respondents had a very Satisfactory response about their interview while the remaining 7.69% were un-satisfied by their interview.

Interpretation 12:
On the basis of need of medical examination:

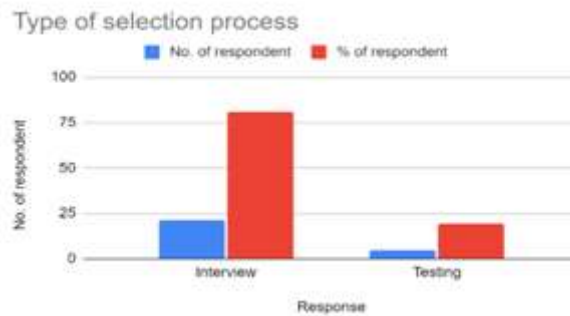| Response	No. of respondent	% of respondent
Yes	10	38.46153846
No	16	61.53846154

Need of Medical Examination

The table and the graph show that of the collected data, 38.46% of respondents think that medical examination is necessary as a part of selection while 61.53% of respondent do not think that medical examination is necessary for selection.

Interpretation 13:
On the basis of selection process:

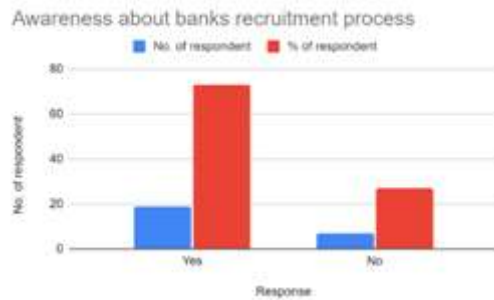| Response	No. of respondent	% of respondent
Interview	21	80.76923077
Testing	5	19.23076923

Type of selection process

The table and the graph show that of the collected data, 80.76% of respondents prefer interview as mode of selection while 19.23% of respondent prefer testing as selection process.

Interpretation 14:
On the basis of awareness about the selection process:

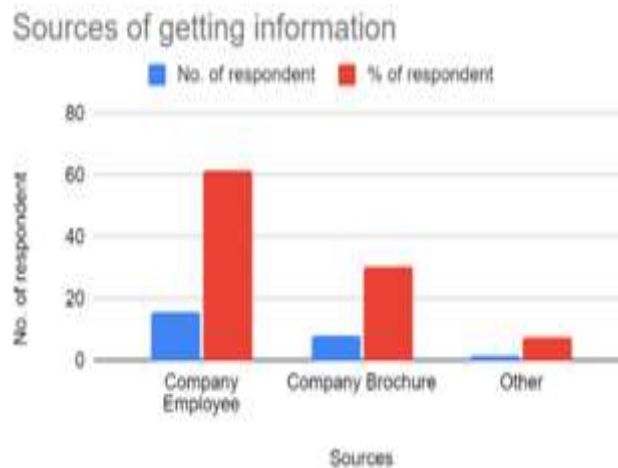| Response	No. of respondent	% of respondent
Yes	19	73.07692308
No	7	26.92307692

The table and the graph show that of the collected data, 73.07% of respondents are aware of the bank's recruitment process while 26.92% of people are not aware of the same.

Interpretation 15:
On the basis of sources of getting the information:

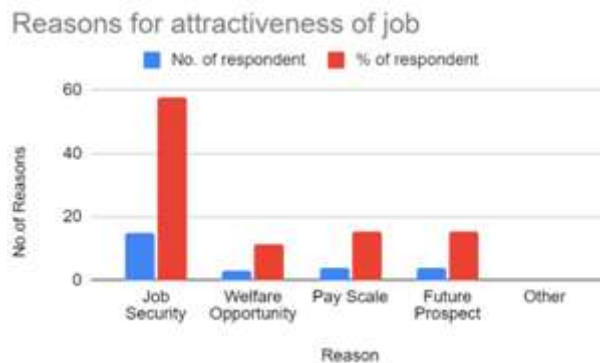| Sources	No. of respondent	% of respondent
Company Employee	16	61.53846154
Company Brochure	8	30.76923077
Other	2	7.692307692

The table and the graph show that of the collected data, 61.53% of respondents get the information about recruitment from company employees while 30.76% of the respondent get the information from company brochure or portal

Interpretation 16:
On the basis of attractiveness of job:

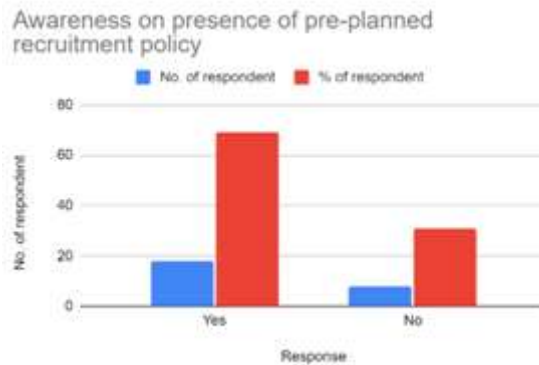| Reason	No. of respondent	% of respondent
Job Security	15	57.69230769
Welfare Opportunity	3	11.53846154
Pay Scale	4	15.38461538
Future Prospect	4	15.38461538
Other	0	0

The table and the graph show that of the collected data, 57.69% of respondents are attracted towards the job security while 15.38% of respondent look for better pay scale along with other 15.38% of respondent look for future prospects of the job while 11.53% of the respondent look for better welfare opportunity attracting them towards the job

Interpretation 17:
On the basis of presence of any pre-planned recruitment policy:

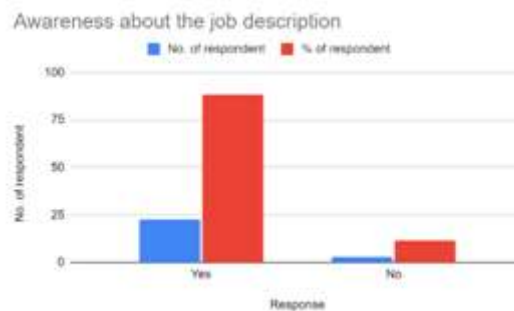| Response	No. of respondent	% of respondent
Yes	18	69.23076923
No	8	30.76923077

The table and the graph show that of the collected data, 69.23% of respondents are aware of the pre-planned recruitment policy while 30.76% of the respondent are not aware of the same.

Interpretation 18:
On the basis of awareness about the job description:

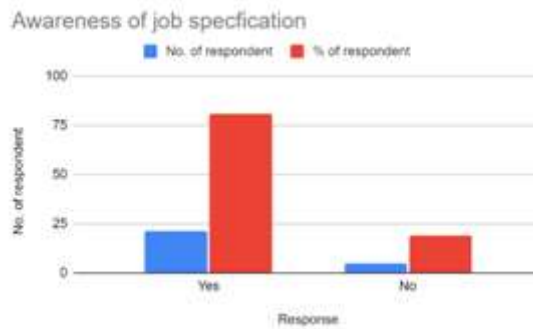| Response	No. of respondent	% of respondent
Yes	23	88.46153846
No	3	11.53846154

The table and the graph show that of the collected data, 88.46% of respondents are aware of the job description while 11.53% of the respondent are not aware of the job description

Interpretation 19:
On the basis of awareness about the job specification:

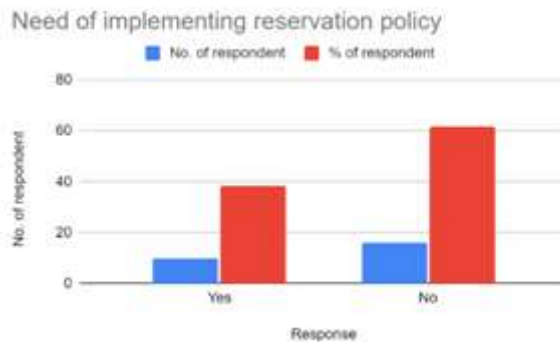| Response	No. of respondent	% of respondent
Yes	21	80.76923077
No	5	19.23076923

Awareness of job specification

The table and the graph show that of the collected data, 80.76% of respondents are aware of the job specification while 19.23% of the respondent are not aware of the job specification

Interpretation 20:
On the basis of awareness about the implementation of reservation policy:

Response	No. of respondent	% of respondent
Yes	10	38.46153846
No	16	61.53846154

Need of implementing reservation policy

The table and the graph show that of the collected data, 38.46% of respondents say that there is a need of implementing reservation policy while 61.53% of people say that there is no need of implementing reservation policy

Interpretation 21:
On the basis of effect of reservation policy in recruitment and selection:

Response	No. of respondent	% of respondent
Yes	17	65.38461538
No	9	34.61538462

Affect of reservation policy on quality of recruitment and seclection
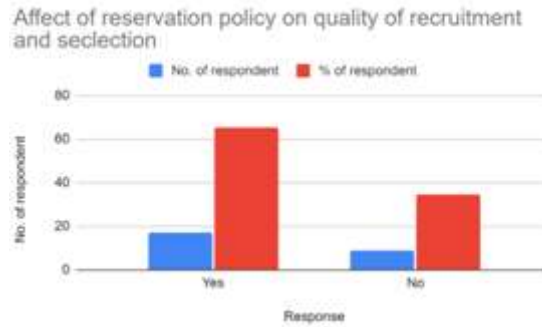
The table and the graph show that of the collected data, 65.38% of respondents say that there reservation policy affects the recruitment and selection process while the remaining 34.61% of the respondent say that it does not affects the recruitment process.

Interpretation 22:
On the basis of opinion of respondents in avoiding the external influence in recruitment process:

Response	No. of respondent	% of respondent
Excellent	2	7.692307692
Very Good	10	38.46153846
Good	14	53.84615385
Poor	0	0

Opinion of respondents in avoiding the external influence in recruitment process
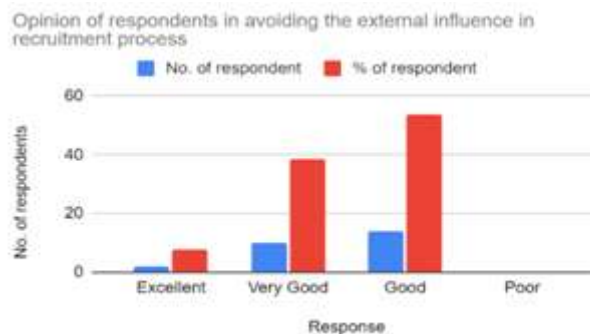
The table and the graph show that of the collected data, 53.84% of respondents believe that external influence played a good role in their recruitment while 38.46% of respondent believe that external influence plays a very good role in their recruitment while only 7.69% believed that it played an excellent role in their recruitment
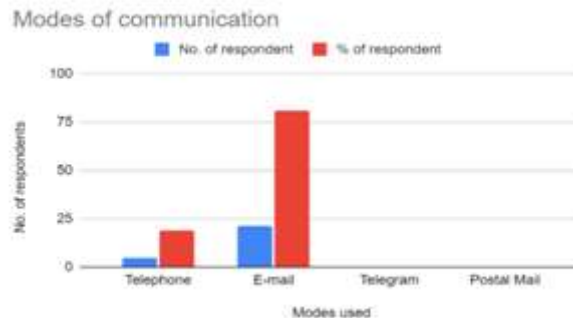
Interpretation 23:
On the basis of modes of communication used:

Modes used	No. of respondent	% of respondent
Telephone	5	19.23076923
E-mail	21	80.76923077
Telegram	0	0

Postal Mail	0	0

The table and the graph show that of the collected data, 80.76% of the respondents prefer e-mail as the mode of communication while the other 19.23% prefer telephone as mode of communication.

IV.   DISCUSSION –

1. As per the survey, it is known that 69% of the respondents are of the age group 24-29 years.

2. About 61% of respondents got the information through company employees and 7% of the employees got the information through other sources regarding recruitment.

3. About 69% of employee's are post-graduates.

4. About 69% of respondents were having below 10 years of experience in the working field.

5. From the survey, it is noted that 50% of respondents came to know about the vacancy through advertisement and 15% of respondents were through consultancy and 34% of respondents were through friends and relatives

6. The main reasons for prospective employees being attracted towards jobs with banks were image of the bank, good working environment and better opportunities for growth.

7. All of the respondents were happy with the job appointment information regarding interview date, time and mode of correspondence.

8. 92% of the employees has told that the questions asked in the interview were relevant to the job.

9. 41% of the employees said that both written test and oral interview was conducted for them while 57% of employees said that they had oral interview.

10. 61% of the employees said that the environment during the interview was pleasant.

11. 69% of the employee said that they had Personal interview while 30.76%of the employee said that they had Panel interview conducted for them.

12. Majority of the employees i.e., 61.53% of the employees stated that there is no need to undergone medical examination.

13. 69% of respondents had said that interview method is being well planned and administered in selection process.

14. Majority of the respondents have joined this company because of job security and 27% of respondents for future prosperity and pay scale.

15. From the survey, it is noted 69% of the employees are aware of the job description at the time of selection.

16. Majority of the respondents are aware of the job specification at the time of selection.

17. Avoiding external influence in recruitment process in banks was good.

18. Majority of the employees were intimated about their interview or selection through E-mail

V.   DISCUSSION OF RESULT -
Influence of Recruitment and Selection on organizational performance

There were multiple methods used by the bank to find new employees, including internal recruitment as well as public postings of job openings, according to the study's findings. It is important to look at each department to see whether there are any vacancies that need to be filled first. Each department relies on its own employees to fill vacancies. Employee referrals are used as a last resort, in which employees can recommend new hires for different departments

The second step in the hiring process for a bank is to turn to a staffing agency for assistance. Additionally, general job advertisements in daily newspapers allow the general public to submit their applications for open positions.

VI.   CONCLUSION –

It is the primary objective of recruitment and selection to match potential employees' skills

to the job's requirements and rewards. Companies that excel put a great deal of time and effort into finding the best ways to hire new workers. Human resource management practises such as recruitment and selection are critical to the success of an organisation.

As a result, the quality of applicants that are attracted has a direct bearing on how effective the selection phase will be in finding new employees. Recruitment and selection of top-tier employees begins with a thorough screening process, according to the findings. The quality of an institution's workforce has a significant impact on its success.

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