RECRUITMENT AND RETENTION STRATEGIES – HONDA MOTOR CYCLES

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Abstract

Current research highlights an environment fraught with pressure and stress identifying several key factors contributing to job dissatisfaction. These factors include greater patient acuity, unpredictable and challenging workspaces, violence, increased paperwork and reduced managerial support. Many countries report both difficulties in retaining and recruiting health staff frequently allied with the challenge of balancing the right number of healthcare staff with the right skills in the right geographical areas to meet the changing needs of populations and health systems. These problems are becoming increasingly urgent as the healthcare demands increase, the health workforce shrinks, with many workers reaching retirement age, risking the future sustainability of Europe's health systems and access to care. Recruitment and selection are seminal topics within human resource management, ensuring that organizations have the necessary human skills, knowledge and capabilities that will enable the organization to continue into the future. Recent recognition of the strategic potential of recruitment and selection to enhance organizational performance put a lot of emphasis on getting the 'right person' for a post. Selecting the 'right person', means that the personnel recruitment and selection agenda should be dominated by a concern with formalization, enshrined in its language of 'objectivity', 'reliability', and 'validity', and a technology and method which attempts to maximize 'decision-making accuracy', as well as a concern with the selection-performance relationship. In mother practice, performance is conceptualized in strict economic terms excluding consideration of issues of fairness and acceptability to whatever individuals, groups or authorities that might take an interest in selection decisions. Moreover, formalization refers to the use of formal methods which are supposed to aid an objective, fair and rational selection decision, guarding at the same time against inefficiency and

discrimination through the use of scientifically validated techniques. This agenda prescribes practices which, if followed properly, should guarantee the 'truth' of selection decisions producing a better match between the individual and the organization at the point of selection and should remove ethical uneasiness from personnel decision-making.

I. INTRODUCTION

Today, in every organization personnel planning as an activity is necessary. It is an important part of an organization. Human Resource Planning is a vital ingredient for the success of the organization in the long run. There are certain ways that are to be followed by every organization, which ensures that it has right number and kind of people, at the right place and right time, so that organization can achieve its planned objective. The objectives of Human Resource Department are Human Resource Planning, Recruitment and Selection, Training and Development, Career planning, Transfer and Promotion, Risk Management, Performance Appraisal and so on. Each objective needs special attention and proper planning and implementation. For every organization it is important to have a right person on a right job. Recruitment and Selection plays a vital role in this situation. Shortage of skills and the use of new technology are putting considerable pressure on how employers go about Recruiting and Selecting staff. It is recommended to carry out a strategic analysis of Recruitment and Selection procedure. With reference to this context, this project has been prepared to put a light on Recruitment and Selection process. This project includes Meaning and Definition of Recruitment and Selection, Need and Purpose of Recruitment, Evaluation of Recruitment Process, Recruitment Tips. Sources of Recruitment through which an organization gets suitable application. Scientific and Unscientific Recruitment and Selection, which an organization should follow for, right manpower at the right place. Job Analysis, which gives an idea about the requirement of the job. Next is Selection process, which includes steps of Selection, Types of Tests, Types of Interviews, Common Interview Problems and their Solutions.

Definition:

This project defines recruitment as the process of identifying, attracting, and encouraging potential candidates to apply for jobs in an organization. It marks the first formal interaction between the company and job seekers,

with the ultimate goal of generating a pool of qualified candidates. Retention refers to the organizational practices and strategies aimed at keeping valuable employees within the company by addressing their diverse needs, providing job satisfaction, and offering a positive working environment. Together, recruitment and retention form a critical function in Human Resource Management that ensures the right individuals are placed in the right roles and remain engaged, productive, and committed over the long term. This study emphasizes the importance of structured recruitment systems and employee-centered retention policies to build a competitive and sustainable workforce.

Research Objective:

The main objective of this research is to study and evaluate the recruitment and retention strategies practiced at Honda Motors, with a focus on understanding how these processes influence organizational effectiveness and employee satisfaction. Specifically, the study aims to identify the factors leading to workforce loss, analyze the effectiveness of current recruitment methods, explore employees' perspectives on retention strategies, and understand the relationship between HR practices and employee stability. It also

seeks to recommend creative and practical ideas to improve recruitment and retention, ensuring the organization can attract, select, and retain top talent in a highly competitive market environment.

Research Methodology:

The purpose of this section is to describe the methodology carried out to complete the work. The methodology plays a dominant role in any research work. The effectiveness of any research work depends upon the correctness and effectiveness of the research methodology. Research is an academic activity and as such the term must be used in a technical sense. Research is an original contribution to the existing stock of the knowledge making for its advancement. It is pursuit of truth with the help of study, observation, and experiment. The purpose of research is to discover answers to questions through the application of systematic procedure. The main aim of research is to find out the truth, which has not been discovered yet. It's a well-known fact that no business can exist without customers. In the business of Website design, it's important to work closely with your customers to make sure the site or system you create for them is as close to their requirements as you can manage.

What follows are a selection of tips that will make your clients feel valued, wanted and loved.

II.LITERATURE REVIEW

In this section, we began the detailed exploration of the concept of recruitment and retention of talents in Information Technology. In their review of recruitment and retention of talents literature, Lewis and Heckman (2022) analyzed that it is not easy to come to an unambiguous concept of recruitment and retention of talents. The first stream determines regular Human Resource Management practices as recruitment and retention of talents with some minor differences. This stream is related to the concept that recruitment and retention of talents needs a best strategy for an organization. According to Lewis and Heckman (2022), the second stream of the recruitment and retention of talents literature emphasized primarily on the concept of talent pools. The third stream was on recruitment practices, as analyzed by Lewis and Heckman, emphasize on talent generically without any organizational boundaries. These three perspectives show a tendency to focus on various factors in an organization to recruit and retain the employees for long time period.Collings and Mellahi (2022) sought a multiple aspect approach of recruitment and retention of talents. We distinguished the nature and the center of the publications (strategic talent management, global talent management or (single) practice oriented based on the Human Resource Management subfields distinguished by Boxall, Purcell and Wright 2021).

On the backgrounds of the authors, Information was fetched out as well. For the definitions of talent management and talent, the description of the intended outcomes and effects and the talent management practices, we analyzed the publications as well. Within the themes, the dominant facts and assumptions were discovered. We also analyzed, involved in talent management, such as the role of human resources (HR), management or employees whether the authors paid attention to the stakeholders (Paauwe 2021; Boselie 2021). It is very clear from the following review of some research papers that organizations are nowadays focusing more and more on recruitment and retention strategies of talents RynesSL 2021) The use of technology in employee selection

process highly developed rather than in recruitment or placement; and therefore, the major focus is always on selection. Not that recruitment or placement is any less important function on the contrary an organization's success in recruiting defines the no of applicants with which it will work towards selection. It becomes more challenging if not easier. However the prevalent practices and restrictions place more and more emphasis on the section process. Maidment J (2021) The research paper focuses on the problems that the students face on the field recruitments. The study suggests the kind of training & exposure that the students require for dealing with the workplace stress, It also emphasizes on the role pf pedagogical interventions that are required to help the students who feel the pressure of placement because of their low financial conditions. The study was conducted on special 39 Victorian Social work students Iwasaki T (2021) The study mainly evaluates the effectiveness of the Masters of Business Management Program with special focus on the comparison of job income in Japan & Unites States of America. The study also tries to understand the impact of MBA intervention on the other job-related criterion such as employability skills, Job satisfaction, and confidence in

Knowledge, career growth etc. The interest in the research for the Author has stemmed up from the fact that in spite of regular & continuous criticism regarding the ability & competency of the Management institutions to prepare the students for a successful career, the institutes are attracting students worldwide. The role of individual difference in moderation the relationship between MBA and job out comes can be the scope for future research and study.Verhoeven H, Williams S (2021) This paper reveals the study on internet enabled recruitment and selection process in the country of United Kingdom .The paper discussed the advantages & disadvantages of the internet based recruitment and selection process and compares it with the views of the employers. The analysis provides evidence that the majority of advantages claimed in the research review are also experienced by the recruiters & employers. The result of the research helps to analyses the phenomenon of recruitment through internet and how it can be used to build a better recruitment system. Brigstock R (2020) The recent shifts in the education and the labor market have placed a pressure of producing more and more employable graduates on the universities But there are lot of controversies on the kind of

attributes that can be counted to understand the employability of the students. This paper argues that in the fast-changing information and knowledge intensive economy; it is more than the generic skills that is required & must have need of the hour. It has now become optimal to have the skill of navigating through the world of work place and adapt to the environment and self-manage the process of career growth. The research then also outlines the role of universities in effective career management programs & how they can be improvised. Agarwal RK, Swaroop P (2020) the paper is highlights the role of recruitment in retaining & engaging the employee & how the recruitment process can drive the competitive advantage for the employer to attract the best talent from the campuses. In this paper the researcher draws attention to how the employers brand image can create a ripple effect in securing large no. of good applications from the students. Based on the research findings the researcher points out how the brand image of the organization is a important factor to predict intent of application among the students. The research also touches upon the fact that how the job responsibilities of the profile & the role empowerment inherent in the Job Description

influences the decision of the applicant. The other factor being compensation & location of work as well

III.DATA ANALYSIS AND INTERPRETATION

1. Best Source for Candidate Procurement

Sources of Applicant
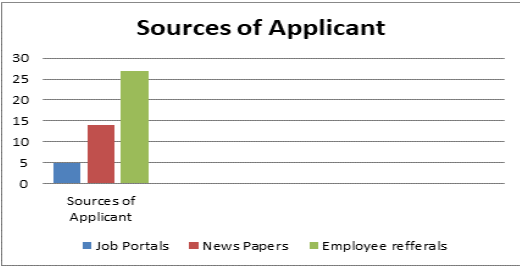
INTERPRETATION

Among the 50 respondents 28 of them felt that employee referrals is the best resources for the procurement of the candidates, 8 of them felt that job portals is the best resource procurement of the candidates, 14 of them felt that newspapers is the best resource for the procurement of the candidates.

2. Effectiveness of Reference Checks
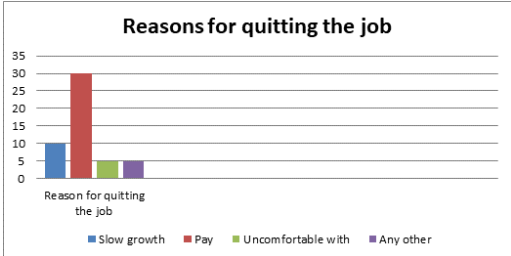

Reasons for quitting the job
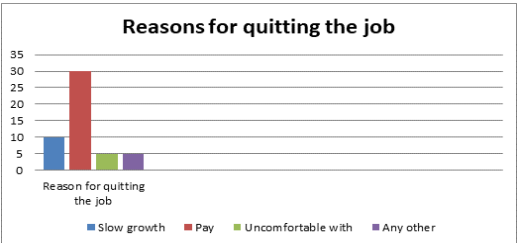
INTERPRETATION

60% of the respondents believe that conducting reference checks enhances

the effectiveness of recruitment. This implies a general consensus on the importance of background verification to reduce hiring errors and improve quality of selection.

## 3.Satisfaction with Work Environment

Reasons for quitting the job

INTERPRETATION

Interpretation:

Only 42% of respondents agree or strongly agree that they are satisfied with the current work environment. The large neutral response (40%) indicates a possible lack of engagement or uncertainty. Immediate attention is needed to investigate and improve environmental factors such as infrastructure, management, or culture.
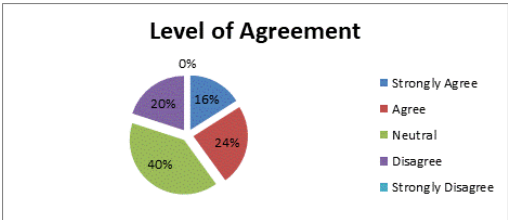
4. Flexibility of Working Hours
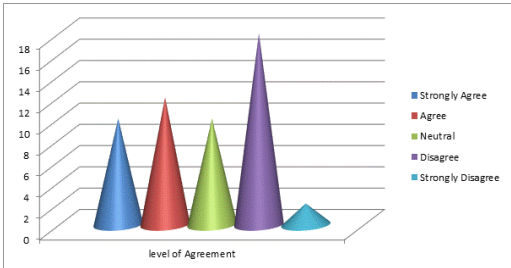
INTERPRETATION

Although 44% of employees agree that their work hours are flexible, 36% disagree. This split suggests mixed experiences and the need for more adaptable scheduling or clear communication about shift expectations.

5. job Satisfaction

Level of Agreement

INTERPRETATION

Only 40% feel satisfied in their roles, while a significant 40% are neutral and 20% are dissatisfied. This highlights an opportunity for HR to enhance motivational strategies, provide recognition, and align job roles with employee expectations.

6. Monthly Salary Distribution

MONTHLY SALARY

INTERPRETATION

The majority of respondents (61%) fall in the ₹6001–₹12000 range, suggesting

a concentration of mid-level wage earners. There is a clear scope to assess compensation competitiveness to improve both recruitment and retention.

IV.FINDINGS

The company considered portals as the most important medium of hiring employees and then employee references are also act as the important source of recruiting people and also with my working experience with the company, I found them most effective.

• The employees working in the company consider the employee references are one of the most reliable sources of hiring the new employees and also to some extent portals, but before hiring from portals the references provided there are need to be confirmed as I did during my training period.

• The most important feature in company's recruitment &selection policy is that we need to take in consideration the ratio between the turn-up and line-up candidates, and after analysis I found it most of the employees are also holding the same opinion.

• The existing recruitment process of company is good but it has some shortcomings that is being Covered in recommendations and on overall the recruitment department has pressure on it.

• After analysis of the company selection procedure I found out the company is using quite effective method of doing selection of candidates and they always take in consideration the cost-benefit ratio which is quite important from the long perspective of hiring employees.

• The ratio of selected candidates to joining candidates is quite effective and highest in number as the employees being selected are also of the view that they are analyzed properly and effectively.

• This project provides fresh insights on what makes employees valuable to the organization and how companies can keep productive employees on the job.

• I understand how to increase our personal marketability by developing specific skills, knowledge, and attitudes..

• During the project it was the study that the process of recruitment and retention in organization includes to get the right person to the right job.

• Majority of the companies recruit candidates by their own.

• Most of the companies are opting for experienced candidates.

• Not all the interviewee was put into client interview.

V. CONCLUSION

You'll have a successful company if you treat your employees well so they want to stay with you. Recruitment, selection and retention process are important aspects in staffing and the decisions regarding them have to be taken keeping in view the fit between the employee and the organization. IPE decides whether to recruit from the internal workforce or select through external sources. Interview is one of the most important selection methods. The core concepts in staffing include matching individual needs with organizational needs, the importance of staffing as a process, the importance of organizational and job analysis, the person- job fit for an organization and the growing emphasis on person-organization fit. Increasing retention requires careful planning and implementation resulting in a solid program which incorporates many or all of the solutions mentioned in this whitepaper. Incorporating these techniques into your internal company planning does not necessarily require expenditure. In fact, many of the retention strategies mentioned above cost little or no money to implement and require nothing more than carefully planned time dedicated to long term goals. Companies must realize that by keeping their turnover levels low, they are in fact improving their bottom line. The cost of replacing employees is an excessive one which most companies cannot afford. Compared to the cost of retaining existing top performing employees, the cost difference and time constraint is staggering. It is essential that every recruiter and manager should be concerned with Recruitment and retention from the start of any recruiting program. The process should be conscious of the end goal: to keep the individuals who outperform in your company.

Making the new employee aware that the intention is to keep them as long as possible encourages the employee in committing to long term goals and planning within the organization. No retention strategy is static but should be constantly evolving to suit the changing needs of the workforce. If you want to partner with a forward thinking organization who will deliver quantifiable results to your retention problem and, ultimately, your bottom line, contact a Drake office in your community. Our innovative line of proprietary technologies and Best Practices Consulting Services will make your retention strategies operate

efficiently and effectively.

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