

RECRUITMENT POLICY AT DATA ANGLE TECHNOLOGIES PVT LTD

PAILI SOUJANYA ^[1]

MBA Student

(Dr) R Srinivasa Rao ^[2]

ASSOCIATE PROFESSOR

^[1,2]*MASTER OF BUSINESS ADMINISTRATION*

^[1,2]*Megha Institute of Engineering and Technology for Women, Sy. No. 7, Edulabad Road, Edulabad, Ghatkesar, Telangana.*

ABSTRACT

The impact of Social Media on Human Resource Management (HRM) strategies and practices is increasing and has not been fully explored yet. This research focuses on understanding the role of Social Media in HRM, specifically the contribution of Social Media utilization to the strength of HRM. Viewing Social Media as a User Generated Information System and HRM as a Communications System, the presented three dimensional framework combines the hierarchical structure of HRM, temporal nature of HRM process and directions of HRM communications. It allows the assessment of vertical and horizontal alignment of HRM practices which emerge through utilization of Social Media. As part of a PhD research project two pilot case studies use the model to map Social Media utilizations in two diverse organizations. The empirical findings demonstrate differences and surprising similarities of Social Media utilization in HRM and the apparent dominance of bottom-up Social Media utilization in HRM.

INTRODUCTION

The media engagement event opened up new ways of engaging and changed the way people share information. As social media technology continues to emerge and become more comprehensive, it offers an exciting opportunity for the re-employment sector.

This writing highlights issues related to the recruitment of social media resources and aims to raise awareness among businesses and HR staff on how the use of communication can significantly affect the recruitment process, and how social media can serve as a recruitment tool.

In the context of the modern world business environment, the role of social media has grown exponentially and employers find that they need to pay more attention to their approach, by engaging with the talent in a variety of social media platforms. The adoption of social media has led natural companies to view its use as a hiring tool. Considering that social media has infiltrated the business sector, especially the employment sector, it has led to the search for information on employment practices in relation to social media.

NEED FOR THE STUDY

The broadly useful of recruitment is to give a pool of conceivably qualified occupation applicants. In particular, the reasons and needs are:

- Determine the present and future prerequisites of the association related to its work force arranging and employment investigation exercises.

SCOPE OF THE STUDY

Recruitment is a significant piece of an association's human asset arranging and their serious quality. Skillful HR at the correct situations in the association are an essential asset and can be a center competency or a vital bit of leeway for it. The target of the recruitment process is to get the number and nature of workers that can be chosen so as to assist the association with achieving its objectives and destinations. With a similar goal, recruitment assists with making a pool of planned workers for the association so the administration can choose the correct possibility for the correct activity from this pool. Recruitment goes about as a connection between the businesses and the activity searchers and guarantees the situation of right up-and-comer at the perfect spot at the ideal time. Utilizing and following the correct recruitment processes can encourage the choice of the best possibility for the association.

OBJECTIVES OF THE STUDY:

1. To study the employer's perception in regards to social media in recruitment.
2. To study the usefulness social media recruitment from recruiter's perspective.
3. To study the recent trends in social media recruitment.
4. To meet requirements of the staffing agenda and attracting the adequate number of employees, so as to effectively select the applicants.

RESEARCH METHODOLOGY

Primary Data

Data will be gathered through Questionnaire Survey

Sample Size: 100

Target Respondents: HR Executives of Data Angle Technologies Pvt. Ltd.

Region of Study: Hyderabad

Secondary Data: The applicable information would be gathered through:

- Websites through internet
- Published articles in the papers, magazines, diaries, and
- Books.

LIMITATIONS OF THE STUDY

- The period of the study is limited to 45 days only.
- Social media profiles present questionable or potentially conflicting portrayals

of competitors.

- It's difficult to get away from predisposition when utilizing social media for recruitment.
- How organizations utilize social media to select might be unlawful
- REVIEW OF LITERATURE

Social media has exploded over the past five years, with companies using different outlets to post job openings, interact with clients and employees and make major product announcements. So, how does social media impact the human resource industry? We will tackle this question in today's post so human resource managers across the country know how social media impacts their daily activities, their recruitment practices and much more while on the job.

Social Media Makes Recruiting Easier and More Successful

One of the biggest advantages of human resource managers using social media on the job is that it makes the recruiting process easier and more successful for the company. HR managers can post job openings on all the company's social media sites, including links to the listings on the company website. This makes it easier for the company to get the notice out to the public when jobs become available and for candidates to apply for those open jobs. Companies are also seeing more success using social media to recruit new employees as they can browse the social media sites of potential candidates to determine if he or she will fit in with the company culture.

INDUSTRY PROFILE

The BPO Industry in India

In India, Business Process Outsourcing (BPO) is the fastest growing segment of the ITES (Information Technology Enabled Services) industry. Factors such as economy of scale, business risk mitigation, cost advantage, utilization improvement and superior competency have all led to the growth of the Indian BPO industry. Business process outsourcing in India, which started around the mid-90s, has now grown by leaps and bounds.

India is now the world's favored market for BPO companies, among other competitors, such as, Australia, China, Philippines and Ireland. The BPO boom in India is credited to cheap labor costs and India's huge talent pool of skilled, English-speaking professionals. Research by the National Association of Software Services and Companies (NASSCOM) has revealed that quality orientation among leading BPO companies, 24/7 services, India's unique geographic location and the investor friendly tax structure in India have all made the BPO industry in India very popular.

The term Business Process Outsourcing or BPO as it is popularly known, refers to outsourcing in all fields. A BPO service provider usually administers and manages a particular business process for another company. BPOs either use new technology or apply an existing technology in a new way to improve a particular business process. India is currently the number one destination for business process outsourcing, as most companies in the US and UK outsource IT-related business processes to Indian service providers.

COMPANY PROFILE

Data Angle Technologies is an ITES and project consulting firm providing you with the excellent service in the business process outsourcing (BPO), market research, recruitment and training.

We provide you with the innovative, reliable and cost-effective business process outsourcing (BPO) service across the globe for both the voice and non-voice process.

Our team of experts includes entrepreneurs and professionals with significant experience in the business services and gives you a strong track record of creating and growing a successful business.

Data Angle team of experts provide data mining, data conversion, data transcription and data scrapping for industries across legal, telecom, logistics, tourism, natural resources, artworks, e-commerce and many more.

Our global delivery model enables us to provide the services at a low cost-benefit to our customers.

We generate high quality leads to the clients and they can convert it to huge business deals.

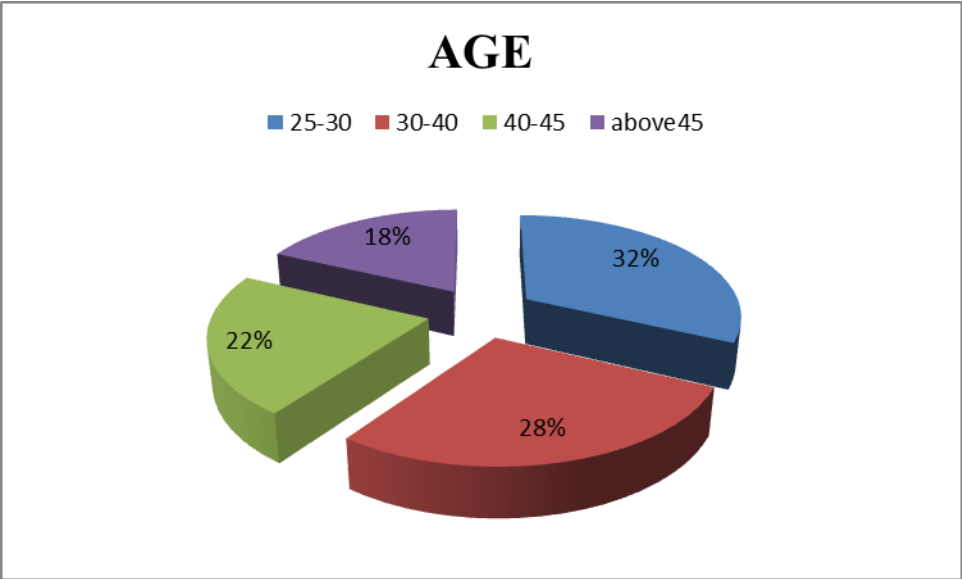
We are a consulting firm that helps you in temporary and permanent staffing with 100% customer satisfaction.

We provide service across various industries

DATA ANALYSIS AND INTERPRETATION

1. Age

s.no	Age	respondents	percentage
1	25-30	16	32
2	30-40	14	28
3	40-45	11	22
4	above 45	9	18
	total	50	100

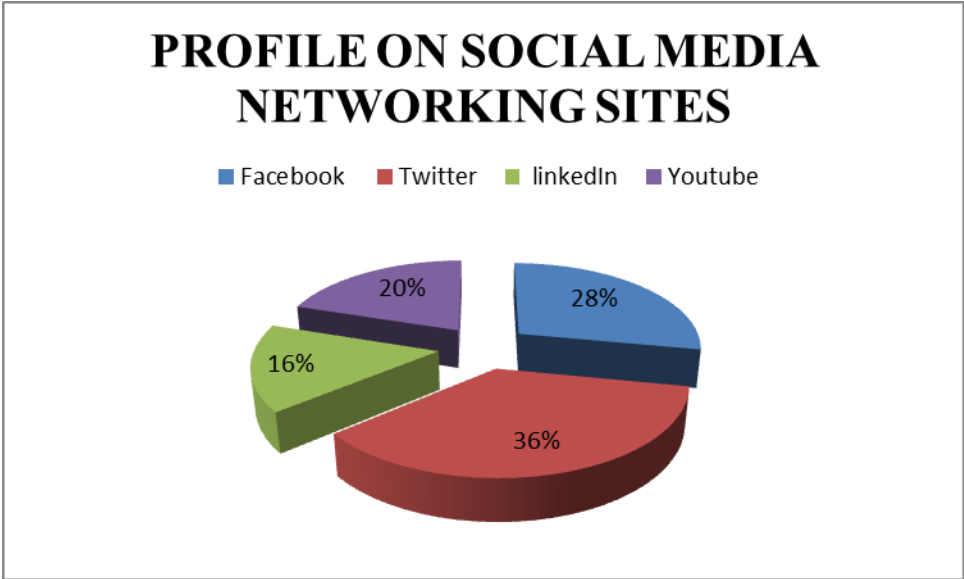


INTERPRETATION:

32% of employees are comes under 25-30 age category.28% of employees are comes under 30-40 age category.22% of employees are comes under 40-45 age category. And 18% of employees come under the above 45 age category.

2. Do you have profiles on any of the following social networking site?

s.no	Profile on social media networking sites	Respondents	Percentage
1	Facebook	14	28
2	Twitter	18	36
3	linkedIn	8	16
4	Youtube	10	20
	Total	50	100

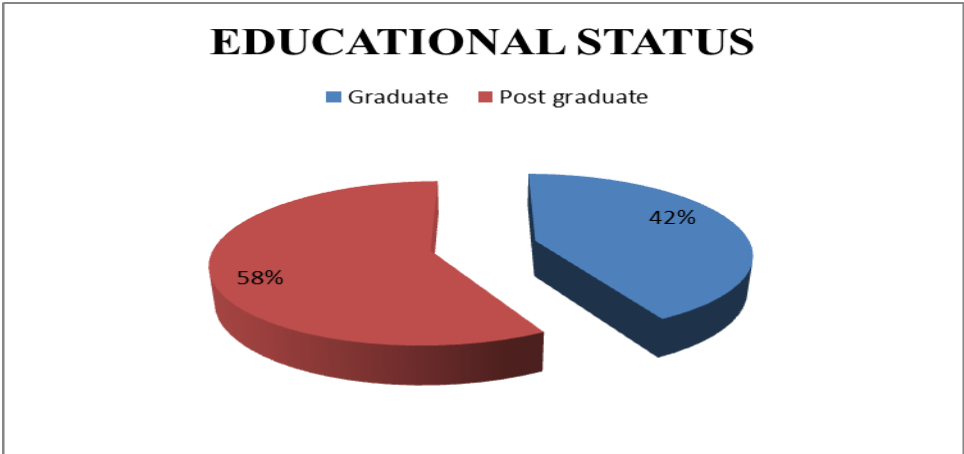


INTERPRETATION:

36% of employees are thought that twitter is most used social media networking site.28% of employees are said that Facebook is used social media web site. 20% of employees are thought that Youtube is used social media website.16% of employees are thought that LinkedIn is used social media website.

3. Education status

s,no	Education status	Respondents	Percentage
1	Graduate	21	42
2	Post graduate	29	58
	Total	50	100



INTERPRETATION:

Educational status of employees is 58% is post graduate in the company. And 42% of employees graduate in the company.

FINDINGS:

- The use of communications by companies in their employment efforts, to determine what trends and expectations are in the near future in relation to the use of telecommunications for employment purposes, and what is the best way to use social media to find people who will spend less time and money.
- Sites like linkin have found an important social networking service, as evidenced by an average of 85% among seekers. 69% of employers have a well-known social media profile of a well-known company. Or 43% of employers have a twitter feed, and 42% account for -facebook, which is primarily used for marketing and promotional activities rather than for the benefit of potential employees.
- The key message you can take is that both employers and employers see a clear distinction between human and professional networks, with many social media sites falling into one category or another.
- Although social media access is extremely high, it is not seen as the most obvious place to seek or post job vacancies. .
- For both job seekers (77%) and employers (51%), suitable jobs lead to job search compared to other social media sites. For example, more than nine out of ten people are happy to apply for jobs through linkin and above 80% will apply for exemption from work that is reflected in the supply of their profile. Employers need to be careful not to advertise vacancies using channels and platforms that will attract good job seekers.

SUGGESTIONS:

- Building your company's online reputation.
- Using video to engage with passive candidates.
- Involving employees in sharing posts on social media .
- Being active on social media networking sites.
- Sharing quality content.
- Social media advertising, using in sights to perfect your campaign.
- Keeping potential candidates engaged building a community.
- Using the hashtag.

CONCLUSION

In view of the utilizations and delights hypothesis, this investigation analyzed how two correspondence attributes of a social media page impact hierarchical engaging quality and whether looked for satisfactions moderate these impacts. Discoveries of our trial study show that associations can control usefulness and social nearness on their social media

page. In addition, giving pertinent data to work searchers on social media decidedly impacts authoritative engaging quality. Be that as it may, this impact is possibly discovered when the social media page likewise passes on an elevated level of social nearness. In spite of our desires, there isn't a lot of proof which demonstrates looked for delights impact how qualities influence expected candidates' perspectives. Discoveries of this investigation can move associations to deal with their social media pages all the more successfully.

BIBLIOGRAPHY

- The implications for employment relations. Acas research paper 11/11 Brown, V. and Vaughn, D. (2011) 'The writing on the (Facebook) wall: The use of social networking sites in hiring decisions'. Journal of Business Psychology, Vol.26, Issue 2: pp.219-225.
- CareerBuilder.com (2012) Thirty-seven percent of companies use social networks to research potential job candidates, according to new CareerBuilder Survey, CareerBuilder.com, 18th April 2012.
- CareerBuilder.co.uk (2010) Fifty-three per cent of employers use social networking sites to research job candidates, CareerBuilder.co.uk, 13th January 2010.
- Chamberlain, L. (2012) 'HR directors believe social media is ineffective for recruitment survey finds', Personnel Today, 20th March 2012. CIPD (2013) Social media and recruitment conference, London, March 2013.
- Clark, L.A. and Roberts, S.J. (2010) „Employer“s Use of Social Networking Sites: A Socially Irresponsible Practice“. Journal of Business Ethics Vol.95, Issue 4: pp.507–525.
- Clements, A. (2012), „Social media and recruitment: time for a coherent HR strategy?“ HR Magazine, 16th February 2012.
- Brown, V. R. and E. D. Vaughn (2011). "The Writing on the (Facebook) Wall: The Use of Social Networking Sites in Hiring Decisions." Journal of Business and Psychology 26: 219–225.
- DesAutels, P. (2011). "UGIS: Understanding the nature of user-generated information systems." Business Horizons 54(3): 185-192.

Websites:

www.dataangle.co.in

www.citehr.com

www.shrm.co.in

www.hrmagazine.co.in