

Employee Recruitment and Selection

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Abstract- *Recruitment and selection play a vital role in acquiring and retaining skilled talent, especially in the competitive automotive industry. This study focuses on evaluating the recruitment and selection processes adopted by MDH Motors Private Limited, an authorized Hyundai dealership. The objective is to assess the effectiveness, fairness, and efficiency of current hiring practices and how well they align with Hyundai's brand values and performance standards. Data was collected through interviews, HR records, and employee feedback. The study reveals that MDH Motors follows a structured recruitment process involving online applications, preliminary screening, technical assessments, and final interviews. However, there are challenges such as limited outreach, high dependency on referrals, and lack of digitized recruitment tools. The selection process, though standardized, can be improved through greater use of data analytics, employee branding, and skill-based assessments. The research emphasizes the need for continuous evaluation and refinement of recruitment strategies to attract and retain top talent. Implementing modern HR practices not only enhances organizational efficiency but also ensures alignment with Hyundai's corporate vision. The findings of this study provide valuable insights for improving HR planning and decision-making in dealership operations.*

Indexed Terms- *Recruitment, Selection, MDH Motors, Hyundai, automotive industry, human resource management, talent acquisition, employee retention, dealership operations, HR practices.*

I. INTRODUCTION

Recruitment and selection are fundamental processes in human resource management that focus on attracting, evaluating, and hiring the best candidates

for an organization. Recruitment involves identifying and attracting potential candidates, while selection is the process of assessing and choosing the most suitable individuals. A well-structured recruitment and selection strategy ensures that an organization hires employees with the right skills, experience, and cultural fit, ultimately contributing to long-term business success. These processes help organizations build a strong workforce, improve productivity, and maintain a competitive edge in the industry.

An effective recruitment and selection process not only fills job vacancies but also enhances employer branding and employee satisfaction. Companies that adopt modern hiring practices, such as digital recruitment platforms and data-driven selection techniques, can efficiently identify top talent. Moreover, a fair and transparent selection process promotes diversity, inclusivity, and equal opportunities in the workplace. As businesses continue to evolve, recruitment and selection strategies must also adapt to changing workforce expectations, technological advancements, and global market trends to attract and retain high-performing employees.

II. RESEARCH METHODOLOGY

SOURCES OF DATA

Primary data collection is necessary when a researcher cannot find the data needed in secondary sources. Three basic means of obtaining primary data are observation, surveys, and experiments. The choice will be influenced by the nature of the problem and by the availability of time. For this research study Questionnaire was the Primary Data source which is applied.

SAMPLE SIZE:

It refers to the number of elements of the population to sample. Sample size here is 150.

DATA PROCESSING

The study has been carried out with the help of the following data:

Primary data

The primary data was collected through the use of structured questionnaire from the target respondents using survey method.

Secondary data

The secondary data was collected from journals and internet.

TOOLS FOR ANALYSIS

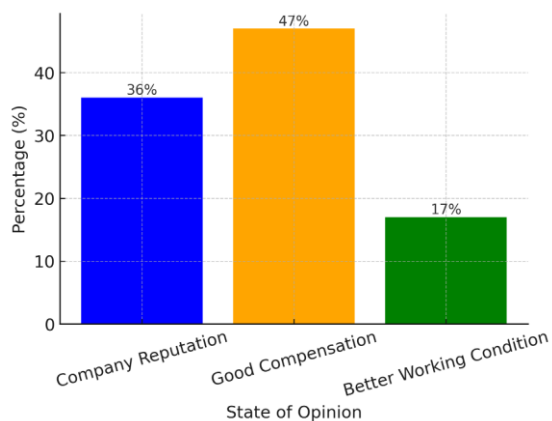
- Percentage Analysis
- Chart Analysis

III. DATA ANALYSIS

1. Which of the following factors influenced you to apply for this organization?

Table 3.1

STATE OF OPINION	NO OF RESPONSES	PERCENTAGE
Company reputation	36	36 %
Good compensation	47	47 %
Better working condition	17	17 %
TOTAL	100	100 %



Graph 3.1

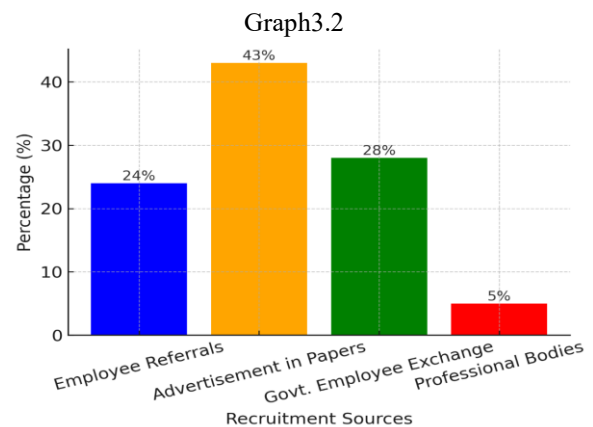
INTERPRETATION:

From the above the chart factors influenced you to apply for this organization 47% of good compensation, 36% of company reputation, 17% of better working condition.

2. Which of the following recruitment methods does your organization follow?

Table 3.42

STATE OF OPINION	NO. OF RESPONSES	PERCENTAGE
Employee referrals	24	24 %
Advertisement in local/national paper's	43	43 %
Government employee exchange	28	28 %
Professional bodies	5	5 %
TOTAL	100	100 %

**INTERPRETATION:**

From above the chart 43% of the respondents opined that giving that advertisement in local /national paper's and 28 % of the respondents opined that giving that government employee exchange as their recruitment and procedure, and 24% of the respondents opined that giving that employee

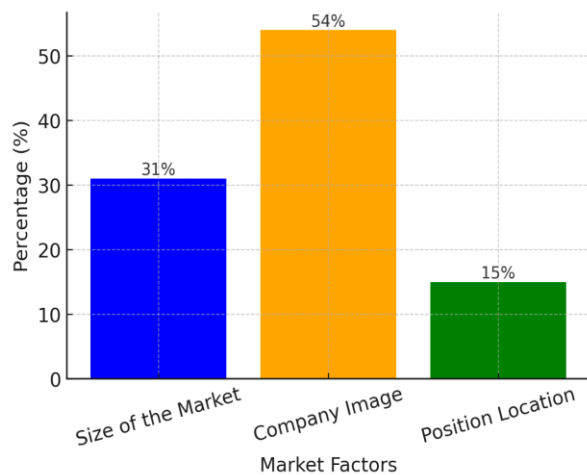
referrals, and 5% of the respondents opined that giving that professional bodies

3.

4. Which of the these job aspirant are likely to respond to the recruitment efforts of a company?

Table 3.3

STATE OF OPINION	NO.OF RESPONSES	PERSENTAG E
The size of the market	31	31%
The image of the company	54	54%
The place of the position	15	15%
TOTAL	100	100%



Graph 3.3

INTERPRETATION:

From above the chart respondents opined that giving that 54% of the image of the company Job description is likely to respond for the recruitment efforts of a company, 31% the size of the market and 15% the place of the position.

CONCLUSION

The study of recruitment and selection process in HYUNDAI Mdh Pvt Ltd is doing well but it has to undergo some development. Majority of the people are satisfied with the existing procedure of recruitment and selection.

They have to concentrate on the people who are unsatisfied and try to improve the recruitment and selection procedure than the existing one they have to frame new HR policies in recruitment and selection procedure. Management decision can effect the productivity and efficiency

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