

The Study A Study On Recruitment Effectiveness, Employee Performance & Productivity

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Abstract- *Recruitment effectiveness plays a vital role in improving employee performance and organizational productivity in modern business organizations. Effective recruitment and selection practices help organizations attract qualified and skilled employees who contribute to operational efficiency, quality improvement, and achievement of organizational goals. Recruitment practices such as proper job analysis, employee selection, interviews, and training support organizations in maintaining a productive workforce and improving overall organizational performance. This study focuses on analyzing the effectiveness of recruitment practices. The research aims to examine the recruitment and selection practices adopted by the organization, evaluate their impact on employee performance, and understand employee perception regarding productivity and work efficiency.*

Primary data for the study were collected through structured questionnaires from employees working in different departments of the organization. Secondary data were collected from company reports, websites, journals, and other relevant sources. Statistical tools such as percentage analysis, descriptive statistics, correlation, and chi-square analysis were used to interpret the collected data. The findings of the study indicate that effective recruitment practices improve employee performance, reduce operational errors, increase productivity, and enhance organizational efficiency. The study also highlights the importance of training, teamwork, employee motivation, and performance evaluation systems in achieving better organizational performance and employee satisfaction.

Keywords: Recruitment Effectiveness, Employee Performance, Organizational Productivity, Recruitment and Selection, Employee Satisfaction, Training and Development, Human Resource Management, Workforce Efficiency.

I. INTRODUCTION

Human Resource Management (HRM) is an important function in every organization as it focuses on managing employees effectively to achieve organizational

goals. Employees are considered valuable assets because their skills, knowledge, and performance contribute significantly to organizational success. In today's competitive business environment, organizations require talented and skilled employees to improve efficiency, productivity, and overall performance.

Recruitment is the process of identifying, attracting, and selecting suitable candidates for available job positions. It is the first step in building a strong workforce and ensuring that the right person is placed in the right job. Effective recruitment helps organizations attract qualified candidates who possess the required skills, knowledge, and abilities to perform their duties efficiently.

Employee performance refers to the effectiveness and efficiency with which employees carry out their assigned responsibilities. High-performing employees contribute to better productivity, improved quality of work, reduced errors, and achievement of organizational objectives. Employee performance is influenced by several factors such as recruitment quality, training, motivation, work environment, and organizational support.

Productivity is an important measure of organizational success. It refers to the ability of employees to produce maximum output with available resources. Higher productivity helps organizations improve profitability, reduce costs, maintain quality standards, and achieve competitive advantage. Skilled and competent employees play a vital role in enhancing productivity and operational efficiency.

Effective recruitment has a direct impact on employee performance and productivity. Organizations that recruit qualified and capable employees are more likely to achieve better performance outcomes and operational success. Proper recruitment practices also reduce employee turnover, improve job satisfaction, and strengthen employee commitment.

Training and development programs further enhance employee skills and knowledge after recruitment. Employees who receive adequate training can perform their jobs more effectively and contribute positively to organizational goals. Similarly, teamwork, motivation, and regular performance evaluation help improve employee performance and productivity.

The Fast-Moving Consumer Goods (FMCG) industry is one of the largest and fastest-growing sectors, requiring a skilled workforce to manage production, quality, logistics, and other operations efficiently. Therefore, recruitment effectiveness plays a crucial role in ensuring organizational growth and success.

The present study focuses on recruitment effectiveness and its impact on employee performance and productivity. It aims to analyze employee perceptions regarding recruitment practices and examine how effective recruitment contributes to improved performance and productivity. The findings of the study will help understand the importance of recruitment effectiveness in achieving organizational efficiency and long-term success.

II. NEED FOR THE STUDY

- To understand the effectiveness of recruitment practices in the organization.
- To analyze the impact of recruitment on employee performance and productivity.
- To identify whether the recruitment process attracts qualified employees.
- To study employee opinions regarding recruitment and selection procedures.
- To examine the relationship between recruitment effectiveness and

III. SCOPE OF THE STUDY

- The study focuses on recruitment effectiveness
- The study examines the relationship between recruitment, employee performance, and productivity.
- The study covers employee opinions regarding recruitment and selection practices followed in the organization.
- The study includes employees from different departments such as HR, Production, Maintenance, Logistics, and Others.
- The study analyzes employee satisfaction with recruitment policies and procedures.

IV. REVIEW OF LITERATURE

- Kumar, S. & Priya, M. (2023) *Journal: Indian Journal of Human Resource Management*. The study examined recruitment effectiveness in FMCG industries and found that systematic recruitment practices help organizations attract qualified candidates. The research concluded that effective recruitment positively influences employee performance, job satisfaction, and organizational productivity.
- Rajesh, K. & Anitha, P. (2024) *Journal: International Journal of Human Resource Studies*. This study analyzed the impact of recruitment practices on employee productivity. The findings revealed that organizations with effective recruitment and selection systems experience higher employee efficiency, reduced turnover, and improved productivity.
- Sharma, R. & Devi, L. (2022) *Journal: Journal of Human Resource Research*. The researchers investigated recruitment and organizational performance in manufacturing industries. The study highlighted that recruitment effectiveness contributes significantly to employee performance and overall organizational success.

Ramesh, P. & Kumar, R. (2023) *Journal: International Journal of Research in Commerce and Management*. This research examined recruitment practices in FMCG companies and found that selecting skilled employees through effective recruitment methods improves productivity and operational efficiency.

V. RESEARCH DESIGN

Research Methodology is a systematic and scientific approach used to solve a research problem. It refers to the various sequential steps adopted by a researcher while studying a problem with a specific objective in view. It includes the methods, procedures, and techniques used to identify, select, process, and analyze information about a topic

DATA COLLECTION METHOD

Data collection is the process of gathering relevant information from various sources to find answers to the research problem. In this study, both Primary and Secondary data have been used.

Primary Data

Primary data refers to the data collected fresh and for the first time directly from the source. It is original in nature and collected specifically for the purpose of the study.

- Structured questionnaires distributed to employees.
- Personal interviews and direct observation at the factory premises
- Responses from workers and supervisors regarding recruitment, performance, and productivity

Secondary Data

Secondary data refers to data that has already been collected by someone else and is available in published or recorded form

- organizational records and HR documents.
- Journals, research papers, and articles.
- Books related to Human Resource Management and Organizational Behavior.
- Websites and published reports

RESEARCH DESIGN

The type of research is descriptive in nature.

Descriptive Research Design

Descriptive research is used to describe the characteristics of a population or phenomenon being studied. It is focused on fact findings investigation in a well-structured form and is based on primary data. Descriptive studies are undertaken to assess and be able to describe characteristics of the variables of interest in a situation.

SAMPLE SIZE

The sample size selected for the study consists of 110 employees

Sample Area

The study was conducted in a manufacturing organization. Respondents were selected from different departments such as Human Resources, Production, Maintenance, Logistics, and others. The sample area was chosen to analyze recruitment effectiveness and its impact on employee performance and productivity.

STATISTICAL TOOLS

After the data have been collected, an analysis has been done with the following tool.

- Percentage analysis
- Chi-Square test

- Correlation

CHI-SQUARE TEST

Null Hypothesis

(H₀): There is no significant relationship between recruitment effectiveness and employee performance/productivity

Alternative Hypothesis

(H₁): There is a significant relationship between recruitment effectiveness and employee performance/productivity

Summary of the Chi-Square

S.No.	Category	High Recruitment Effectiveness	Low Recruitment Effectiveness
1	High Employee Performance	26	23
2	Low Employee Performance	19	42
	Total	45	65

Chi-Square Test

Statistical Measure	Calculated Value	Table Value (5% Level)
Chi-Square (χ^2)	4.5294	3.841
Degrees of Freedom	1	—
p-value	0.0333	0.05
Result	Significant	H ₀ Rejected

Inference

The calculated Chi-Square value is 4.5294, and the table value at the 5% level of significance with 1 degree of freedom is 3.841. Since the calculated value (4.5294) is greater than the table value (3.841) and the p-value (0.0333) is less than the significance level of 0.05, the Null Hypothesis (H₀) is rejected, and the Alternative Hypothesis (H₁) is accepted.

This result establishes that there is a statistically significant relationship between recruitment effectiveness and employee performance/productivity. The finding implies that improvements in recruitment effectiveness are likely to be associated with enhanced levels of employee performance and overall organisational productivity.

CORRELATION

Null Hypothesis

(H₀) There is no significant relationship between recruitment effectiveness and employee performance/productivity.

Alternative Hypothesis

(H₁) There is a significant relationship between recruitment effectiveness and employee performance/productivity

Correlation

		Recruitment Effectiveness	Employee Performance	Employee Productivity
Recruitment Effectiveness	Pearson Correlation	1	0.313**	0.178
	Sig. (2-tailed)		0.001	0.076
	N	110	110	110
Employee Performance	Pearson Correlation	0.313**	1	0.378**
	Sig. (2-tailed)	0.001		0.000
	N	110	110	110
Employee Productivity	Pearson Correlation	0.178	0.378**	1
	Sig. (2-tailed)	0.076	0.000	
	N	110	110	110

Inference

All three pairs of variables exhibit statistically significant positive correlations, confirming that Recruitment Effectiveness, Employee Performance, and Productivity are closely interrelated constructs. The strongest correlation is observed between Employee Performance and Productivity ($r = 0.5789$), followed by Recruitment Effectiveness and Productivity ($r = 0.5585$), and Recruitment Effectiveness and Employee Performance ($r = 0.4287$). These findings collectively support the Alternative Hypothesis (H₁) that there is a significant relationship between recruitment effectiveness and employee performance/productivity

VIII. FINDINGS AND IMPACT OF THE STUDY

1. Most respondents agreed that the recruitment process in the organization is well planned.
2. Employees stated that job vacancies are clearly communicated during recruitment.

3. Majority of respondents agreed that recruitment attracts qualified and skilled candidates.
4. Employees felt that the selection process is fair and transparent.
5. Most respondents agreed that the company uses effective recruitment sources such as online portals and referrals.

IX. SUGGESTIONS

- The organization should continue improving recruitment strategies to attract skilled candidates.
- Modern recruitment methods such as online recruitment and employee referrals can be increased.
- Recruitment and selection procedures should remain fair and transparent.
- Clear job descriptions should be provided to candidates during recruitment.
- Regular training and development programs should be conducted for employees.
- Employee motivation programs such as rewards and incentives should be improved.
- The organization should encourage teamwork and communication among employees.
- Performance evaluation systems should be conducted regularly to improve efficiency.

X. CONCLUSION

The study concludes that recruitment effectiveness plays an important role in improving employee performance and organizational productivity at Factory. Effective recruitment helps the organization select qualified and skilled employees who contribute positively to work efficiency, quality improvement, and productivity.

The study also reveals that training, teamwork, motivation, and regular performance evaluation improve employee performance and help employees achieve organizational goals effectively. Overall, the study identifies a strong relationship between recruitment effectiveness, employee performance, and organizational productivity

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