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Changing Scenario of Sources of Recruitment after Covid-19

Shruti Shripad Marathe

Vansantdada Patil Institute of Management Studies and Research,
Sangli (Maharashtra, India)

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Abstract:

Recruitment is one of the important factors of the business. Due to the recent worldwide pandemic, modes through which a job seeker completes the recruitment process have been changing. This study shows that how modern sources of recruitment were used along with the traditional sources of recruitment by banks during such situation.

Keywords: Covid-19, Recruitment process, pandemic.

Introduction:

Due to covid-19 pandemic every aspect of business has changed drastically. Similarly, most important aspects of business which is recruitment and sources of recruitment have been changing too.

Recruitment is a significant operation in human resource management. It is designed to maximize employee strength in order to meet organization's goals and objectives.

Recruitment is a process of identifying, attracting, interviewing, selecting, hiring and on boarding employees whereas Sources of recruitment refer to various modes of connecting the job seeker for completing the task of finding potential employees. In simple words sources of recruitments is the medium through which communication regarding the vacant positions is made aware to the perspective candidates

During pandemic banks are also changing their traditional sources recruitment to modern or online sources of recruitment.

Objectives:

1. To understand effects of covid-19 on recruitment of business.
2. To analyse which of the sources of recruitment were prominently used in banks during pandemic.

Review of literature:

1. **According to BBATH project 2019-20 entitled as A project on recruitment and selection procedure of nursing department-**Recruitment has been regarded as most important function of every organisation because unless the people who are correct for the job is not hired, even best and top organisation's performance will reduce.
2. **According to book published by Himalaya publication house entitled as personnel and human resources management in year 2015** – After considering the strategies and recruitment policies of the organisation HR has to search candidates who will help in achieving organisational goals. The modes through which HR recruits' employees is known as sources of recruitment.
3. **According to Smriti Chand article published on your article library entitled as recruitment: meaning and sources of recruitment** - As soon as the availabilities of the vacancies are known, they are advertised through various types of media so that candidate gets to know about the vacancy and they can apply. The types of media that any candidates get know about the vacancies is sources of recruitment.

Scope of the study:

Sources of recruitment is medium through which the potential candidate can be attracted to apply for the job. This report is an analysis of which sources of recruitment is mostly used during pandemic

Importance of study:

- In any organisation selecting and engaging the right candidate for the right job is essential for the growth of every business that is why it is necessary to hire those candidates whose skills and experience matches with the job roles required for job.
- Sources of recruitment is essential medium which enables employees to apply for the job.
- Even during pandemic, it is essential for organisations to provide modern or online sources of recruitment.

Research methodology:

Data sources –

1. **Primary data** - Primary data is a type of data that is collected by researchers directly from main sources through interviews, surveys, experiments, etc. Interview, surveys, questionnaire, observation and experiments.

In this study primary data have been collected by questionnaire method Google form of data collection.

2. **Secondary data** - Secondary data is the data that has already been collected through primary

sources and made readily available for researchers to use for their own research. It is a type of data that has already been collected in the past. Secondary data is collected through books article, magazines, newspaper, internet, project reports etc.

In this study secondary data is collected through online articles, books, and project report.

Sampling –

- A) Sampling area – sampling area is limited on for banks in Miraj.
- B) Sampling size – sampling size is 30.

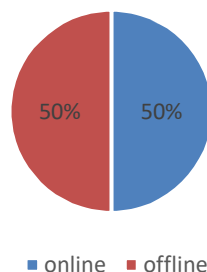
Data analysis –

Table No 1
Table showing which source of recruitment

Sr.no	Options	No. of respondents	Percentage
1	Online	15	50
2	Offline	15	50
	Total	30	100

Graphical representation –

Sources of recruitment



Interpretation-

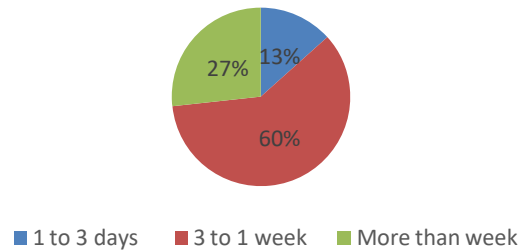
The above graph shows 50% of respondents have been recruited through online source of recruitment 50% of respondents have been recruited through offline source of recruitment.

Table no 2
Table showing time taken for online recruitment

Sr.no	time taken	No. of respondents	Percentage
1	1 to 3 days	2	13
2	3 to 1 week	9	60
3	More than week	4	27
	Total	15	100

Graphical representation -

Time taken fo online recruitment



Interpretation –

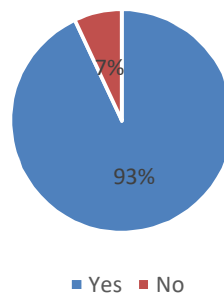
From above graph it can be analysed that of 3 days to 1 week has taken for online recruitment of 60% respondents, more than 1 week has taken for of 27% respondents and 1 to 3 days have taken for 13% of respondents.

Table no 3
Table showing opinion effectiveness of online recruitment

Sr.no	Effectiveness of online recruitment	No. of respondents	Percentage
1	Yes	28	93
2	No	2	7
	total	30	100

Graphical representation -

Effectiveness of online recruitment



Interpretation –

From above graph it can be analysed that 93% of respondents think that online mode of recruitment is effective for recruitment and 7% of respondents think that it is not effective.

Findings –

1. Majority of respondents which is 50% of respondents have been recruited through online source of recruitment 50% of respondents have been recruited through offline source of

recruitment.

2. 3 days to 1 week has taken for online recruitment of majority which is 60% respondents.
3. Majority of respondents which is 93% think that online mode of recruitment is effective for recruitment.

Conclusion:

During pandemic the modes of recruitment have been changing. In this study it has seen that modern sources of recruitment are also used along with traditional source of recruitment.

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