# **Factors Affecting Recruitment**

- There are various factors that influence recruitment.
  They are as follows:
- Internal factors
- External factors

## • Internal factors :

- 1. Recruitment policy
- 2. Size of the firm
- 3. Cost of recruitment
- 4. HRP
- 5. Growth and expansion

# • 1. Recruitment policy:

The policy of recruitment by the organization, whether recruitment is from internal source (from own employees) or from external sources also affect the recruitment process. Generally, recruiting through internal sourcing is preferred in view of cost consideration, familiarity and in easily finding the most suitable one.

#### • 2. Size of the firm:

The organizational size is an influencing factor. Larger organizations find recruitment less problematic than smaller size units.

## • 3. Cost of recruitment:

Cost of recruitment has to be considered. Recruiting costs are calculated per new hire and recruiters must operate within budget. Careful HRP and forethought by recruiters can minimise recruitment costs.

## • 4. HRP:

In most cases, a company cannot attract prospective employees in sufficient numbers with required skills overnight. Effective HRP greatly facilitates the recruiting efforts.

# • 5. Growth and expansion:

Organisations registering growth and expansion will have more recruiting than one which finds its fortunes declining.

- External factors:
- Labour market conditions
- 2. Unemployment rate
- 3. Political and legal
- 4. Sons of soil
- 5. Image

#### • 1 . Labour market conditions:

Labour market conditions, that is, supply of labour is of particular importance in affecting recruitment process.

If the demand for a particular skill is high relative to the supply, an extraordinary recruiting effort may be needed. For example, the demand for programmers and financial analysts is likely to be higher than their supply, as opposed to the demand-supply relationship for non-technical employees. • 2. Unemployment rate:

when unemployment rate in a given area is high, the company's recruitment process may be simple. When unemployment rate drops, recruiting efforts must be increased to find new sources.

# 3. Political and legal:

Reservation of SCs, STs, minorities and OBCs is a political decision and Supreme Court also agreed upon 50 % reservation of seats and jobs.

There are several labour laws and regulations passed by the central and state Governments that govern different types of employment.

# • 4. Sons of soil:

Preferences to sons of the soil is another political factor. Political leaders clamor that preference must be given to the people of their respective states in matter of employment. • 5. Image :

Image of the company also matters in attracting large number of job seekers. Blue chip companies attract large number of applications.

# Recruitment process

- Process comprises of 5 stages –
- 1. Planning
- 2. Strategy development
- 3. Searching
- 4. Screening
- 5. Evaluation and control

# • 1. Planning:

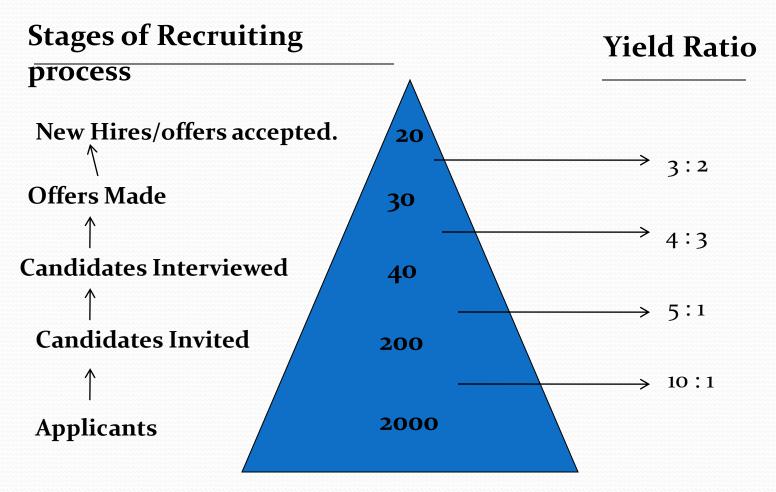
Planning involves the translation of likely job vacancies and information about the nature of these jobs into a set of objectives or targets that specify the - 1. number of applicants to be contacted and

2. type of applicants to be contacted.

**Number of contacts:** Organisations nearly always plan and attract more applicants than they will hire. Some of them will be uninterested, unqualified or both.

 Organisations calculate yield ratios (yRs) which express the relationship of applicant inputs and outputs at various decision points.

# The Recruiting Yield Pyramid.



• **Type of contacts** refers to the type of people to be informed about job openings. The type depends on the tasks and responsibilities involved and the qualifications and experience expected.

- 2. Strategy development: Once it is decided how many and what type of recruits are required, serious consideration needs to be given to –
- (a) Make or buy
- (b) Methods used in recruitment and selection
- © Where to look (geographic location)
- (d) How to look (sources of recruitment)

- 3. Searching: Searching involves –
- (a) source activation
- (b) selling

 4. Screening – can be regarded as an integral part of recruitment process.

Screening is done on the basis of qualification, knowledge, skills, abilities, interest and experience mentioned in job specification.

- 5. Evaluation and control:
- Evaluation and control in recruitment is needed as considerable cost is involved in the process. This includes -
- a. Salary of the recruiters
- b. Cost of time spent for preparing job analysis, advertisement etc.,
- c. Administrative expenses
- d. Cost of outsourcing or overtime while vacancies remain unfilled and
- e. Cost incurred in recruiting unsuitable candidates.

# Effectiveness of Recruitment Programme

- Following are the pre-requisites-
- A well defined recruitment policy.
- A proper organizational structure.
- A well-laid down procedure for locating potential job seekers.
- A suitable method and technique for tapping these candidates.
- Continuous assessment of effectiveness of recruitment programme.
- Ethical practice in recruitment policy and procedure.