# GNITED MINDS
## Journals

# CORPORATE RECRUITMENTS - TRENDS AND CHALLENGES

# Corporate Recruitments - Trends and Challenges

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*Abstract – This paper examines the corporate organizations opinion towards the recruitment drive. The main focus of this article was to explore the corporate organizations recruitment trends, challenges and needs.*

*Keywords: Recruitment, Management, Employee, Trends*

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## INTRODUCTION

Two important functions of a human resources department are recruitment and selection. Though linked together in what is generally called the employment discipline of human resources, they are two distinct functions. The recruitment phase is the initial step for all applicants once the applicant presents the skills, knowledge base and qualifications, she moves into candidacy for a position. Recruitment is a term used by human resources specialists who manage the recruitment process from start to finish. Full-cycle recruiting begins with sourcing candidates, which means looking for prospective applicants whose qualifications might be suitable for the job openings. Human Resource professionals claim that there will be biggest challenges over the next 10 years towards recruiting and rewarding the best employees and creating a corporate culture that attracts the best employees to their organizations [1].

*A person moving out from a campus and entering corporate needs to do a lot of planning. It also creates a sense of excitement about forthcoming experiences and fear of what lies ahead, as there will be new challenges to face and huge obstacles to overcome when one starts climbing up in the career ladder. The article ends up in saying that making a successful transition from campus to corporate is the most exciting and phenomenal step in one's life.*

## PLACEMENT PROCESS

Placement Process consists of two or more rounds depending on the company. Each round has specific purpose and candidates will be forwarded to next round only if they clears current round. Below are the rounds that companies might keep for candidates.

- Aptitude Round

- Group Discussion

- Technical Round

- Technical Interview

- Managerial Round

- HR Interview

## CORPORATE RECRUITING TRENDS

"The thing that keeps me up at night is going to sit in my cubicle farm on Monday morning." First-year analyst at a top communications company [2] the major corporate recruiting trends that are prominent and significant for corporate recruiting trends are as -

1. **The mobile platform continues to be a critical tool** – even though last year was "the year of the mobile platform," the impact of this platform in recruiting will continue to expand and grow. The emergence of the technical capability that allows the direct "instant" application for jobs from mobile phones will soon become main stream. A multitude of startups will continue their development of a variety of recruiting-focused mobile phone apps.

2. **A data-driven approach to operations continues to be the benchmark standard** – even though most business functions have long ago shifted to data-driven decision making, the practice is strikingly unusual within recruiting. Google continues to separate itself from every other firm in its

comprehensive data-driven approach to recruiting and its use of predictive metrics. Its recent data-driven research on the ineffectiveness of many traditional recruiting tools can only be classified as groundbreaking.

3. **Live video interviewing steadily grows in acceptance** – live video interviews has now proven its effectiveness, so its use will continue to expand until it becomes the standard practice, at least for initial interviews.

4. **On-line candidate assessment continues toward the mainstream** – as online technical knowledge and skill assessment options become cheaper and more effective, they will continue their growth until they become main stream. Their impact is high because they reduce unnecessary interviews and they can dramatically improve the quality of hire.

5. **Remote work continues to expand the talent pool** – the growth of technology and the willingness of managers to accept remote work positions will continue to dramatically expand the number of available recruits for those remote work jobs. This shift to remote work will also force recruiting to increase its capability to find and land candidates around the globe.

6. **Accelerated internal movement is still needed** – continued uneven growth in business units will mean that there will be a much greater need for the rapid movement of current employees into new areas where they can have a higher impact. The most effective solutions have involved either using corporate recruiters to proactively move underused employees or encouraging employee referrals to quickly identify a wider range of talent for internal openings.

## RECRUITMENT CHALLENGES FACING COMPANIES -

As the economy continues to recover, companies have big plans for workforce expansion and financial growth. The big challenges are not only to find new talent to support that growth, but holding on to the talent companies already have who are going to be tempted to jump ship for better opportunities. This balancing act of managing growth while effectively attracting new talent and retaining existing talent is the big challenge." Organizational growth and innovation will be dependent on a strong compensation and retention strategy.

More than half of U.S. employers planned to hire recent college graduates. [3] But, as companies look to recruit the best and brightest from college campuses, they are overlooking one brilliant recruitment strategy that's theirs for the taking—

campus design itself. "Nearly eighty million people are about to enter, or who are already in the workforce, will fundamentally change how business is conducted in the future." [4] In IFMA's 2010 Space and Project Management Benchmarks Report, trends in workplace design were derived from industry data. Three trends stood out as clear "connectors" between collegiate and workplace design.

## METHODOLOGY

The simple random sampling is used for the study. The total sample size is 100 the samples were collected from various companies in Tamilnadu.

## SOCIAL RECRUITING ROLE IN CLOSING SKILL GAPS

The Pay scale report revealed that many of the companies that participated in the survey planned on using social networks to source high-demand talent. *"Half of all companies surveyed reported a lack of qualified applicants for open job positions. The hardest positions to fill were technical/engineering specialists."* Here's how the survey indicated companies would be turning to social media recruiting as the competition for these skilled positions heats up:

• 56 percent of companies are using LinkedIn for social recruiting

• 29 percent of companies are turning to Face book to source candidates

• 15 percent use Twitter for social media recruiting purposes

The Information, Media and Telecommunications industry had the largest reported skills gap and is also the most likely industry to use social media for recruiting.

**Table 1: Contribution of social networking site in recruiting process**

| Sl.No. | Social Networking Site used by company Site | Total |
|--------|---------------------------------------------|-------|
| 1 | LinkedIn | 56 |
| 2 | Face book | 29 |
| 3 | Twitter | 15 |
| | Total | 100 |
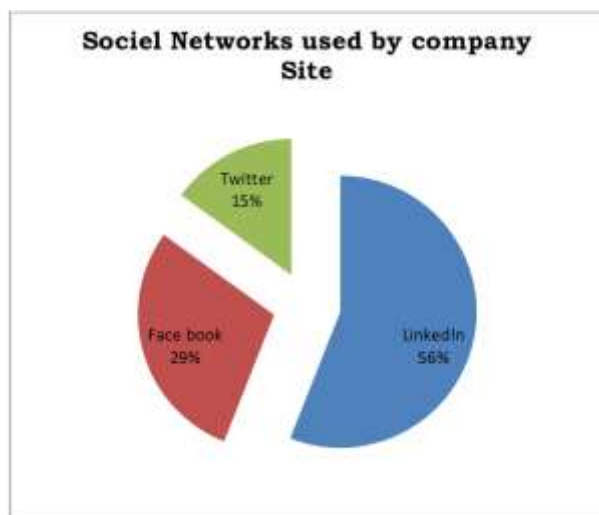
**Figure 1: Percentage of social networking site in recruiting process**

## TRENDS IN SOCIAL MEDIA'S USE IN THE WORKPLACE

In workplaces around the world, there is an increased use of social networks by Human Resource and Recruitment teams. Social media has quickly gained popularity and acceptance as a direct communication tool between employers and employees.

## A NEW VIEW OF SOCIAL MEDIA RECRUITMENT

While the recruitment world may continue to strike a good balance between traditional and modern methods of sourcing great talent, one thing remains. The recruitment world is evolving to meet the challenges and demands of securing the most in-demand skill sets and social media is a powerful tool for accomplishing this. As evidenced by the special Pay Scale report, social recruiting has become a much more acceptable means to connect with and attract top talent.

## CONCLUSION:

In this paper we found that, before compose the first job posting, it must determine whether hiring employees actually is in the best interest of the company. Bringing on new employees can be costly, when combine the costs to recruit, orient and train them. Corporate recruiting trends has been changed, most of organizations and their recruiters are using social network sites as an effective tool to search good people. This process helps them to analyze the right person.

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