

An Empirical Study On Recruitment And Selection Process Of Employees At Big Bazaar After COVID-19 With Special Reference To Mumbai Suburban Area

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Abstract

Recruitment is the process of hiring the right number of people of the right candidates at the right time at the right place. It is the process of generating a pool of qualified applicants for a job. It includes identifying and encouraging the candidates to apply for the job, receiving applications and screening the applicants. Recruitment is the first stage it requires for the placement in the organisation of the candidate. Recruitment start with the sourcing, screening, onboarding, shortlisting the candidate for the job position in a company. Recruitment is the important for all the organisation and to achieve the goals and objectives and also the personal goals.

The emergence of the COVID-19 pandemic has wreaked havoc all around the world. We are very well aware that not just economies, but businesses too are going through this unprecedented time. Recruitment is no exception. Your plan of hiring more workers may have gone out of the window or, on the contrary, you may have the requirement of hiring candidates more than ever before. It doesn't matter which business you are in, it is likely that the pandemic has impacted your recruitment process in some way

Keywords: COVID-19, Recruitment & Selection, Impact, outcome

Introduction:

If the company needs to hire the new and fresh talent in the organisations so the recruitment process makes sure that possible. It is the process to recognizes to filled the vacancy in the company. It understand the positions and duties and think that what person requires the skills in the job. They do their job properly in the job role. It also analyses that how to do new recruits and when to do it. Its recruits the best candidate that never disappoint the organisations. Recruits first sourcing the candidates for the available job. Recruitment is to attract the candidates to apply the job. It main objective is to select the people. They just go through the resumes of the candidates and reviewing the resumes and then scheduling the interviews with the senior management and after the interviews they take some tests and performing the best in the tests the managers the best candidate. People have to know that the company is hiring for the various positions in the organisations. Recruiters have to creates a large talents of candidates so they can ensure the organisations can hire the best talent. Recruiters have to find the candidate who can fit in the company culture and the achieve the organisation goals as well as the personal goals.



COVID-19 Pandemic lockdown but big bazar is online.

The second wave of the pandemic and the delay in getting approvals for the deal with Reliance Retail have impacted Future Group's Big Bazaar, the company's focus on online sales has kept the lights on for the cash-strapped retail company.

"Early trends show that close to 30-35 per cent of our customers have moved online. The frequency of buying has gone up to three times a month on the digital platform, compared to once in a month at our offline stores. About 20-30 per cent of customers online are our new shoppers," Sadashiv Nayak, CEO, Big Bazaar, told Business Line.

Big Bazaar had earlier said that it targeted 50,000 daily orders online. Nayak said the target has been achieved and the company now aims at 70,000 orders daily over the next fortnight.

This comes even as Big Bazaar may miss quarterly sales targets due to the pandemic and the delay in the deal with Reliance Retail. The retail giant has paused new store openings because of uncertainty on reopening of malls. Big Bazaar was expecting to achieve pre-Covid level sales by Q2 of FY22. But Nayak said the company had not anticipated the intensity of the second wave of Covid-19. "Sales in April were good but May came strongly at us. Over 70 per cent of our stores are in malls, and malls are shut," Nayak said.

In December, Nayak had said that Big Bazaar planned to open 16 stores in the next three quarters. Currently, the company has 285 stores.

Review of Literature

A process of recruitment and selection is a searching for a encouraging prospective employees to join the organisation. It's a concurrent and void without each other. Recruitment is the efforts of the organisation to identify and influence the choices of competent applicants.

BURACK (1985) recruitment sources are closely linked to the organizational activities as performance, employee turnover, employee satisfaction, employee wishes and the commitment of the organisation (burak, 1980). The recruitment and selection process should be done at each and every sector for fulfilling their organizational goals (narty, 2012).

WORK BY HILTROP (1996) was successful in demonstrating the relationship between the HRM practices, HRM-organisation strategies as well as organisational performance.

HILTROP (1999) he conducted his research on hr manager and company officials of 319 companies in Europe regarding hr practices and policies of their respective companies and discovered that employment security, training and development programs, recruitment and selection, teamwork, employee participation, and lastly, personnel planning are the most essential practices.

TAYLOR and COLLINS (2000) commented that attracting talent is critical not only for continuous competitive advantages but also for the survival of the business.

TAYLOR and COLLINS (2000) recruitment includes the set of activities undertaken by the organisation for the primary purpose of identifying a desirable group of applicants, attracting them into its employee ranks, and retaining them at least for the short term.

Objectives:

- ❖ To know the effectiveness or ineffectiveness of the process of recruitment and selection.
- ❖ To find out the way of improving recruiting the people at big bazar during Covid-19
- ❖ To find out the impact of covid-19 on consumption of consumer and shopping at big bazar.

Hypothesis of the study

- ❖ HO: There is no relationship between the employees of big bazar and recruitment selection process.
H1: There is relationship between the employees of big bazar and recruitment selection process.
- ❖ HO: There is no relationship between the Covid-19 and its impact on recruiting the people at big bazaar.
H1: There is relationship between the Covid-19 and its impact on recruiting the people at big bazaar.

Sample size

Sampling is one of the most critical problem that confront with research, because of the sample size should be the entire company of the study which will significant the entire research has done by the researcher. For the present study, the recruitment and selection process of big bazaar is the same way to pick the responses of the study will also challenging task for the researcher to collect responses. The researcher specified the sampling and is selected the Mumbai suburban area. The researcher has selected 100 respondents and the final is the 100 respondents.

Data Interpretation

AGE GROUP	NUMBER OF RESPONDENTS	PERCENTAGE
18 to 25 years	85	85%
26 to 30 years	12	12%
31 to 35 years	1	1%
35 above	2	2%
TOTAL	100	100%

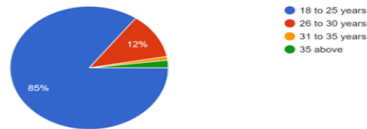
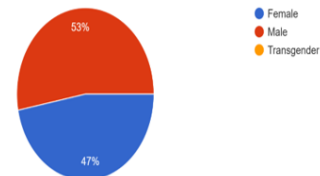
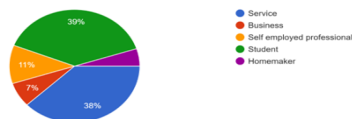


FIGURE 4.1 Age wise respondents

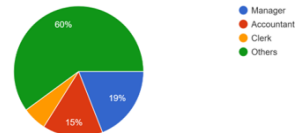
GENDER	NUMBER OF RESPONDENTS	PERCENTAGE
FEMALE	47	47%
MALE	53	53%
TOTAL	100	100%



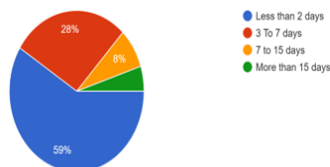
OCCUPATIONS	NUMBER OF RESPONDENTS	PERCENTAGE
SERVICE	38	38%
BUSINESS	7	7%
SELF EMPLOYED PROFESSIONAL	11	11%
STUDENT	39	39%
HOMEMAKER	5	5%
TOTAL	100	100%



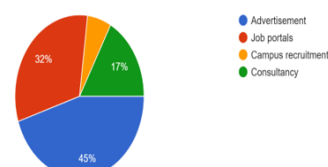
FACTORS	NUMBER OF RESPONDENTS	PERCENTAGE
MANAGER	19	19%
ACCOUNTANT	15	15%
CLERK	6	6%
OTHERS	60	60%



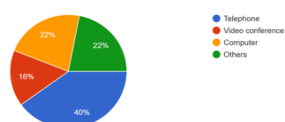
FACTORS	NUMBER OF RESPONDENTS	PERCENTAGE
LESS THAN 2 DAYS	59	59%
3 to 7 DAYS	28	28%
7 to 15 DAYS	8	8%



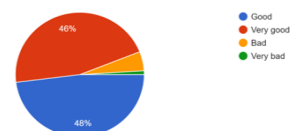
FACTORS	NUMBER OF RESPONDENTS	PERCENTAGE
ADVERTISEMENT	45	45%
JOB PORTALS	32	32%
CAMPUS RECRUITS	6	6%
CONSULTANCY	17	17%



FACTORS	NUMBER OF RESPONDENTS	PERCENTAGE
TELEPHONE	40	40%
VIDEO CONFERENCE	16	16%
COMPUTER	22	22%
OTHERS	22	22%
TOTAL	100	100%



FACTORS	NUMBER OF RESPONDENTS	PERCENTAGE
GOOD	48	48%
VERY GOOD	46	46%
BAD	5	5%
VERY BAD	1	1%
TOTAL	100	100%



Limitations of the study

A study on the recruitment and selection process impact on the employees and the researcher area has focused only on the Mumbai suburban area constraints. This also Mumbai suburban region had dense the population of the big bazaar employees of 100 respondents. The validity of data is constraints of time as time will pass peoples view may differ. Studies is limited to western Mumbai suburban area. Sampling size is 100 employees. Working students of colleges would only be consider in research. Data is presented which is based on the respondents. Some respondents refuse to cooperate.

Conclusion

Depending on the job vacancy, job specifications and the appropriate information of recruitment is chosen. Mostly, the internal source of recruitment is through employee referrals. It is the responsibility of the recruitment personnel to conduct the tests, interviews etc. Most of the interviews that are conducted on the basis of informative and depth interviews. Qualification, experience and personal traits are all important and play a vital role in the selection of a candidate. The organisations are followed the rules and regulations involves the recruitment and selection process of the organisations. The recruitment and selection process are not to lengthy. There are 3 stages in the big bazaar. The recruitment process is partial to all employees. There is no biased. The study concludes that the recruitment and selection process of big bazaar company is effective. The study is conducted on 100 employees and collection the information through the questionnaire.

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