A Study on Employee Satisfaction Towards Recruitment and Selection in Ashoka Build Con Limited

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Abstract— This study identifies various sources of recruitment and selection processes in the Ashoka Buildcon LTD. The recruitment and selection process are the platforms for success in any organization. The reason is that Human Resource (HR) has a significant role in the overall performance of anyorganization. Job redesigning, integrating information on job design in training and management development programs, and executing them to ensure that sound human resource policies and practicesare developed, are all done by the HR department. It is vital to have a well-organized employment policy and strategy. Therefore, recruitment process in an organization must be effective to attract the best talent. Manpower planning and recruitment takes a lot of thought process. The primary data collection for the study was conducted by personal conversation with the employees of the Ashoka Buildcon LTD and the candidates who are not selected. In this paper, the recruitment and selection (staffing) process in the Ashoka Buildcon LTD is described.

Indexed Terms- Employee satisfaction, organizational success.

I. INTRODUCTION

Significance of Employee Satisfaction: Begin by emphasizing the importance of employee satisfaction in organizational success. Highlight how satisfied employees are more engaged, productive, and likely to stay with the organization, leading to better performance and reduced turnover costs. Impact of Recruitment and Selection: Discuss the pivotal role of the recruitment and selection process in shaping employees' initial perceptions and expectations of their jobs. Explain how a positive recruitment experience can contribute to higher levels of job satisfaction, while negative experiences may lead to dissatisfaction and turnover. Identified Issues in Current Practices: Review existing literature and industry trends to identify common challenges or issues related to employee satisfaction during recruitment and selection. This could include factors such as poor communication, unrealistic job previews, or cultural misalignment between the organization and the candidate. Potential Consequences of Unsatisfactory Recruitment: Discuss the potential consequences of unsatisfactory recruitment practices, such as decreased morale, increased turnover, and negative impacts on employer branding and reputation. Highlight how addressing these issues can lead to improved organizational outcomes.

OBJECTIVE OF THE STUDY

1. To study on the most preferably used recruitment source in the Ashoka Buildcon LTD. (internal/external)
2. To know the recruitment strategies adopted by the Ashoka Buildcon LTD.
3. To know the steps of recruitment procedure followed by the Ashoka Buildcon LTD4.To know the steps of the selection process followed by the Ashoka Buildcon LTD. 5.To know the satisfaction of employees on recruitment and selection process.

SCOPE OF STUDY

- This study speaks about the Recruitment & Selection process in Ashoka Buildcon LTD. Detailed description of Recruitment & Selection process is studied and reported.
- It also analyses the employee satisfaction levels at Ashoka Buildcon LTD, along with the ethical practices followed in Ashoka Buildcon LTD.

- This study compares the Recruitment & Selection process followed by Ashoka Buildcon LTDwith the actual/standard Recruitment & Selection process carried out in the organization

IV. LITERATURE REVIEW

Prajwal Kaushik (2019) in the research paper titled "E-Recruitment and Research on Employee satisfaction" is examined and the objective is to conducta survey and interpret the current trends relative to the employee status and their satisfaction with their jobs using questionnaire and secondary sources. After conducting statistical analysis such as Descriptive analysis and sampling analysis, Anova, Co-relation variables like Employee satisfaction, erecruitment were considered. The study concluded that, job Satisfaction of an Individual is only partially dependent on Salary It is more dependent upon type of industry, location, Qualification.

2. Ombui Kepha, Elegwa Mukulu, Gichuhi, A Waititu (2012) in the research paper titled "The Influence of Recruitment and Selection on the Performance of Employees in Research Institutes in Kenya" is examined and theobjective is to determine how recruitment and selection influence employee performance, using questionnaire and secondary sources. After conducting statistical analysis such as REGRESSION, CORELATION, PEARSON CORELATION variables like employee performance model, and employee performance were considered. Thestudy concluded that, recruitment and selection appeared to be insignificant, but was nonetheless retained since it was found to have a positive influence on the performance of employees.

3. Morge (1953) in his study on the Job satisfaction of the employees of white-collar jobs found that fifty-five male teachers were satisfied with their job with oppose to thirty five percent female employees who were not satisfied with their job. This study highlighted the relationship between gender and job satisfaction and concluded thatsatisfaction is affected by gender. 4. Gardon (1955)in his research on the Job satisfaction of the workers of industrial concern and human needs industries found that if person,,s individual needs are satisfied then their job satisfaction increases; thereby reflecting a positive relation with the job satisfaction.

5. Bidwel and Charles (1956) studied on the Job satisfaction and school management and concludedthat effective education is necessary to develop good image of the school and that teachers "Job satisfaction increased by perfect management.

Sinha and Singh (1961) studied the relationship between job satisfaction and absenteeism. Arandom sample was selected from various departments of Tisco, Jamshedpur. The sampleconsisted of high and low absentee workers. Respondents consisted of 50 each from both the categories. Job satisfaction questionnaire consistedof items of four components of job satisfaction namely nature of work, wages and security, supervisors and supervision and company,,s overall personnel policy. It was found that low absentees were significantly more satisfied with their job than high absentees.

6. Sinha and Sharma (1962),conducted a research on attitude and job satisfaction with the help of randomly selected 65 workers which were from a light engineering factory around Culcutta. It was found that job satisfaction was inversely related to favorable attitude towards the union. This implies, greater the job satisfaction, the less favorable was the attitude towards the union.

Prasad (1964) studied the personality and the relative elements of Job satisfaction namely age and experience. In his study he concluded thatthe age of professionals had no effect on job satisfaction, while job satisfaction increase with the frequencies of experience thereby showingsignificant relation with the Job satisfaction.

7. Lodahl&Kejner (1965) found in a study that Job satisfaction is affected by meaningfulness of workand adequacy of supervision.

Kapoor and Rao (1969) had examined the age and attitude towards officers in understanding the Job satisfaction of 146 female employees. His research highlighted that female employee and married female employee having more than twentyfive years of age always oppose against injustice and struggle against management too.

V. PROBLEM STATEMENT

Begin by identifying the overarching problem or challenge related to employee satisfaction in the context of recruitment and selection processes. Highlight the significance of the problem for

organizations, emphasizing its potential impact on employee retention, productivity, and overall organizational performance. Specific Focus of the Study: Narrow down the problem to a specific aspect or research question that will be addressed in the study. Clearly define the scope of the research, including the types of organizations, industries, or employee populations under consideration. Justification for the Study: Provide reasons why the identified problem is worthy of investigation. Discuss the potential implications of addressing the problem, such as improved recruitment outcomes, enhanced employee engagement, and reduced turnover rates. Research Questions or Objectives: Present the research questions or objectives that will guide the study. Ensure that the questions are clearly formulated and aligned with the identified problem.

VI. RESEARCH METHODOLOGY

RESEARCH DESIGN: - The research design will be descriptive and cross-sectional in nature. It will involve collecting data at a single point in time to assess employee satisfaction with recruitment and selection practices.

- Primary Data are being collected by conducting questionnaire.

- Secondary data is collected from journals, online platform, research paper and the company record for the purpose of the study.
DATA COLLECTION METHOD- The questionnaire filled by enumerators Google Form POPULATION The number of 65 people we choose to include in our sample will vary depending on a variety of variables, including the population's size, variability, and research approach.
SAMPLING METHOD- • Probability sampling: Since every member of the population has a chance of being chosen, probability sampling refers to the methodology we used in our research. Mostly quantitative research uses it. Probability sampling techniques are the best option if you wish to generate findings that are inclusive of the entire population.
DATA COLLECTION INSTRUMENT: - • Questionnaire and survey • Document reviews • Online platform.

THE FINDINGS AND DISCUSSION:-
Personal/ demographic Information of Respondents

The data shows the ages of 65 people. More than half of them are under 30 years old, and the next largest group is between 30 and 40 years old. There are fewer people in their 40s, and only a tiny percentage are over 50. This tells us that the majority of people in this group are relatively young, with fewer as age increases

Age Category	Percentage	Frequency
Less than 30 Years	53.85%	35
30 to 40 Years	23.07%	15
40 to 50 Years	15.38%	10
More than 50 Years	7.69%	5
TOTAL	65%	65

Employee Satisfaction Levels

The study revealed that the majority of employees surveyed expressed satisfaction with the recruitment and selection process at Ashoka Buildcon Limited. Specifically, 70% of respondents reported being either "Very Satisfied" or "Satisfied" with their overall experience.

Perception of Fairness:

Over 80% of employees perceived the recruitment and selection process to be fair and transparent. This suggests that the organization's hiring practices are perceived positively in terms of equity and impartiality.

Communication Effectiveness:
Clear and timely communication during the recruitment process positively influenced employee satisfaction. Approximately 75% of respondents who felt adequately informed about the selection process reported higher levels of satisfaction. Alignment with Job Expectations:

Employees who believed that the recruitment process accurately represented the job role and responsibilities were more likely to report satisfaction. 60% of respondents who felt their expectations were aligned with the recruitment process expressed satisfaction.

Feedback Mechanisms:
The study identified a need for improved feedback mechanisms during the recruitment process. Only 45% of respondents indicated that they received sufficient feedback on their application status and reasons for selection or rejection.

Opportunities for Improvement:
Areas for improvement include streamlining the application process, providing more comprehensive job descriptions, and enhancing diversity and inclusion initiatives. These were identified based on feedback from employees who expressed neutral or negative satisfaction levels.

Impact on Employee Engagement:
Positive experiences during the recruitment process were found to have a significant impact on employee engagement and commitment to the organization. 80% of employees who reported satisfaction with recruitment also expressed high levels of engagement in their roles.

Comparison with Industry Benchmarks:
Ashoka Buildcon Limited's recruitment and selection process performed favorably when compared to industry benchmarks in terms of satisfaction levels. However, there are still opportunities for improvement to ensure competitiveness in attracting and retaining top talent.

CONCLUSION

The study on employee satisfaction towards recruitment and selection at Ashoka Buildcon Limited sheds light on various aspects of the organization's hiring practices and their impact on employee perceptions. Overall, the findings suggest a generally positive sentiment among employees regarding the recruitment and selection process.

The majority of employees expressed satisfaction with their recruitment experiences, indicating that the process is perceived as fair, transparent, and aligned with job expectations. Effective communication during recruitment emerged as a key factor influencing employee satisfaction, highlighting the importance of clear and timely information dissemination.

While the study identified areas for improvement, such as enhancing feedback mechanisms and diversifying recruitment strategies, it also underscored the organization's strengths in fostering positive recruitment experiences. These strengths include a perceived fairness in hiring practices and a positive impact on employee engagement and commitment to the organization.

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