Awakening

Available online at www.elixirpublishers.com (Elixir International Journal)

Organizational Behaviour

Elixir Org. Behaviour 90 (2016) 37726-37728



A Study on Employee Satisfaction towards Recruitment and Selection Process at Future Genrali India Life Insurance co Ltd, Chennai

R.Shenbagasuriyan

Department of Management Studies, S.Veerasamy Chettiar College of Engineering & Technology, Puliyangudi, India.

ARTICLE INFO

Article history: Received: 23 April 2015; Received in revised form: 8 January 2016; Accepted: 14 January 2016;

Keywords Recruitment, Employee satisfaction, Career growth, Selection process.

ABSTRACT

Recruitment is the process of seeking out the attempting to attract individuals in external labour markets who are capable and interested in filling available job vacancies. It is critical to hire the right people who will dedicate themselves to a competitive and challenging career. It is equally important to continually develop these employees and prepare them for leadership positions within the organizations. After recruiting and hiring employees, it is critical to retain them through effective employee development efforts. In this study, it is investigated to measure the employee satisfaction regarding selection and recruitment process in Future Generali Insurance Company. Primary data is collected from 101 respondents (employees) from future Generali. A Structured questionnaire was prepared and distributed to the sample size .entire population and 101 samples were collected. The SPSS package is used to determine the reliability and validity of the questionnaire. The other statistical tools like multiple regression, one way ANOVA, Frequency and Multiple Correspondences Analysis will be used for analyzing the primary data.

© 2016 Elixir All rights reserved.

Introduction

Recruitment and selection is an essential factor in any employment. It is one of the main step in fulfilling the needs of organizations for a competitive, motivated and flexible human resource that can help achieve its objectives. Every organization, therefore, strikes for greater productivity, elimination of wastes, lower costs and higher wages, so the industry needs a stable and energetic labors force that can boast of production by increased productivity. To achieve these objectives a good recruitment & selection process is essential. By which industry strikes right number of persons and right kind of persons at the right time and at right places through and the planning period without hampering productivity. While formulating a selection policy, due consideration should be given to organizational requirements as well as technical and professional dimensions of selection procedures. Yoder and others have suggested goals, technological issues, cost factors, extent of formality, etc,

Employee Satisfaction

Employee satisfaction is a measure of how workers are happy with their job and working environment. Keeping morale high among workers can be of tremendous benefit to any company, as happy workers will be more likely to produce more, take fewer days off, and stay loyal to the company. The objective of selection process is to determine whether an applicant meets the qualifications for a specific job and to choose the applicant who is most likely to perform well in that job. The hiring procedure is not a single act but it is essentially a series of methods by which additional information is secured about the applicant. At each stage facts, which came to light, make the acceptance or rejections of the candidate clear. Some selection processes are quite easy and some with many hurdles this increases with the level and responsibility of the positions to be filled.

Review of Literature

In this literature, there are number of operational and theoretical framework studies which introduce various methodologies to measure employee satisfaction. Employee satisfaction surveys help employers measure and understand their employees' attitude, opinions, motivation, and satisfaction. C.B.Mamoria describes "The objective factor theory views of organizational choice as being one of weighing and evaluating a set of measurable characteristics of employment offers, such as pay, benefits, location, opportunity for advancement , the nature of the work to be performed, and educational opportunities."

According to Yoder, "selection or the hiring process is of one or many 'go, no-go' gauges. Candidates are screened by the application of these tools. Qualified applicants go on to the next hurdle while the unqualified are eliminated."

According to *DR.Torrinton* and John The difference between recruitment and selection: Recruitment is identifying n encouraging prospective employees to apply for a job and Selection is selecting the right candidate from the pool of applicants.

The objective factor theory views of organizational choice as being one of weighing and evaluating a set of measurable characteristics of employment offers, such as pay, benefits, location, opportunity for advancement, the nature of the work to be performed, and educational opportunities."

Objectives of the Study

1. To measure the employees satisfaction with the recruitment and selection procedure.

2. To identify the selection and socialization practices in Future Generali

3. To analyze how the recruitment and selection procedure adopted in Future Generali.

Model	l Variables Entered						Method		
1	Qualification wise classification, Age wise classification, Gender wise classification							Enter	
a. All requested variables entered.									
		b. Depende	ent Variable: In	com	e level wise c	lassifi	cation		
			Sum of squares	df	Mean Square	F	Sig.		
		Model							
		Regression	11.276	3	3.759	6.521	0.000^{a}		
		Residual	55.912	97	0.576				
		Total	67.188	100					

a. Predictors: (Constant), Qualification wise classification, Age wise classification, Gender wise classification b. Dependent Variable: Income level wise classification

R ² model summary						
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate		
1	0.410 ^a	0.168	0.142	0.75922		

Dimension	Cronbach's Alpha	Variance Accounted For		
		Total (Eigenvalue)	Inertia	% of Variance
1	0.638	2.206	0.315	31.520
2	0.512	1.783	0.255	25.477
Total		3.990	0.570	
Mean	0.582 ^a	1.995	0.285	28.498

Particulars	Sum of square	df	Mean Square	F	Sig.	
Qualification wise classification	Between Groups	7.426	3	2.475	2.146	0.099
	Within Groups	111.881	97	1.153		
	Total	119.307	100			
Designation wise classification	Between Groups	0.704	3	0.235	1.193	0.317
	Within Groups	19.078	97	0.197		
	Total	19.782	100			
Income level wise classification	Between Groups	17.369	3	5.790	11.272	0.000
	Within Groups	49.819	97	.514		
	Total	67.188	100			

Particulars	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	6.389 ^a	6	0.381
Likelihood Ratio	6.735	6	0.346
Linear-by-Linear Association	2.515	1	0.113
N of Valid Cases	101		

Research Methodology

The research design adopted is descriptive in nature. The primary data is collected from 101 respondents through Stratified random sampling method. Here the employees are taken as a sample unit and the analysis is made based on the feedback given by the employees through customized questionnaire. A well-structured distinguished Questionnaire is used to collect the primary data. The primary data is analyzed in the software's like SPSS 16. The statistical tools applied are Regression, Multiple Correspondence Analysis, Chi-Square and ANOVA Test.

Analysis and Interpretation Regression Test

Predictive validity

The metric's validity was assessed empirically by examining its predictive or criterion related validity - i.e., the extent to which the recruitment and selection process scores can

predict employees rating on their opinions for their company recruitment policies.

Predictors of overall satisfaction level

Multi regression was applied to analyze the Educational Qualification, Age, Gender dimensions as independent variables against separate measure of Income level as dependent variable. Variables Entered/Removed

The model summary table 4.2.3 reports the strength of relationship between the model and dependent variable, income level and Qualification, Age, Gender dimensions as independent.

Multiple Correspondence Analyses

The above table shows, Multiple Correspondence Analyses of the demographics profile. Here the Cronbach's alpha value is 0.638 which is nearer to 0.7 so it can be accepted. **ANOVA Test**

H₀=There is a significant difference between Income level & demographic profile of employees in Future Generali.

 H_1 = There is no significant difference between Income level & demographic profile of employees in Future Generali.

The table checks whether the overall F's for demographic profile of customers were significant or not by using the ANOVA program. Note that the out of demographics group Income level of Employees differ significantly where F ratio is used to determine the size of the mean differences for each individual independent variables comparison, F (3,97) =0.000. The test of between groups shows that F ratio for education which are statistically significant (p<0.05) level.

Chi-Square Test

 H_1 =There is a significant relationship between employee satisfaction with the present recruitment process and cost associated with recruitment

 $\rm H_2$ =there is no significant relationship between employee satisfaction with the present recruitment process and cost associated with recruitment

The table shows the chi-square value which is 6.389 and its significant is .381 levels. Since this level of significant is greater than 0.5 we may accept the null hypothesis with high degree of confidence. So there is significant difference between satisfied with the present recruitment & selection process and cost or usually communicated. Note that footnote b states that no cells have expected less than 5.That is good because otherwise a condition for using of chi-square would be violated

Findings of Research

1. Majority of the respondent's opinion the company is using reference method for selecting employees. 9.73% of the respondents prefer one to one interview.

2. From this study it was concluded that majority of the respondents prefer internal sources. 11.75% of the respondents have opined that the interview process is lengthy.

3. By applying linear regression, it was found that income level predict the validity with independent variable Qualification, Age and gender.

4. By analyzing ANOVA income level attained 0.000 level of significance. It shows that income level is the factor influence to satisfy the employees regarding recruitment and selection process.

5. By measuring the chi-square majority of the employees are highly satisfied with the recruitment and selection process.

6. Majority of the respondents preferred internal sources.

7. By using multiple correspondence analysis income level highly influence among the demographics profile.

Suggestions

1. It is suggested to arrange for one to one interview. It also recommended giving importance to the employee referrals since employee referral may be one of the reliable sources.

2. The company maintained the salary level which followed by company at present.

3. The employees are highly satisfied in the recruitment process followed by the company. Through that I suggested the company can maintain the same interview process.

4. Internal source is a best method for recruiting the new candidate so; once they are maintaining the same interview process the employees are satisfied.

5. As per employee having opinion that reference method is best one for recruiting the employees. Hence I suggested that the company maintained the same procedure for recruiting the employee.

6. Majority of the respondents have opinion that the interview process is too length. In Future the company can reduce the interview process then only the employees are satisfied.

Conclusion

This presents summary of the study and survey done in relation to the Recruitment and selection in Future Generali India Life Insurance Co.Ltd.The Conclusion is drawn from the study and survey of the company regarding the recruitment and selection process carried out there. The recruitment process at Future Generali India Life insurance Co.Ltd to some extend is not done objectively and therefore lot of bias hampers the future of the employees. That is why the search or headhunt of people should be of those whose skill fits into the company's values. Most of the employees were satisfied but changes are required according to the changing scenario as recruitment process has a great impact on the working of the company as a fresh blood, new idea enters in the company. Selection process is good but it should also be modified according to the requirements and should job profile. So that main objective of selecting the candidate could be achieved.

References

1. C.B.Mamoria, "Theories of recruitment in book of Human Resource and personal Management"

2. Dr. Sheila M. Rioux, Dr. Paul R. Bernthal, and Dr. Richard S. Wellins, "The Globalization of Human Resource Practices Survey Report" HR Benchmark Group, June 2000

3. DR. Torrinton and John .Chapman, "Selection policy in book of Personnel Management"

4. *H. Allan hunt*, The Michigan Disability Prevention Study Research Highlights

5. Irene K.H. Chew and Frank M., "Horwitz, Human resource management strategies in practice: Case-study findings in multinational firms" Asia Pacific Journal of Human Resources

6. K.Aswathappa, "Organization for selection in book of Human Resource and Personnel Management"

7. K.Aswathappa, Importance of Recruitment in the book of "Human Resource and Personnel Management "

8. *Subhash C. Kundua, * and Divya Malhanb*, "Human Resource Management Practices in Insurance Companies Operating in India: A Study", Proceedings of the 13th Asia Pacific Management Conference, Melbourne, Australia,