

A
SUMMER INTERNSHIP PROJECT
REPORT ON

“Assessing the effectiveness of online recruitment process”



SUBMITTED BY

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(MBA 2020-22)

A project Report submitted to BPUT, Rourkela Odisha for partial fulfillment of the requirement for the requirement for the award of degree of MBA program.

Under The Guidance Of

EXTERNAL GUIDE

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DECLARATION

I Saraswati Nayak student of MBA course in ASTHA School of management, Bhubaneswar, declare that this project report entitled “Assessing the effectiveness of online recruitment process”. It is a genuine report carried out by me and it is confined record of work done under the guidance of Prof. Rupali paikray .ASTHA School of management, Bhubaneswar towards the partial fulfillment of MBA Degree.

Saraswati Nayak

INTERNAL GUIDE CERTIFICATE

This is certify that Mr./Ms Saraswati Nayak a student of MBA of ASTHA school of management , Bhubaneswar has successfully completed his/her summer internship project on the topic of “Assessing the effectiveness of online recruitment process”. He/she has worked on his/her performance during the project was extremely satisfactory.

Signature:

Name of the guide: Prof.Rupali Paikray

Dt: 21/01/2022



Ref.: 70614533

Date: 11/08/2021

Internship Completion Certificate

Duration: **27/06/2021 - 11/08/2021**

Dear *Saraswati Nayak*

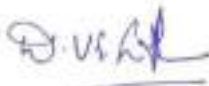
This is to certify that you have successfully completed your Human Resource (HR) Internship with www.shineprojects.in

During this period, you have performed the following:

1. Satiated the inadequacies of Human Resources.
2. Recruited Business Development Agents in order to facilitate the development of the business.
3. Provided motivation to agents and maintained the provision of doubt clearance in case of the arising queries.
4. Evaluated the performance of agents without bias and thus set an example of leader.

You have completed your learning exercises and have implemented them successfully in your internship when interacting with your agents.

Your conduct has been very good and we wish you all the best for your future endeavors.



Sri Harsha
Joint MD, Shine Projects

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ACKNOWLEDGEMENT

A Research study can't be completed without the guidance, assistance, inspiration and cooperation from various quarters. This study also bears the inspiration of many persons. This project required hard work,

Sincerity and devotion which I tried my best to put in this project and in turn gained a lot of knowledge and confidence from this project.

I am deeply grateful to my project guide "**Miss. Rupali Paikray**" who has helped me in completion of this project. She has been a constant guiding forces and sources of illumination for me. It entirely goes to her credit that this project has attained its final shape.

Finally, I would like t thank my parents and all my friends, who provide me with their constant support and took the pain it, help me in completing the project.

PREFACE

It is a great opportunity for me to pursue my MBA in ASTHA School of management under BPUT, Rourkela, Odisha in the accomplishment of summer internship Programme I am submitting a report on “Assessing the effectiveness of online recruitment process”. Subject o limitation of time, efforts and resources every possible attempt has been made to study the matter deeply. The whole project is measured through the questionnaire, the data further analyzed and interpreted and the result was obtained. The purpose of this report is to give a brief idea about what has been done in the summer training. This report comprises of various things and knowledge I have got during my summer internship at SHINE PROJECTS. The objectives of preparing this report are as follows:

1. To know the perception of employees regarding recruitment and selection process.
2. To know the recruitment process followed in shine projects.
3. To know the selection process followed in shine projects.
4. To review HR polices pertaining to recruitment and selection.

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CHAPTER-1

1.1INTRODUCTION

1.2 OBJECTIVES OF STUDY

The main objective behind the research work is as follows:

- Provide an innovative, cost efficient and effective recruitment system.
- Increase the quality and quantity of applicants applying for vacancies.

1.3 RESEARCH METHODOLOGY

Research methodology is considered as the nerve of the project. Without a proper well-organized research plan, it is impossible to complete the project and reach to any conclusion. The project was based on the survey plan. The main objective of survey was to collect appropriate data, which work as a base for drawing conclusion and getting result.

Therefore, research methodology is they way to systematically solve the research problem. Research methodology not only talks of the methods but also logic behind the method used in the context of a research study and it explains why a particular method has been used in the preference of the other methods.

Research design:

Research design is both primary as well as secondary. as it is a very complicate disuse so different research papers were being studies i.e. SECONDARY data is used more than primary.

PRIMARY DATA

Since primary data are to be originally collected while in case of secondary data the nature of data collection work is merely that of compilation.

➤ Data analysis and interpretation

1. Questionnaires
2. Pie chart

Questionnaires:

This is the most popular tool for data collection. A questionnaire contains question that the researcher wishes to ask his respondents which is always guided by the objective of the survey.

Pie chart:

This is very useful diagram to represent data, which are divided into a number of categories. This diagram consists of a circle divided into a number of sectors, which are proportional to the values they represent. The total value is represented by the full circle. The diagram bar chart can make comparison among the various components or between a part and a whole of data.

SECONDARY DATA

Secondary data mean by someone else. When the research utilizes secondary data, then he has to look into various sources from where he can obtain them. In this case he is certainly not confronted with the problem that are usually associated with the collection of original data. Secondary data may be either published or unpublished data.

Sample unit

- Professional
- Business man
- Employees
- Working women
- students

Sample size

100 people responded for this survey.

1.4 SCOPE OF THE STUDY

Nowadays, every organization necessitates personnel planning as one of the most vital activities. Human Resource Planning is, by far, an essential ingredient for the success of any organization in the long run. There are a number of techniques that need to be followed by every organization that guarantees that it possesses the right number and type of people, at the right time and right place, so as to enable the organization to achieve its planned objectives. Commonly, the objectives of Human Resource Planning department include resource, planning, recruitment and selection, career planning, training and development, promotions, risk management, performance appraisal, to name a few. Each of these objectives requires special attention and accurate planning and execution.

It is of utmost importance for every organization to employ a right person on a right position. And recruitment and selection plays a pivotal role during such situations. With shortage of skills and the rapid spread of new technology exerting considerable pressure on how employers perform recruitment and selection activities, it is recommended to conduct a step-by-step strategic analysis of recruitment and selection processes. With reference to the current context, this paper presents an incisive review of previous literature on the recruitment and selection process. This paper is primarily based on an analysis of six pieces of literature conducted by practitioners and researchers in the field of Human Resource management.

CHAPTER-2
COMPANY PROFILE



SHINE PROJECTS

Shine projects is a pioneer in conducting workshops for students and companies across the globe, to address the gaps and to take seekers to the next level. We hire marketing and business development interns across the globe. Rated as the best start up year 2020 & the best company in focus 2021, shine projects is a leading education company that offers affordable training. We are currently operating in India, ME, US &UK.

About founder

Mr. Venkata Sri Harsha is the MD & CEO of shine projects, and he is the instructor of the flagship program (finance & markets), mutual funds advanced module, and life insurance advanced module. Mr. harsha is highly active on LinkedIn and has more than 5000 connections with nearly 1200 recommendations from students and professionals worldwide, and this explains that why the course provided by shine is at par beneficial for learners. Having such a vast number of recommendations is highly commendable.

Along with several qualification modules carried out by BSE and NSE, he holds an MBA in finance and marketing. Harsha is a qualified analyst for the stock market and a specialist in macroeconomics. Today, his passion project has turned into the fastest growing education company in India. He also volunteers to educate the underprivileged in English.

CHAPTER-3

THEORITICAL ASPECT OF THE STUDY

E-RECRUITMENT



E-RECRUITMENT

E-recruitment is also known as online recruitment, is the practice of using technology and in particular web based resources for tasks involved with finding, attracting, assessing, interviewing and hiring new personnel. Online recruitment can reach a larger pool of potential employees and facilitate the selection process. Many big and small organizations are using internet as a sources of recruitment. They advertise job vacancies through worldwide web. The job seekers send their applications or curriculum vitae (CV) through an e- mail using the internet.

E-recruitment includes the entire process of finding the prospective candidates, assessing, interviewing and hiring them, as per the job requirement. Through this, the recruitment is done more effectively and efficiently.

The motivation behind e-recruitment is to make the procedure includes more productive and powerful, and in addition more representatives and encourage the determination procedure.

Purpose and importance of recruitment:

1. Determine the organization on conjunction within personnel- panning and job analysis activities.
2. Increase the pool of job candidates at minimum cost.
3. Help increase the success rate of the selection process by reducing the number of visibly under qualified or overqualified job applications
4. Help reduce the probability that job applications, once recruited and selected, will leave the organization only after a short period of time.
5. Meet the organization's legal and social obligations regarding the composition of its work force.
6. Being identifying and preparing potential job applications who will be appropriate candidates.
7. Increase organizational and individual effectiveness in the short term and long term.
8. Evaluate the effectiveness of various recruiting techniques and sources for all types of job applications.
9. Recruitment is positive functions in which publicity is given to the jobs available in the organization and interested candidates are encourage submitting applications for the purpose of selection.

Two kind of e-recruitment that an organization can use is: -

- **Job portals**
- **Resume scanners**

Job portals:

Posting the position with the job description and the job specification on the job portal and also searching for the suitable resumes posted on the site corresponding to the opening in the organization.

2. Creating a complete online recruitment/application section in the company's own website. Companies have added an application system to its website, where the passive job seekers can submit their resumes into the consideration in future, as and when the roles become available.

Resume scanners:

Resume scanner is one major benefit provided by the job portals to the organizations. It enables the employees to screen and filter the resumes through pre-defined criteria's and requirements of the job.

Job sites provide a 24*7 access to the database of the resumes to the employees facilitating the just-in time hiring by the organizations. Also, the jobs can be posted on the site almost immediately and is also cheaper than advertising in the employment newspapers.

Sometime companies can get valuable references through the passers-by applicants. Online recruitment helps the organizations to automate the recruitment process, save their time and costs on recruitments.

Online recruitment techniques:

- a) Giving a detailed job description and job specifications in the job postings to attract candidates with the right skill sets and qualifications at the first stage.
- b) E-recruitment should be incorporated into the overall recruitment strategy of the organization.
- c) A well defined and structured application tracking system should be integrated and the system should have a back-end support.
- d) Along with the back office support a comprehensive website to receive and process job applications should be developed.

Steps of e-recruitment process

- Post job ads on online job boards.
- Seek employee referrals through your applicant tracking system (ATS.)
- Sourcing candidates on professional social media or portfolio sites.
- Administer online pre-employment tests.
- Interview candidates using video interviewing software.
- Conduct background checks through a provider that your ATS integrates with

E-Recruitment tools/software

1. Job Aggregators
 - Indeed
 - LinkedIn
 - Naukri.com
 - Monster.com
2. Applicant tracking systems
 - HRIS-human resource information system
 - ICIMS-Internet collaborative information management system

3. Video interviewing software

- Spark Hire
- Breezy HR

3.2 SELECTION:



Selection process is a decision making process. This step consists of a number of activities. A candidate who fails to qualify for a particular step is not eligible for appearing for the subsequent step. Employee selection is the process of putting right men on the right job. It is a procedure of matching organizational requirements with the skills and qualifications of people. Effective selection can be done only where there is effective matching. By selecting best candidates for the required job, the organization will get quality performance of employees moreover; organization will face less absenteeism and employee turnover problems. By selecting right candidates who apply for the given job are tested.

Selection process:

Selection is a long process, commencing from the preliminary interview of the applicants and ending with the contract of employment.

1. Preliminary test
2. Selection test
3. Employment test
4. Selection decision
5. Physical examination

Step- 1 preliminary interview

The applicants received from job seekers would be subject to scrutiny so as to eliminate unqualified applicants. This is usually followed by a preliminary interview the purpose of which is more or less the same as scrutiny of application, that is eliminate of unqualified applicants. Scrutiny enables the HR specialists to eliminate unqualified jobseekers based on the information supplied in their application forms. Preliminary interview, on the other hand, help reject misfits for reason, which did not appear in the application forms.

Step-2 SELECTION TEST:

Job seekers who pass the screening and the preliminary interview are called for tests. Different types of tests may be administered, depending on the job and the company.

Generally, tests are used to determine the applicant's ability, aptitude and personality.

The following are the types of the tests taken:

1. Ability test
2. Aptitude test

3. Intelligence test
4. Personality test

Step-3 INTERVIEW:

The next step in the selection process in an interview. Interview is formal, in-depth conversation conducted to evaluate the applicant's acceptability. It is considered to be excellent selection device. It is face to face exchange of view, ideas and opinion between the candidates and interviewers. Basically, interview ins nothing but an oral examination of candidates, interview can be adapted to unskilled, skilled, managerial and profession employees.

Types of interview:

1. Informal interview
2. Formal interview
3. Panel interview
4. Group interview

Step-4 SELECTION DECISION:

After obtaining information through the preceding steps, candidates. The selection decision- the most critical of all the steps- must be made. The other stages in the selection process have been used to narrow the number of the final decision has to be made the pool of individuals who pass the test, interviews and reference checks.

Step-5 PHYSICAL EXAMINATION:

After the selection decision and before the job offer is made, the candidate is required to undergo a physical fitness test. A job offer is often, contingent upon the candidate being declared fit after the physical examination. The results of the medical fitness test are recorded in a statement and are preserved in the personnel records. There are several objectives behind a physical test.

3.3 RECRUITMENT PROCEDURED AT SHINE PROJECTS

Shine project is pioneer in conducting workshops for students and companies in India and abroad, to address the gaps and to take seekers to the next level.

Responsibilities of the intern:

- Partnering with hiring manager to determine staffing needs
- Identifying & recruiting apt profiles to suit the business requirements of shine projects in hiring agents from the market
- Performing in person and phone interviews with various profile under the agent community
- Administering appropriate company assessments
- Handling relationship management with recruited agents to drive effective marketing and sales of our course
- Maintaining relationship with both internal and external stakeholders to ensure agents staffing goals are achieved
- Communicating employer information and benefits during the screening process of agents
- Staying current on the company's organization structure, personnel policy, and monetary benefits they will attain upon association.

CHAPTER-4
DATA ANALYSIS & INTERPRETATION

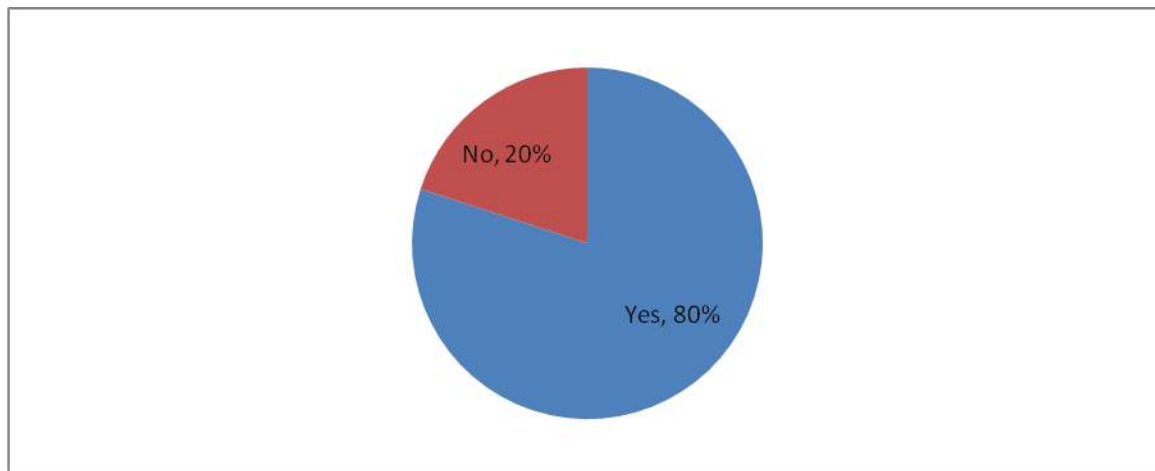
1.1 Employee's perception about recruitment process:

Are you satisfied with the recruitment process?

a. Yes

b. No

Options	Yes	No	Total
Responses	16	4	20
Percentage	80	20	100%



Interpretation:

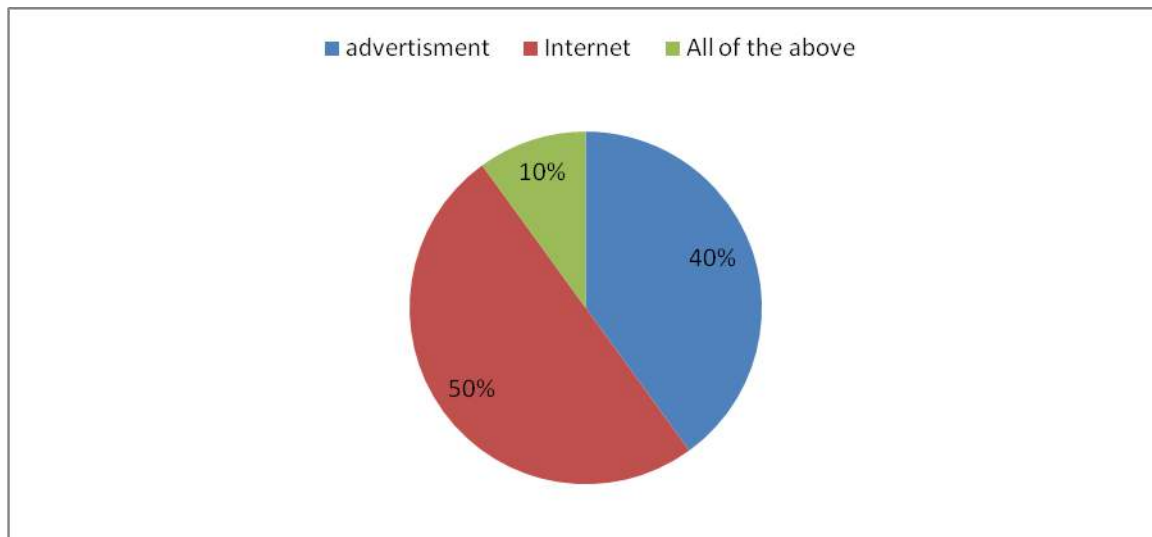
It was found that 90% of employees are satisfied with the recruitment process adopted by shine projects. However, some of the respondents thought there should be some changes in the existing recruitment process of the organization.

1.2 External sources used in recruitment:

Which of the following external sources are used for recruitment in shine projects?

- a. Advertisement
- b. internet
- c. All of the above

options	Advertisement	Internet	All of the above	Total
Responses	9	9	2	20
Percentage	40	50	10	100%

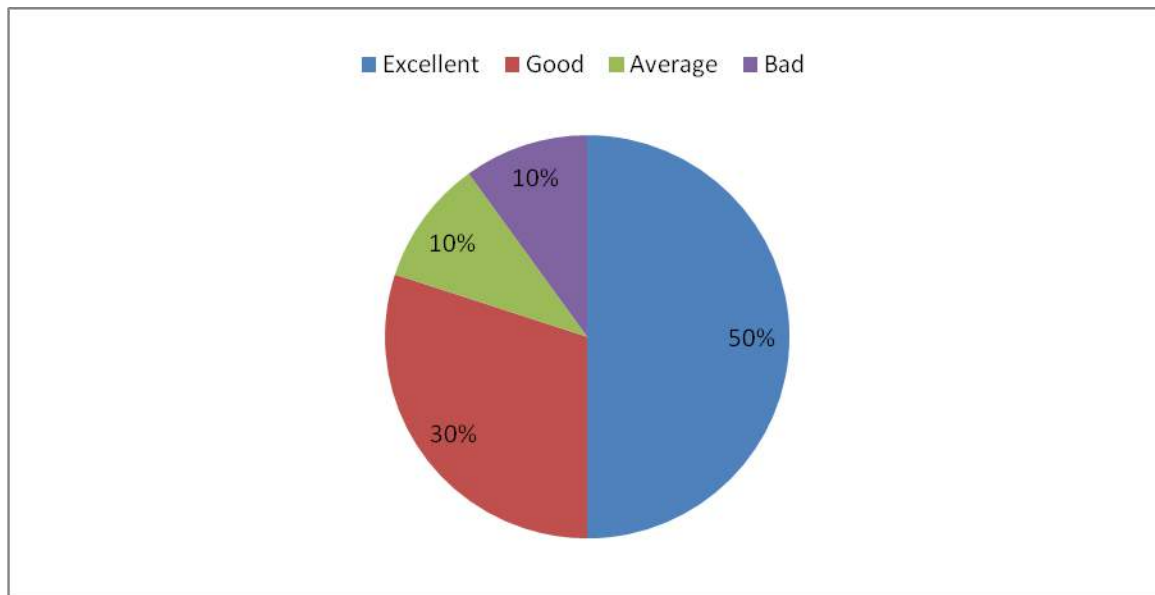


Interpretation: It was founded that 50% of the employees are recruited through the internet and 40% of the employees are selected by the advertisement. Advertisement and internet are the major sources which provide eligible candidates for the hiring in Shine projects.

1.3Company HR practices:

How do you rate HR practices of the company?

S No.	Options	Respondents	In percentage
1	Excellent	10	50%
2	Good	8	30%
3	Average	1	10%
4	Bad	1	100%
	Total	20	



Interpretation:

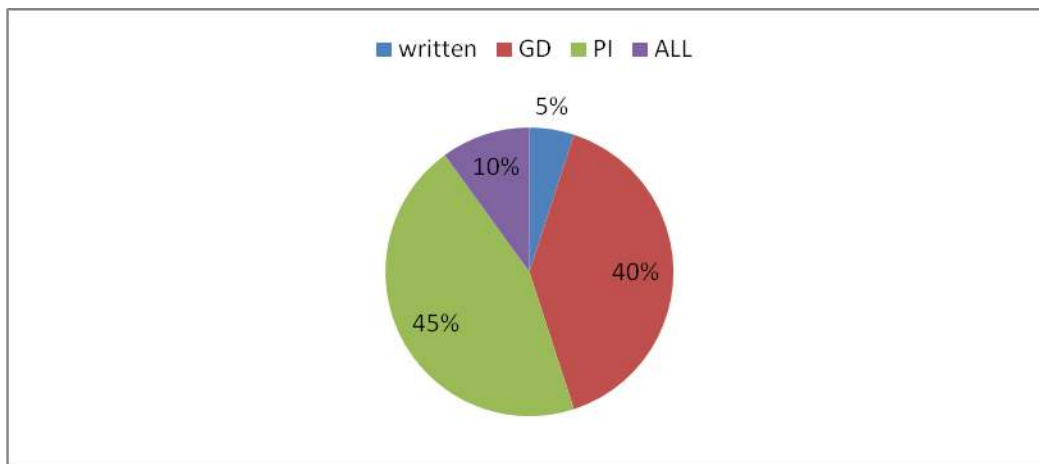
50% of the employees feel that HR department is good where and 30% say that its very good where as 10% says its average and 10% employees feel it's bad. Some employees are not happy as they have to spend a little more time if they have to take demo training sessions.

1.4 Methods used during selection process

Which of the following methods does shine project uses during selection?

- a) Written
- b) Group discussion
- c) Personal interview
- d) All of the above
- e)

Options	Written	GD	PI	All	Total
Responses	2	6	10	2	20
Percentage	5	40	45	10	100%



Interpretation:

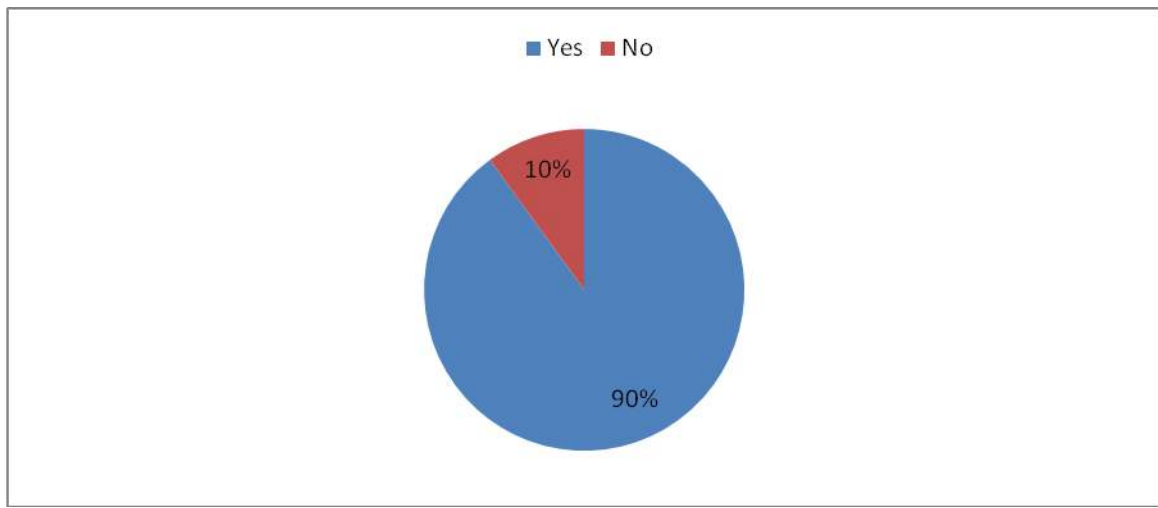
It was founded that 45% of selection is done by personal interview. However, personal interview is mostly used method of selection followed by group discussion. Employees selected in shine projects are finally selected by a personal interview taken by the head of the centre.

1.5 HR POLICY OF THE COMPANY:

Are you comfortable with the HR polices of the company?

- a) Yes
- b) No

S.NO.	Options	Respondents	In percentage
1.	Yes	18	90%
2.	No	02	10%
	Total	20	



Interpretation:

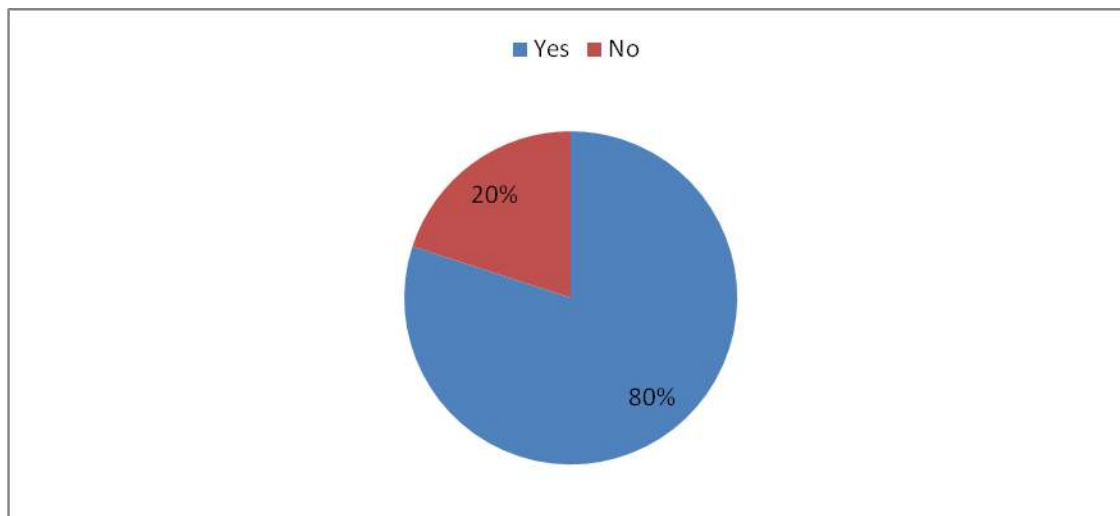
It was founded that 10% employees were not comfortable with the polices of company and 90% employees are happily working with the current HR practice of the company. Some of the employees were not comfortable with the policy as they find risk in submitting their original document to the company.

1.6 PERCEPTION OF EMPLOYEES TOWARDS SELECTION PROCESS:

Are you satisfied with the selection process?

- a) Yes
- b) No

Options	Yes	No	Total
Responses	16	4	20
Percentage	80	20	100%



Interpretation:

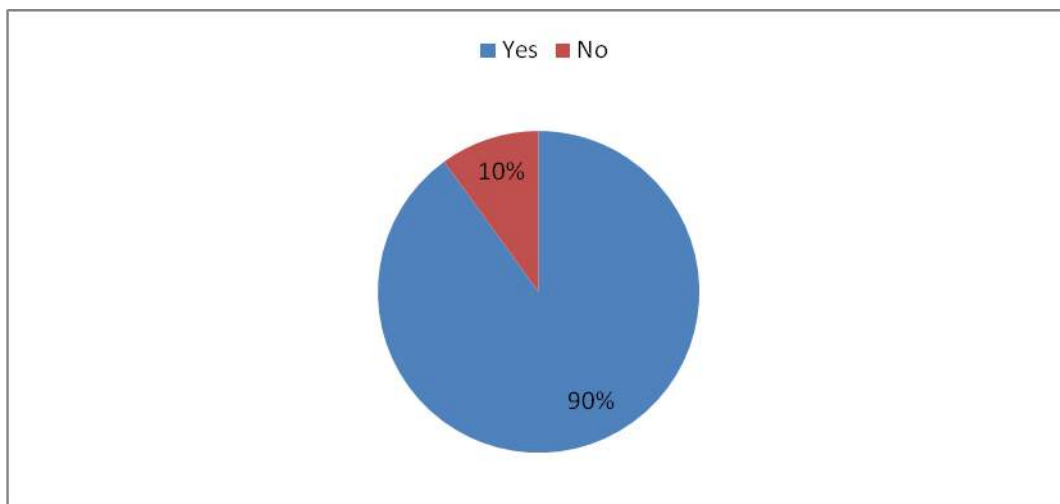
It was founded that 80% of the employees are satisfied with the selection process. However, the remaining is of the opinion that there should be some change in the recruitment and selection process of the organization

1.7 Contract signed while joining the organization:

Is there any contract signed by employees while joining the organization?

- a) Yes
- b) No

S.NO.	Options	Respondents	In percentage
1	Yes	18	90%
2	No	02	10%
	Total	20	



Interpretation:

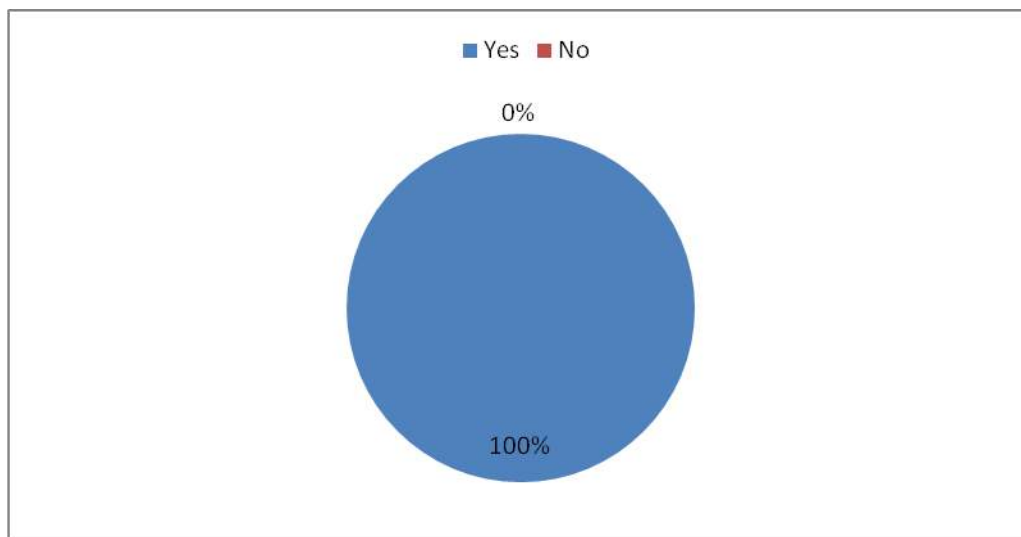
Above chart shows that almost 10% employees said no and 90% said yes they have to sign a bond while joining the organization. Employees have to submit one of their original certificates in the time of their joining and they cannot leave this company before one year. If the employees agree to those conditions then they are moved to next round of interview.

1.8 Recruitment process used for different grades of employees:

Does your company follow different recruitment process for different grades of employment?

- a) Yes
- b) No

Options	Yes	No	Total
Responses	20	0	20
Percentage	100	0	100%



Interpretation:

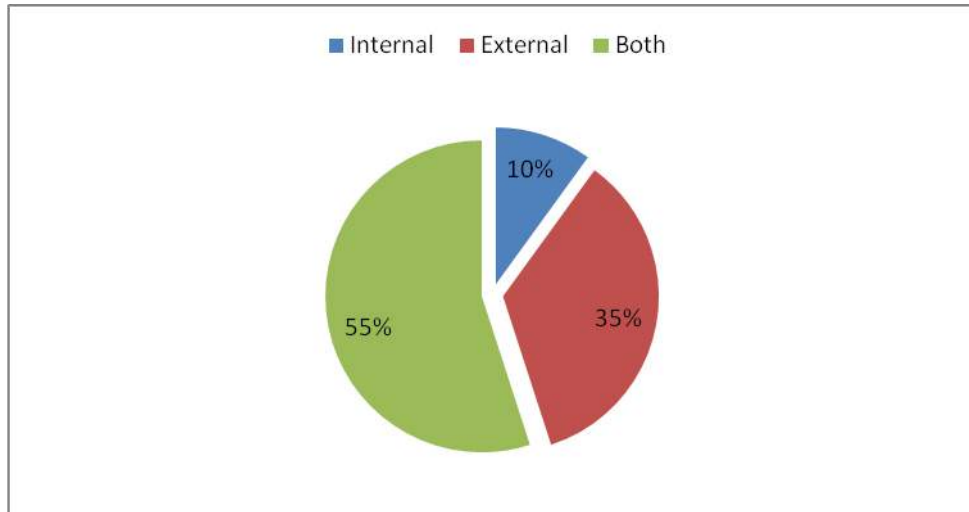
It was founded that from that different recruitment process is adopted for different grades of employment like, for intern in shine projects theoretical knowledge is considered more and for the employees theoretical as well as technical knowledge is given importance.

1.9 Source used in recruitment and selection:

Which of the source of recruitment and selection are used in shine projects?

- a) Internal
- b) External
- c) Both

Options	Internal	External	Both	Total
Responses	2	7	11	20
Percentage	10	35	55	100%



Interpretation:

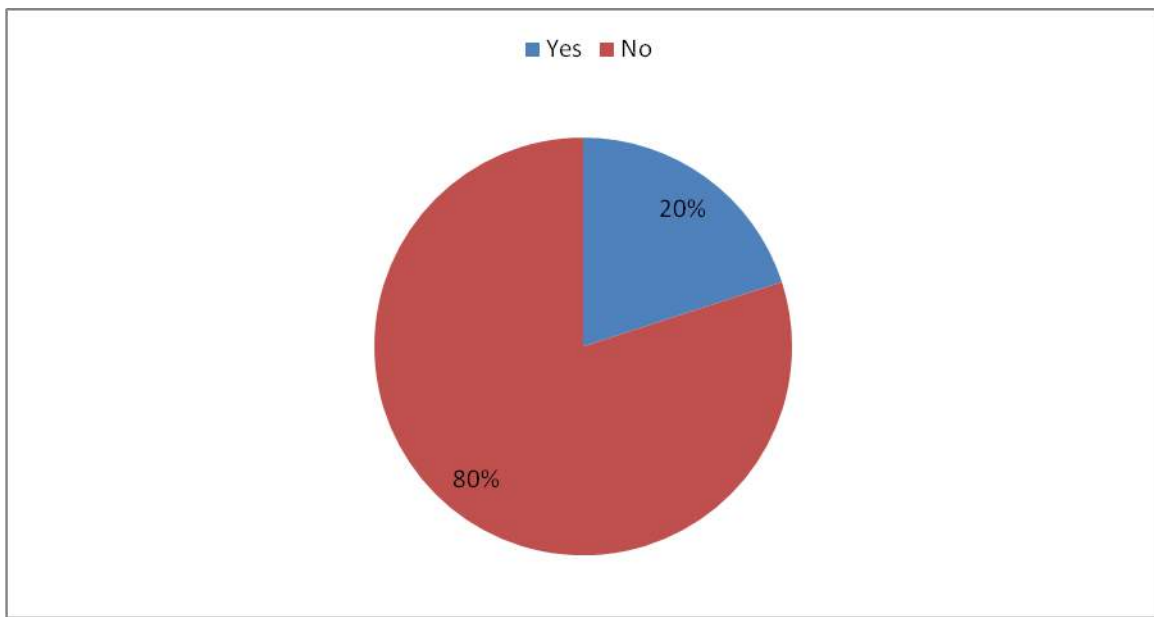
It was founded that about 55% of the recruitment and selection is done both by internal and external sources, while as external sources are used more than the internal sources. Employees are hired mostly from external sources like job portals and resume scanners.

10. Techniques used for selection:

Do you think innovative techniques like stress test, psychometric test and personality test should be used for selection?

1. Yes
2. No

Options	Yes	No	Total
Responses	4	16	20
Percentage	20	80	100%



Interpretation:

It was founded that 20% of the respondents were of the opinion that stress test, psychometric test and personality tests should be used for the selection, while the others were satisfied with the existing recruitment and selection process. Most of the employees in shine projects are unaware of these types of tests as they are mostly fresher's.

CHAPTER-5
FINDING, SUGGESTION & CONCLUSION

FINDING

The collected data are analyzed and general observations have proven that shine projects has done remarkable jobs in its recruitment department.

The main findings are as follows:

1. In shine projects employees feel that the recruitment department is good.
2. About 90% of the employees are satisfied with the E- recruitment process.
3. Most of the managers prefer personal interviews.
4. Mostly external sources of e-recruitment are considered.

SUGGESTION

From the findings I can suggest shine projects, Hyderabad branch following things for the more effectiveness of e-recruitment process.

- Recruitment must be done by analyzing the job firstly which will make it easier and will be beneficial from the company's point of view.
- The recruitment procedure should not be too lengthy and time consuming.
- Provide training to employees so that they get better knowledge, skills and attitude.
- Company should amend some parts of their company polices for better effectiveness.
- More emphasis should be given on internet and advertisement so that more and more candidates apply for the jobs and it will be easy to find the right employees among them.

CONCLUSION

Online recruitment is the utilization of the internet for the recruitment. Aside from posting jobs, organizations through online recruitment could also electronically contract a prospective applicant by browsing resume. Online recruitment helps organization carry out entire process of recruitment without incurring much expenditure and within no time.

This means everything from posting a vacancy to receiving the CV's by email to sending offers to right candidates could be done online. The major advantages cited for the successful and wide adoption of online recruitment methods include efficiency, cost savings and convenience for both job seekers and recruiters. Thus it can be concluded that online recruitment, helps both employers as well as job seekers to save time, energy and cost in attaining their goals of hiring and being hired, respectively.

Online recruitment has been a tool widely used by human resources managers; this service has been expanding greatly helping companies to maintain growth in their curriculum database. We find that this modal of recruitment has its good and bad side, both for the candidates and for the companies.

CHAPTER-6

BIBLOGRAHY & ANNEXTURE

BIBLIOGRAPHY

WEBSITES: <https://www.google.com/webhp>

<https://www.peoplehum.com/glossary/e-recruitment>

ANNEXTURE

Questionnaire

Online recruitment and selection process of shine project.

This questionnaire survey is purely for academic purpose. Any information collected through this survey is confidential and would not be shared with anyone other than the people involved in this.

Name.....

Designation:Age:

Department:Qualification:

Answer the following questions: (kindly give your unbiased response)

Q1. How do you rate HR practice of the company?

- i. Excellent
- ii. Good
- iii. Average
- iv. Bad

Q2. Are you comfortable with the HR policies of the company?

- a) Yes
- b) No

Q3. Is there any contract signed by employees while joining the organization?

- a) Yes
- b) No

Q4. Are you satisfied with the recruitment process?

- a) Yes
- b) No

Q5. which of the following methods does shine projects use during selection?

- a) Written
- b) Group discussion
- c) Personal interview
- d) All of the above

Q6. Which of the following external sources are used for recruitment in shine projects?

- a) Advertisement
- b) Internet
- c) All of the above

Q7. Are you satisfied with the selection process?

- a) Yes
- b) No

Q8. Which of the sources of recruitment and selection are used in shine projects?

- a) Internal
- b) External
- c) Both

Q9. does your company follow different recruitment process for different grades of employment?

- a) Yes
- b) No

Q10. Do you think innovative techniques like stress test psychometric test and personality test should be used for selection?

- a) Yes
- b) No