IDENTIFYING OBJECTIVE PARAMETERS THAT HUMAN RESOURCE MANAGERS CAN ADOPT TO FIND SUITABLE CANDIDATES FOR THEIR COMPANIES AT THE TIME OF HIRING

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ABSTRACT

Employees are the lifeblood of organisation and industries. They give shape to the ideas of the entrepreneur and deliver them as products, services etc. As a result, it is necessary for the right talent to be hired for the organisation to keep growing and not fall into a rut. These things ring true across all sectors, industries and even time; despite Human Resources being a relatively new innovation within the corporate sector. HRs can employ a number of techniques to carry out recruitments-- from the initial posting to sending the letter. The need for innovation is prompted by changing times, traditions and practices. A fresh perspective, a practiced hand and an objective voice can go a long way in sustaining and diversifying an organisation effectively and efficiently.

Introduction

Human resource management (HRM), the management of work and people towards desired ends, is a fundamental activity in any organization in which human beings are employed. It is not something whose existence needs to be elaborately justified: HRM is an inevitable consequence of establishing and growing an organization. One of the most crucial tasks of a company is the recruitment of its people. Every company wants quality talent who can grow and take their company forward. It is not easy to find suitable candidates, and it is the HR manager's job to find the best method of recruitment for getting good hires into the system.

There are mainly two broad types of recruitment methods, the traditional one and the modern one. The traditional recruitment method has served well in the past years and provided companies

with great candidates. The traditional methods are: Newspaper ads, walk ins etc. But it has its pitfalls; it is time-consuming and also high in operational cost. With the advent of technology, modern recruitment methods have come up, which are opening new channels and ways of locating quality talent which may sometimes miss the bottleneck.

Modern methods, however, innovate upon the pre-existing ones, these include Linkedin job posts, network support for internal recruitments, job fairs, social media posts, headhunting people on different media platforms such as Facebook (especially for recruiting freelancers).

Since most people use these platforms in their everyday life, these mediums can be effectively used to engage with prospective candidates. This is an inexpensive method that also gives you a vast pool of candidates and is much swifter and cheaper.

It might look like that modern methods of recruitment have a clear win over the traditional method, but there are times when one would like to go via the conventional method. For example, small organizations prefer going the traditional way as they find it more within their reach-- people are like minded and internal recruitments are often reliable. Also, using modern methods needs a certain level of technical expertise which might not be present in many organizations. So the recruiter, the HR, has to strike a balance between these two approaches to choose skilled individuals from a variety of backgrounds, who can bring in their unique experience to further develop the company, its brand value and deliverables.

Background

HRM is a product of the human relations movement of the early 20th century, when researchers began documenting ways of creating business value through the strategic management of the workforce. The function was initially dominated by transactional work, such as payroll and benefits to administration. However, with the advent of globalization, company consolidation, technological advancement, and further research, HR now focuses on strategic initiatives like mergers and acquisitions, talent management, succession planning, industrial and labor relations, ethical considerations, diversity and inclusion. These, among other initiatives contribute to the understanding of Human Resource Management as a contemporary issue owing to their sustained evolutionary nature.

Many groups of people are involved during the hiring process. During recruitment, candidate sourcing can either be done internally within the company or outsourced externally to agencies. Although organizational structures differ, internal recruiters are typically situated within the HR department. In smaller companies, recruiting can also be delegated to the hiring managers. During screening, recruiters, HR managers, hiring managers, and the rest of the hiring team may

be involved. While there are many job titles used to describe individuals who play a role in the hiring process. Recruiters are individual contributors, while HR managers support a team of HR professionals including HR generalists, HR specialists, and HR analysts.

Recruitment activities include writing job descriptions, posting job advertisements, or scouting potential candidates by evaluating resumes. When sourcing candidates, recruiters want to know who would be open to a new job opportunity and might be a good fit. The resume is one of the main pieces of information recruiters engage with to qualify candidates for the next round. Whether a recruiter works externally at a staffing agency or internally within a company, the overarching goal is to help their customers or em- ployers build a robust talent pipeline. For HR managers, the hiring tasks have significantly evolved; these changes have altered the ways interviews are conducted. More and more, algorithms are used to provide rankings of candidate features.

Discussion

The important variable that impact the decision regarding a candidate's hiring are as follows:

A Great Resume

To get noticed in the first place, a candidate should have an impressive and well- structured resume. The resume, invariably acts as the first introduction to the candidate, hence it is necessary for it to be formatted, well structured, concise, up to date and explanatory. Importantly, it is imperative to keep the format in line with those that are accepted across companies. Many resumes might get rejected due to the wrong format getting used.

Long-Term Potential of the Candidate

Employers desire people in their organization to work their way up and grow with the company. Flagsgo up if they assess that you are likely to change jobs every 2 years. Hence it is best to give due consideration to this question. So if asked by an employer where you see yourself in 5 years, it's best to say that you envision your future at the company on a continued and sustained success track.

Ability to Get Along with Others

Since you will spend a lot of time with co-workers, employers want to make sure you have the ability to work well with lots of different people. The candidate should have the flexibility and open-mindedness to integrate oneself to the people and the new workplace. Also, employees who have a sense of belonging with their co-workers tend to be happier at their jobs. Candidates

who are unable to do so will find themselves alone and often detached from the culture of the workplace.

A Clean Online Presence

These days, there's a good chance that the hiring manager found you through social media in the first place. Turn your social media presence into a positive one by making sure your public profiles are appropriate and kept up to date. Inflammatory comments, disrespectful remarks and other negative abetting will reflect badly upon your application should the HR choose to canvass social media handles for a primary go-over.

The Right Skills and Experience

Having the right hard and soft skills with experience in the industry will put you ahead of the pack. While campus recruitments do hire freshers, even there, they are on the look-out for people who have interests and qualifications in alignment with the job role and company. Employers want to know that you can contribute from day one.

Giving Specific Examples

Hiring Managers want people who can prove that they will increase the organization's revenues, decrease costs or help it succeed in some way. Provide specific examples in your interview of how you were able to contribute elsewhere and quantify your work if you can-- numbers, statistics, links to work that you have done etc. These will be a tangible indicator of your work, achievements, performance and the ability to deliver upon assignments and tasks.

Positive Attitude

Just about every hiring manager will be excited about a candidate who is enthusiastic and gives off positive vibes. People are attracted to happy and positive people. If you lack experience and skills, this could be your trump card. Your ambience and general demeanour are important variables that are under passive evaluation. This attitude will also tie into the assessment of whether or not the candidate will be a right fit for the organisation. Attitude is one of the main skills of the future. In fact, it is the one that underlines and drives all other skills. It is one's attitude that can hinder or accelerate any other skill. Many companies nowadays hire based on attitude alone, and then train the skills they need into the employees they hire.

A great example of this is Southwest Airlines, who will find a position for any applicant that matches their company culture. Their forward-thinking hiring technique has grown the company from a fairly small airline to one of the biggest in the world. Although it may have started

on a hunch, their methods are backed up by statistics. 89% of employees who leave a company, whether they quit or are fired, fail due to attitude. It turns out that for them, and I can imagine for many other companies – if not all, it is less expensive to train skills, than to keep losing skilled, bright and talented, however grumpy or out-right negative employees.

Conclusion

Finding the right fit of a company is a herculean task. There are multiple variables to consider and often it is not possible to uniformly apply them uniformly either. Striking the right balance is a necessity, a very important one to ensure that there is no discordance within the internal machinery of the company. Disruptions in any element are as mentally taxing as they are materially. The material well-being sustains positive practices, positive outlooks, loyalty and overall morale-- all elements together work in a cycle. The positive recruitment and reinforcement ensures that a company has a loyal set of workers that can help it tide over any crises it faces. An organisation is not just an idea, but also the people within it-- the ones who man the ship as it sails whatever seas it chooses to venture. That is why, good recruitment practices and their constant innovation is a must to get good people and refine them into the best sort of professionals who will add value and substance to the organisation, and a lasting legacy.

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