

A Study on Effectiveness of Recruitment and Selection Process Undertaken at Den Publication

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Abstract: *This research investigates the recruitment and selection process at Den Publications, a prominent digital publishing company. The study evaluates the effectiveness of current practices by utilizing both primary and secondary data. Through a survey of 100 employees and extensive literature review, the research aims to understand existing recruitment channels, procedural clarity, candidate satisfaction, and alignment between recruitment strategies and organizational goals. Findings suggest a structured yet adaptable recruitment framework, with strong emphasis on internal growth, technical skill prioritization, and candidate experience. The study provides recommendations to enhance recruitment outcomes and outlines areas for further research..*

Keywords: Recruitment and Selection, Employer Branding, Digital Recruitment, Candidate Experience, Artificial Intelligence in HR, Organizational Fit, Talent Acquisition, Onboarding Practices, Internal Mobility, Compensation Benchmarking, Hiring Challenges, Resume Screening Tools, Diversity in Hiring, HR Technology, Workforce Planning

