A Study of Recruitment and Selection Process and its Impact on Employee Retention w.r.t. Tissa Technology, Nagpur

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Abstract: *Employee retention is the process of encouraging employees to stay with the organization. It is beneficial for both the organization and the employees. Employers need to attract and retain their best employees to avoid losing valuable talent. Pay plays a significant role in employee retention, as there is often a disparity between what employees believe they should be paid and what organizations offer. Additionally, creating a work environment where employees can utilize their full potential, feel valued, and experience a sense of achievement and belongingness is crucial for retention. A transparent and healthy work environment leads to a stronger and more reliable workforce, fostering growth and innovative ideas*

Keywords: Employee retention, recruitment, selection.

I. INTRODUCTION

Recruitment is the process of finding and hiring the best-qualified candidates for job openings, while selection involves choosing the most suitable candidates among those who have applied. The recruitment process includes planning, developing a recruitment strategy, searching for candidates, screening applicants, and evaluating and controlling the recruitment process. Recruitment aims to attract prospective employees and create a pool of qualified candidates. Selection focuses on identifying individuals with the greatest potential for success in a job. The selection process involves various steps, such as preliminary screening, application review, interviews, tests, reference checks, and final employment decisions. The goal is to ensure that the selected candidates meet the requirements of the job and the organization

1.1 Objectives:
- To study the various sources of recruitment followed in TISSA Technology
- To study the relationship between recruitment and retention of employees
- To know the job satisfaction levels of the employees of recruited.
- To study the relationship between recruitment and retention of employees

1.2 Hypothesis
Recruitment and selection policy is having a positive impact on employee retention.

II. RESEARCH METHODOLOGY

In getting primary data there are several approaches available to gathering data. In order to collect reliable and valid information. The primary data is collected by using primary methods such questionnaires, interviews, observations etc. For this study questionnaires are used to collect primary data from the employees.

The purpose of using questionnaire was to identify and assess the effectiveness of the recruitment and selection practices of the TISSA Technology. A set of questionnaire was prepared with open – ended as well as close ended questions.

The study also made use of secondary data in collecting information. The sources of the secondary data include books, internet search, articles, and journals among others. This helped to identify how others have defined and

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measured key concepts, the data sources that of others used and this helped to discover how this research project is related to other studies.TISSA Technology is selected for the study. The population of the study consisted of employees from the various departments of the insurance company and this included human resource department, marketing and so forth. The total population from the selected branchesis made up of 138 employees.

A sample size of 138 is chosen from the selected branches for the study. This was based on the staff strength of the various departments and to ensure that the sampled was representative enough to draw conclusion

III. ANALYSIS AND INTERPRETATION
Table 1: RECRUITING POSITION FOR EMPLOYEE RETENTION

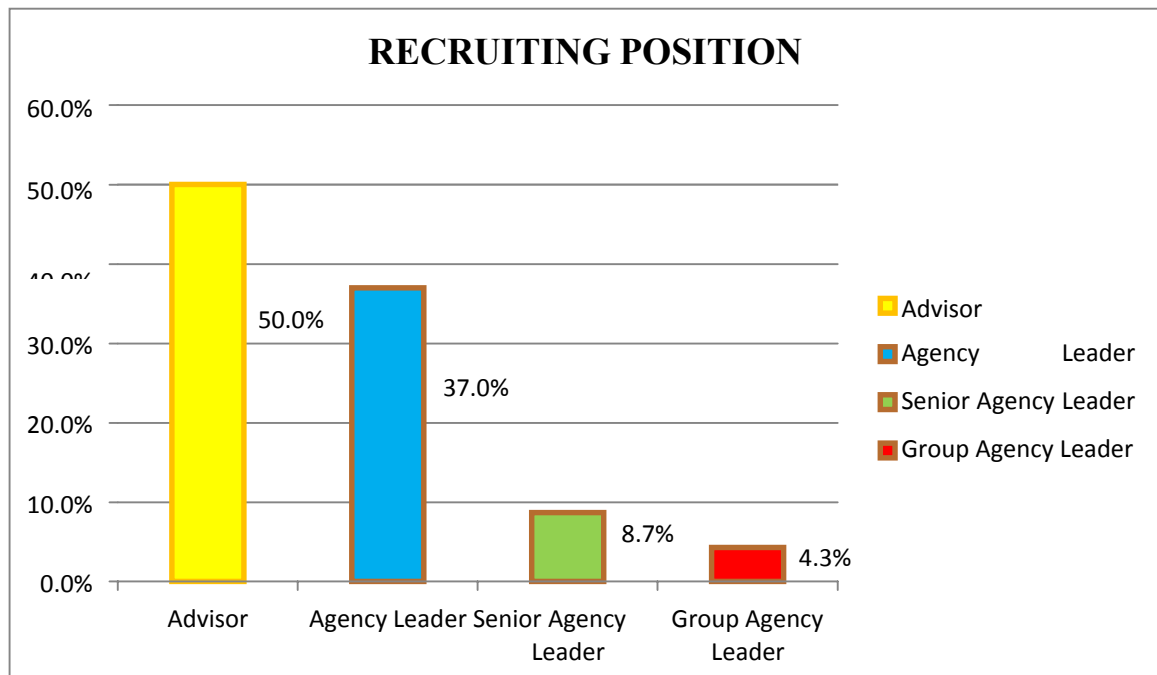| S. NO.	OPTION	RESPONDENTS	PERCENTAGES
1	Advisor	69	50.0%
2	Agency Leader	51	37.0%
3	Senior Agency Leader	12	8.7%
4	Group Agency Leader	6	4.3%
	TOTAL	138	100%

Fig. 1

The above table reveals that the majority of 50.0% of Advisor Position to recruiting more candidates, 37.0% of respondents Agency Leader Position to recruiting, 8.7% of respondents Senior Agency Leader Position to recruiting and 4.50% of respondents Group Agency Leader Position to recruiting for employee retention.

Advisor Position (50.0%): The majority of the respondents, approximately 50.0%, hold the Advisor position responsible for recruiting more candidates. This indicates that TISSA Technology relies heavily on individuals in the Advisor position to contribute to the recruitment process and attract potential candidates for employee retention. Advisors may have specific responsibilities related to sourcing, screening, and engaging with candidates to ensure a successful recruitment outcome Agency Leader Position (37.0%): The sentence states that 37.0% of the respondents are in the Agency Leader position, which is involved in recruiting more candidates for employee retention. Agency Leaders may have a supervisory role and are responsible for overseeing a team of recruiters or hiring managers. Their inclusion in the study suggests that their input and decisions in the recruitment process have an impact on employee retention within TISSA Technology.

Senior Agency Leader Position (8.7%): The data indicates that 8.7% of the respondents hold the Senior Agency Leader position, which is involved in recruiting more candidates. Senior Agency Leaders often have a higher level of authority and decision- making power compared to Agency Leaders. Their inclusion in the study suggests that their involvement in the recruitment process is crucial for employee retention within TISSA Technology.

Group Agency Leader Position (4.5%): The sentence mentions that 4.5% of the respondents are in the Group Agency Leader position, which is responsible for recruiting more candidates. Group Agency Leaders might have a broader scope of responsibility, overseeing multiple teams or departments within the organization. Their involvement in the recruitment process suggests that they play a role in shaping employee retention strategies within   TISSA Technology.

IV. CONCLUSION

This research provides a summary of the study and survey conducted on recruitment and selection in TISSA TECHNOLOGY. The findings suggest the importance of continuous development and innovation in the organization. Employee satisfaction with retention is acknowledged, but changes in the recruitment and selection process are needed to adapt to evolving requirements and job profiles. TISSA Technology emphasizes aligning candidates with organizational values and job requirements to enhance job satisfaction and reduce turnover. Effective recruitment practices positively impact employee retention by selecting individuals with the necessary skills and attracting engaged candidates. The organization should strive to adopt best recruitment practices to attract competitive individuals in the industry.

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