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**Dr. D. Suresh**

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**SOCIETY FOR PUBLIC WELFARE AND INITIATIVES**

H. No. 5-11-559, Srinagar Colony, Naimnagar,  
Hanmakonda, Warangal- 506009. Telangana State (India)

[spwi.ngo.2014@gmail.com](mailto:spwi.ngo.2014@gmail.com) / [sjsw.jp.spwi@gmail.com](mailto:sjsw.jp.spwi@gmail.com)

[devathsuresh@gmail.com](mailto:devathsuresh@gmail.com) Ph: 9959026635



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### INNOVATIVE RECRUITMENT TOOLS & TECHNIQUES FOR MODERN HUMAN RESOURCE TEAM



**P. Maheshwari**

Assistant Professor, Lal Bahadur College, Warangal

*maheshwari.makula@gmail.com* 9032198903

**Abstract:** *Recruitment refers to the overall process of attracting, shortlisting, selecting and appointing suitable candidates for jobs (either permanent or temporary) within an organization. Recruitment can also refer to processes involved in choosing individuals for unpaid roles. Managers, human resource generalists, and recruitment specialists may be tasked with carrying out recruitment, but in some cases, public-sector employment agencies, commercial recruitment agencies, or specialist search consultancies are used to undertake parts of the process. Internet-based technologies which support all aspects of recruitment have become widespread. The aim of this paper is to examine the role of Innovative Recruitment Tools & Techniques for Modern human resource (HR). Nowadays, there is a great deal of competition where innovative human resource has become the requirement of the hour. There is a need to continuously develop and innovate human resource practices to remain competitive in the industry. Past research also indicates that the outcome of innovative HR techniques can be important towards retaining employees and their performance. At present, every business must seek to improve the quality of its workforce. To get the best human resource, an efficient and well-planned strategy is required at the workplace. Therefore, technical advances are being made in the field of human resource with time and slowly the traditional HR is being replaced by new and technically advanced HR. Further, research articles, conceptual studies, review papers and other relevant content on the topic were accessed and reviewed through web sources and databases such as Proquest. However, this study contributes to the existing literature by elaborating the role of innovative tools and technology in the context of the competitive digital environment. Further, several implications were discussed for the purpose of promoting sustainable development of innovative methods. Study limitations and future research directions are also discussed.*

**Keywords:** *Innovative Tools, Modern Recruitment Metrics, Technology, Recruitment techniques*

## Introduction

The main driver of change in organizations is the internet, a new way to exchange information more efficiently and to larger audiences than ever before. Today, HR professional has to respond to increased competition for globally digitalized transformation and rapid advances in HR technology. New kind of technical knowledge, skills, and abilities would be required by HR practitioners in the future who are flexible and willing to deal with the ever-accelerating pace and often unpredictable changes in the global workplace. The HR professionals need to assess the implications of a movement into an era of decentralization, which if used properly, can lead to emancipation. The era will require a new kind of organization, based on a different system that can bring together the contribution of autonomous individuals in a socially sustainable way. It is thus clear that a new way to manage HR as a system is emerging, as well as new HR managers, should manage themselves.

## Concepts in Modern Recruitment Methods

**Scouting:** Scouting means sending the representation of the organizations to various sources of recruitment with a view to persuading or stimulating the candidates to apply for jobs. The representatives provide information about the company and exchange information and ideas and clarify the doubts of the candidates.

**Networking:** This is a very good job finding technique and is usually carried out by most HR professionals. Relevant and sustained relationships over a period of time can help HR professionals in networking with their colleagues to acquire resources from different fields.

**ESOP's:** Companies recently started stimulating the employees by offering stock ownership to the employees through their Employees Stock Ownership Programmed (ESOPs) Body shopping is also known as employee leasing activity.

**Event Recruiting:** Sponsoring events where the candidates you are seeking attend to. By giving a presentation and advertising your company in a way which will attract the candidates and letting them know that your company knows what the participants are looking for, you can bring in the most suitable candidates which you might consider hiring.

**Re-Recruiting:** When you're most qualified or experienced staff leave the company let them know that they're welcome back. The reasons they leave maybe for a change of location, a new challenge or higher pay which you can't afford at the moment.

## Innovative Recruitment Practices in Modern Recruitment Practices

### Sending of SMS

E.g.: Converges provide individuals an easy option to send their application by simply texting the word "APPLY" to a specific number and in turn receives a reply from the organization to proceed with the application process.

## **Video / Visual Networks**

Nowadays, Companies also using Online Video channels like Youtube, Google Video portal Blogging on Social Networking Sites.

E.g.: Twitter, Face book, Multiply, HRLink, CiteHR, LinkedIn and Orkut, Job Fairs, Job Application Banners, Pamphlets, Hoardings, Advertisement in Public transport by using visual and audio aids.

## **Advertisement through public address system**

Radio, Television. Even though advertising in the media still remains a powerful source in attracting candidates, pioneers in the field say that “the most suitable, qualified and talented candidates aren’t even looking”. So approaching this set of candidates should be done after careful observations and by being attractive and making the candidates want to join your organization for his or her career growth.

## **Modern Recruitment Metrics**

The recruiter of today has to move from being transactionally driven to relationship-driven. Recruiters are now sales professionals responsible for prospecting, building relationships, and advancing the sale. This function change requires the metrics associated with the success of today’s recruiter to change as well.

Although the following is not an all-inclusive list, the following six metrics are examples of metrics that drive the right results and create the necessary behaviors needed to achieve these results.

- Performance/Quality of Hire: Data is driven by performance appraisal ratings and/or production 6 to 12 months into the new employee’s job as compared to their peers. Quality should be the first and most important recruiting metric. Since there is no formula for determining quality, recruiters and the hiring managers should define the standards for quality before recruiting. Quality of hire can be accessed through a simple survey that lists each criterion separately and asks the manager how the employee meets each standard on a scale of 1 to 5.

New hire quality can also be tracked through formal performance evaluations, production reports, etc. A survey reported in Staffing.org Recruitment Metrics and Performance Benchmark Report found that the more regularly recruiting professionals to measure new hire quality in an organization, the more satisfied hiring managers are with new hire quality.

- **Manager Satisfaction:** Data is driven by the percentage of managers who are satisfied with the hiring process and the candidates. This metric provides important, easily tracked data to determine a hiring manager's preferences before recruiting begins, and then to evaluate staffing performance post-hire. Effective recruiting organizations rely on customer feedback to be successful.

However, customer satisfaction should never be viewed as a stand-alone metric because it can be misleading.

- **Source of Hire:** Data is driven by the percentage of new hires from each defined candidate source. Data is also driven by the percentage of hires per source, with the highest on-the-job performance and tenure rates. Tracking source of data information allows management to better understand the quality of their sourcing Strategy. This metric also helps to recruit managers to see sourcing channels in terms of outcomes, not just sheer numbers.
- **Referral Rates:** Data is driven by the percentage of hires from referrals generated by the recruiter. Referral programs are most commonly focused on generating referrals from the greater employee population. Referrals generated by recruiters directly soliciting them from prospective candidates and new employees will have a measurable and positive impact on the quality of hire (studies show referrals make better-performing hires), cost-per-hire (little to no cost for these referrals), and time-to-fill ratios.
- **Candidate Satisfaction:** Data is driven by the percentage of new hires who are satisfied with the hiring process as judged by a candidate survey. Candidate satisfaction surveys drive recruiting organizations to have a greater focus on the quality of service provided to each candidate, which has a positive impact on the brand positioning/employment branding of the company. Additional candidate metrics may also be valuable from candidates who were not selected, and candidates who declined offers. These last two groups are often overlooked, but they can provide valuable information about your recruiting operations.
- **Pipeline Development:** Data is driven by the number of potential candidates the recruiter has developed relationships with for key strategic positions. Data is managed through an effective CRM system. Similar to tracking pipeline development of sales professionals, measuring recruiter-developed candidate pipelines can have a dramatic improvement on time-to-fill (candidates are already in process for commonly needed positions), cost-per-hire (pipeline candidates have no additional cost associated with placing them), and quality of hire.

Companies can decrease their time to fill and decrease their cost per hire, but if they can increase their quality of hire and quality of service, the entire game changes. Better employees translate into higher performance, more revenue, and higher profits.

By using the right metrics you will encourage recruiters to focus their behaviours on the causes and not the symptoms of recruitment success. The combination of having the right recruiter with the right measurements will lead each recruiter to focus on finding the right candidate.

### **Advantages from Modern Recruitment Procedures**

Structure and systematically organize the entire recruitment processes.

- Facilitates faster, unbiased, accurate and reliable processing of applications from various applications.
- Helps to reduce the time-per-hire and cost-per-hire.
- Helps to incorporate and integrate the various links like the application system on the official website of the company, the unsolicited applications, outsourcing recruitment, the final decision making to the main recruitment process.
- Maintains an automated active database of the applicants facilitating the talent management and increasing the efficiency of the recruitment processes.
- Provides and a flexible, automated and interactive interface between the online application system, the recruitment department of the company and the job seeker.
- Offers tools and support to enhance productivity, solutions and optimizing the recruitment processes to ensure improved ROI.
- Helps to communicate and create healthy relationships with the candidates through the entire recruitment process.

### **Conclusion**

From the above literature review, it has been concluded that in today's scenario there is a need of Innovative Recruitment Tools & Techniques for Modern human resource for transformation not only in terms of policies or structure but also the way it operates. Human resource management department has a fundamental role for personnel recruiting, orientation and performance appraisal, and compensation management and so on. Performance evaluation is one of the important matters for companies getting successful. Broadly speaking, today every firm need to include innovative HR techniques which are extremely important especially in the process of recruiting employees which is the largest challenge they face. With the use of social media, virtual media has also become increasingly acceptable to organizations if it means that they can retain talent.

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