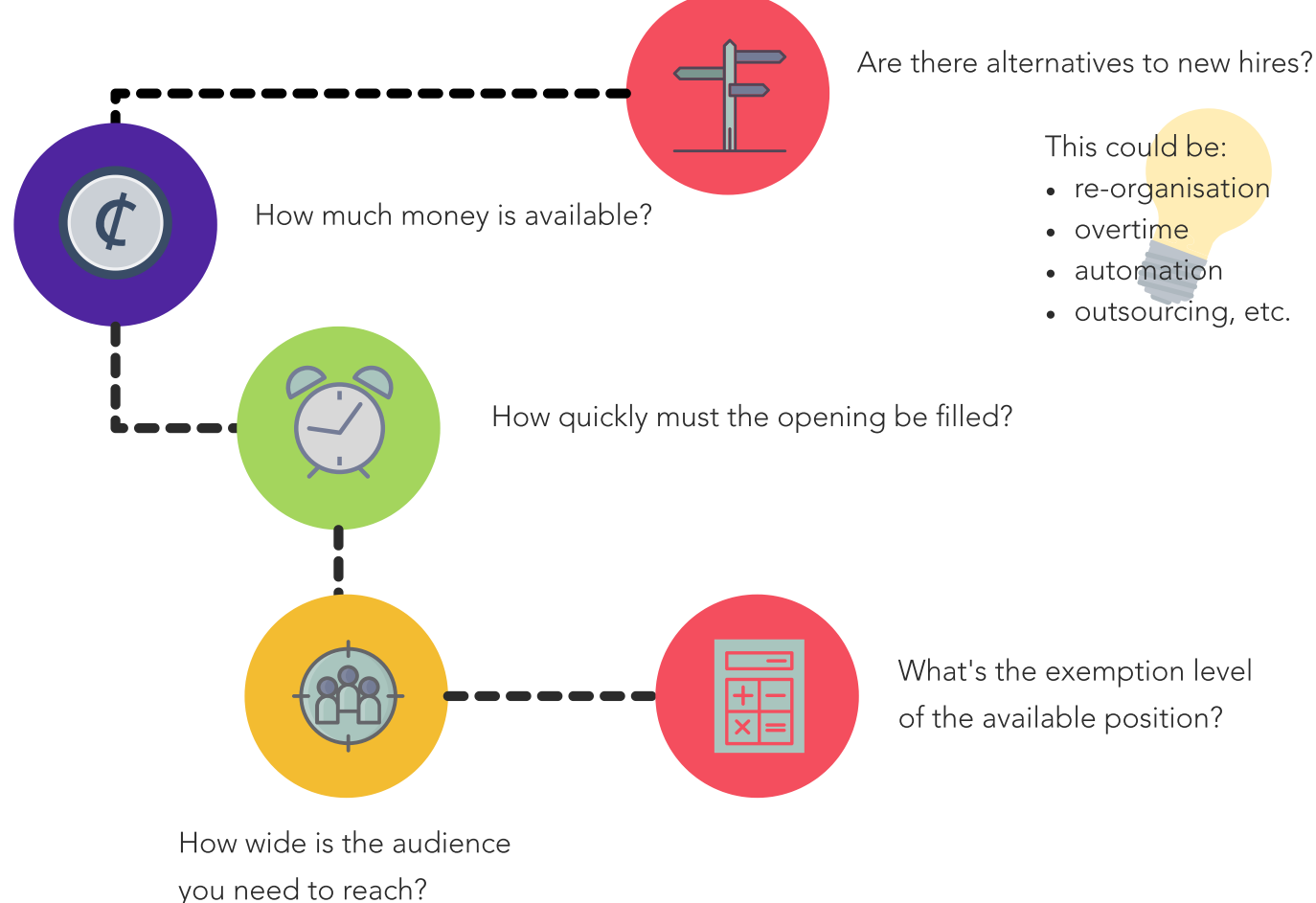


Recruitment is about the ways of making targeted individuals aware of job openings. There are different means or media by which management contacts prospective employees or provides necessary information or exchange ideas in order to stimulate them to apply for jobs.

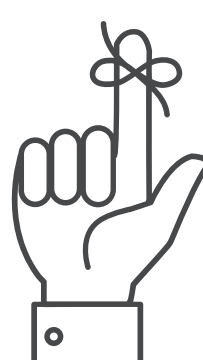
5 questions before you start recruiting



This could be:

- re-organisation
- overtime
- automation
- outsourcing, etc.

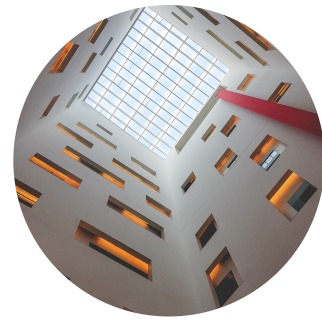
A great outcome is possible only with a careful planning



Recruitment sources

In order to hire the most suitable and talented employees, it's important to choose the most suitable sources where the candidates can be reached. Learn to know the sources of recruitment to understand which of them could bring talented people to the company.

The sources of recruitment can be divided into two distinctive groups:



Internal

- Present employees
- Retired/Former employees
- Previous applicants
- Employee referrals



External

- Advertisement
- Social Media
- Job portals
- Organizational websites
- Campus recruitment
- Recruiting firms
- Job fairs/exhibition
- Headhunting
- Government agencies
- Employment exchanges
- Business cards
- Professional associations
- Data banks
- Trade Unions etc.

Recruitment techniques

After taking into consideration all the factors and sources of recruitment and identifying the prospective employees, an HR manager has to stimulate internal and external candidates to apply for the open positions in the company.

This can be done through various recruitment techniques:

Direct Methods



How 1: Representatives of the organization are sent to establish contacts with prospective candidates in schools, colleges, educational and training institutes. Usually, companies work in cooperation with placement bureaus of educational institutions or contact professors directly to gather information about students with outstanding academic records.

How 2: The organization establishes exhibits at job fairs, shopping centres and rural areas where unemployed people may be contacted.

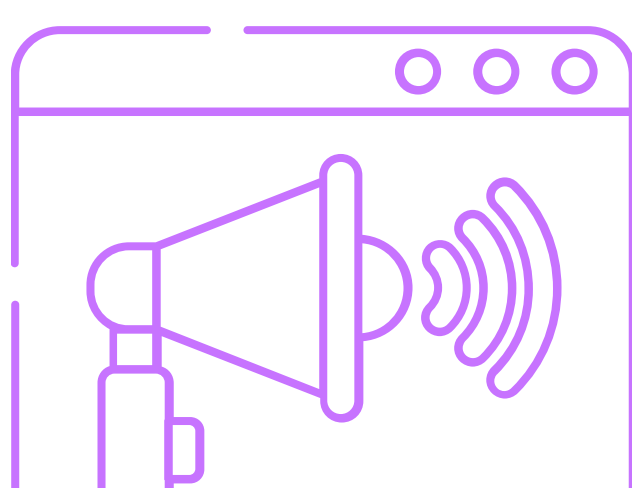
Advantages: low-cost, attracts numerous applicants at a short period of time.

Indirect Methods

How: Advertise the position in newspapers, magazines, professional journals, on various notice-boards, on the radio and on television. The advertisement should be brief, catchy and comprehensive.

When: if there are no suitable candidates to be promoted within the company or if a very specific specialist is needed.

Advantages: you can reach a vast territory, also a **positive side effect!** A sound advertisement helps building a good image of the organization.



Third Party Methods

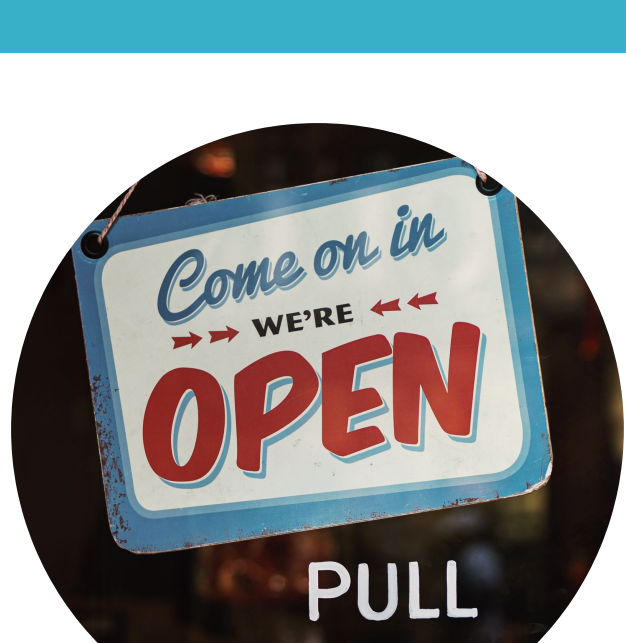
How: Contact public and private employment agencies, management consultants, trade unions, employee referrals, voluntary organizations and various data banks.

When: If you are advertising positions that are difficult to fulfil or for candidates from a specific working field.

Advantages: the process will be less time consuming for you!



How to attract applicants?



- Walk-ins
- Employee referrals
- Advertising, especially online job boards
- Websites
- Internships or placements
- Labour market intermediaries (e.g. social media and social professional networks)
- Recruitment agencies
- Professional and educational associations

Sources

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