

INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE & MANAGEMENT

I
J
R
C
M



A Monthly Double-Blind Peer Reviewed (Refereed/Juried) Open Access International e-Journal - Included in the International Serial Directories

Indexed & Listed at:

Ulrich's Periodicals Directory ©, ProQuest, U.S.A., EBSCO Publishing, U.S.A., Cabell's Directories of Publishing Opportunities, U.S.A.

Open J-Gate, India [link of the same is duly available at Inlibnet of University Grants Commission (U.G.C.)].

Index Copernicus Publishers Panel, Poland with IC Value of 5.09 & number of libraries all around the world.

Circulated all over the world & Google has verified that scholars of more than 2840 Cities in 164 countries/territories are visiting our journal on regular basis.

Ground Floor, Building No. 1041-C-1, Devi Bhawan Bazar, JAGADHRI – 135 003, Yamunanagar, Haryana, INDIA

<http://ijrcm.org.in/>

CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	HOSPITALS OUTSOURCING COMPLETE DEPARTMENTS: A STUDY <i>DR. T. LATA SUJATA, B. KRISHNA REDDY & DR. C.JAYALAKSHMI</i>	1
2.	A STUDY OF CORPORATE BOND MARKET IN INDIA AND ITS LIQUIDITY <i>HEMA GWALANI & DR. D. B. BHARATI</i>	5
3.	FRUIT AND VEGETABLE MARKETING FOR SMALL SCALE GROWERS IN INDIA <i>DR. M S SUBHAS & HALASWAMY D. NAIK</i>	9
4.	PERFORMANCE OF PROFITABILITY MANAGEMENT IN LANCO INDUSTRIES LIMITED: AN EVALUATION <i>N. K. PRADEEP KUMAR & P. MOHAN REDDY</i>	12
5.	KEY CHALLENGES FOR INDIAN MANAGERS: IMPACT OF FDI ENTRY IN RETAIL MARKET <i>CHELLAM SHENBAGAM</i>	16
6.	IMPACT OF FOREIGN INSTITUTIONAL INVESTMENT ON STOCK INDICES IN INDIA <i>DR. S. NIRMALA & ARUNA.G</i>	19
7.	TREND AND PROSPECT OF PRIVATE EQUITY FUND IN ASIA-PACIFIC COUNTRIES: A LESSON FROM INDIA <i>DR. MANAS CHAKRABARTI</i>	26
8.	CORPORATE ENVIRONMENTAL REPORTING IN THE CONTEXT OF RECENT CHANGES IN REGULATORY FRAMEWORK WITH SPECIAL REFERENCE TO INDIA <i>DR. BHASKAR JYOTI BORA & TILAK CH DAS</i>	32
9.	BRAND CHOICE DECISION OF INDIAN URBAN FAMILY <i>SRI. JAYA PRAKASH RATH, SRI. RAJESH KUMAR SAIN & SRI. ANJAN KUMAR MOHANTY</i>	39
10.	FOREIGN DIRECT INVESTMENT IN INDIAN MULTI BRAND RETAIL TRADE: STAKEHOLDER PERSPECTIVE <i>PRATIK MAVANI & DR. AMIT R. PANDYA</i>	42
11.	EFFICIENT MARKET HYPOTHESIS IN CHINA STOCK MARKETS <i>SHIKHA MAHAJAN & MANISHA LUTHRA</i>	47
12.	PORTFOLIO PERFORMANCE EVALUATION OF SELECTED SECTORS INDEX OF BSE <i>KARAN SAGAR & ALPESH GAJERA</i>	51
13.	A STUDY OF SERVICE QUALITY PERSPECTIVES AND CUSTOMER SATISFACTION <i>RAVINARAYANA K.S.</i>	55
14.	A STUDY ON COST EFFECTIVE METHOD OF RECRUITMENT AT KGISL <i>PARVATA RAJ PRABHU</i>	59
15.	STRUCTURED EMOTIONAL CAREER COUNSELLING AND CAREER DEVELOPMENT <i>DR. SEHBA HUSAIN</i>	66
16.	CUSTOMER PERCEPTION OF SERVICE QUALITY DIMENSIONS IN INDIAN BANKING INDUSTRY <i>AISHWARYA GOYAL</i>	75
17.	A COMPARATIVE STUDY OF ORGANIZED AND UN-ORGANIZED FOOD RETAILING IN AHMEDABAD CITY OF GUJARAT <i>SANJIV KUMAR</i>	81
18.	MERGERS AND ACQUISITIONS A PREREQUISITE GROWTH STRATEGY FOR INDIAN HEALTHCARE INDUSTRY: A CRITICAL ANALYSIS OF RANBAXY-DAIICHI ALLIANCE <i>PREETI SINGH</i>	85
19.	IFRS: NEED OF PRESENT SCENARIO <i>NEERU RANI</i>	87
20.	THE ROLE OF LEADERSHIP IN THE GROWTH OF YOUTH OWNED ENTREPRISES IN KENYA: A CASE OF NYERI COUNTY <i>SAMWEL MACHARIA CHEGE & CATHERINE KAIMENYI</i>	93
21.	INFLUENCE OF UNIVERSITY INCENTIVES FOR CAREER DEVELOPMENT ON LECTURERS' PERFORMANCE IN PUBLIC UNIVERSITIES IN KENYA <i>DR. JANET N.MANYASI</i>	97
22.	ENTREPRENEURIAL BEHAVIOUR AND BUSINESS SUCCESS OF SMALL SCALE ORGANIC VEGETABLE FARMERS <i>M.G.P.P. MAHINDARATHNE</i>	102
23.	DOES ENTREPRENEURSHIP PROGRAMS INFLUENCE BUSINESS PERFORMANCE? AN EMPIRICAL INVESTIGATION OF THE NIGERIA SMEs <i>DR. AKANDE O.O</i>	107
24.	VOLATILITY OF INDIAN STOCK MARKET WITH REFERENCE TO CHANGE IN FII POLICY 2001 <i>AMEE I. DAVE & PRIYA D. PARIKH</i>	112
25.	INFLUENCE OF EMPOWERMENT ON EMPLOYEE PERFORMANCE: A CASE OF PRIMARY SCHOOL TEACHERS' IN KAKAMEGA CENTRAL DISTRICT, KENYA <i>ROBERT K.W. EGESEA & SHITSESWA E. AYUB</i>	117
26.	THE IMPACT OF HRM PRACTICES IN INDIAN SUGAR INDUSTRY <i>DR. S. SURESH & K. V. MURALIDHARA RAO</i>	121
27.	RADIO LISTENERS AND ADVERTISEMENTS: AN EXPLORATORY APPROACH <i>IRFAN MUMTAZ K.S.</i>	126
28.	THE IMPACT OF TOTAL QUALITY MANAGEMENT ON BANKS AND WORKERS PERFORMANCE: A CASE STUDY <i>RAKESH, C & SHABARISHA, N</i>	128
29.	EXAMINING THE RELATION OF WORK ETHICS TO JOB SATISFACTION AND WORK STRESS IN EMPLOYEES OF PAYAME NOOR UNIVERSITY CENTRAL ORGANIZATION <i>BAHAREH SHAHRIARI</i>	131
30.	FDI AND MULTI BRAND TRADE IN INDIA <i>ASHISH KUMAR</i>	136
	REQUEST FOR FEEDBACK	139

CHIEF PATRON

PROF. K. K. AGGARWAL

Chairman, Malaviya National Institute of Technology, Jaipur
(An institute of National Importance & fully funded by Ministry of Human Resource Development, Government of India)
Chancellor, K. R. Mangalam University, Gurgaon
Chancellor, Lingaya's University, Faridabad
Founder Vice-Chancellor (1998-2008), Guru Gobind Singh Indraprastha University, Delhi
Ex. Pro Vice-Chancellor, Guru Jambheshwar University, Hisar

FOUNDER PATRON

LATE SH. RAM BHAJAN AGGARWAL

Former State Minister for Home & Tourism, Government of Haryana
Former Vice-President, Dadri Education Society, Charkhi Dadri
Former President, Chinar Syntex Ltd. (Textile Mills), Bhiwani

CO-ORDINATOR

DR. SAMBHAV GARG

Faculty, Shree Ram Institute of Business & Management, Urjani

ADVISORS

DR. PRIYA RANJAN TRIVEDI

Chancellor, The Global Open University, Nagaland

PROF. M. S. SENAM RAJU

Director A. C. D., School of Management Studies, I.G.N.O.U., New Delhi

PROF. M. N. SHARMA

Chairman, M.B.A., Haryana College of Technology & Management, Kaithal

PROF. S. L. MAHANDRU

Principal (Retd.), Maharaja Agrasen College, Jagadhri

EDITOR

PROF. R. K. SHARMA

Professor, Bharti Vidyapeeth University Institute of Management & Research, New Delhi

CO-EDITOR

DR. BHAVET

Faculty, Shree Ram Institute of Business & Management, Urjani

EDITORIAL ADVISORY BOARD

DR. RAJESH MODI

Faculty, Yanbu Industrial College, Kingdom of Saudi Arabia

PROF. SANJIV MITTAL

University School of Management Studies, Guru Gobind Singh I. P. University, Delhi

PROF. ANIL K. SAINI

Chairperson (CRC), GuruGobindSinghI. P. University, Delhi

DR. SAMBHAVNA

Faculty, I.I.T.M., Delhi

DR. MOHENDER KUMAR GUPTA

Associate Professor, P.J.L.N.GovernmentCollege, Faridabad

DR. SHIVAKUMAR DEENE

Asst. Professor, Dept. of Commerce, School of Business Studies, Central University of Karnataka, Gulbarga

ASSOCIATE EDITORS

PROF. NAWAB ALI KHAN

Department of Commerce, Aligarh Muslim University, Aligarh, U.P.

PROF. ABHAY BANSAL

Head, Department of Information Technology, Amity School of Engineering & Technology, Amity University, Noida

PROF. V. SELVAM

SSL, VIT University, Vellore

PROF. N. SUNDARAM

VITUniversity, Vellore

DR. PARDEEP AHLAWAT

Associate Professor, Institute of Management Studies & Research, MaharshiDayanandUniversity, Rohtak

DR. S. TABASSUM SULTANA

Associate Professor, Department of Business Management, Matrusri Institute of P.G. Studies, Hyderabad

TECHNICAL ADVISOR

AMITA

Faculty, Government M. S., Mohali

FINANCIAL ADVISORS

DICKIN GOYAL

Advocate & Tax Adviser, Panchkula

NEENA

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

LEGAL ADVISORS

JITENDER S. CHAHAL

Advocate, Punjab & Haryana High Court, Chandigarh U.T.

CHANDER BHUSHAN SHARMA

Advocate & Consultant, District Courts, Yamunanagar at Jagadhri

SUPERINTENDENT

SURENDER KUMAR POONIA

CALL FOR MANUSCRIPTS

We invite unpublished novel, original, empirical and high quality research work pertaining to recent developments & practices in the areas of Computer Science & Applications; Commerce; Business; Finance; Marketing; Human Resource Management; General Management; Banking; Economics; Tourism Administration & Management; Education; Law; Library & Information Science; Defence & Strategic Studies; Electronic Science; Corporate Governance; Industrial Relations; and emerging paradigms in allied subjects like Accounting; Accounting Information Systems; Accounting Theory & Practice; Auditing; Behavioral Accounting; Behavioral Economics; Corporate Finance; Cost Accounting; Econometrics; Economic Development; Economic History; Financial Institutions & Markets; Financial Services; Fiscal Policy; Government & Non Profit Accounting; Industrial Organization; International Economics & Trade; International Finance; Macro Economics; Micro Economics; Rural Economics; Co-operation; Demography; Development Planning; Development Studies; Applied Economics; Development Economics; Business Economics; Monetary Policy; Public Policy Economics; Real Estate; Regional Economics; Political Science; Continuing Education; Labour Welfare; Philosophy; Psychology; Sociology; Tax Accounting; Advertising & Promotion Management; Management Information Systems (MIS); Business Law; Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labour Relations & Human Resource Management; Marketing Research; Marketing Theory & Applications; Non-Profit Organizations; Office Administration/Management; Operations Research/Statistics; Organizational Behavior & Theory; Organizational Development; Production/Operations; International Relations; Human Rights & Duties; Public Administration; Population Studies; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism & Hospitality; Transportation Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic; Web Design and emerging paradigms in allied subjects.

Anybody can submit the **soft copy** of unpublished novel; original; empirical and high quality **research work/manuscript** **anytime** in **M.S. Word format** after preparing the same as per our **GUIDELINES FOR SUBMISSION**; at our email address i.e. infoijrcm@gmail.com or online by clicking the link **online submission** as given on our website ([FOR ONLINE SUBMISSION, CLICK HERE](#)).

GUIDELINES FOR SUBMISSION OF MANUSCRIPT

1. **COVERING LETTER FOR SUBMISSION:**

DATED: _____

THE EDITOR
IJRCM

Subject: SUBMISSION OF MANUSCRIPT IN THE AREA OF

(e.g. Finance/Marketing/HRM/General Management/Economics/Psychology/Law/Computer/IT/Engineering/Mathematics/other, please specify)

DEAR SIR/MADAM

Please find my submission of manuscript entitled '_____ ' for possible publication in your journals.

I hereby affirm that the contents of this manuscript are original. Furthermore, it has neither been published elsewhere in any language fully or partly, nor is it under review for publication elsewhere.

I affirm that all the author (s) have seen and agreed to the submitted version of the manuscript and their inclusion of name (s) as co-author (s).

Also, if my/our manuscript is accepted, I/We agree to comply with the formalities as given on the website of the journal & you are free to publish our contribution in any of your journals.

NAME OF CORRESPONDING AUTHOR:

Designation:
Affiliation with full address, contact numbers & Pin Code:
Residential address with Pin Code:
Mobile Number (s):
Landline Number (s):
E-mail Address:
Alternate E-mail Address:

NOTES:

- a) The whole manuscript is required to be in **ONE MS WORD FILE** only (pdf. version is liable to be rejected without any consideration), which will start from the covering letter, inside the manuscript.
- b) The sender is required to mention the following in the **SUBJECT COLUMN** of the mail:
New Manuscript for Review in the area of (Finance/Marketing/HRM/General Management/Economics/Psychology/Law/Computer/IT/Engineering/Mathematics/other, please specify)
- c) There is no need to give any text in the body of mail, except the cases where the author wishes to give any specific message w.r.t. to the manuscript.
- d) The total size of the file containing the manuscript is required to be below **500 KB**.
- e) Abstract alone will not be considered for review, and the author is required to submit the complete manuscript in the first instance.
- f) The journal gives acknowledgement w.r.t. the receipt of every email and in case of non-receipt of acknowledgment from the journal, w.r.t. the submission of manuscript, within two days of submission, the corresponding author is required to demand for the same by sending separate mail to the journal.

2. **MANUSCRIPT TITLE:** The title of the paper should be in a 12 point Calibri Font. It should be bold typed, centered and fully capitalised.

3. **AUTHOR NAME (S) & AFFILIATIONS:** The author (s) **full name, designation, affiliation (s), address, mobile/landline numbers, and email/alternate email address** should be in italic & 11-point Calibri Font. It must be centered underneath the title.

4. **ABSTRACT:** Abstract should be in fully italicized text, not exceeding 250 words. The abstract must be informative and explain the background, aims, methods, results & conclusion in a single para. Abbreviations must be mentioned in full.

5. **KEYWORDS:** Abstract must be followed by a list of keywords, subject to the maximum of five. These should be arranged in alphabetic order separated by commas and full stops at the end.
6. **MANUSCRIPT:** Manuscript must be in **BRITISH ENGLISH** prepared on a standard A4 size **PORTRAIT SETTING PAPER**. It must be prepared on a single space and single column with 1" margin set for top, bottom, left and right. It should be typed in 8 point Calibri Font with page numbers at the bottom and centre of every page. It should be free from grammatical, spelling and punctuation errors and must be thoroughly edited.
7. **HEADINGS:** All the headings should be in a 10 point Calibri Font. These must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
8. **SUB-HEADINGS:** All the sub-headings should be in a 8 point Calibri Font. These must be bold-faced, aligned left and fully capitalised.
9. **MAIN TEXT:** The main text should follow the following sequence:

INTRODUCTION**REVIEW OF LITERATURE****NEED/IMPORTANCE OF THE STUDY****STATEMENT OF THE PROBLEM****OBJECTIVES****HYPOTHESES****RESEARCH METHODOLOGY****RESULTS & DISCUSSION****FINDINGS****RECOMMENDATIONS/SUGGESTIONS****CONCLUSIONS****SCOPE FOR FURTHER RESEARCH****ACKNOWLEDGMENTS****REFERENCES****APPENDIX/ANNEXURE**

It should be in a 8 point Calibri Font, single spaced and justified. The manuscript should preferably not exceed **5000 WORDS**.

10. **FIGURES & TABLES:** These should be simple, crystal clear, centered, separately numbered & self explained, and **titles must be above the table/figure. Sources of data should be mentioned below the table/figure.** It should be ensured that the tables/figures are referred to from the main text.
11. **EQUATIONS:** These should be consecutively numbered in parentheses, horizontally centered with equation number placed at the right.
12. **REFERENCES:** The list of all references should be alphabetically arranged. The author (s) should mention only the actually utilised references in the preparation of manuscript and they are supposed to follow **Harvard Style of Referencing**. The author (s) are supposed to follow the references as per the following:
 - All works cited in the text (including sources for tables and figures) should be listed alphabetically.
 - Use (ed.) for one editor, and (ed.s) for multiple editors.
 - When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc, in chronologically ascending order.
 - Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
 - The title of books and journals should be in italics. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
 - For titles in a language other than English, provide an English translation in parentheses.
 - The location of endnotes within the text should be indicated by superscript numbers.

PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:**BOOKS**

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

CONTRIBUTIONS TO BOOKS

- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

JOURNAL AND OTHER ARTICLES

- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

CONFERENCE PAPERS

- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19-22 June.

UNPUBLISHED DISSERTATIONS AND THESES

- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

ONLINE RESOURCES

- Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

WEBSITES

- Garg, Bhavet (2011): Towards a New Natural Gas Policy, Political Weekly, Viewed on January 01, 2012 <http://epw.in/user/viewabstract.jsp>

A STUDY ON COST EFFECTIVE METHOD OF RECRUITMENT AT KGISL

PARVATA RAJ PRABHU
ASST. PROFESSOR
SASI CREATIVE SCHOOL OF BUSINESS
COIMBATORE

ABSTRACT

The study report is the outcome of the study undertaken in KG Information Systems Private Limited., (KGISL) Coimbatore. The major objective of the study is to know the best recruitment method which is cost effective to KGISL through seven different dimensions of recruitment. Simple Random Sampling was used for selecting the recruiters from the collected database. A sample size of 100 recruiters, which includes Human Resource Executives, Vice President Human Resource, Senior Executives Human Resource, Manager Human Resource, Assistant manager Human Resource. Primary data was collected through Unstructured questionnaire. The data collected were analyzed by using Conventional Analysis (Simple percentage), Weighted Average and Correlation. Suitable Suggestions and Recommendations were given for corrective actions. It is found that among the seven sources of recruitment, Internal Promotion holds the first rank. The second best source of recruitment is Job Fair. The third best source is ranked for the Campus Recruitment. The rest four sources are ranked as Head Hunting, Advertisement, Referrals and Consultancies. The sources of recruitment have positive correlation between factor and cost. As many of the respondents feel that job fair gives them better candidates, job fair kind of recruitment method can be improved and updated. Such type of fairs can filter better candidates from a larger crowd. Number of rounds of interviews can be equally compressed in such type of fairs which will not eat away the recruiter's time.

KEYWORDS

Best sources, Cost effective, seven dimensions of recruitment, Sources of Recruitment.

INTRODUCTION**CONCEPT OF RECRUITMENT**

Recruitment refers to the process of attracting, screening, and selecting qualified people for a job at an organization or firm. For some components of the recruitment process, mid- and large-size organizations often retain professional recruiters or outsource some of the process to recruitment agencies. The recruitment industry has five main types of agencies: employment agencies, recruitment websites and job search engines, "headhunters" for executive and professional recruitment, niche agencies which specialize in a particular area of staffing and in-house recruitment. The stages in recruitment include sourcing candidates by advertising or other methods, and screening and selecting potential candidates using tests or interviews.

Recruitment can conduct by 9 methods as follows:

1. RECRUITMENT BY CAMPUE METHOD

Campus is the location of a university, college, or school's main buildings. This method is based on recruitment at university, colleges

2. RECRUITMENT BY JOB CENTERS

Job centers often specialize in recruitment for specific sectors. They usually provide a shortlist of candidates based on the people registered with the agency. They also supply temporary or interim employees.

3. HEAD HUNTING

Head hunting are recruitment agents who provide a more specialized approach to the recruitment of key employees and/or senior management.

4. RECUTIMENT BY ADVERTISEMENT

They can be found in many places such as

- 1) Newspaper
- 2) Job posting on jobsites
- 3) Ads on websites related to positions recruited.

5. DATABASE SEARCH ON JOB SITES.

Company can buy data from job websites for a week or a month to search candidates.

6. EMPLOYEE REFERRAL

This method often refers to as 'word of mouth' and can be a recommendation from a colleague at work.

7. CONTRACT STAFFING

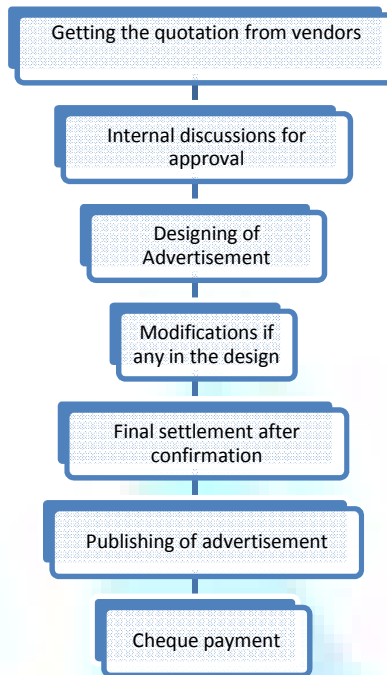
Company can buy staffing contract from HR outsourcing.

8. WORD-OF-MOUTH RECRUITMENT**9. INTERNAL RECUTIMENT**

Internal recruitment can conduct by types of:

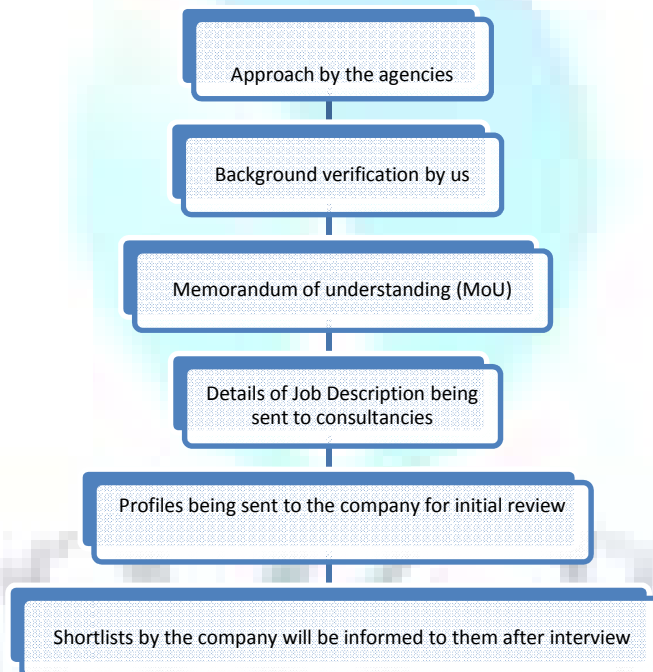
- 1) Present permanent employees (based on programs of career development).
- 2) Present temporary/casual employees.
- 3) Retired employees.
- 4) Dependents of deceased disabled, retired and present employees

**RECRUITMENT PROCESS FOR THE SOURCES
ADVERTISEMENT**

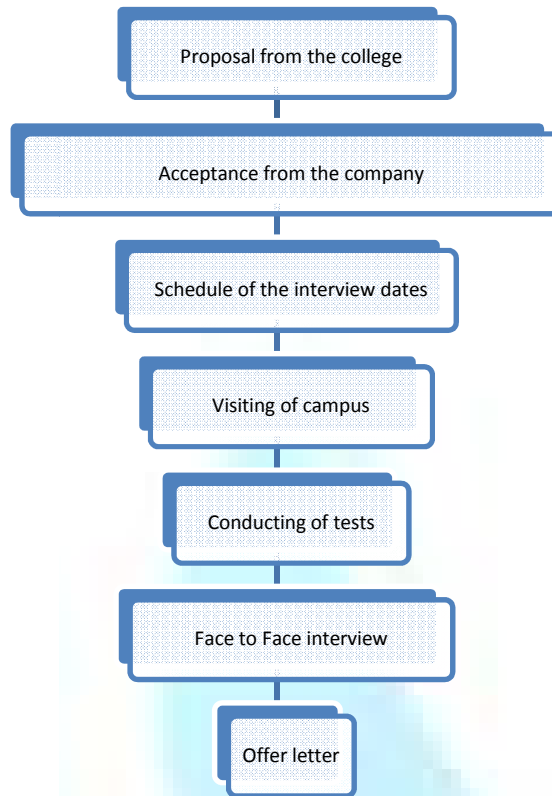


Time Taken: A week's time
Cost Incurred: Rs.20000 approximately

CONSULTANCIES AND AGENCIES



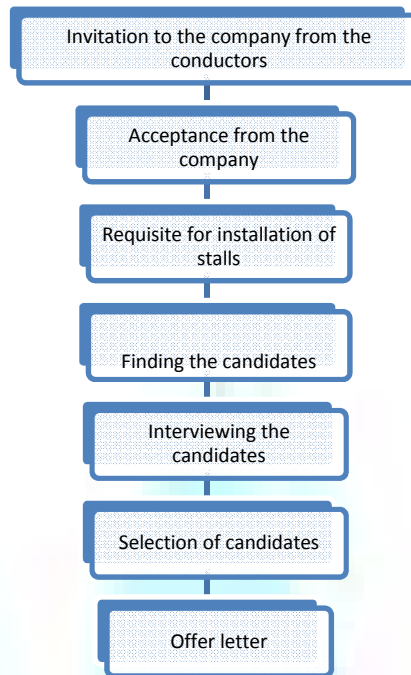
Time taken: More than one and half months
Cost Incurred: 10 to 12 percent from the salary of the selected candidates



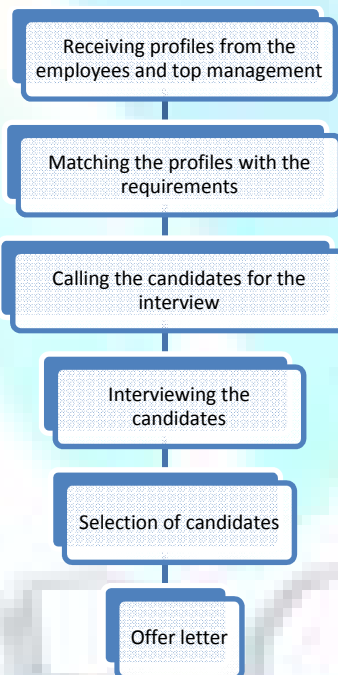
Time taken: A week's time
Cost Incurred: Nil it is barred by the college
HEAD HUNTING



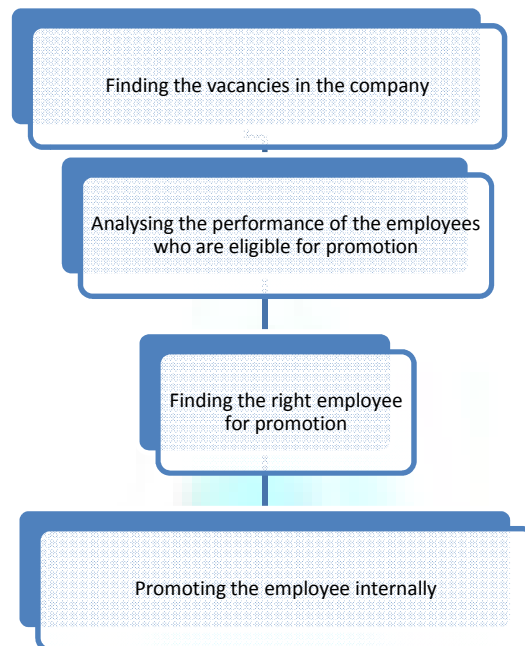
Time taken: Less than 2 months
Cost Incurred: Certain percentage depending on the candidate



Time taken: One month
Cost Incurred: Travel expenses
REFERALS



Time taken: More than 2 months
Cost Incurred: Incentives to the employee



Time taken: 3 months

Cost Incurred: Nil

REVIEW OF LITERATURE

“Cost-effectiveness of Recruitment Methods in an Obesity Prevention Trial for Young Children”

Research Done By

Jodie L. Robinson, M.A., M.B.A, Janene H. Fuerch, B.S, Dana D. Winiewicz, B.S, Sarah J. Salvy, Ph.D, James N. Roemmich, Ph.D, and Leonard H. Epstein, Ph.D

Background

Recruitment of participants for clinical trials requires considerable effort and cost. There is no research on the cost-effectiveness of recruitment methods for an obesity prevention trial of young children.

Methods

This study determined the cost-effectiveness of recruiting 70 families with a child aged 4 to 7 (5.9 ± 1.3) years in Western New York from February, 2003 to November, 2004, for a two year randomized obesity prevention trial to reduce television watching in the home.

Results

Of the 70 randomized families, 65.7% ($n = 46$) were obtained through direct mailings, 24.3% ($n = 17$) were acquired through newspaper advertisements, 7.1% ($n = 5$) from other sources (e.g. word of mouth), and 2.9% ($n = 2$) through posters and brochures. Costs of each recruitment method were computed by adding the cost of materials, staff time, and media expenses. Cost-effectiveness (money spent per randomized participant) was US \$0 for other sources, US \$227.76 for direct mailing, US \$546.95 for newspaper ads, and US \$3,020.84 for posters and brochures.

Conclusion

Of the methods with associated costs, direct mailing was the most cost effective in recruiting families with young children, which supports the growing literature of the effectiveness of direct mailing

“A Practical, Cost-effective Method for Recruiting People into Healthy Eating Behavior Programs”

Research Done By

Paul W McDonald, PhD, Asst. Professor

Paul W McDonald, Department of Health Studies and Gerontology, University of Waterloo; Waterloo, ON, N2L 3G1, Canada,

Introduction

The population impact of programs designed to develop healthy eating behaviors is limited by the number of people who use them. Most public health providers and researchers rely on purchased mass media, which can be expensive, on public service announcements, or clinic-based recruitment, which can have limited reach. Few studies offer assistance for selecting high-outreach and low-cost strategies to promote healthy eating programs. The purpose of this study was 1) to determine whether classified newspaper advertising is an effective and efficient method of recruiting participants into a healthy eating program and 2) to determine whether segmenting messages by transtheoretical stage of change would help engage individuals at all levels of motivation to change their eating behavior.

Methods

For 5 days in 1997, three advertisements corresponding to different stages of change were placed in a Canadian newspaper with a daily circulation of 75,000.

Results

There were 282 eligible people who responded to newspaper advertisements, and the cost was Can \$1.11 (U.S. \$0.72) per recruit. This cost compares favorably with the cost efficiency of mass media, direct mail, and other common promotional methods. Message type was correlated with respondent's stage of change, and this correlation suggested that attempts to send different messages to different audience segments were successful.

“Effectiveness and cost of recruitment strategies for a community-based randomized controlled trial among rainwater drinkers”

Research done by

Shelly Rodrigo

Department of Epidemiology and Preventive Medicine, School of Public Health and Preventive Medicine, Monash University, Melbourne, Australia

Background

Community-based recruitment is challenging particularly if the sampling frame is not easily defined as in the case of people who drink rainwater. Strategies for contacting participants must be carefully considered to maximize generalisability and minimize bias of the results. This paper assesses the recruitment strategies for a 1-year double-blinded randomized trial on drinking untreated rainwater. The effectiveness of the recruitment strategies and associated costs are described.

Methods

Community recruitment of households from Adelaide, Australia occurred from February to July 2007 using four methods: electoral roll mail-out, approaches to schools and community groups, newspaper advertising, and other media involvement. Word of mouth communication was also assessed.

Conclusion

The use of electoral roll mail-out and advertising via schools were effective in reaching households using untreated rainwater for drinking. Employing multiple strategies enabled success in achieving the recruitment target. In countries where electoral roll extracts are available to researchers, this method is likely to have a high yield for recruitment into community-based epidemiological studies.

NEED FOR THE STUDY

- To know the cost effective source of recruitment
- To know the best recruitment source for KGISL
- To know the effective source of recruitment from the seven different dimensions

OBJECTIVE OF THE STUDY

- To Study the best source of recruitment for KGISL.
- To suggest the best source of recruitment which is cost effective to KGISL?
- To study the cost effective source through seven different dimensions of recruitment

RESEARCH METHODOLOGY

Research Methodology is used to systematically solve the problem. Considering the Objective of the study, the methods are logically chosen and adopted, so that the results are capable of being evaluated either by the researcher or by others.

RESEARCH DESIGN

The type of research conducted for this study is "Descriptive Research Studies" which are concerned with describing the characteristics of particular variables.

SAMPLE**Sample size**

The Sample Size consists of 100 Respondents from Coimbatore City.

Sample design

It is a technique or procedure the researcher would adopt in selecting the items for the sample. Respondents were chosen at **Probability Simple Random Sampling**

DISCUSSIONS**CONVENTIONAL ANALYSIS****TABLE 1.1 SHOWING COST INCURRED ON VARIOUS RECRUITMENT**

Category	Strongly Agree	Agree	Neither agree or disagree	Disagree
All in Percentage (%)				
Advertisement	32	0	68	0
Consultancies	2	0	42	56
Campus Recruitment	18	72	10	0
Head Hunting	0	68	32	0
Job Fair	0	72	22	6
Referrals	0	10	72	18
Internal Promotion	70	10	12	8

The table 1.1 the majority 70% of the respondents strongly agree that internal promotion reduces the cost since employee is not new. The 12% of the respondents neither agrees nor disagree that internal promotion reduces the cost since employee is not new. The 10% of the respondents agrees that internal promotion reduces the cost since employee is not new. Only 8% of the respondents disagrees that internal promotion reduces the cost since employee is not new. The 72% of the respondents agree that cost is incurred on job fair. The 22% of the respondents neither agree nor disagree that cost is incurred on job fair. 72% of the respondents agree that cost incurred is worth on campus recruitment. 18% of the respondents strongly agreed that cost incurred is low on campus recruitment. The rest 10% of the respondents strongly agree that cost incurred is low on campus recruitment. The 68% of the respondents agree that cost incurred is low on head hunting. The rest 32% of the respondents neither agree nor disagree that cost incurred is low on head hunting. The majority of 68% of the respondents neither agree nor disagree that cost is incurred on advertisement. 32% of the respondents strongly agree that cost is incurred on advertisement. The 72% of the respondents neither agree nor disagree that cost is involved in referrals. 18% of the respondents disagree that cost is involved in referrals. 10% of the respondents agree that cost is involved in referrals. 56% of the respondent disagree that consultancies are effective for the cost incurred. 42% of the respondent neither agree nor disagree that consultancies are effective for the cost incurred. The rest 2% of the respondents alone strongly agree that consultancies are effective for the cost incurred.

WEIGHTED AVERAGE FOR THE SOURCES OF RECRUITMENT**TABLE 1.2: SHOWING WEIGHTED AVERAGE FOR THE SOURCES OF RECRUITMENT**

S.No	Sources of Recruitment	Weighted Average	Rank
1	Advertisement	7.12	5
2	Consultancies	5.64	7
3	Campus Recruitment	8	3
4	Head Hunting	7.8	4
5	Job Fairs	8.04	2
6	Referrals	6.08	6
7	Internal Promotion	9.14	1

The result presented in the table about weighted average score for the various sources of recruitment. Internal Promotion holds the weighted average of 9.14, Job fair holds of 8.04, Campus recruitment holds of 8.00, Headhunting holds of 7.8, Referrals holds of 6.08 and Consultancies holds of 5.64.

CORRELATIONS BETWEEN THE SOURCES OF RECRUITMENT

TABLE 1.3: SHOWING THE CORRELATION BETWEEN THE SOURCES OF RECRUITMENT

S.no	Relationship between	Pearson correlation (r)	Relation	Level of significance
1	Advertisement cost and Advertisement factors	0.241	Positive	0.05
2	Consultancies cost and Consultancies factors	0.348	Positive	0.05
3	Campus recruitment cost and Campus recruitment factors	0.599	Positive	0.05
4	Head Hunting cost and Head Hunting factors	0.549	Positive	0.05
5	Job fairs cost and Job fairs factor	0.733	Positive	0.05
6	Referrals cost and referrals factor	0.668	Positive	0.05
7	Internal promotion cost and Internal promotion factor	0.711	Positive	0.05

From the above table it is evident that sources of recruitment have **Positive Correlation** between the factor and cost.

SUGGESTIONS AND RECOMMENDATIONS

- As many of the respondents feel that job fair gives them better candidates, job fair kind of recruitment method can be improved and updated. Such type of fairs can filter better candidates from a larger crowd. Number of rounds of interviews can be equally compressed in such type of fairs which will not eat away the recruiter's time
- In campus recruitment programs can be improved by filtering the students before getting into the first level of interview process. This method would help in recruiting lower level employees
- The referrals would be the best source of recruitment in case of hiring middle level employees. This provides us a gap to save our time and make our process easy and confidential.
- Head Hunting is another competitive method which will work on cost effective manner to get top management requirement.
- Though the advertisement creates opportunity, the cost and risk involved in it are more. So advertisement method can be chosen for bulk recruitment.
- As there is a tough competition among HR consultancies expectation of satisfied consultancy service by a recruiting company stands as a question mark. Therefore it is better not to depend on such type of agencies for recruitment process. Unless and otherwise there is a tough need it is suggested that companies can go with their own HR team to proceed on their own HR team for their recruitment process.
- The new technologies of recruitment can also be adopted to update the process of recruitment in each source.
- The recruitment methods should be adopted according to the requirement of the candidates.

CONCLUSION

It was found among the seven sources of recruitment, Internal Promotion holds the first rank .The second best source of recruitment is Job Fair. The third best source is ranked for the Campus Recruitment. The rest four sources are ranked as Head Hunting, Advertisement, Referrals and Consultancies

SCOPE OF FURTHER RESEARCH

Now a day's recruiters also use more online 'word-of-mouth' (WOM) marketing programmers to attract candidates. This might mean producing an employer video that shows what it likes to work within the organization. Make it amusing or entertaining enough and your potential candidates might see it as it is passed around via email, Instant Messenger and on YouTube and elsewhere.

REFERANCES

1. Aina, S. (2005). Managing Human Capital in Nigeria, Lagos, Fountain Training.
2. Armstrong, M (2009), Handbook of HRM practice, Kogan Page, London and Philadelphia.
3. authorities, London.
4. Boxall. P & Purcell. J. (2003), Strategy and Human Resource Management, Palgrave Macmillan, New York.
5. Brain, F. (2006) How to Write a Business Plan (2ndeds), Kogan Page, London.
6. Breaugh, J. A. (2008). Employee recruitment: Current knowledge and important areas for future research.
7. British Psychological Society (2007), Psychological Testing: A user's Guide, Psychological Testing Centre, Leicester.
8. Cadrain, D. (2006, August). Recruitment process problems need not remain a mystery. HR Magazine, p. 26.
9. Carlson, K. D., Connerley, M. L., & Mechan, R. L. (2002). Recruitment evaluation: The case for assessing the quality of applicants attracted. Personnel Psychology, 55 461-490.
10. CIPD (2007), Psychological Testing, CIPD Fact Sheet, London. Dainty, A. (2000) Improving Employee Sourcing within Construction Organization, Proceedings of the ARCOM 2000 Conference, Glasgow, Vol. 1.
11. Crispin, G., & Mehler, M. (2006, September). The candidate experience: Black hole or north star[A Career X roads Whitepaper on Staffing Strategy and Process].
12. Employers' Organization for Local Government (2003) Guide to Workforce Planning in Local
13. Fajan Sola (2002) Human Resource Management, Lagos, Labofin Press.
14. Farnham, D. (2006) Examiner's Report, May, CIPD Co. U.K.
15. Gerdes, L. (2008, September 15). The best places to launch a career. Business Week, p. 36.
16. Godard J. & Delaney J. T. (2000) Reflections on the High Performance Implications for Industrial Relations as a Field, Industrial/Labour Relations Review. Guest, D. E and King, Z (2004), Power, Innovation and Problem Solving: The Personnel Managers' Three Steps To Heaven? Journal of Management Studies, 41 (3), pp 401-23.
17. Human Resource Management Review, 18(3): 103-118.
18. Hunger, T.D and Wheelen, T. (2003) Essentials of Strategic management, New Jersey, Pearson Education Inc. International Test Commission (2005), International Guideline on Computer-based and Internet Delivered Testing, British Psychological society, Leicester.
19. Kiger, P. J. (2007). Burnishing your employment brand. Workforce Management, 86(18): 39-45.
20. Legge, K. (2001) "Silver Bullet or Spent Round? Assessing the Meaning of the High Commitment Management/Performance Relationship" in J. Storey (ed) Human Resource Management" A Critical Text (2nded). Newill S & Schackleton .V. (2000) "Recruitment and Selection", in Bach & K Session (eds), Personnel Management (3rdedition) (Pp 111-36).
21. Minton-Eversole, T. (2008, December). Quality measurement: Key to best-in-class talent acquisition. HR Magazine, pp. 64-65.
22. Needleman, S. A. (2008, December 23). Avoiding the ax: Where the jobs are. Wall Street Journal, Section D, pp. 1, 5.
23. Noe Hollenbeck, Gerhart and Wite (2000), Human Resource Management: Gaining A competitive advantage, 3rdedition McGraw-Hill, Boston.
24. Overman, S. (2006). Show off your brand. Staffing Management 2, pp. 2-6.
25. Overman, S. (2008). Measuring what matters. Staffing Management, 4.
26. Society for Human Resource Management. (2008, April-June). The employer brand: A strategic tool to attract, recruit and retain talent. SHRM Staffing Research, 2.

REQUEST FOR FEEDBACK

Dear Readers

At the very outset, International Journal of Research in Commerce and Management (IJRCM) acknowledges & appreciates your efforts in showing interest in our present issue under your kind perusal.

I would like to request you to supply your critical comments and suggestions about the material published in this issue as well as on the journal as a whole, on our E-mail i.e. infoijrcm@gmail.com for further improvements in the interest of research.

If you have any queries please feel free to contact us on our E-mail infoijrcm@gmail.com.

I am sure that your feedback and deliberations would make future issues better – a result of our joint effort.

Looking forward an appropriate consideration.

With sincere regards

Thanking you profoundly

Academically yours

Sd/-

Co-ordinator

ABOUT THE JOURNAL

In this age of Commerce, Economics, Computer, I.T. & Management and cut throat competition, a group of intellectuals felt the need to have some platform, where young and budding managers and academicians could express their views and discuss the problems among their peers. This journal was conceived with this noble intention in view. This journal has been introduced to give an opportunity for expressing refined and innovative ideas in this field. It is our humble endeavour to provide a springboard to the upcoming specialists and give a chance to know about the latest in the sphere of research and knowledge. We have taken a small step and we hope that with the active co-operation of like-minded scholars, we shall be able to serve the society with our humble efforts.

Our Other Journals

