

## A STUDY ON RECRUITMENT AND SELECTION PROCESS AT NEWS 7 TAMIL

AKSHAYA S MBA II

GOPIKA C MBA I

M.O.P VAISHNAV COLLEGE FOR WOMEN

### INTRODUCTION :

Recruitment is the overall process of identifying, sourcing, screening, shortlisting, and interviewing candidates for jobs (either permanent or temporary) within an organization. Recruitment also is the processes involved in choosing individuals for unpaid roles. In recruitment, information is collected from interested candidates from different sources such as newspaper, advertisement, employment exchanges etc are used.

### OBJECTIVES OF RESEARCH PRIMARY

#### OBJECTIVE:

A study on recruitment and selection process at News7 Tamil

#### SECONDARY OBJECTIVE :

- ✦ To investigate the effectiveness of different recruitment and selection methods (e.g. interviews, assessments, reference checks) in identifying the most suitable candidates for open positions at News 7 Tamil.

### NEED AND SCOPE OF THE STUDY :

The scope of Recruitment and Selection is very wide and it consists of a variety of operations. Resources are considered as most important asset to any organization. Hence, hiring right resources is the most important aspect of Recruitment. Every company has its own pattern of recruitment as per their recruitment policies and procedures.

### STATEMENT OF RESEARCH PROBLEM :

The Media industry is highly competitive and requires a skilled workforce to meet the demands of viewers. Recruitment and selection of employees play a crucial role in determining the success of Media companies. News 7 Tamil Channel, a leading Tamil News channel, has been experiencing difficulties in recruiting and selecting suitable candidates for various roles within the organization. The study aims to identify the strengths and weaknesses of the current process

and provide recommendations for improving the recruitment and selection process to enhance the quality of the workforce and overall organizational performance.

## **RESEARCH HYPOTHESIS :**

### **HYPOTHESIS 1**

**H0:** There is no significant difference in the effectiveness of the recruitment and selection process for male and female employees at News 7 Tamil.

**H1:** The effectiveness of the recruitment and selection process differs significantly for male and female employees at News 7 Tamil.

### **HYPOTHESIS 02:**

**H0:** The recruitment and selection process at News 7 Tamil does not significantly affect employee job satisfaction.

**H1:** The recruitment and selection process at News 7 Tamil significantly affects employee job satisfaction.

### **HYPOTHESIS 03:**

**H0:** There is no significant relationship between the recruitment and selection process and employee performance at News 7 Tamil.

**H1:** There is a significant relationship between the recruitment and selection process and employee performance at News 7 Tamil.

### **HYPOTHESIS 04**

**H0:** The recruitment and selection process in News 7 Tamil does not significantly impact the quality of the news reporting.

**H1:** The recruitment and selection process in News 7 Tamil significantly impacts the quality of the news reporting.

## **RESEARCH DESIGN**

A research design in recruitment and selection refers to the plan or strategy used to gather and analyze data to determine the most effective methods for attracting and selecting job candidates. This typically involves a combination of qualitative and quantitative research methods, such as surveys, interviews, focus groups, and case studies, to gain a comprehensive understanding of the recruitment and selection process.

## **RESEARCH METHODOLOGY :**

Research methodology is the specific procedures or techniques used to identify, select, process, and analyze information about a topic. In a research paper, the methodology section allows the reader to critically evaluate a study's overall validity and reliability. It also provides a detailed plan that helps to keep researchers on track, making the process smooth, effective and manageable.

## **SAMPLING SIZE :**

The sample size of this research is 83 out of the population of 120.

## **SCOPE OF STUDY :**

The scope of study in recruitment and selection refers to the specific areas that will be covered and investigated in a research or analysis project related to the recruitment and selection process. The present study on Recruitment and selection process helps to get clear picture about the employee Recruitment and selections. This in turn helps the management to Formulate suitable policy to Recruit the employees which helps for developing Organization by increasing their productivity level It helps the employees to get more Interested towards their work by Improving their self development.

## **DESCRIPTIVE ANALYSIS**

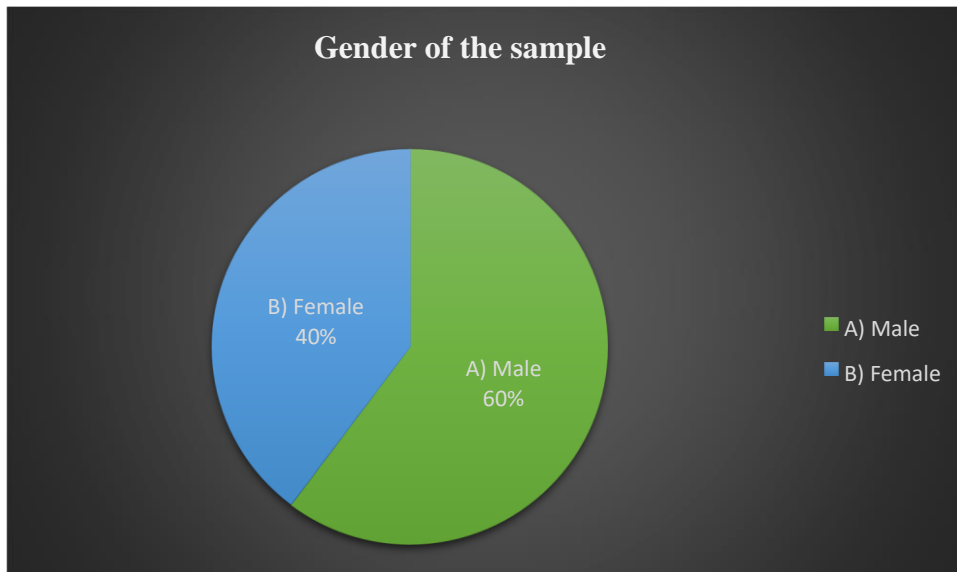
Descriptive analysis aims to summarize and present the data in a clear and organized manner, without making any inferences or conclusions about the relationships between variables. Descriptive analysis typically involves organizing and summarizing the data using statistical measures such as mean, median, mode, range, and standard deviation. It may also involve creating visual representations of the data, such as tables, graphs, and charts, to help readers better understand the data patterns.

**PERCENTAGE ANALYSIS**

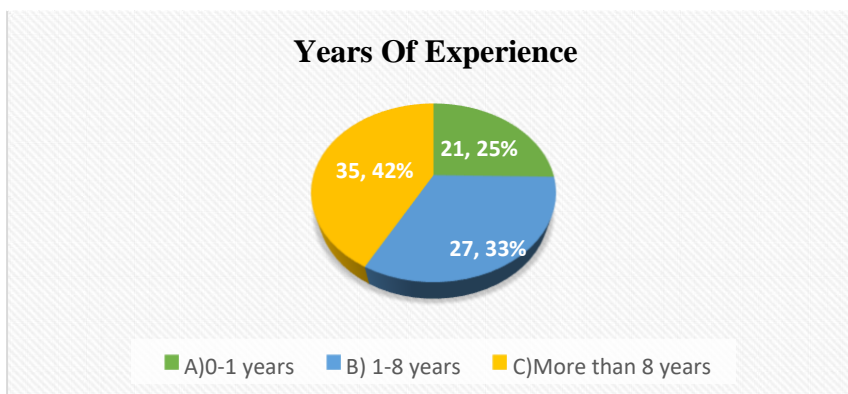
**Table 4.1 Frequency Distribution Of Gender In The Sample**

Gender	Frequency	Distribution %
Male	50	60
Female	33	40
<b>Total</b>	<b>83</b>	<b>100</b>

**Pie Chart Representing The Frequency Distribution Of Gender In The Sample .**

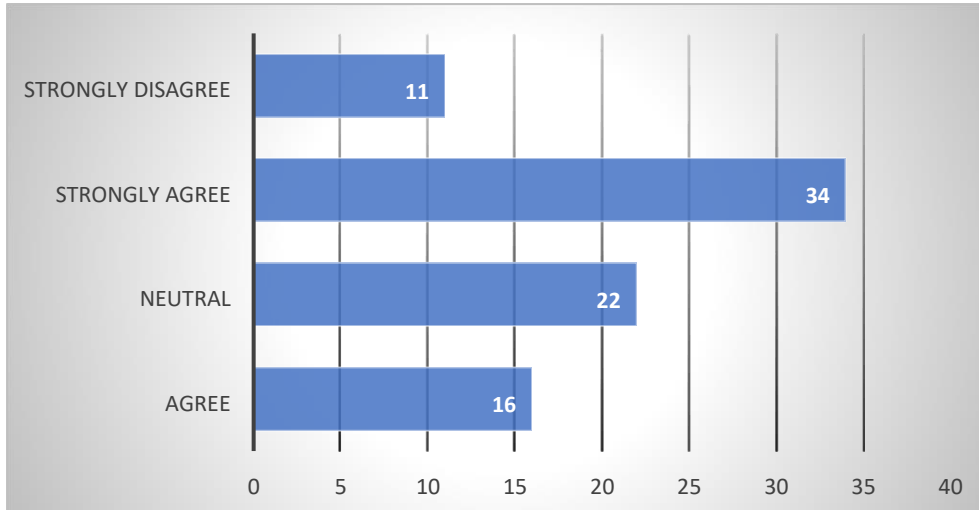


**pie Chart Representing Frequency Distribution Of Total Years Of Experience In The Sample.**

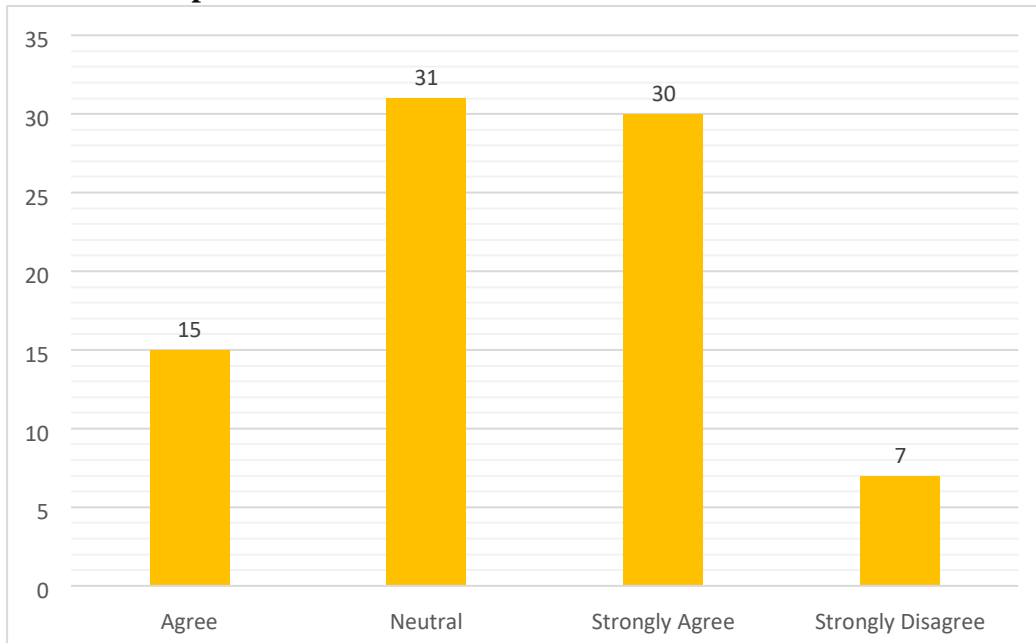


**Bar Chart representing Selection process for male and female employees at News 7 Tamil .**

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**Bar Chart Represents Satisfaction In Overall Recruitment And Selection Process**



**FINDINGS**

**Through Chi Square Analysis ,The Following Results Were Obtained**

\* The calculated value of chi-square statistics is  $X^2 = 2.342$ . The p -value (0.505) is greater than standard alpha value thus the null hypothesis H0 is accepted . There is no significant difference in the effectiveness of the recruitment and selection process for male and female employees at News 7 Tamil.

**Through One-Way ANOVA Analysis ,The Following Results Were Obtained**

- \* The calculated value of one- way ANOVA statistics is 1.228. the p- value 0.305 is lesser than standard alpha value (0.05) , thus the null hypothesis (H0) is rejected . The recruitment and selection process at News 7 Tamil does not significantly affect employee job satisfaction.

### **Through Correlation Analysis ,The Following Results Were Obtained**

- \* Since p value  $0.0242 < 0.05$ , Null Hypothesis is Rejected. Correlation coefficient is 0.130. Hence, there is a positive correlation between organizational goals and overall performance of employee.

### **Through Percentage Analysis , The Following Results Were Obtained**

- 83% of the respondents in the sample are employees in the media industry.
- Based on gender of the samples used , 60% of the respondents were male.
- 60% of the respondents have a postgraduate degree as their highest level of qualification

## **CONCLUSIONS**

Recruitment and selection are critical components of the human resource management process, particularly in the media industry, which is characterized by a rapidly changing landscape and the need for innovative and creative talent. This research project sought to explore the recruitment and selection process in the media industry and provide insights into how organizations can improve their recruitment and selection practices to attract and retain the best talent. The findings suggest that the media industry faces unique challenges in recruiting and selecting talent. These challenges include the need to identify individuals with diverse skill sets, a lack of diversity in the industry, and the need to adapt to changing technological trends. The research also found that organizations in the media industry rely heavily on networking, referrals, and social media to source potential candidates.

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