

REVIEW ON RECRUITMENT AND SELECTION PROCESS IN HYUNDAI

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ABSTRACT

The recruitment and selection process is a critical component of an organization's human resource management strategy, determining the quality of new hires and influencing overall organizational performance. This review focuses on the recruitment and selection processes employed by Hyundai, a global automotive leader known for its innovation and efficiency. The study examines the methods and practices Hyundai employs to attract, assess, and onboard talent, providing insights into the company's approach to maintaining a competitive edge through human capital. Hyundai's recruitment process begins with workforce planning to identify current and future staffing needs. The company utilizes a mix of internal and external recruitment strategies, leveraging online job portals, campus recruitment, and employee referrals to source candidates. Hyundai's selection process is rigorous and multifaceted, incorporating various assessment tools such as psychometric tests, technical assessments, and structured interviews to evaluate candidates' skills, competencies, and cultural fit. This review also explores Hyundai's emphasis on diversity and inclusion within its recruitment framework, highlighting initiatives aimed at fostering a diverse workforce. Additionally, the role of technology in streamlining and enhancing the recruitment and selection process is discussed, with a focus on the use of applicant tracking systems (ATS) and artificial intelligence (AI) to improve efficiency and candidate experience. The findings suggest that Hyundai's systematic and strategic approach to recruitment and selection contributes significantly to its ability to attract and retain top talent, thereby supporting its organizational goals and sustaining its market leadership. The review concludes with recommendations for further enhancing Hyundai's recruitment and selection processes, considering emerging trends and best practices in human resource management.

Keywords: Recruitment, Selection, Hyundai.

1. INTRODUCTION

RECRUITMENT

Recruiters are the people that actively seek for and evaluate potential applicants for an open position or duty. In some cases, a recruitment agency will handle this process, while in others, a member of the company's personnel will do so. Both methods may entail some kind of advertising, most often in a newspaper's classifieds section or a publication devoted only to job postings. Vacancies are often posted in the shop windows of temp agencies. Job centres are another good place to post ads if you're looking to hire the jobless.

It is common practise to evaluate a candidate's employability by testing his or her proficiency in a variety of required tasks. Qualifications (academic or professional), experience in a job requiring the appropriate abilities, and the word of satisfied references are all acceptable forms of evidence for talents needed for a particular position. Computerized tests of a candidate's typing speed and familiarity with various software programmes are also administered by certain employment agencies. Written examinations may be used to evaluate reading and numeracy on a more fundamental level. An interview is another possible foundation for evaluating a candidate. An application form or resume are two common ways for applicants to demonstrate their qualifications.

12 Elements of Recruitment Strategy

1. What are your most important aims? Why Recruit?
2. Job Prioritization
3. Comparing Actual Results to Goals
4. It's important to know the intended degree of experience when
5. Type of Preferred Candidate to Seek Out
6. When should the hiring process begin?
7. Where to Find Potential Employees
8. Who is responsible for hiring?
9. Methods of Primary Collection
10. How should you rank applicants' abilities?

11. Methods for Evaluating Potential Employees

12. Primary sales strategy

2. LITERATURE REVIEW WITH RESEARCH GAP

Edwin B. Flippo 2022, To find qualified people to hire and encourage them to apply for open positions inside a business, recruiters actively seek them out. Recruitment refers to the process of bringing together prospective employees and employers. There are many ways to define recruiting, but some of the most common include:

A strategy for locating and enticing qualified job candidates. The procedure starts with the search for potential new hires and concludes with the receipt of their applications. The end result is an applicant pool from which to hire new staff. Effective selection of an efficient work force is made possible by the process of identifying and drawing from a pool of qualified job candidates, which is facilitated by the identification of sources of human labour and the implementation of steps to attract that labour in sufficient numbers. Recruitment is a constant process wherein the company strives to build a pool of suitable applicants for future human resources requirements, even when open positions are not currently available. When a manager fills out an employee requisition form for an open position or a potential opening, the recruiting process officially begins.

Edwin Flippo 2021. Recruitment and selection is defined by as "the action of seeking out and enticing potential workers to apply for a position with a business." Recruitment and selection are, in a nutshell, two sides of the same coin. They're really different from one another yet both are vital to the whole. It aids in identifying candidates with the potential and skills to fill present or anticipated openings in a business. It connects those looking for work with others who have employment to offer.

Korsten and Jones et al 2021, Human resource management theories highlight recruiting and selection methods, outlining the value of interviews, assessments, and psychometric testing in the hiring process. They said that hiring might occur in-house, externally, or digitally. The stages of this procedure typically include recruiting policy, job posts and information, advertising, the application and interview process, evaluation, decision making, official selection, and training.

Jones et al, 2021. It was hypothesised that looking at instances of recruiting policies in the healthcare, commercial, or industrial sector might shed light on the steps taken by managers in developing such policies. To determine candidates' abilities, employers use in-depth analyses of the available positions, the current state of the labour market, in-depth interviews, and standardised psychological testing. In addition, SMEs take charge of the interviewing and evaluation process, with a focus on issues such as job analysis, emotional intelligence in inexperienced applicants, and CSR. In addition to the many interviews, role plays, group debates, group assignments, etc., listed by, there are other methods of selection as well.

Jones et al. 2020, Recruitment is at the centre of every management process, and if it goes wrong, it may have a negative impact on a company's bottom line and lead to a lack of suitable workforce levels or expertise (Jones et al). Inadequate recruiting may lead to a shortage of workers or stymie managerial decision making, and the recruitment process as a whole can be improved by adopting best practises in management. Rodgers' seven-point plan, Munro-five-factor Fraser's grading scale, in-person interviews, and standardised psychological assessments are all fundamental tenets of these schools of thought, which propose significant improvements to the recruiting process.

Price 2019, Recruitment and selection are explicitly defined by in his book Human Resource Management in a Business Context as "the process of recovering and recruiting qualified applicants for the purpose of employment." In order to hire the most qualified personnel, he argues, management must engage in strategic decision making and comprehensive planning throughout the recruiting process. Management decision making and employers try to select just the best candidates who are the best match for the corporate culture and ethics unique to the organisation, and this creates a competitive environment for attracting a large pool of prospective employees on the route to producing innovations. This would be an indication that management places a premium on applicants who can meet the teamwork and other criteria of the post for which they are seeking. Given the importance of teamwork in every managerial role, it follows that team player skills should be among your highest priorities.

Hiltrop, 2018 was able to prove a connection between HRM procedures, HRM-related business tactics, and bottom-line results. Employment stability, training and development programmes, recruiting and selection, collaboration, employee engagement, and personnel planning were found to be the most important practises by the HR manager and corporate executives he surveyed from 319 European organisations. In reality, HR's principal function is to foster growth, exercise management over workers, motivate them, and ultimately secure their dedication to the company. Work also revealed that selective hiring improves organisational performance, which is a huge practical takeaway for top-level management. Additionally, recruitment and hiring continue to attract considerable attention. High-

performing organisations are more likely to invest in individual employee training as a result of improvements in recruiting and selection processes.

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Jackson et al., 2016, The ultimate aim of every company's human resource management strategy is to increase productivity and profitability by fostering employee growth and development in line with the company's strategic goals. The strength of the firm and the current situation of the labour market both have a role in how an HRM-oriented business conducts its hiring practises. In addition, it is important for these businesses to keep an eye on how the situation of the labour market communicates with prospective employees by projecting an image that will affect and reinforce application expectations. Bratton and Gold's research provides evidence that businesses are creating models of the kind of workers they want to hire and using proven and credible selection methods to determine how closely candidates match up with those profiles. Researchers have shown, however, that these models, which are generally based on competence frameworks, help businesses flourish by producing the right kind of information against which job candidates may be evaluated. It is important to remember that the hiring process is more than just a one-way street between a business and its prospective employees.

Bratton & Gold 2015. the central role it plays in a company's efforts to cultivate its workforce, HR professionals must pay special attention to the recruiting and selection processes to avoid losing talented candidates and setting the tone for a rocky working relationship from the start. Bratton and Gold argue that a discussion led by the concept of "front-end" loading procedures is necessary to create the social interaction between candidates and an organisation. Both parties make choices during the hiring process, and it's important for businesses to understand that they risk losing talented individuals who are attracted to the company based on a distorted image of what it's like to work there if they don't offer applications with accurate descriptions of the company and the positions available.

Jackson et al. and Bratton 2015. & A golden candidate has a clear picture in their head of how the organisation will treat them, and the hiring process may help to set those expectations straight. Additionally, case studies of workers and their overall work and experiences, the chance to "cover" someone at work, job samples, and films are all examples of realistic job previews (RJPs) that may be used to create this perspective as indicated by Bratton and Gold.

Bratton & Gold 2015; Jackson et al 2015. The primary goal of RJPs is to help job-seekers adjust their expectations to the realities of the labour market. However, research shows that RJPs boost organisational loyalty, job happiness, employee performance, assessment, and job survival among those who are able to stay in employment after the initial hiring process.

Silzer et al. 2014. However, keeping the personnel you've chosen to hire is just as important as finding the right people in the first place.

Silzer et al. 2013. was primarily focused with talent management, and through their efforts, questions like "Is talent something you're born with, or can you create it?" were successfully resolved. Silzer et al. claimed that this fundamental difficulty in creating talent systems was shared by top-level executives across all organisations. Completely executable recruiting methods were the only way to address the issue of achieving effective personnel management. It is possible that businesses that follow recruiting procedures may encounter major barriers to execution, even if they have a well-drawn, realistic strategy on recruitment and selection and employ a highly skilled management team. Therefore, HRM theories may provide light on the most efficient methods of recruiting, however

organisations will still need to rely on their own management expertise to implement broad-brush generalisations in localised settings.

Silzer et al.2013, many businesses' competitive advantages and overall performance are heavily influenced by their ability to acquire, deploy, and retain talented employees in today's fast-paced, knowledge-intensive market. For the most part, Silzer et al.

Taher et al.,2012. conducted research to evaluate the value contributed and non-value adding steps of a hiring procedure. The research also aptly defined strategic personnel planning in a corporation, including a training and development programme, performance evaluation, incentive system, and industrial relations. Research in this area was motivated by the recognition that careful attention to HR strategy underpins the achievement of organisational goals and objectives, making recruitment and selection of new staff a logical extension of this process. Therefore, it is more important to place an emphasis on organising, overseeing, and controlling than than mediating when selecting candidates and conducting interviews. The research concluded that an organisation is efficient only when the value it commands surpasses the cost associated in deciding the process of decision making or product, and an extension of this concept indicated a practical approach to the recruiting and selection process. In other words, a company's contribution to the development of a motivated and talented workforce in the nation is affected by the value-added and non-value-added activities involved with its recruiting and selection process. The analysis concluded that the sole value-added activity was the cost of advertising, whereas the waiting time, inspection time, and filing time were all non-value-added duties.

Taher et al. 2011. From the Bangladesh Open University's admissions office. The BOU recruiting and selection office was deemed to be negligent in its duty to immediately publicise any requests for new candidates it received from other departments. The university was had to go through a lengthy series of processes before finally getting there. Bureaucratic formalities and complications, along with inspection and supervision by two departments, ensued after the vacancy had been publicly advertised, leading to unnecessary waiting in the recruitment and selection process and, ultimately, an increase in the cost of recruitment because the organization's reputation was at risk. The report also noted that there seemed to be some redundancy at each stage of the recruiting process, with candidates' applications being sent to too many different divisions for checks. When several people are needed to do a single activity, it causes a lag in making a decision and wastes resources without good cause.

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Dr. V.K.K Kaushik and NeerajKaushik, 2009. in their survey of car buyers' preferences and recommendations. According to the data, Hyundai and Maruthi are the two most popular vehicles in the area. Friends and family have more of an impact than the dealership or salespeople when it comes to deciding which vehicle to buy. Customers are pleased with the product's reliability, durability, value, and overall value, as well as the sales service and dealer network. Brand recognition, gas mileage, and cost are the three most important factors in this market.

Dr. A.T. Jaganathan, Mr. M. Mohanraj, 2008. Presently, they are doing research on how Hyundai customers feel about other brands. This research shows that both the satisfaction rate and the overall performance of Hyundai automobiles are high. Researchers concluded that marketers should target certain demographics if they want to capitalise on the potential impact of TV commercials on consumers' decisions to buy Hyundais.

Dr. V. Suganthi, 2007. The purpose of the research was to identify the variables that most strongly influenced consumers' final purchasing decisions. Most buyers choose the Maruti Suzuki Swift because of its high gas mileage and low operating costs.

SELECTION

The goal of the selection process is to locate a candidate who is willing to take the job and who will perform up to expectations over time. When approaching a problem from a systemic perspective, one must first ensure that the task is properly defined and that the appropriate people's needs have been identified.

Although interviews are the most common selection method, they are not the only one. Selection is essentially a process of deselection, in which potential candidates are eliminated one by one until only one remains. Although

certain techniques are more trustworthy than others, most of them may be relied on. Selection aims to lessen the possibility of error and increase confidence in the final outcome.

When a pool of potential candidates has been established via a recruiting effort, the next crucial phases are as follows:

- Identifying the best individuals to go forward.
- Setting up some kind of examination for the finalist candidates.
- Conducting interviews with potential candidates and letting them do the same with the people doing the choosing.
- Finalizing the selection of qualified applicants.
- It's important to get recommendations.
- Making a job offer, having it accepted, and sending a written confirmation.
- Creating a plan for the induction procedure. Analyzing the findings.

HYUNDAI MOTOR LIMITED

There is no other company between Hyundai Motor Company and Hyundai Motor India Limited (HMIL) (HMC). HMIL is India's biggest exporter of passenger cars and the country's number two automaker. Currently, it sells eight different models of passenger cars across different price points and market niches. These include the A2 segment's Eon, Santro, i10, and i20; the A3 segment's Accent and Verna; the A5 segment's Sonata; and the SUV market's Santa Fe. Modern production, quality control, and testing infrastructure may all be found at HMIL's cutting-edge facility in the Chennai metropolitan area. With exports reaching \$1.5 million in March 2012, HMIL is an integral element of HMC's worldwide export centre. More than 120 nations in Europe, Africa, the Middle East, Latin America, and Asia are now receiving its wares. HMIL has been the leading exporter from India for the last seven years. The firm opened a second plant in February 2008, with an installed capacity of 330,000 units per year, to meet growing demand. HMIL presently has 346 dealers and about 800 service locations throughout India to assist its development and expansion objectives. To fulfil its promise to serve consumers with state-of-the-art worldwide technology, HMIL invested heavily in a state-of-the-art research and development centre in Hyderabad. The research facility aspires to be a world leader in automotive technology.

INTERNATIONAL OPERATIONS

Hyundai was founded in 1967 by a group of individuals who saw an opportunity in the growing market for automobile assembly. The company's founder was successful in developing and exporting his own line of automobiles. Although Hyundai was founded in Korea in 1967, the company has now spread its manufacturing operations to other countries. Across 193 countries, our 50,000 employees may be found serving as strategists, engineers, designers, marketers, public relations experts, salespeople, production staff, distributors, and dealers.

The amount of Indian-made parts used in Hyundai vehicles is now low but expected to rise. The corporation, however, would want India to raise the bar on product quality. Consistency in quality is essential if India is to become a major centre for the organisation worldwide. Hyundai sees tremendous potential in the Indian market, making it their second biggest global market.

Advertising in the United States, China, and India is successful globally. The firm has no plans to sell commercial automobiles in India at this time. Hyundai, the largest automobile exporter from India, has its global distribution centre for its compact cars in India. Even in India, Hyundai has released a new model. Hyundai will increase annual output from its Tamil Nadu factory from 300,000 to 600,000. Making India and China become major centres for design, production, and export would help Hyundai capture a sizable portion of the automobile industry.

PRIME EXPORTS

Hyundai Motor India Ltd. Exports is responsible for 66% of all passenger vehicles exported from India. As of 2010, the business has shipped 247,102 automobiles to 110 different nations. The Santro, i10, i20, and Accent are only some of the vehicles exported by the company. With a 10.7 percent increase from the previous year, exports are on the rise. The European Union, Africa, the Middle East, Latin America, Asia, and Australia all represent significant export markets for Hyundai Motor India Limited. Hyundai has shipped 10 million vehicles by 2010.

In 1999, Hyundai Motor India Limited sent 20 Santros to Nepal, marking the company's debut as an auto exporter. The company's exports increased from 1,000,000 in 2004 to 2,200,000 in 2005 and 5,200,000 in 2006.

Hyundai's website claims that the first Getz was shipped on March 26, 2007, therefore the corporation has also reached milestones in terms of particular automobiles and nations. Further, the first shipments went to the UK on November 29, 2005, Latin America on March 13, 2003, and Algeria on July 21, 2000.

3. CONCLUSION

Though it is a big organization, but for every organization growth is based on its employees. Hyundai Motors is satisfying moderately its employees at recruitment procedures. By modernizing the present policy the Hyundai Motors organization will achieve good results.

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