

# A Study on the Effectiveness of Recruitment and Selection Process at Propshell Property Private Limited

Dr. Mickle Aancy H<sup>1</sup>, Thanigaivel P<sup>2</sup>

<sup>1</sup>DR. H, Mickle Aancy, Professor, Master Of Business Administration & Panimalar Engineering College, Chennai -600123

<sup>2</sup>Thanigaivel P, Student, Master Of Business Administration & Panimalar Engineering College, Chennai - 600123

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**Abstract** - Effective recruitment and selection practices are essential for attracting and retaining competent employees, thereby enhancing organizational performance. This study examines the recruitment and selection process at Propshell Property Private Limited, a Chennai-based real estate organization, with the objective of evaluating the effectiveness of existing hiring practices. A descriptive research design was adopted, and primary data were collected through a structured questionnaire from employees across various roles. Statistical tools such as percentage analysis, Mann-Whitney U test, Kruskal-Wallis H test, and Spearman rank correlation were used for analysis. The findings indicate that online job portals and campus recruitment are the primary sources of hiring. While the recruitment process is perceived as structured, employee satisfaction with selection procedures is moderate. The study also reveals no significant difference in perceptions based on gender. It concludes that improving selection methods, transparency, and digital recruitment strategies can enhance hiring effectiveness and organizational performance.

**Key Words:** Recruitment and Selection, Hiring Effectiveness, Employee Perception, Human Resource Management, Digital Recruitment, Organizational Performance

## INTRODUCTION

Recruitment and selection are fundamental functions of human resource management that directly influence employee quality, organizational performance, and long-term sustainability. In a competitive business environment, organizations must adopt systematic hiring practices to attract and retain skilled employees. The real estate sector in India has experienced rapid growth,

increasing the importance of effective human resource practices. Propshell Property Private Limited, a Chennai-based real estate company, focuses on delivering quality projects through skilled and competent employees. This study evaluates the effectiveness of the company's recruitment and selection process, including recruitment sources, selection techniques, and overall hiring efficiency. It also identifies strengths, weaknesses, and areas for improvement. Effective recruitment ensures the availability of qualified candidates, enhances productivity, reduces employee turnover, and strengthens employer branding. Additionally, selection ensures the right fit between candidates and job roles, improving organizational performance. The study highlights that structured and strategic hiring practices are essential for sustaining growth and maintaining competitiveness in the real estate industry.

## NEED OF THE STUDY

1. To comprehend the hiring and selection procedures used by Propshell Developer in the real estate industry
2. To assess the effectiveness of the current hiring procedure in choosing top performing operational and sales personnel
3. To assess the efficacy of hiring resources including social media, consultancies, job sites, and recommendations.
4. To lower employee churn, particularly in sales positions.
5. To enhance hiring quality and guarantee greater fit between candidate talents and job roles.
6. To improve organizational development by means of efficient personnel planning

## OBJECTIVES OF THE STUDY

- To investigate the various sources of recruitment used by the company
- To analyze the hiring criteria and selection process followed by the organization
- To evaluate the effectiveness and efficiency of the current recruitment and selection procedure.
- To suggest recommendations for improving the recruitment and selection process.

## SCOPE OF THE STUDY

- Only the real estate firm Porpshell Developer is included in the analysis.
- It focuses on the hiring and selection procedure that the company uses,
- It includes hiring for positions like administrative worker, telecallers, sales executive and CRM executives
- It looks at recruitment sources such as social media, consultancies, job portals and recommendations.
- It examines screening, interviewing, and final selection processes, among other ways of selection.
- The study assesses the hiring process efficacy and efficiency.

## REVIEW OF LITERATURE

**Akter, Mahmuda (2025)** This report details my three-month internship in \*The Daily Star\*'s HR and Administration Department while I was a BRAC University BBA student. Among the recruitment and selection tasks I worked on were resume screening, candidate shortlisting, interview scheduling, interview logistics coordination, and employee record maintenance in HR software. In addition to giving me hands-on experience with HR operations, the internship enhanced my organizational, coordination, and communication abilities.

**Deni Satriya Hidayat (2025)** The digital era has significantly transformed recruitment and selection practices in human resource management. This study conducts a systematic literature review of 85 articles published between 2010 and 2024 to examine the impact of social media on recruitment. The findings show that social media enhances operational efficiency and creates new opportunities for talent identification and evaluation, while also presenting certain challenges. The study contributes to understanding digital transformation in HRM and provides a practical framework for effective implementation of social media in recruitment processes.

**DR.M.Parveen (2025)** Rapid technological development has changed the employment process by using AI and information technologies. Recruiters can concentrate on strategic activities by using these technologies to automate monotonous work, although bias in AI systems because of biased training data is still a worry. This study focused on trust, fairness, transparency, and efficacy as it investigated how job seekers see AI-powered recruitment tools. 181 respondents provided data via convenience sampling as part of a descriptive study methodology, and ANOVA and regression were used for analysis.

**Muh. Reza Nuzul Ramadhan (2025)** The purpose of this study is to ascertain how employee performance at PT. Bumi Sarana Utama Kalla Aspal Branch Sorong is impacted by the hiring and selecting procedure. A key element of human resource management that has a big impact on organizational effectiveness is recruitment and selection. The study used a quantitative methodology, and questionnaires were used to gather data from 30 respondents. Multiple linear regression is the data analysis technique that is employed. The results show that employee performance is significantly improved by both the hiring and selecting procedures. The findings imply that better hiring and selection practices may result in higher worker performance.

**Muhammad Fatkhurohman Albashori (2025)** In today's digital era, organizational success depends on managing competent and adaptive human resources. An effective and technology-based recruitment and selection process plays a key role in developing quality employees. This quantitative study examined employees from organizations using digital recruitment systems, and data were analyzed using multiple linear regression in SPSS. The findings show that recruitment and selection significantly influence the quality of human resources. A systematic and digital-based hiring process helps organizations build a competent and adaptable workforce suited to modern workplace demands

## RESEARCH METHODOLOGY

### RESEARCH DESIGN

The study adopts a descriptive research design, as it focuses on analyzing existing recruitment and selection practices and employee perceptions without manipulating any variables.

### DESCRIPTIVE RESEARCH

The term descriptive research describes the nature of situation or an event which exists at the time of study. It primarily concerned with finding out "who, what, where,

when, how.” It includes survey and facts finding enquires of different kinds. The researcher has no control over the variables; he can only report what has happened or what is happening.

**DATA COLLECTION**

**Primary Data:** Collected through a structured questionnaire from employees.

**SAMPLING METHOD**

The study uses non-probability sampling.

**SAMPLING TECHNIQUE**

Convenience sampling was adopted, where respondents were selected based on accessibility and willingness.

**SAMPLE SIZE**

A total of 170 employees of Propshell Property Private Limited were selected as respondents. The sample size is considered adequate to represent the population

**STATISTICAL TOOLS USED**

The gathered information was examined using:

- The Mann-Whitney U Test
- The Kruskal-Wallis H Test
- Correlation of Spearman Rank

**DATA ANALYSIS**

The collected data were analyzed using statistical tools to interpret employee responses

$$\text{Percentage} = (\text{Number of Respondents} / \text{Total Respondents}) \times 100$$

**RESULTS & DISCUSSION**

**Table -1: MANN – WHITNEY U TEST RESULT**

	Gender	N	Mean Rank	Sum of Ranks
The hiring criteria and selection process followed by the organization are effective and appropriate. [The hiring criteria are clearly defined and communicated]	1	87	87.84	7642.00
	2	83	83.05	6893.00
	Total	170		

The Mann–Whitney U test was conducted to examine the difference in perception based on gender regarding the

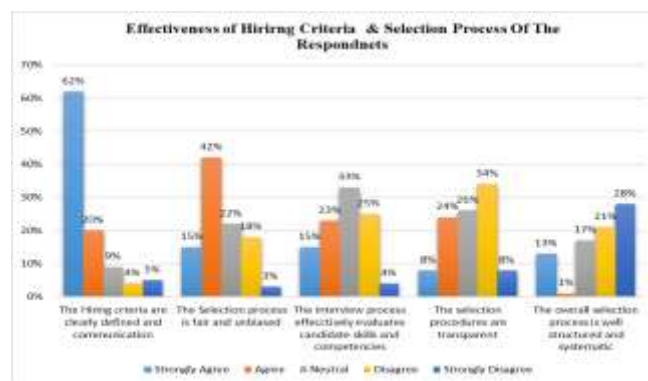
clarity of hiring criteria. The results show that male respondents (Mean Rank = 87.84) have a slightly higher perception than female respondents (Mean Rank = 83.05), but the difference is minimal. The p-value (0.463) is greater than 0.05, leading to the acceptance of the null hypothesis. This indicates that there is no significant difference between genders, and both groups share similar views on the clarity of hiring criteria.

**Table -2: KRUSKAL – WALLIS H TEST RESULT**

Ranks		Age	N	Mean Rank
Rank the following recruitment sources based on overall effectiveness	1		54	66.92
	2		90	93.84
	3		26	95.23
	Total		170	
How the training provided after your selection were you with	1		54	84.72
	2		90	86.94
	3		26	82.13
	Total		170	

The Kruskal–Wallis H test was conducted to examine differences in perceptions across age groups. For recruitment sources effectiveness, age group 3 (95.23) shows the highest mean rank, followed by age group 2 (93.84) and age group 1 (66.92). The p-value (0.002) is less than 0.05, leading to the rejection of the null hypothesis. This indicates a significant difference among age groups, suggesting that age influences preferences regarding recruitment sources.

**Fig no: EFFECTIVENESS OF HIRING CRITERIA & SELECTION PROCESS**



According to the findings It is inferred that 26.5% of the respondents strongly agree, while 45.5% of the respondents agree with the statement. Further, 23.2% of the respondents remain neutral in their opinion. On the other hand, 2.8% of the respondents disagree, and 1.9%

of the respondents strongly disagree with the statement. Overall, the responses indicate that a majority of respondents hold a positive perception, suggesting that safety culture plays a significant role in reducing workplace accidents.

## SUGGESTIONS

The organization should also adopt standardized evaluation methods to ensure fairness and consistency in hiring decisions. Providing timely feedback to candidates can enhance their overall experience and strengthen the employer's image. Collaboration between HR and departmental managers should be improved to ensure better alignment in recruitment decisions. The use of data analytics can help track recruitment effectiveness and support continuous improvement. Additionally, initiatives such as internship programs, campus recruitment, and employee referrals can help build a strong talent pipeline. Emphasis on diversity and inclusion, along with regular updates to job descriptions and competitive compensation packages, will further enhance the effectiveness of the recruitment and selection process.

## CONCLUSION

The study concludes that the recruitment and selection process within the organization is moderately effective, as reflected by a combination of positive, neutral, and negative employee responses. While a considerable proportion of respondents express satisfaction, the presence of neutral opinions indicates potential areas for improvement. The analysis further reveals that gender does not significantly influence employee perceptions, suggesting fairness and consistency in the recruitment process. However, aspects such as clarity of hiring criteria and the time taken for recruitment require greater attention. Additionally, the adoption of modern recruitment practices, including the use of digital tools and structured interview methods, can enhance the overall effectiveness of the process. Addressing these areas will contribute to improved employee satisfaction and strengthen the organization's recruitment system, thereby supporting long-term organizational performance.

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