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Abstract: Innovation is a process of turning ideas into new opportunities of value creation and of putting this idea into widely used practices. Globalization encourages innovative techniques for recruitment, the process of discover the source of manpower to meet the recruitment of the staffing schedule and to employ effective measurement for attracting that manpower in adequate numbers to facilitate effective selection of an efficient workforce. This study critically examines the existing Innovative technique for recruitment followed in various IT companies in Chennai and also instead of hiring employees through consultancies and portals this study reveals that which is the best innovative technique for recruitment in top IT companies in Chennai in the year 2015-16 through some data analysis process and research methodologies.
**Key words:** Globalization, Innovative techniques, Recruitment & Selection, methodologies.

**Introduction:** Peter Drucker viewed innovation as the tool or instrument used by entrepreneurs to exploit change as an opportunity. He argued that innovation as a discipline is capable of being learned, as well as practiced.

“Innovative ideas that many top managers are using to hire great personnel”

**Innovation:** Innovation is a process of creating and exploiting ideas.

“Innovation= Creativity + Productivity”

**Sources of Innovation:**

1. The unexpected
2. Incongruities
3. Process needs
4. Industry & market structure
5. Demographic needs
6. Changes in perception
7. Knowledge based concepts

**Recruitment & Selection:** Successful human resource should identify human resource needs in the organization. Once the needs are identified the process of recruitment or acquisition starts. Recruitment is nothing but discovering of potential candidates. The ideal recruitment effort will attract a large number of qualified applicants.

**Recruitment:** Recruitment is the process of attracting prospective employees and stimulating there for applying job in an organization.
Recruitment is the process of hiring the right kinds of candidates on the right job.

**Selection:** The process of interviewing and evaluating candidates for a specific job and selecting an individual for employment based on certain criteria.

Create interview methods take more-time and effort to setup at the outset. You may need to come up with a tough problem for a candidate to solve or put aside an entire day to see candidate in action. Recruiters are not comfortable without of the box recruitment methods. So you may need to find a recruiter who specializes in the methods. Searle R.H. 2006 NEW TECHNOLOGY.. Introduces the 5’a’s. An in-experienced manager saw only resume but an experienced manager saw only skills not resume practically.

5 ‘A’s

a) **Ability:** Talent, skill or proficiency in a particular area.

b) **Attainment:** The action or fact of achieving a goal towards which one has worked.

c) **Aptitude:** A natural ability to do something

d) **Attitude:** A tendency of respond positively or negatively towards a certain idea, object or situation.

e) **Alignment:** Arrangement in a straight line or in correct relative positions.

Top 10 IT Companies in Chennai 2015-16 selected for this study

1. Tech Mahindra

2. Polaris

3. SRA Systems

4. TVS

5. SIPTECH Solutions Limited

6. Ramco Technologies
7. Netaxis
8. DSRC
9. Maars Software International Ltd.,
10. DSQ Software Ltd.

**Objective of the Study:**

- To identify general practices that organizations use to recruit & select employees innovatively.
- To determine which recruitment & selection practices are most effective.
- To design entry pay that competes on quality but not on quantity.

**Sources of Recruitment:**

- Internal sources
- External sources

**Internal sources:**

- Employee referral
- Promotions
- Transfers
- Advertising
- Employer brand
External sources:

- Campus recruitment
- Consultancies
- Data banks
- External group contests
- Technical people community

Limitation of the study: This study only limited Chennai top 10 IT companies for the period of 2015-16 January. Data completely gathered by the company employees both female and male of their selection process in the above mentioned period. Age group and marital status did not consider.

Research Methodology: Exploratory and qualitative research is selected for this research and various articles, research papers have been studied in this regard.

Study area: In Chennai above mentioned companies only.

Sample Size: 190 employees in above mentioned companies at all the employees range involved with team leaders, software developers, Data analyzers etc.,

Sample method: Non-probability sampling technique of quota sampling was employed as the sample size was fixed and sampling unit was clearly defined. Both descriptive and exploratory research was used in compiling this study.

Tool: Designed questionnaire sent to the e-mail ids to the company HR department and selected web links to compile their answers for best techniques.
Sources of Data: Data collected through primary and secondary data.

Primary data: Primary data was collected through questionnaire sending their mobiles through WhatsApp and collected expert’s opinion.

Secondary data: Through online survey of various job portals and HR online recruiting consultants.

Innovative Techniques for Recruitment & Selection process for IT Companies

<table>
<thead>
<tr>
<th>Sl. No</th>
<th>Adopted Technique</th>
<th>Highly satisfied</th>
<th>Highly dissatisfied</th>
<th>Satisfied</th>
<th>Dissatisfied</th>
<th>Neutral</th>
<th>Total</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Partnering with Educational Institutions</td>
<td>70 (37%)</td>
<td>40 (21%)</td>
<td>30 (16%)</td>
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<tr>
<td>2</td>
<td>Job Portals</td>
<td>80 (42%)</td>
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<td>3</td>
<td>Mobile apps</td>
<td>92 (48%)</td>
<td>43 (22.6%)</td>
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<td>4</td>
<td>Video interviews</td>
<td>78 (41%)</td>
<td>18 (9.4%)</td>
<td>54 (28.4%)</td>
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<td>5</td>
<td>Online network events</td>
<td>65 (34.2%)</td>
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<td>30 (16%)</td>
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<td>6</td>
<td>Online tests</td>
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<td>69 (36.3%)</td>
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<td>8</td>
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# Data Analysis & Interpretation For Best Rating Technique:

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Interpretation: From the above table The innovative techniques are Mobile apps and campus interviews with 80 Job portals with 92 video interviews with 78 and partnering with Educational Institutions with 70 responds are the top 5 innovative techniques for Recruitment & Selection process.

Findings:

- Campus interviews selected candidates and joining candidates are not equal.
- Employees of on-field are some dissatisfied as per host country norms.
- Job portals, mobile apps and campus interviews are the best techniques for Recruitment & Selection process of above mentioned top 10 IT companies in Chennai.
- Maximum number of employees is not standing for long period they change the job segments shortly.
- Financial Benefits of the employees are very competitive.
Conclusion:

The main thing that I want to conclude firstly is that with the help of data analysis, feedback generated through questionnaire I found that the companies are following an effective Recruitment & Selection process. The structure of the finance is considered as per cost reduction methods for Recruitment & Selection process also and some organizations are tie up with inter – network communication system to pass the information quickly through the mobiles of the candidates. Even though the HR managers have many challenges to face in order to ensure that the human resource department contributes to the strategies like ”Talent Acquisition” is the key factor for HR Department over all contribution for the organization Development.

References:


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