Dr. V Sureshkumar
Associate Professor,
Department of Management
Studies, Nehru College of
Management, Tamil Nadu,
India

Dr. R Moses Daniel
Principal, Department of
Management Studies, Nehru
College of Management, Tamil
Nadu, India

Dr. L Karthikeyan
Director, Department of
Management Studies, Nehru
College of Management, Tamil
Nadu, India

Manoj J
MBA Final Year Student,
Department of Management
Studies, Nehru College of
Management, Tamil Nadu,
India

Corresponding Author:
Dr. V Sureshkumar
Associate Professor,
Department of Management
Studies, Nehru College of
Management, Tamil Nadu,
India

A study on recruitment and selection process with special reference to Quess Corp limited (Coimbatore)

V Sureshkumar, R Moses Daniel, L Karthikeyan and Manoj J

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Abstract
The article emphasizes the crucial role of human resources in today's competitive and rapidly evolving business environment, highlighting that effective HR practices are key to organizational success. It underscores the importance of a well-defined recruitment policy to attract and select the best talent, as hiring the wrong candidate or rejecting a suitable one can be costly for organizations. Overall, the focus is on the strategic value of HR in maintaining a competitive edge through talent acquisition and management.

Keywords: Human resource management, recruitment policy, talent acquisition

Introduction
Recruitment and selection are the core of an organization's ability to build a competitive workforce and achieve strategic business goals. Recruitment refers to attracting, identifying, and encouraging capable individuals to apply for open positions, whereas selection involves screening, interviewing, and evaluating applicants for choosing the most fitting candidates. Quess Corp Limited, a major business services provider headquartered in Bengaluru, operates one of India's largest and most diverse workforces, employing over 450,000 people nationwide and serving clients across technology, retail, manufacturing, healthcare, and more. This article explores the company's recruitment and selection process in Coimbatore, focusing on practices, research-backed insights, statistical trends, and recommendations for future improvement.

Objectives and scope of the study
The primary objective is to assess the effectiveness of recruitment and selection practices at Quess Corp Limited, Coimbatore, with particular attention to HR strategies that foster organizational success. Secondary aims include:
- Evaluating the internal recruitment process and identifying improvement areas.
- Understanding how recruitment ensures timely, transparent, and standardized hiring.
- Providing practical recommendations for enhancing hiring outcomes.
- Analysing the relationship between demographic factors and satisfaction with the recruitment process.

The scope encompasses direct hiring methods, candidate experience, and integration of employer branding, with a view to supporting sustainable growth.

Review of literature
Dr. DILIP AHER (2018) examined recruitment and selection procedures and their various sources using data from 250 respondents. The study found that the recruitment and selection process is not positively affected by the source of recruitment selected.
A. MEENAKSHI (2016) evaluated the recruitment and selection process and identified problems through a sample of 200 respondents. The research concluded that as recruitment processes develop, new ideas enter and evolve the procedures.
SUDHAMSETTI NAVEEN (2006) analysed the recruitment and selection process, sources, and their effectiveness with 150 respondents. The study provided an evaluation of recruitment and selection policies and their impact.

Research Methodology

This study adopts a descriptive research design based on a survey of 120 employees from a population of 150 at Quess Corp's Coimbatore branch. Data was gathered via a structured questionnaire using the Likert scale, covering areas like recruitment awareness, satisfaction, process transparency, and interviewing standards. Statistical tools such as simple percentage analysis, Chi-square, correlation, and regression were applied to evaluate responses and patterns in employee perceptions.

Data analysis and interpretation

Table 1: Gender of Respondents

S. No.	Particulars	No of Respondents	Percentage
1	Male	64	53
2	Female	56	47
	Total	120	100

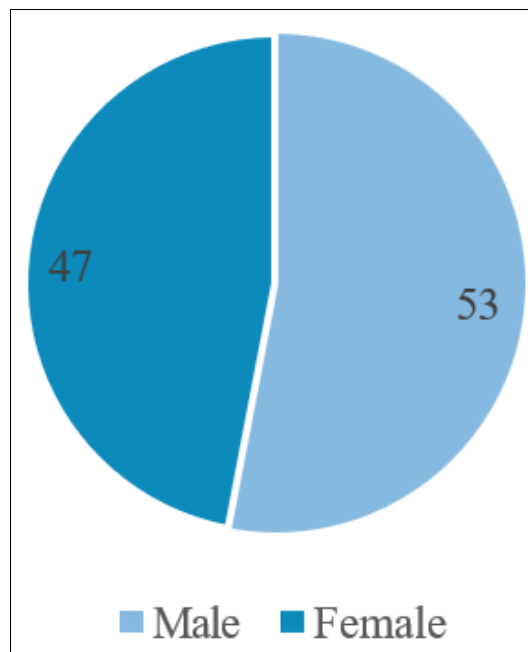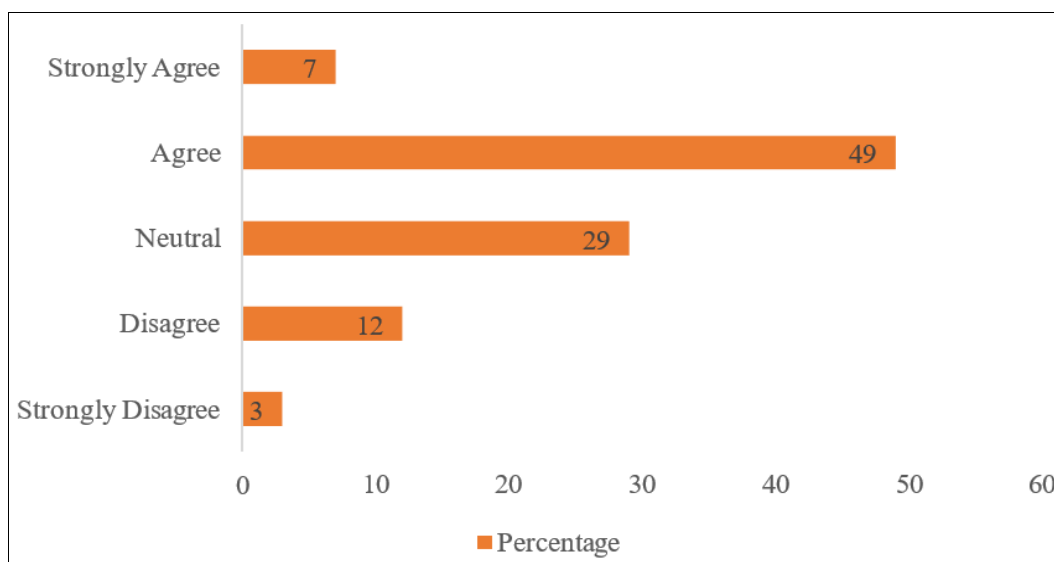**Interpretation:** From the table, majority 53% respondents are male and 47% of the respondents are female.

Table 2: Transparent Candidate Communication

Response option	No of Respondents	Percentage
Strongly Disagree	4	3
Disagree	13	12
Neutral	36	29
Agree	59	49
Strongly Agree	8	7
Total	120	100

Interpretation

From the table, majority 49% respondents are agreed, 29% respondents are neutral,12% respondents are disagreed, 7% respondents are strongly agreed and 3% respondents are Strongly disagreed the Transparent candidate communication.

Chi - Square Test

Ho (Null Hypothesis): There is no relationship between gender and years of experience in the company is appreciable.

H1 (Alternative Hypothesis): There is relationship between gender and year of experience in the company is appreciable.

Table 3: Observed Frequency

Gender	Less than 1 year	1 – 3 years	3 -5 years	Above 5 years	Total
Male	12	26	16	10	64
Female	14	21	15	6	56
Total	26	47	31	16	120

Table 4: Expected Frequency

Gender	Less than 1 year	1 - 3 years	3 -5 years	Above 5 years	Total
Male	14	24	17	9	64
Female	12	23	14	7	56
Total	26	47	31	16	120

O_i	E_i	$(O_i - E_i)$	$(O_i - E_i)^2$	$(O_i - E_i)^2/E_i$
12	14	-2	4	0.285
26	24	1	1	0.04
16	17	-1	1	0.058
10	9	1	1	0.111
14	12	2	4	0.333
21	23	-2	4	0.173
15	14	1	1	0.071
6	7	-1	1	0.142
			Total	1.23

Calculation
Degree of freedom is 3.
At 5% level of significance the table value is 7.815.
Since the calculated value 1.23 is less than table value 7.815.

Interpretation
There is no significant relationship between gender and years of experience in organization.

Findings
- Timely recruitment process that reflecting efficiency in filling vacancies.
- Recruitment process is transparent and fair, underscoring the integrity of hiring practices.
- Candidate communication during recruitment is transparent that indicating good HR communication standards.
- Brand attracts talent is demonstrating effective employer branding in recruitment.

Suggestions
- Establish stronger candidate communication protocols
- Standardise recruitment practices to improve candidate trust and fairness.
- Implement structured feedback mechanisms to improve experience and reduce uncertainty.
- Review and modernize recruitment policies regularly
- Use ATS and process automation to expedite hiring

Conclusion
The recruitment and selection framework in Quess Corp Limited, Coimbatore, is generally robust and well-received by candidates, particularly in terms of fairness, transparency, and branding. Opportunities for improvement include process timeliness, communication, and structured feedback. By strengthening these areas and investing in technological platforms, the company can continue to attract and retain top talent, aligning with its mission to be the partner of choice for workforce and business solutions. Continuous adaptation and strategic innovation will help Quess Corp maintain its leadership in India's dynamic HR services sector.

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