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CHALLENGES FACED BY HR EXECUTIVES IN MANPOWER CONSULTANCIES – A DESCRIPTIVE STUDY

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ABSTRACT

Recruitment is the process of searching the candidates for employment and stimulating them to apply for jobs in the organization". It is the activity that links the employers and the job seekers. Recruitment of skilled employees is still a great challenge for many employers. Though right candidates are available, the jobs no longer are and vice versa, therefore making apply the right candidates to the right jobs becomes very difficult. Also recruitment is highly related to employee retention, which is considered as one of the crucial and challenging functions in the organizations. This research study was done to know the process of Recruitment and challenges faced by HR executives in manpower consultancies located in Chennai metropolitan city, India. This study also lays emphasis in providing ideas and suggestions, in order to improve the performance level of recruiter without risk. Research design adopted for this study is Descriptive Research. The type of sampling used for this study was convenience sampling. The sources of data used for this research are primary and secondary data. The study was conducted with the help of structured questionnaires issued and collected from 103 employees. The results of the study indicated that the major challenges faced by the HR in recruitment function are Adaptability to globalization, Lack of motivation, Process analysis, and Strategic prioritization.

KEYWORDS: *Strategic prioritization, outsourcing, empowerment, competence, employee referrals, Head hunting, etc.*