Recruitment and Selection

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Abstract: With the deepening of economic globalization, the essential competition between enterprises is the competition of talents. And how to attract and retain competitive talents has become the key of the survival and development of enterprises. Recruitment is an important way for an enterprise to obtain excellent human resources. Only by acquiring and cultivating the appropriate human resources of the enterprise firstly, and then adopting scientific methods, can the goal of organization be achieved to the maximum extent. Thus, it can be seen easily that the success or failure of recruitment affect the efficiency of enterprise operation and even the survival and development of the enterprise. This article tries to analyze the characteristics of recruitment.

Keywords: Recruitment; Human Resources; Selection

1. Definition of recruitment and selection

1.1 Basic definition

Recruiting yields applicants are assessed against job requirements, it is the "selection of applicants from within or outside the organization to fill existing or projected job openings...has far reaching effects on the continued viability of the organization."[1]

Furthermore, the staffing can be divided into recruitment and selection:

(1) Recruitment is defined as searching for and obtaining potential job candidates in sufficient numbers and quality so that the organization can select the most appropriate people to fill its job needs.

(2) Selection is the process of gathering information for the purpose of evaluating and deciding who should be employed in particular jobs.

In reality, recruitment and selection are usually not separated[2].

1.2 Optimal recruitment

To some extent, we can say that selection ensures the success and effects of recruitment. The effect is that the features of selected talent match that of the post, that is, "the job gets its talent, then it is suitable for its use". The purpose of recruitment is to select qualified talents who match the job's characteristics. There should be neither "low talent and high position" nor "high talent and low position", but to achieve the optimal effect of matching characteristics of the talent and the job[3]. Such selected talents can not only contribute to the development of human resources management, but also help enterprises improve their core competitiveness and expand their visibility.

Based on the essay of *Analysis of factors influencing the effectiveness of campus recruitment*, it described as: Campus recruitment is generally divided into two forms. One is a job fair and the second is campus job fair. While, for

campus recruitment, it is easily to (1) have a misunderstanding about campus recruitment for those companies which want to recruit some great resources among graduated bachelors. (2) Don't pay attention to campus recruitment planning. Some enterprises do not pay much attention to work analysis before recruitment, and do not choose appropriate recruitment channels according to the nature of the job and professional requirements of the vacant positions, and blindly participate in campus recruitment, resulting in a long period of time unable to recruit suitable talents, and the recruitment cost increases. (3) The implementation process of campus recruitment is not scientific. The quality of recruiters varies between good and mediocrity[4].

From this perspective, a reasonable recruitment standard should be available in:

(1) Determine the major, number and level of recruitment. Companies should reasonably determine the number of recruits, professional distribution and educational level according to actual needs[5].

(2) Clear recruitment standards. Companies should optimize the allocation of positions according to various factors such as ability, personality, employers' willingness and motivation.

(3) Combine traditional recruitment with online recruitment. The campus recruitment channel is single and the communication scope is narrow. Online recruiting is completed online, reducing costs such as travel and hiring specialists' salaries. At the same time, with the gradual professionalization of online recruitment, the pressure of recruitment has been relieved and the effectiveness of recruitment has been greatly improved.

All the above reasonable measures should be taken in the recruitment to promote the optimal allocation of resources between employers and employers.

2. Influencing factors of recruitment and selection

2.1 Interaction of corporate culture and recruitment policies

In the essay of *Research and thinking on the recruitment management of state-owned enterprises* created by Xiaoman Chen, it described as: "Construction of enterprise culture is a form of modern enterprise management. Excellent enterprise culture can create a good environment of enterprise, improve the staff's cultural quality and moral standards, thus forming internal cohesiveness, centripetal force and binding force and forming indispensable spiritual power and ethics for the enterprise development. It can also make the enterprise have a positive role, make enterprise resources get reasonable configuration, so as to improve the competitiveness of the enterprises[6]. Enterprise culture influences all recruitment management policies and recruitment implementation effects. An enterprise that advocates team spirit and innovative development is certainly more likely to reform and develop recruitment management than a conservative and stubborn enterprise[7].

For example, Alibaba develops corporate recruitment strategies oriented by corporate culture. Taking good faith as a fundamental, Alibaba requires applicants to have fighting spirit and creative spirit, as well as low job turnover. Those who does not meet the above conditions will not be hired. The introduction of a large number of new employees would undermine the original corporate culture. And of course this is closely related to the strong personnel evaluation of Alibaba, which can more accurately grasp a candidate's personality characteristics, culture oriented recruitment standards. It is an important feature that Alibaba staff can be able to agree the enterprise culture. At the same time, this recruitment policy also virtually strengthens the corporate culture and corporate image of Alibaba.

3. Interviews

3.1 Introduction of interview

The interview is a kind of test activity designed by the organizer, which takes the face-to-face conversation and observation of the examinee by the examiners as the main means to assess the examinees' knowledge, ability, experience and other related qualities. It is a significant way for a company to select its employees[8]. The interview provides a two-way communication opportunity for the company and the applicant to know each other, so that both of them can make more accurate decisions about whether to hire or not[10].

Generally speaking, the interview has the following purposes:

(1) Assess the applicant's motivation and job expectation;

(2) Assess the applicant's appearance, character, knowledge, ability, experience and other characteristics;

(3) Obtain the information which are difficult to find in the written examination.

3.2 Interviewing guidelines

The interviewing guidelines were integrated as a mind map.
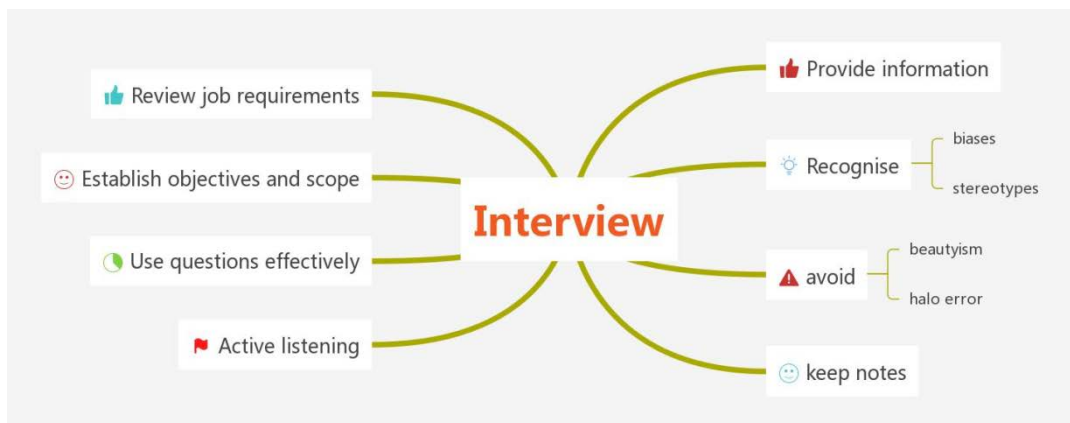
4. Recruiting Strategy

Recruitment strategy is a concrete reflection of the recruitment plan, which aims to achieve the recruitment plan as a specific strategy. It includes the number of recruits, requirements for personnel, means to attract talents, recruitment channels, selection model and recruitment time. Undoubtedly, a successful recruitment strategy will help companies quickly find suitable talents and drive their sustainable development.

5. Conclusion

Among the three management systems (strategic management, operation management and human resource management) that constitute the business activities of an enterprise, the author think human resource management is the most important and crucial. Because it solves the most core problems of the enterprise and can affect other systems, and runs through the whole process of the enterprise from strategic decision to operation execution.

The fact is that simple employee recruitment can no longer meet the growing needs of modern enterprises. With the development of chain stores and the promotion of regional management, the complex operation modes, such as terminal sales planning, remote financial management and in-transit logistics management, will bring new challenges. The first requirement of these challenges is that the human resource management of companies should be more and more professional and efficient[9].

As the fundamental and systematic work in human resource management, employee recruitment is so important. Thus, it is necessary to build and improve the human resource planning system from the perspective of enterprise strategy, in order to solve the problems of "what kind of people are useful" and "how many people are needed" at each stage of company's development. In addition, it is required to build two channels: talent recruitment channel and self-training channel, which are to solve the problem of rapid talent import.

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