Personnel planning and recruitment

Business

PERSONNEL PLANNING AND RECRUITMENT Internal and External Recruitment Sources Internal recruitment sources are those readily available to a particular organization. One example is transfers which involve movement of employees from one job to another within an organization. This method enables the better use of internal talent since an employee can be moved to a job at which he/she performs better. The downside is that appropriate candidates might just not be available for some vacancies internally therefore leading to placement of unsuitable individuals. Another is Promotions which involve an employee being moved to a higher ranking position. They are a source of motivation and encouragement to the workers. However, they may lead to conflict among the employees seeking for promotion to the vacancies available. External sources on the other hand have to be acquired from outside the organization. One example is placement agencies which are private firms conducting recruitment activities on behalf of organizations at a fee, the advantage of this is it assists organizations to acquire necessary competencies. They however increase the cost of recruitment. Another is press advertisement of vacancies in journals and newspapers. The main advantage of this method is its wide reach. It is however time consuming as well as costly (Tellis, 2004). Evaluation of Job Ads The jobs ads evaluated were posted on the internet. They all follow the principal of AIDA (Attention, Interest, Desire, and Action). The first ad evaluated is for the position of an AM Restaurant Supervisor start with the question: " What will it be like to work for this Hilton Worldwide Brand?" (Hilton Worldwide). This grabs attention from suitable job seekers. The second job ad for the position of a Management Assistant appeals to applicable interest by indicating that the job is available for both new and

experienced applicants (USA Jobs). The third job add reviewed for the position of an Open Territory Sales Representative produces desire to go after what seems like a good opportunity by stating that the company assists its employees in attaining their goals (Kimball Midwest). This ad also leads to action by offering clear instruction that interested applicant should not apply for the job without waiting. An email address and the company's website is provided in order to make contact. Job Ad Appeal The job ads evaluated do not appear to be appealing to the minority groups. There is no gendered wording present in most of these ads. The most probable reason for this is that the targeted job applicant would not be better off in the position if came from either gender or a certain group. It is important for companies to use of language carefully not lose out on well qualified and able applicants. However there are some organizations that have equity notices which lead to the feeling of belongingness of the minority groups such as women, older workers and single parents among others. HRIS Systems HRIS influence incorporation between Information technology and Human Resource Management (HRM). The system backs applications like productivity evaluation, equity monitoring, career-pathing, intake and training projections, pension and benefits management, payroll, as well as employee selection and placement. From the employer's perspective, HRIS helps in the process of recruitment as it is an efficient tool that can be utilized for ensuring efficiency in the administrative roles of the HR department. An efficient HRIS would have data on individual applicants that can be useful to the HR department in contributing towards the formation of hiring strategy. However it could also hinder the process since the principle for selection and change of the replacement HRIS has often put more emphasis on the

financial instead of the strategic human resource issues. From the employee's point of view HRIS is helpful in that it moves candidates through the recruitment process easily and quickly. On the flipside, it can be a hindrance if mishandled leading to delayed hiring processes and lost data (Tellis, 2004). In what way(s) does the research article support, refute, or add to the individual research findings? According to Philip (1997), effective frequency in advertising refers to the number of times an individual perceives a message for him or her to respond without waste use of resources in additional advertising. Job adverts are identified as uniquely different ads from sale ads. This is because sales ads may require several ads per a target audience in order to capture its attention. However, job ads are effectively advertised only once to a target audience. This is effective since job seekers are assumed to be in need of the Job while the advertiser is cost conscious enough not to waste resources in additional exposers which adds no value. An additional exposure to an individual who has already applied for the position is not rational since only one application is needed per individual. This professional journal adds this knowledge about effective frequency onto the individual research done. Reference Hilton Worldwide. (2013). AM Restaurant Supervisor (Job Number: FOO013Q2). Accessed on 21st February 2013 from https://hilton. taleo. net/careersection/pr_jobs/jobdetail. ftl? job= 102000&src= JB-11960 Kimball Midwest. (2013). Careers with Kimball Midwest: Open Territory Sales Representative - Wassau, Wisconsin. Accessed on 21st February 2013 from https://kimballmidwest. com/CorporateInfo/Careers/PositionDetail. aspx? id= 325 Philip, J. (1997). What Does Effective Frequency Mean in 1997? (Part 1 of 2). Journal of Advertising Research, 37 (4): 14-17. Tellis, G. J. (2004).

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