

BIJU PATNAIK INSTITUTE OF IT & MANAGEMENT STUDIES

MBA



SUMMER INTERNSHIP REPORT 2021

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A Project on
‘Role of recruitment in developing Organization Culture’

A FINAL SIP REPORT SUBMITTED

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Estd. 1999

Submitted by
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UNDER THE GUIDANCE OF
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PREFACE

The course of MBA require one to undergo a summer internship with the end of the 2nd Semester, so as to get a practical knowledge and understanding the practical aspects of all the theories read. It helps us to make the best use of our skills and intelligence so as to make a better research report. It is really the most important thing during the course of our study. The purpose of my research project was to study the “Role of recruitment in developing organization culture of Wocially, Mumbai”. It was a continuous learning experience as I got to know the organizational culture observed the processes.

ACKNOWLEDGEMENT

With immense pleasure we are presenting “Role of recruitment in developing organization culture of Wocially, Mumbai” Project report as part of the curriculum of ‘Master of Business Administration’. We wish to thank all the people who gave us unending support.

I express my profound thanks to Prof. Dr.Prajna Mohapatra, project guide and all those who have indirectly guided and helped us in preparation of this project.

We also like to extend our gratitude to all staff and our colleagues , who provided moral support, a conducive work environment and the much-needed inspiration to conclude the project in time and a special thanks to my parents who are integral part of the project.

Thanking you.

Priyanka Dash

DECLARATION

I Miss Priyanka Dash hereby declare that the project report entitled “Role of recruitment in developing organization culture of Wocially, Mumbai” is an original work developed and submitted by me to the Biju Patnaik University of Technology, Odisha, in partial fulfillment of requirements for the award of Master of Business Administration under the guidance of Prof. (Dr.) Prajna Mohapatra.

The empirical findings in this project report are not copied from any report and are true and best of my knowledge.

Regd.No:-2006258148

Date:-

(Signature of the Student)



Certificate

Of Completion Internship

This Certificate is Proudly Presented to

Ms.PRIYANA DASH

High Five for successfully completing Human Resources Internship

From 3rd June 2021 to 3rd August 2021

We sincerely appreciate your efforts and Contribution during the project,
you'll always remain special to us #wociallyintern

8/8/2021

DATE



Jatinthawani

SIGNATURE

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CHAPTER – 1

INTRODUCTION

Every new hire goes through some kind of HR recruitment process, but many companies still leave it up to hiring managers, assigning only the admin to HR.

No company, large or small, can afford to be without an HR recruitment process. Why? Because your competitors have probably embraced HR tech already, and you can't afford to keep bleeding money by making poor hiring decisions.

Industries, businesses, and people are not all the same, and there are various types of recruitment methods that will all yield success. However, no successful hiring process can be a slap-dash affair that differs from one hiring manager to the next.

Anything that's not measured can't be improved on. More often than not, perception in the workplace is the complete opposite of the reality of the situation.

Measuring the success of recruitment doesn't have to be time consuming or complicated. The recruitment process is the most important function of HRM department. The Human Resource Manager use different tactics to reach the potential candidate. The recruitment method used to contact the candidates differs based on the source of recruitment.

The Recruitment In-charge often does the job analysis to find out the skills and ability to perform the job. Once the skills and abilities required are clear they start searching for people with such specialties. The HRM department explains the potential candidate about their job profile and the benefits (rewards) they can gain from the organization. The candidates interested in the job are further screened, interviewed by HR and finally best fit candidates are selected for the job.

The HR Recruitment Process helps to hire candidates based on their ability to work and attitude which is essential for accomplishment of organizational goals. The Recruitment Process in human resource management starts with identification of job vacancy in the organization, later the HR department analyzes the job requirement, review the job application, screen and shortlist the desirable candidates and the process ends with hiring of right and best candidate for the job.

Although the concept itself may seem obvious, many people still don't properly understand what a recruitment process is, what it involves and why it is so important.

Being one of the most critical processes managed by HR, recruiting is the key to hire the right and best talents with the necessary skills and mindset to make your business grow.

A disorganized recruiting process might end up in the hiring manager hiring people who are not ideal for the job position. Other common issues caused by the lack of efficiency in this operation are delays for filling a needed position, unqualified candidates attracted by wrong or poorly written job descriptions and job postings or overlooked CVs, and badly planned interview processes.

It is no doubt that the achievement of the corporate objectives largely depends on the caliber of human resources or personnel factors that make up such organization. Since, the survival of any ideal organization is a function of the nature and quality composition of such venture. This crucial fact influenced the recruitment and selection practices with special emphasis to Wocially.

In many organizations, the reasonability for the choice of new employee is shared between line management and human resource department. The human resource department should be competent to advice on the most modern and best techniques and practices as well as provide a professional support and monitoring service, while line management is involved in the final decision as to who does or does not work in their department. It is therefore very glaring that line managements must be trained, and advised in selection matters especially interviewing.

The need for recruitment and selection in any organization depends upon the number of existing vacancies to be filled or new post to be created. Generally speaking, the conducts of recruitment and selection processes are cost involved and such could be advertising cost, testing cost, interviewing, placement and event employment cost. In view of these, there is much need for any ideal organization to exhibit the concept of seriousness, commitment, merit selection and organizational diplomacy in the conduct of recruitment and selection exercises. Once organizational yield to these facts, it would go along way to influence the velocity of the attainment of corporate objectives and also reduce the rate of labour turnover drastically, Wocially would be not be exemption.

Recruitment according to “Thomas H. Stone” is a systematic and organized procedure where potential employees are obtained for selection and placement in the organization through a variety of sources.

The sources can be from the following:

1. Institutions e.g. universities, polytechnics, colleges of education
2. Recruitment sites like Naukri.com, Linkedin etc
3. relative and friends

After recruitment, selecton is the next step in the employment process. The main purpose of selection is to choose individuals that are most likely to succeed on the job from these

that are available or responded to the advertisement or limitation to apply for the job vacancies.

The human element has been considered the most crucial in the attainment of any organizations objectives. Therefore, selection procedure involve the screening of candidates according to the progressive series of steps designed to eliminate those who in some says are unsuitable. It involves submitting a comprehensive information or data on the applicant and conducting physical or medical examination, aptitude test, interview and reference checks on the applicant.

Once an individual has been deemed fit to be employed, the person is offered an appointment letter and given the conditions of his/her appointment and responsibilities. The individuals acceptance of the appointment is implicitly a contract to seal and accept the obligation of his/her appointment and perform his/her duties that assigned to him/her for a certain remuneration.

OBJECTIVE OF THE STUDY

- a. To access the efficiency and effectiveness of Wocially recruitment and selection policies as well as comparing them to the practices.
- b. To find out the effectiveness of recruitment and selection processes used. And recommend possible improvement.
- c. To determine the judicious maintenance of both human and material resources in the organization.
- d. To identify the recruitment practices used in selecting qualified talents in Wocially.

SCOPE OF THE STUDY

- a. To know the recruitment and selection process.
- b. To find right person to the right job.
- c. To know the strategy using while conducting an interview.
- d. To know the satisfactory level of employee while conducting an interview.

METHODOLOGY

Research Design

The design was a descriptive study which used quantitative tool. The study was based on the use of questionnaire. These approaches were used because they were satisfactory tools for collecting data for the sample population to investigate the research topic.

Sample of the Study

A sample size of 20 was chosen from the selected branch for the study. To ensure that the sample was represented enough to draw conclusion.

Data Collection Instruments

The questions were designed to make the purpose of the study successful after the results have been ascertained. This instrument gave expected information about the recruitment and selection procedures or practices.

Sources of Data

Primary Sources

In getting primary data there are several approaches available to gathering data. In order to collect reliable and valid information, the employees of the Human resource department and employees of other department of Wocially were asked some questions. The method used in collecting the primary data was questionnaire. The purpose of using questionnaire was to identify and assess the impact of recruitment on Wocially. A set of questionnaire was prepared with open - ended questions.

Secondary Sources

The study also made use of secondary data in collecting information. The sources of the secondary data include books, internet search, articles, and journals among others. This helped to identify how others have defined and measured key concepts, and to discover how this research project is related to other studies.

LIMITATIONS

- a. This study was limited and only focused on recruitment process.
- b. The sample size was small.
- c. Employees felt inconvenient to give genuine feedback about the organization.

CHAPTER – 2

COMPANY ANALYSIS

Introduction of the company:

Wocially is the India's Social Commerce Platform where user can do multiple things like Video, Marketplace, jobs and etc. They are introducing an exclusive Social and Commerce Platform for all Indians. This is made in India for Indian. Where you can share, discover, earn multiple things in a single platform like photos, video, news and blogs, marketplace, games, video call and, chat, jobs, events, 3rd party ecommerce, business directory, funding, movies, offer and many more.

Vision:

To be recognized as one of the most representative and effective leading global organizations engaged in the promotion of Small and Medium Enterprises(SMEs)

Mission:

Mission is to help create an enabling business environment either directly or indirectly for sustainable development of SMEs worldwide.

Service Basket:

Digital marketing service

Digital services are one of the core business of the company. The company made a unique social media platform when all customers share his/her requirement and share pictures of different products.

Social media marketing is a form of internet marketing that involves creating and sharing content on social media networks to achieve your marketing and branding goals. Social media marketing includes activities like posting text and image updates, videos, and other content that drives audience engagement, etc

Automatic software management Service:

The main of this IT services is to reduce the internal cost of the company/firms. IT services refer to the application of business and technical expertise to enable organizations in the creation, management, and optimization of or access to information and business processes.

Human Resources Management Service:

The firm's services include HR Advisory, HR Outsourcing, HRMS tool, HR Audit, Talent Acquisition, Employee Learning, Compensation Benchmarking, Payroll Management & statutory compliances.

ORGANIZATIONAL HIERARCHY

The organisational hierarchy is established so that the existing entity can operate and help to achieve its objectives and goals viably. Remember it is the organisational structure that has the authority to outline task allocation, coordination, and supervision and how they should be directed. In an organizational hierarchy, everyone collectively works towards achieving only the company goals and objectives without deviating from their path.

The organisational hierarchy is a way to structure an entity using several levels of authority. It is often being described as a vertical link between superior and lower levels in an organization.

In a hierarchy, the power rests in the hands of the upper level and hence each upper-level controls the subordinate level that is placed under it. The

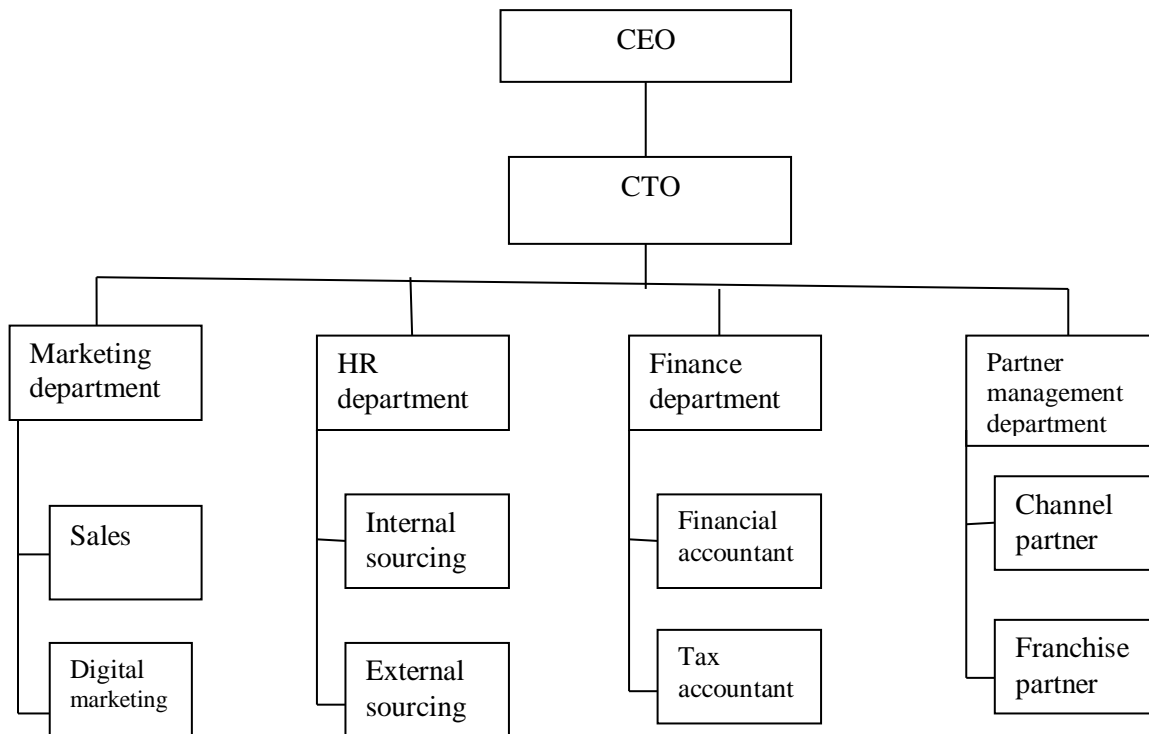
hierarchical structure is a formal structure that gives shape and purpose to an entity. In this interlinked structure, every level of employee is directly connected with its adjacent levels and indirectly connected with the whole organization via links.

In an organisational hierarchy, orders flow from top to next level and it goes on until it reaches the last level where all the orders are carried out and not forwarded anywhere.

In this type of entity, the directions, as well as information, flows in a vertical manner from the bottom through every level to reach the top. After receiving and assessing the data, decisions are made at the top, and the information once again flows but this time from top to bottom through every level, until it reaches its designated place where the data helps to implement the decision. In an organisational hierarchy, it is top-level that is entrusted with coordinating all the communication and relevant activities of the firm.

Entities try to create a well-tightened structure that will make things easier in good times and keep them normal during change or adverse conditions.

Organizational Chart



Product Profile

Wocially is a social commerce platform in which features are emerging across a number of platforms, creating new opportunities for brands big and small. The COVID-19 pandemic put further strain on brick-and-mortar businesses. Now executives are all in on digital transformation.

Social commerce is the buying and selling of goods or services directly within a social media platform. This model moves social media beyond its traditional role in the discovery process by encouraging users to complete the entire purchase process without leaving their preferred apps.

Executives overwhelmingly agree that social commerce is driving an increasing portion of their company's marketing-driven revenue, according to The State of Social Media Investment Report. About eight in 10 expect to be selling their products or services via social within the next three years.

INDUSTRY PROFILE

Social commerce is a subset of electronic commerce that involves social media and online media that supports social interaction, and user contributions to assist online buying and selling of products and services.

More succinctly, social commerce is the use of social networks in the context of e-commerce transactions.

Social commerce aims to assist companies in achieving the following purposes. Firstly, social commerce helps companies engage customers with their brands according to the customers' social behaviours. Secondly, it provides an incentive for customers to return to their website. Thirdly, it provides customers with a platform to talk about their brand on their website. Fourthly, it provides all the information customers need to research, compare, and ultimately choose you over your competitor, thus purchasing from you and not others.

Today, the range of social commerce has been expanded to include social media tools and content used in the context of e-commerce, especially in the fashion industry. Examples of social commerce include customer ratings and reviews, user optimization, social applications and social advertising. Technologies such as Augmented Reality have also been integrated with social commerce, allowing shoppers to visualize apparel items on themselves and solicit feedback through social media tools.

recommendations and referrals, social shopping tools (sharing the act of shopping online), forums and communities, social media

Some academics have sought to distinguish "social commerce" from "social shopping", with the former being referred to as collaborative networks of online vendors; the latter, the collaborative activity of online shoppers.

Social Commerce has become a really broad term encapsulating a lot of different technologies. It can be categorized as Offsite and Onsite social commerce.

Onsite

Onsite social commerce refers to retailers including social sharing and other social functionality on their website. Some notable examples include Zazzle which enables users to share their purchases, Macy's which allows users to create a poll to find the right product, and Onsite user reviews are also considered a part of social commerce. This approach has been successful in improving customer engagement, conversion and word-of-mouth branding according to several industry sources.

Offsite

Offsite social commerce includes activities that happen outside of the retailers' website. These may include Facebook storefronts, posting products on Facebook, Twitter, Pinterest and other social networks, advertisement etc . However, many large brands seem to be abandoning that approach.

HUMAN RESOURCES (HR)

Human Resource is managed by Mr.Prashant Shringi, recruiting people into the company. However, there's actually a lot to Human Resources than just filling in the headcount. They have to make sure that the people they recruit have the right skills, experience, and qualifications based on what the company needs.

Aside from recruitment and staffing, HR is also in-charge of major areas like compensation and benefits, training and learning, labour and employee relations, and organisation development. And since the success of any organisation lies in its people , Human Resources is considered as the most critical asset of a company.

In Wocially Human resources (HR) is the division of a business that is charged with finding, screening, recruiting, and training job applicants, as well as administering employee-benefit programs. HR plays a key role in helping companies deal with a fast-changing business environment and a greater demand for quality employees. Additional human resources responsibilities include compensation and benefits, recruitment, firing, and keeping up to date with any laws that may affect the company and its employees. Some of the HR responsibilities include in Wocially are

Relationship Building and Management

Relationship management is a strategy in which an organization maintains an ongoing level of engagement with its audience. This management can occur between a business and its customers (business to consumer [B2C]) or

between a business and other businesses

(business to business[B2B]). Relationship management aims to create a partnership between an organization and its patrons, instead of viewing the relationship as merely transactional.

- A business may hire a relationship manager to oversee relationship building or it may combine this function with another marketing or human-resources role. Building a relationship with clients yields rewards for all parties. Consumers who feel that a company is responsive to their needs likely will continue to use that company's products and services.
- A company's reputation for responsiveness and generous post-sales involvement can often stimulate new sales. Maintaining communication with consumers lets a company identify potential problems before they come to a costly head.

Understanding the Types of Hiring

There are many different types of recruitment methods that organizations use to attract the best staff. Not every job has the same requirements, and each company has different needs. That means employers have to use hiring tactics that will match their environment and appeal to the candidates they're looking for.

Types of employees

If you choose to hire someone as an employee, you can hire them in the following ways :

permanent or fixed- term (full-time or part-time,casual, interns or trainee.

Full-time or part-time employees

A full-time employee works a full work week, which is 38 hours on average. Full-timers usually work standard days - for example, Monday to Friday 9am to 5pm.

A part-time employee works regular set hours but less than 38 hours - for example, Wednesday to Friday 11am to 1pm. Some awards require an employer to roster a part-time employee for a minimum of 3 consecutive hours on any shift.

Casual employees

Casual employment offers a flexible hiring option for both the employer and employee. Casual employees are often used in workplaces with short or irregular periods of work, but can also work in long-term arrangements.

Casual employees are paid a casual loading of at least 20% to 25% on top of their base rate of pay. This is to compensate them for not receiving paid leave, guaranteed work and other entitlements given to full-time and part-time staff. The amount of loading depends on the agreement or award.

Interns and trainee employees

The employer provides training and the apprentice learns the occupation or trade. At the end of the training, the apprentice gains a nationally recognised qualification.

Interns can:

be employed on a full-time or part-time basis be of any age
already hold a qualification.

Training can be totally on-the-job, or a combination of on and off-the-job programs.

Interns are usually entitled to the same super annuation, workers compensation and other employee requirements. An intern wage varies depending on qualification, type of training, and industry.

Employee Metrics



Employee Metrics



Employee Engagement

HR should take ownership of employee engagement initiatives and hold teams accountable. This team is behind the scenes making sure everything runs smoothly.

Units In HR division:

There are three units in Human Resource Division

- I. HR Staffing
2. HR Operation
3. Training & Development.

Types of Recruitment:

- I. Internal Recruitment
2. External Recruitment.

For Internal Recruitment the principal methods are-

- Job posting
- Use of computerized skills inventories
- Referrals from other departments

For External Recruitment: Organizations rely on-

- Advertisements
- Public or private placement agencies
- Field recruiting
- Including campus recruiting Point of Recruitment

There are two level of recruitment.

- I. Entry level
2. Lateral entry (Recruitment of experienced person)

Selection: The critical criteria in this regard are job relatedness, reliability, and viability. For selection of candidates following things are considered

- Appearance
- Attitudes
- Knowledge
- Personal ability & mental ability
- Physical ability
- Qualification
- Communication skill
- Job knowledge (for lateral entry)

HR Operations:

HR operations unit mainly work in the area of short term and long-term benefits of the employees like salary, bonus, provident fund, gratuity, super annulations fund, etc.

- Monthly Salary Disbursement
- Preparation and disbursement of Festival Bonus and Performance Bonus
- Employees Final Settlement.
- Submission of various Salary related MIS report to the Management & Regulatory bodies.
- Work as System Admin in HR department
- Assist in Appraisal Management
- Investment with the gratuity and PF fund
- Employee Tax processing, etc.

Training and Development

Employee training and development is a broad term that encompasses a wide range of industries, skill sets and training. It includes the hard,

technical skills needed to perform specific tasks.

Employee Orientation: Employee orientation provides new employees with the basic background information they need to perform their jobs satisfactorily. Companies arrange an orientation program for the employees. In an orientation program the employees should

- feel welcome
- understand the organization in a broad sense
- be clear about what the firm expects in terms of work and behavior
- begin the process of socialization

Employee Training: There is some process, method and techniques of employee training. A company follows all the steps of training to provide the employees a good look on their work.

Career Development: The career development stage is given below

Transition: An individual is already having a job and developing oneself

for future career or moving to another career.

Preferred area: An individual prefers a specific sector of the career.

Early stage: First 1-5 years of career is called early career.

Mid-career: 5-20 years after the career starts.

Late career: Late career starts after 20 years of job life.

Retirement: And finally, after completing the stage of career and individual decides to retired.

CHAPTER-3

COMPETITOR ANALYSIS

A competitive analysis is a strategy that involves researching major competitors to gain insight into their products, sales, and marketing tactics. Implementing stronger business strategies, warding off competitors, and capturing market share are just a few benefits of conducting a competitive market analysis.

A competitive analysis can help you learn the ins and outs of how your competition works, and identify potential opportunities where you can out-perform them.

It also enables you to stay atop of industry trends and ensure your product is consistently meeting — and exceeding — industry standards.

Let's dive into a few more benefits of conducting competitive analyses:

- Helps you identify your product's unique value proposition and what makes your product different from the competitors', which can inform future marketing efforts.
- Enables you to identify what your competitor is doing right. This information is critical for staying relevant and ensuring both your product and your marketing campaigns are outperforming industry standards.
- Tells you where your competitors are falling short — which helps you identify areas of opportunities in the marketplace, and test out new, unique marketing strategies they haven't taken advantage of.
- Learn through customer reviews what's missing in a competitor's product, and consider how you might add features to your own product to meet those needs.
- Provides you with a benchmark against which you can measure your growth.

SWOT ANALYSIS

The idea behind SWOT is simple: for every campaign or project, marketers analyse their strategies based on four specific quadrants (strengths, weaknesses, opportunities, and threats).

Strengths: -

- Young people are more used to social media platforms compare to 90 or 2000.
- Used of social media, we easy to create awareness about our product.
- Company /firm more depend on the digital marketing.
- Socially have own social media platform so it's great for Wocially.

Weaknesses:-

- So much competition is in the market, so it is very defective to gain market share.
- Due to privacy issues, so many people in business avoid to use unnecessary social Media platforms.
- Wocially is a New Start-up Company so many customers can't believe in the company.
- Wocially cannot become active on different social medial platforms, so it is complicated to believe.

Opportunities:-

- In India, so many mobile phones using so its huge market for socially
- Some start-up company needs handholding support so Wocially have a great opportunity.
- Socially is India's own social media platform.
- Refocus efforts on B2B-friendly channels like LinkedIn and Twitter; prioritize lead generation and customer nurturing versus brand awareness.

Threats:-

- One of the biggest threats is the security issue to used social media platforms. Reduce mismanagement in the company.

CHAPTER – 4

CUSTOMER ANALYSIS

Connecting Customers to Products

A functional marketing department implements customer relationship management functions to track and predict what customers want in their products. It connects the customer to the product with hard data as well as emotional, qualitative information that can help product designers differentiate your products from those of a competitor. This information also helps marketing promotions by highlighting these differences in marketing materials. A marketing department sets prices for products that recoup development and promotional costs while generating revenue for the company.

Customer Relationship Management (CRM) refers to the technologies, practices, and strategies used by organizations for interacting and managing their current and potential customers. It also involves analysing customer interactions throughout the customer lifecycle. CRM is focused on enhancing customer service, improving business relationships, profitability, aiding in customer retention and driving sales growth. CRM collects and consolidates customer data from various channels. The needed information for analysis is extracted from the company's website, live chat, direct mail, telephone, social media platforms, marketing materials and from Other sources.

Marketplace helps organizations of all sizes to efficiently consolidate their permanent hiring and engage with multiple suppliers over a single platform. It also encourages entrepreneurship in Talent Acquisition by empowering Recruitment firms, Executive

search consultants, independent recruiters and Gig recruiters to effortlessly work on job mandates and expand their business by focusing on their core strengths.

- Wocially bring transformational recruitment tech solutions
- Bring freedom from transactional recruitment
- Optimization services
- Open access to the World's Largest Marketplace

It's been interesting to see how some of these trends have converged to drive innovation in social media beyond communicating with friends and family. The impact and growth of social media has meant that brands now play an even bigger part in what we see across all channels.

Whilst it's been proven that users are very unlikely to engage or pay attention to brand content, what has caught consumers' imaginations is the ability to browse and buy products within different digital environments.

Instead of concentrating on driving traffic to the seller's website, "Social Commerce" targets shoppers directly on sites like Facebook and Instagram. It's the natural evolution of shopping and social media. Businesses found a willing target audience on social media sites, and people were more than happy to talk about their shopping experiences.

Social commerce also refers to communities and forums where buyers and sellers compare notes about their shopping experiences. Some examples include Groupon, LivingSocial, and Pinterest.

Social commerce has changed the way we gather credible information about products and companies. It's all about authenticity. Shoppers want stories and reviews from real people about their experiences. Customers and influencers have a huge impact on the decision process.

Studies show that consumers still rely on social media for product reviews and recommendations instead of purchasing directly from the site.

56% of online shoppers follow brands and browse for items. Marketing Week magazine asked the question, “when browsing online for products to buy, which of the following sites do you use?” 31% responded with social media, but 74% said the retailer’s website. The younger the demographic, the more likely they will use a “Buy” button on social media.

At its core, it ties to the basic business principle of meeting customers where they are. Customers are already using social media. They connect with their friends and family and enjoy sharing memorable moments of their lives. In the mix of the experience, they see others talk about products they love or they see a relevant ad. They make a purchase decision right where they are. It is much more convenient than a customer having to visit a website or search for something off the platform.

CHAPTER – 5

FINDINGS AND ANALYSIS

Wocially is an e-commerce platform as well as a social networking website where people can earn, share, discover like photos, videos, news , blogs, market place, video calls, chat, jobs , events etc.

The corporate head told us that they will give us some tasks in which we will be able to learn about the hiring process, relationship building, decision making, training, employee engagement, public relations etc . While performing the tasks, they will observe the way of communicating, reporting, research, hardwork and dedication.

The task one was to send e mail to the Training and Placement Officers of the colleges to collaborate with the company . Around 2000 mail IDs were provided by them and there was a limit to send maximum 450-500mails per day .The TPOs who wanted placements for their students after reading the mail, used to contact us through the given phone number where we used to explain everything about the company. After completing those mails they gave some more mail IDs of the TPOs to send .

The next task was to research about the HRs of the companies from the assigned location through different websites like naukri, linked in etc. And after that we had to mention the details of HRs like company name, HR Manager's name, HR Manager's email ID, number etc. in an excel sheet. And the goal was to collect more than 300 details .

The next task was to contact through phone calls to the HRs from the above sheet in working hours from 10 am to 4 pm and ask them to collaborate for a virtual Campus Drive with the company .

The next task was to make a commercial video for the company where we had to write a script for the video, then make an audio editing and add that to the video by synchronising . The objective of the commercial video was to provide Solutions to the HRs who are finding candidates as well as the candidates who are applying for the job. There were around 4 videos with both Hindi and English languages.

From the analysis it was found that:

Employees were satisfied with the

- Working hours of the organization
- Team support
- Feedback from organization
- Opportunity and growth
- Getting help from seniors
- Coordination of teammates

Employees were not satisfied with the

- Appreciation of work
- Salary and incentives in proper dates
- Happy and secure in job

CHAPTER-6

SUGGESTIONS

- To get effective and efficient employee the organization should arrange proper training and development programs.
- The entire HR department should be well informed regarding the employment personal.
- The organization should provide well direct compensation as well as direct to its staffs.
- In order to get competitive advantage and to deliver quality service, top management should try to modify the services .
- Proper training needed for ensuring efficient performance of the employees.
- Periodical performance appraisal and giving recognition and rewards to the qualified employees to keep motivating them.

Conclusion

From the above study I can conclude that Committed and trustworthy employees are the most significant factors to becoming an employer of choice, it is no surprise that companies and organizations face significant challenges in developing energized and engaged workforces.

However, there is abundance of research to demonstrate that increased employee commitment and trust in leadership can positively impact the company's bottom line. In fact, the true potential of an organization can only be realized when the productivity level of all individuals and teams are fully aligned, committed and energized to successfully accomplish the goals of the organization. Thus, the objective of every company should be to improve the desire of employees to stay in the relationship they have with the company.

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ANNEXURE

Questionnaire on Recruitment Process

Name –

Company's name –

Designation –

Date-

Note – Please fill the appropriate option.

Question 1: What form of interview did you prefer?

- | | |
|------------------------|--------------------------|
| a. Personal interviews | b. telephonic interviews |
| c. video conferencing | d. Other |

Question 2: What source you adopt to source candidates?

- | | |
|-----------------------|-----------------|
| a. Candidate referral | b. Advertising |
| c. Job portals | d. all of these |

Question 3: How many stages are involved in selecting the candidate? / How many Question you are asking during the Telephonic interview round?

- | | |
|---------|------|
| a. 1 | b. 2 |
| c. 3 | d. 4 |
| e. More | |

Question 4: How do you track the source of candidate?

- | | |
|-------------|-----------|
| a. Software | b. Online |
| c. Data | |

Question 5: Does the organization clearly define the position objectives, requirements and candidate specifications in the recruitment process?

- | | |
|--------|-------|
| a. Yes | b. No |
|--------|-------|

Question 6: What is the average time spent by executives during recruitment (each candidate) ?

- | | |
|-------------------|-----------------|
| a. 1mins to 5mins | c. 10 to 15mins |
| b. 5 to 10 mins. | d. More |

Question 7: Do you follow different recruitment process for different grades of employees?

- | | |
|-------|--------|
| a. No | b. Yes |
|-------|--------|

Question 8: What are the basic questions you ask to the candidate?

- | | |
|--------------------------------|-----------------------------|
| a. Experience (Total/Relevant) | b. Current CTC/Expected CTC |
| c. Job Profile | d. Notice period |
| e. All the Above | |

Question 9: Is there any provision for evaluation and control of recruitment process?

- | | |
|--------|-------|
| a. Yes | b. No |
|--------|-------|

Question 11: Is there any facility for absorbing the trainees in your organization?

- | | |
|--------|-------|
| a. Yes | b. No |
|--------|-------|

THANK YOU