



A STUDY ON RECRUITMENT AND SELECTION PROCESS AT APOLLO TELEHEALTH SERVICES FOR PROJECT INFINITE-MY6SENSES.

By: TRIPTI HAJARE
Roll No.- 1434
MBA-HM 2021-23

Recruitment and Selection process

Step 1. Job Vacancy: This phase focuses on analyzing the company's need for the job.

Step 2. Job analysis: Drafting Job description and person specification based on the job description.

Step 3. The third phase focuses on vacancy announcement: Announcement for the position in the social media platform and TE website.

Step 4. Screening process: This phase focuses on screening the applicants.

- Shortlisting applicants by comparing CVs according to the job description and person specification.
- Telephone Interview

Step 5. Final Interview: In this phase, face-to-face interviews are conducted, and the decision will be made.

Step 6. The final phase of the process is selecting and appointing the candidate: Signing the employment contract and start the induction process.



INTRODUCTION OF THE PROJECT

INFINITE- MY SIX SENSES

The project's goal is to provide healthcare products and services relating to the five human senses—

**Sight,
Sound,
Smell,
Touch, and
Taste.**

Infinite-My6Senses where the sixth sense that is backed by artificial intelligence; hence, the name.

At the moment, there are about 37 SiS stores spread over five states in the country, aiming to open 100 similar stores by the end of this year, SiS (shop-in-shop) model is currently active in the retail market with about 37 stores spread across five states in India.

MY RESPONSIBILITIES

My duties as an intern included assisting the talent acquisition team in generating and developing the appropriate pool of healthcare experts to assist in increasing the number of employees at these outlets.

I was given the chance to work as a recruiter for a variety of employment roles throughout my internship, which includes paramedics like optometrists, audio metrists, sleep technicians, store managers, and sales representatives.

My responsibilities included-

- o Assisting with recruitment by analyzing job descriptions,**
- o Candidate sourcing and selection,**
- o Interview coordination.**
- o Acknowledge and learn resourceful ways of sourcing and attracting top talent through various online portals.**
- o Provide an engaging and stellar candidate experience for all candidates.**
- o Files and collect documents and answers candidates and employee inquiries**
- o Schedule interviews and confirms applicant availability**
- o Gathers and organize job applications.**
- o Reporting and lining up candidates for interview processes and following up until onboarding.**
- o Learning outlines of employee compensation in standards with the company budget and market norms.**
- o Establish and maintain company-wide talent database and update information periodically in online and offline modes.**
- o Support and participate in recruiting and employer events like campus placement drives and such activities**

RESEARCH QUESTION:

**How is employee recruitment and selection practiced for Project INFINITE- MY6SENSES?
Is there any relationship between gender, age, level of experience, and satisfaction with recruitment & selection process under Project INFINITE- MY6SENSES?**

OBJECTIVES:

- **To understand the different sources of recruitment and selection activities adopted by Apollo telehealth for the Project INFINITE-MY6SENSES**
- **To analyze the satisfactory level based on gender, age and level of experience of the employees with regard to Recruitment and Selection process.**
- **To provide the suggestion for better hiring Recruitment and Selection process based on the study conducted.**

Methodology:

Research approach- Descriptive study

Study Technique- Using simple random sampling technique

Sample Size- 70

Survey was conducted using questionnaire and interview

Data collection: Primary data collected using questionnaire

Study timeline- Three months (Feb 2023- May 2023)

Data analysis- To predict the sources of recruitment and selection Percentage Analysis was performed whereas to find out the relationship between gender, age, level of experience on satisfaction with regard to recruitment & selection procedure, Chi Square test is used.

Key results:

For the project Infinite-My6Senses, Apollo Telehealth Services fill their vacancies through various sources like job portals, job ads on websites/jobsites, internal references, random searching for job possibilities, job consultancies. It is found in this study that job positions are mostly filled through online recruitment, websites/jobsites top the list, followed by consultancies.

And it is also found that there is no significant effect of Age or Level of experience with regard to satisfaction of employee with recruitment and selection process but female employees found to be more satisfied with the process in comparison to male employees.

- H01 - There is no significant impact of Gender on Satisfaction with Recruitment and Selection process.
- Ha1 - There is significant impact of Gender on Satisfaction with Recruitment and Selection process.

At 5% level of significance and 1 degree of freedom, calculated value is more than tabulated value ($13.56 > 3.81$) So, we reject null hypothesis H01 and accept alternative hypothesis Ha1, that in this study there is significant impact of gender on satisfaction towards recruitment and selection process. Female respondents seem to be more satisfied with the selection process by this data whereas male respondents were less satisfied.

This could be due to following reasons-

- Male employees were given an additional condition to do home visits to patient's house for delivering the services hence this could be a factor in the dissatisfaction as many does not prefer to go for door services.
- Another possible reason could be the company not providing vehicle for conducting these home visits, rather company is willing to only provide travel allowance for the same. But non availability of vehicle and this having a mandatory requirement for selection of male candidates could be one possible reason that could lead to dissatisfaction among male employees under this study.

- H02- There is no significant impact of Age on Satisfaction with Recruitment and Selection process.
- Ha2- There is significant impact of Age on Satisfaction with Recruitment and Selection process.

At 5% level of significance and 4 degrees of freedom: calculated value is less than tabulated value ($4.39 < 9.488$) so we accept null hypothesis H02 .It shows that there is no significant effect of Age on satisfaction with regard to recruitment and selection process.

From the data, it can be said that employees from all the age group under the study were almost equally satisfied with the recruitment procedure followed by the organization, this shows that Recruitment and Selection process is conducted uniformly and similar across all the level of parameters.

Most of the employees under this study were between 25-29 years of age this justifies that most of them were fully qualified for the position because by this age group most individual are completed with their graduation and have at least handful of experience and are right fit according to the requirement of the clinical jobs they were offered.

- H03- There is no significant impact of Experience on Satisfaction with Recruitment and Selection process.
- Ha3- There is significant impact of Experience on Satisfaction Recruitment and Selection process.

The Mean value of satisfaction towards recruitment and selection process in the age group 0-2 years showed that they are neither totally satisfied nor dissatisfied (2.58)

At 5% level of significance and 3 degree of freedom calculated value is less than tabulated value ($4.719 < 7.815$) so we accept null hypothesis H03 which shows that there is no significant effect of level of Experience on satisfaction towards recruitment and selection process in this study.

This could be due to the fact that this is the age group consisted mostly freshers and were going through recruitment process for the first time in their careers hence they do not have any idea for comparison with any previous experience of selection process hence their response of satisfaction remains neutral. Other age groups were with almost similar mean value of satisfaction.

RECOMMENDATIONS

- In any industry, talent pool is obviously more inclined toward working for the healthcare provider who is offering more salaries than others, So, there is a high possibility that a qualified candidate will go to the competitor. Less revenue generation due to newness of this project imposes a challenge in its budget. Budget constraint makes it difficult for HR managers to hire quality professional, hence they are suggested to make a slight increase in pay scale of these health professionals according to market norm.
- Lack of qualified personals in optometry, sleep technology, audiometry also raises another challenge hence, investment in training and development of creating their own pool of suitable candidates rather than trying to get trained personal from other companies in the same market is suggested.
- Candidates are fully aware of the staffing shortages and the intense competition in the healthcare industry. As a result, they have high expectations for working conditions, company culture, pay scales, and other advantages. If the organization falls short in one of the aforementioned categories and is unable to meet the standards. Then, it's probable that quality healthcare professional will leave for another company and retention rate would be low. Therefore , increase in incentives, providing vehicle for conduction home visits, and providing accommodation for those employees who are relocating from far states for these positions are recommendable changes suggested by the researcher.

Conclusion:

Healthcare Sector is facing the shortage of qualified talent pool. Healthcare hiring is very skill centric and requires excellent attention to detail. Due to budget constraints recruiters struggle to offer competitive compensation. Candidates are fully aware of the staffing shortages and the intense competition in the healthcare industry. As a result, there are higher expectations for working conditions, company culture, pay scales, and other advantages. These would be the challenges the HR managers of the organization will have to overcome in order to maintain and retain an efficient team of workforce.



THANK YOU

INFINITE™
My6Senses