A Study of the Impact of Recruitment on Employee Satisfaction at Satpalda Geospatial, Ghaziabad

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Abstract:
In any kind of organization, recruitment and selection processes are considered useful, because they help in finding the most suitable candidates for the jobs. Recruitment and selection are important operations in human resource management, designed to make best use of employee strength in order to meet the strategic goals and objectives of the employers and of the organization as a whole. It is a process of screening, sourcing, shortlisting, and selecting the right candidates for the vacant positions. The employers put into practice recruitment strategies and methods that would be the most beneficial to achieve organizational goals and objectives. The main purpose of this research paper is to understand recruitment and selection procedures. The main areas that have been taken into account include, significance of recruitment and selection, principles of recruitment and selection, factors affecting recruitment and selection, posting vacancies, recruitment and selection process, types of recruitment and types of interview.

I. INTRODUCTION TO THE TOPIC

Recruitment
Recruitment and selection are the most important tasks in an organization because with the help of these companies the managers choose the best options for their team. Organizations, in this growing world of competition, need more power to limit their competition. According to Flipped, "Re-employment is a process of recruiting employees who want to work for them further and encouraging them and encouraging them to apply for jobs in the organization." In Joder's words, "Re-employment is a process of recruiting staff to meet the needs of the recruitment process and the attractive recruitment that is done by employees at sufficient costs to make the best selection of the best employees." Re-employment will be a way to find out what is most attractive to potential assets in the filling of vacant positions that are consolidated alongside the organization. Raising hopes with skills What is another ethical approach, which would be needed to achieve those organizational goals. The recruitment process is a way of seeking to monitor those employment activities, process job requirements, review applications, write tests, listings. Should expand the effectiveness of hiring, it is prescribed that those hr group of an association takes after those five best polishes (as indicated in the taking after image). These five polishes guarantee great recruitment without any interruptions. To addition, these polishes also guarantee consistency and consistence in the recruitment procedure.

II. THE IMPORTANCE OF RECRUITMENT:
Recruiting staff is a very costly exercise. It is also an essential part of any business and it pays to do it properly. When organizations choose the right people for the job, train them well and treat them appropriately, these people not only produce good results but also tend to stay with the organization longer. In such circumstances, the organization's International Journal of Pure and initial and on-going investment in them is well rewarded. An organization may have all of the latest technology and the best physical resources, but if it does not have the right people it will struggle to achieve the results it requires. This is true across the whole spectrum of business activity e.g. Schools, hospitals, legal practices, restaurants, airlines, and diesel engine manufacturers.

About the Company: Satpalda Geospatial
Strategic Advanced Technology Products and Linkages Development Agency (SATPALDA) is a leading provider of satellite imagery and Geospatial services to the user comm. Unity Established in 2002, SATPALDA has successfully completed a wide range of photogrammetric and Remote Sensing Projects. Our cost-effective solutions cater to the broad spectrum of Government and Private Users. The USP of SATPALDA’s services is the unique blend of experience and cost-effectiveness.

Services Offered:

1. Orthorectification:
Orthorectification is the process of removing the distortion within an image caused by terrain relief and the camera. This is done by modeling the nature and magnitude of geometric distortions in the imagery. Camera or satellite models in conjunction with limited ground control, allow construction of correction formulae that produce accurate, geometrically correct, map-oriented imagery. SATPALDA uses Leica Photogrammetric Suite to produce ortho images. SATPALDA offers various options of terrain datasets for orthorectification. The choice of DTM used for this process depends upon customers accuracy requirements. SATPALDA offers orthorectification using following terrain sources:

1. GE-1 DTM
2. ALOS PRISM DTM
3. ASTER DTM
4. SRTM (Cheapest and most coarse option)
5. Customer provided DTM

Orthorectification is also usually required if several images or scenes need to be mosaicked in order to ensure that the joins are seamless. For both rectification and orthorectification, accurate ground control is essential to produce geometrically corrected, map-oriented imagery.
accurate imagery. SATPALDA also provides options of Seamless mosaicking of large detests for a visually appealing image.

2. Aerial Triangulation:
Aerial Triangulation is the process of contiguous densifying and extending ground control through computational means. This operation includes establishing ground control points; performing interior orientation; measuring and transferring all tie, check, and control points appearing on all photographs manually; and performing a least squares block adjustment. This process ultimately provides exterior orientation parameters for photographs and three-dimensional coordinates for measured object points. The purpose of Aerial Triangulation is to refine the Exterior Orientation parameters \((\Delta X, \Delta Y, \Delta Z, \Omega, \Phi, \kappa)\) computed through direct geo-referencing for each imagery, which will help to achieve the desired accuracy while generating DEM. In general the ground control points provided by the client will be used for Aerial Triangulation. We follow highly automated aero triangulation approach that minimizes the manual intervention and increases accuracy towards higher side. This is the combination of point selection, point measurement, point transfer and block adjustment in a single process.

3. Terrain Modeling (DTM)
A digital terrain model is a topographic model of the bare earth i.e. terrain relief. The data files contain the spatial elevation data of the terrain in a digital format which usually presented as a rectangular grid. Vegetation, buildings and other man-made (artificial) features are removed digitally – leaving just the underlying terrain (on the other hand. Digital Surface Model (DSM) is usually the main product produced from photogrammetry, where it does contain all the features mentioned above, while a filtered DSM results in a DTM). SATPALDA creates highly detailed Digital Terrain Models (DTMs) for contour generation, orthophoto rectification, flood plain mapping and digital elevation models (DEMs) for specialized applications such as 3D modeling, volumetric calculations, and powerhouse surveys. Our optional automatic procedure extracts DTM points from stereo pair images generating a large number of DTM points by going through a pyramidal data structure and robust DTM modeling. We use sophisticated post-processing tools and methods to detect errors and anomalies in DTM and to generate clean contours, TIN or other deliverables. The final delivery is in a client specific format. SATPALDA generates DTM’s/ DSM’s from WorldView-4, WorldView-3, GeoEye-1, WorldView-1, WorldView-2, Ikonos, ALOS PRISM stereo satellite images.

4. 3D Modelling:
SATPALDA has significant experience in producing 3D city models at various levels of detail. These city models can be used in various applications such as navigation and location-based services. Accurate cartographic feature extraction, map updating, digital city models and 3D city models in urban areas are essential for many applications, such as military operations, disaster management, mapping of buildings and their heights, simulation of new buildings, updating and keeping cadastral databases current, change detection and virtual reality. In most of these cases the models of buildings, urban features, terrain surface, and vegetation are the primary features of interest.

5. Web GIS:
Web GIS is a pattern, or architectural approach, for implementing a modern GIS. It’s powered by web services—standard services that deliver data and capabilities, and connect components. It is a type of distributed information system, comprising at least a server and a client, where the server is a GIS server and the client is a web browser, desktop application, or mobile application.

6. LiDAR:
LiDAR (Light Detection and Ranging) provides one of the most accurate and expedient ways to capture elevation data from ground. It is an optical remote sensing technology that can measure the distance to, or other properties of a target by illuminating the target with light, often using pulses from a laser. Typical horizontal accuracies range between 20cm to 1.0m and vertical accuracies range between 0.924 to 18.5cm. Derived products include DEM, DTM, DSM, contours, slope/aspect, 3-D topographic images, virtual reality visualizations and planimetric detail. At SATPALDA, we can integrates LiDAR data with other data sets, including orthophotos, multispectral, hyperspectral and panchromatic imagery. We can combine LiDAR with GIS data and other survey information to generate complex geomorphic-structure mapping products. LiDAR point clouds can be used to derive a wide variety of geospatial deliverables such as Intensity images, Breaklines, Digital Terrian Models, Digital Elevation Models, Digital Surface Models, Triangular, irregular Networks, Vegetation layer for analysis and 3-D Models.

7. Topographic Mapping:
Topographic Maps are essential instruments for a variety of monitoring and planning activities. At SATPALDA Mapping projects in support of planning, engineering, and design are implemented and completed by our photogrammetric professionals. Various data sources are utilized in for generation of mapping products that include contour, planimetric and cultural CAD and GIS files, digital terrain models (DTMs) and other feature which are of interest to the customer. Our team has extensive knowledge of the application of advanced spectral processing to extract features and information for use in spatially-referenced business systems. Advanced spectral analysis enables the identification of subtle differences in landcover using a range of indices and functions. These discriminators enable the skilled operator to generate classes of landcover or vegetation that reflect the complexity of the spectral characteristics in an image source. As image suppliers make more detailed spectral bands available through new satellites, such as WorldView-2 from DigitalGlobe, the ability to refine or improve classification of landcover increases.

8. Land Cover mapping:
Telecom service providers all over the world are depending on digital Land use (clutter) maps derived from high resolution geodata to improve radio network planning. These maps are used in all of today’s state-of-the-art radio frequency (RF) propagation tools to model path loss, signal attenuation and frequency re-use. A system designed with accurate geodata will result in both lower costs for infrastructure and drive testing, as well as more reliable network performance, and ultimately higher customer satisfaction and less churn. SATPALDA has qualified remote sensing professionals with experiences in different domains. The team has developed several processes and algorithm to semi-automate the process of image classification especially to generate Land-use/Landcover data. It has the experience in creation of Land use/ Land cover data using various resolutions ranging from 0.5m to as coarse as 250m. The group also provides data in form of
digital city models containing information on the height of the buildings and type of land-use/land-cover using single high-resolution images.

9. Pan-Sharpening:
Spaceborne imaging sensors provide global coverage of the planet surface on a routine basis. But the resolution of multispectral images may be inadequate for certain applications, especially those crucial for urban objects. A new generation of satellites, such as GeoEye-1, WorldView-1, Ikonos, QuickBird, and SPOT-5, now offer high-resolution MS and panchromatic (pan) images. Certain data-fusion techniques take advantage of complementary spatial and spectral resolution characteristics to produce enhanced MS observations. More specifically, pan-sharpened images are multispectral images sharpened via the higher-resolution pan image. The former are acquired using coarser resolutions, typically, two or four times lower, owing to signal-to-noise-ratio constraints and transmission bottlenecks. In cases where imagery from different satellites are to be pan-sharpened, such as merging the 25 m multispectral Landsat-5 imagery with 10 m AVNIR-2 imagery, the images first need to be orthorectified to ensure that they exactly co-register with each other. SATPALDA provides advice on which datasets can be pan-sharpened to ensure you get the best spatial and spectral resolution possible.

III. REVIEW OF LITERATURE

The individuals form a diverse workforce which brings a lot of challenges for the organizations in their recruitment, selection, and human development processes (Dowling & Welch, 2008). Managing this workforce in an effective and efficient manner has become one of the most complex issues for multinational organizations. The selection, placement, compensation, training, development, and motivation of the workforce are far more complex processes in international assignments than at the local level (Robbins, Judge, & Sanghi, 2007).

Work by Silzer et al. (2010): However, the process of recruitment does not cease with application of candidature and selection of the appropriate candidates, but involves sustaining and retaining the employees that are selected, as stated by Silzer et al. (2010). Work of Silzer et al. (2010) was largely concerned with Talent management, and through their work they were successful in resolving issues like whether or not talent is something one can be born with or is it something that can be acquired through development. According to Silzer et al (2010), that was a core challenge in designing talent systems, facing the organization and among the senior management. The only solution to resolve the concern of attaining efficient talent management was by adopting fully-executable recruitment techniques. Regardless of a well-drawn practical plan on recruitment and selection as well as involvement of highly qualified management team, companies following recruitment processes may face significant obstacles in implementation. As such, theories of HRM can give insights in the most effective approaches to recruitment even though companies will have to employ their in house management skills for applying generic theories across particular organizational contexts. Word conducted by Silzer et al (2010) described that the primary objective of successful talent strategies is to create both a case as well as a blueprint for developing the talent strategies within a dynamic and highly intensive economy wherein acquisition, deployment and preservation of human capital-talent that matter., shapes the competitive advantages and success of many companies. First time in the history of India in 1980, a preferment for working professionals in the Human resources department showed a booming edge and was roared out as “recruiters” who systematically and methodologically gave a new shape to talent acquisition. Recruitment agencies got a go ahead in the same year. Online recruitment revolution started in India in 1995 gave birth to a new era of recruitment and selection. The launch of Naukri.com in 1997 and Monster.com in 1994 open doors for many recruiters to find talented pool. Outsourcing techniques of business in the areas of data handling, human resource management and finance begin in 1990 excluding the vital areas. With the changing time and complexity of markets in the boom and bust of early 2000s, Recruitment process outsourcing emerged as a business discipline to cope up with the number of new tools and companies entering the recruiting space, an acceleration that continues to speed up with each passing year. Another advancement seen in the 20th century was the use of psychometric tests which were initially evolved for testing the temperaments and persona of the human being in the field of education. Later, it proved to be a copper-bottomed source for the employers to select the efficient job personnel and employees for further promotions, succession planning activities. Its main motive is to objectively assess the personality, interests, aptitude and capabilities within an individual and how much competent and assertive enough a person is to cope with stress, team work, work overloads and other demanding situations of the job.

IV. OBJECTIVE OF THE STUDY

The main objectives of the present work is that this study aims to pointing out the effect of recruitment process upon employee satisfaction. The other objectives are:

i. To analyze the employee perception of recruitment process.
ii. To analyze the effectiveness of strategies/practices used in the recruitment.
iii. To determine how the recruitment process, have its impact on the employees.
iv. To study how recruitment affects employee turnover.
v. To suggest way to improve Recruitment in SATPALDA Geospatial.

V. RESEARCH METHODOLOGY

In present work, I have adopted following research methodology:

• Sample size: 60
• Instrument Used: Questionnaire, Microsoft excel (Filter) – to collect and categorize data
• Methods of data collection
  1. Primary
    • Questionnaire (Google form’s)
  2. Secondary
    • Books
    • Journals
    • Internet
VI. RESULT ANALYSIS

1. Opinion towards Internal recruitment.
52 responses

- Always: 36.5%
- Often: 30.8%
- Sometimes: 28.8%
- Rarely: 17.3%
- Never: 21.2%

2. The sources used by the organisation to recruit the candidates?
52 responses

- Portals: 30.8%
- Employee References: 30.8%
- Consultancy: 17.3%
- Through Colleges: 21.2%

3. What's the ratio between turn up and line up candidates?
52 responses

- 0-30%: 25%
- 30-60%: 55.8%
- 60-80%: 15.4%
- More than 80%: 21.2%
4. How do you rate the recruitment process of your organization?
52 responses

- Very Good: 63.5%
- Good: 15.4%
- Average: 21.2%
- Below than average: 

5. In the recruitment process what are the common constraints come across?
52 responses

- Budget constraints: 38.5%
- Large number of backfilling: 30.8%
- Both: 30.8%

6. What is the ratio of the selected candidates finally joined the company?
52 responses

- Above 20%: 44.2%
- Above 40%: 32.7%
- More than 50%: 23.1%
VII. FINDINGS

The collected data are analyzed and general observations has proven that the organization (SATPALDA Geospatial) have done satisfactory job in recruitment process.

The main findings are as follows:

i. About 80% of the employees are satisfied with the recruitment process.

ii. Mostly external sources of recruitment are considered.

iii. Majority of the employees stated that they are satisfying with the recruitment policies.

iv. As far as the infrastructure facilities are concerned, majority of employees have stated that the learning atmosphere was quite all right and the facilities provided during the process of training were adequate and conducive to learning.

v. Majority of the employees have expresses satisfactory opinion about the recruitment process and their but a few numbers of the respondents were neither satisfied with the way of recruitment process is conducted.

vi. The company always take the aptitude test of the employees in the recruitment process.

vii. The company mostly used the naukri.com website to recruit the candidates.

viii. Employees think the process which they used in the recruitment process are highly satisfied as the process are not too long and also helps in choosing the good candidate in the organization.

VIII. CONCLUSION

In every organization, recruitment processes play a vital role. The study reveals that the recruitment process offered in Satpalda Geospatial is very much effective. The HR manager of the selected organization has to focus on selecting the right persons through other sources like campus, placements, sourcing, walk-in, consultancy etc. The selection is done by evaluating the candidate’s skills, knowledge, and abilities which are highly required for the vacancies in the organization. And the recruitment process is not too long and does not take very much time. The policies of recruitment are also satisfying. Even the Organization Support the Recruiters well at the time of recruitment.

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