

SPECIALIZATION BASED SKILL DEVELOPMENT

WEBINAR ON CURRENT TRENDS AND PRACTICES IN HIRING



**ORGANISED BY
LOYOLA HR ALUMNI FORUM
DEPARTMENT OF SOCIAL WORK
LOYOLA COLLEGE (AUTONOMOUS)
CHENNAI – 600034**

INVITATION



DEPARTMENT OF SOCIAL WORK
LOYOLA COLLEGE (AUTONOMOUS), CHENNAI- 600034



LOYOLA HR ALUMNI FORUM, CHENNAI

Jointly organize the webinar on

CURRENT TRENDS AND PRACTICES IN HIRING

Date: 13th February 2021

Time: 11.00 AM to 12.15 PM

Virtual Meeting Platform : Google Meet
(meet.google.com/gdm-eufq-vty)

Programme

Prayer

Welcome Address

: Mr.J.Martin Mahimaidoss
Assistant Professor

Introduction of the Guest Speakers

: Dr.J.M.Arul Kamaraj
Assistant Professor

Guest Speaker

: Mr.Anthonyraj
HR & Operations Lead
SaaS Mantra Pvt.Ltd
Chennai



All are Welcome !

INTRODUCTION

The virtual webinar was organized by Dr. J. M. Arul Kamaraj, Assistant Professor along with Loyola HR Alumni Forum, Chennai jointly organized the webinar on the topic of “Current Trends and Practices in Hiring” dated on 13th February, 2021 from 11:00 am till 12:15 pm. The guest speaker of the programme was Mr. Anthony Raj, HR & Operations Lead, SaaS Mantra Private Limited, Chennai. The webinar was started with a prayer song sang by Flowrence Francina, MSW HR student, Shift I and the welcoming address with introduction about the speaker was given by Dr. J. M. Arul Kamaraj, Assistant Professor, Loyola College, Chennai. The speaker gave an insightful lecture on the specified topic in the webinar which made the participants to become aware of the current trends in hiring process in the industries. Thus, this report detailly specifies about the webinar given by the guest speaker of the programme, Mr. Anthony Raj.

KEY IMPORTANT TAKE AWAYS

From the speaker’s presentation the following are the important points to be noted from the webinar as follows:

- **Talent Driven Vs Employer Driven Market**

In a talent driven market, the employer can hire a better caliber of talent like during times of economic uncertainty and layoffs the availability of quality talent increases, giving an employer the opportunity to hire superior skilled talent at a more economic price. Bringing on a skilled employee with talent from a staffing agency saves time on training the worker as they already have the necessary skills to complete the project. To be on important note, it saves time on searching and screening candidates, by using a technical staffing agency will save time and money.

- **Inbound Vs Outbound**

While outbound marketing pushes messages to a wide audience, inbound marketing is “magnetic.” Rather than sending out general messages to uninterested audiences, inbound marketing allows the employers to attract the best prospects and those who are actively looking online for solutions.

- **Employer Branding**

It is the process of managing and influencing organization's reputation as an employer among job seekers, employees and key stakeholders. It encompasses everything they do to position the organization as an employer of choice. Thus, employer brand is organization's reputation as an employer (HRs).

- **Candidate Experience**

It also plays a major part while hiring which can be filtered from the different stages of the interviews, where interview process involved in hiring, it has three ways of interview, such as:

- Structure Interview – where the employers can check the attitude of the candidates
- HR / Technical Interview – from this type of interview, the employer finds the level of the knowledge of the candidates respective to their field.
- Final Interview – where the employers cross checks the experience acquired from the candidate's previous company, if any, negotiates salary and joining process.

- **Talent Pool**

The speaker said about talent pool means an improved candidate experience because it removes the need for rejection. Putting candidates, who fit a specific role type that may become vacant in the future, into a Talent Pool, rather than rejecting them on a specific job advertisement, is an empowering experience for candidates.

- **Candidate Relationship Management**

Here, the employers can build a relationship with the candidates and to be aware of how to market themselves with other friends / candidates. It is a system tool that allows hiring professionals to build and maintain relationships with job candidates while simultaneously managing the entire recruitment process.

- **Social Media Hiring**

The speaker insist that such type of hiring plays a crucial role especially after the covid 19 pandemic, the place in which the hirers can hire the candidates from anywhere at any time via social platforms like LinkedIn, Face Book, Twitter, Instagram, Telegram and What's app. And many more hiring applications are been used by the professionals exclusively for hiring purpose.

- **Recruitment Automation Tool**

It helps mainly in the process of psychometric test, technical and personality tests where the recruitment process became more simpler and easier for the employers.

- **Data Driven Recruitment and HR Analytics**

These are the expressions used to demonstrate recruiting methods in which planning and decision making is based on data acquired through HR technology such as applicants tracking systems and recruitment marketing platforms.

- **Employee Referral**

It is a structured program that companies and organizations use to find talented people by asking their existing employees to recommend candidates from their existing networks which means making the recruiting process faster and in a cheaper way of hiring talents. In return, companies offer their employees different types of employee referral rewards.

- **Collaborative Hiring**

Whether it is an operations, development, sales / marketing and customer support system where all together collaborates while hiring in an organization. It refers to the efforts by members of a team, in conjunction with a hiring manager, to fill a vacancy, the traditional hiring process, whereby a team has input into who is hired

- **Strategic Alignment**

Some of the popular companies like BMW, Ashok Leyland, they have aligned the strategy like reduced their production of diesel vehicle and increased automation by using alternatives like battery vehicle which is economically useful to the customers.

- **Diversity and Inclusion**

Diversification of the deviation, ethnic backgrounds while hiring, based on merit with special care taken to ensure procedures are free from biases related to a candidate's age, race, gender, religion, sexual orientation, and other personal characteristics that are unrelated to their job performance.

- **Cross Functional Hiring**

Setting administrative and operational departments, a technique brings in colleagues from different departments to the interview panel and doing it well can generate new and exciting ideas, improve interpersonal skills and boost company culture, productivity and happiness.

CONCLUSION

Finally, the speaker has concluded the lecture, ended with questions and answers sessions where some of the participants were put forward their questions to the speaker and delivered the answers promptly. Atlast the vote of thanks was given by Mervin Jude, MSW HR student, Shift I to the speaker for delivering the lecture and came forward to present the webinar elaborately in the programme. The participants were from LHR Forum, pursuing students, professors and HR professionals.

ANNEXURE



Speaker at the webinar



Participants from Loyola College
