



**“Choosing an appropriate recruitment source; an empirical study in
Pakistan telecom job market”**

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ABSTRACT:

This study examines recruitment and selection process through recruitment channels used in Pakistan job market by major telecom companies and its impact on post hire behaviour of employees. This research was conducted within HR department of major telecom companies where 100 respondents give complete response for designed questioners. In this research study we focused on organizational recruitment and selection process where we basically try to find most appropriate recruitment source through different hiring sources, thus it shows the relation and impact of recruitment sources on post hire behaviors. In this study we found that employees joining organizations through informal recruitment sources (employee referral source) are more loyal to organization. These employees are not inclined towards switching organizations frequently and have greater job survival and less turnover rate because of two major reasons, firstly they can easily socialize within the social circle of their job referee secondly, these candidates have complete source of information from their job referee so they keep realistic expectations and have a clear picture of organization. Their performance is relatively better than those who are from external recruitment sources. This is only in case when high league performing employees within organizations refer any potential candidate as good as they are then those referred employees try to perform even better because of an already developed social circle of the referee they have a feeling satisfaction and support. Recruiter Demographics is moderating factor within this study, which includes age, gender and ethnic group respectively. Hiring decisions of recruiter alters with the similarity of ethnic group or because of age and gender factors.