

"ANALYSIS OF THE RECRUITMENT & SELECTION PROCESS IN  
TELENOR PAKISTAN"



SUBMITTED BY

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## ABSTRACT

Recruiting the best possible candidate for any available post is not an easy task. A poor selection decision can have many negative effects on an organization, including low morale among co-workers, low output, no team-work, etc. For managers, whose performance is frequently assessed on the performance of their staff, bad or poor recruitment decision can reflect very negatively on their subsequent performance. So, it can be safely said that the action taken by the company to attract & select the 'best' candidate is equated as being an investment decision. If you invest wisely, you will benefit from it with numerous rewards and vice versa if do not invest wisely.

Nowadays there is tremendous competition among multinational companies, especially telecom companies, to attract & retain the best possible candidates. In order to be the best company in terms of performance in various sectors, every company is trying their best to attract the top candidates. There is intense competition among the top telecom players which leads to candidates switching companies very frequently. In such circumstances, it becomes very necessary that top candidates are constantly attracted & retained in the company, for the long-term benefit of the company. For this purpose, it has become very important to know that which techniques and methods are being used by Telenor Pakistan currently to attract the right person for the right job.

Purpose of this study is to analyze the recruitment and selection process used by Telenor Pakistan. This research aims to provide practical insight, suggestions and examples of simple, cost effective ways of improving every stage of recruitment and selection process. While it is intended primarily as an academic research study, it will also be helpful for those applying for job in telecom sector and particularly in Telenor. Most of the people involved in the recruitment process are aware of importance of making the right decision, and therefore it is likely to be a tense, stressful experience for all concerned. This research aims to reduce this stress by demystifying the process and practices, by explaining different available methods.

This research study is descriptive in nature; which means that the research will describe existing HR practices of Telenor with focus on Recruitment & Selection. Primary and secondary data has been used for this research. Sources of secondary data are Internet, HR manual and Books for literature review. The research instruments used will be questionnaire and interviews.

After the completion of the study, researcher will try to give some suggestions and recommendations for making improvement in the light of existing environment in order to overcome weaknesses in their existing Recruitment & Selection practices.

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