

“(Impact of effective recruitment on organizational success of NGO sector of Pakistan.)”



**By:**

(Maria Asif) (01-121171-009)

**MBA**

**Supervisor:**

(Sir Zahid Majeed)

**Department of Management Science**

**Bahria University Islamabad**

**2018**

(HRM)  
F. No. (24)

“(Impact of effective recruitment on organizational success of NGO sector of Pakistan.)”



**By:**

(Maria Asif) (01-121171-009)

**Supervisor:**

(Sir Zahid Majeed)

**Department of Management Sciences**

**Bahria University Islamabad**

**Spring – 2018**

**FINAL THESIS APPROVAL SHEET**  
**Viva-Voice Examination**

Date:01/07/2018

Viva Date:26/06/2018

Impact of effective recruitment on organizational success of NGO sector of Pakistan.

**Name: Maria Asif**

**Enrollment No: 01-121171-009**

**Class: MBA 1.5 Eve**

**Approved by:**

---

Supervisor (Sir Zahid Majeed)

---

Examiner-I (Sir Firdous Ahmed Shehri)

---

Examiner-II (Ma'am Gul - e - Nayab)

---

**Dr. Sarwar Zahid**  
Research Coordinator

---

**Dr. Faisal Aftab**  
Head of Department - Management Sciences

## **ACKNOWLEDGEMENTS**

I am unable to pay my due thanks to ALLAH KARIM (SWT) who provided me with this opportunity, health and made me capable of doing this work. I find no words to pay my gratitude to my parents and family for their love, support and prayers without that this study would not be possible. My special thanks to my supervisor Zahid Majeed for his support and guidance throughout the thesis. Without his dedication I was not able to complete this thesis. His punctuality, devotion and commitment encouraged me to complete this thesis.

## **ABSTRACT**

This study focus mainly on the analysis of the effectiveness of recruitment procedures and fair selection in the NGO sector. The data collection was carefully assessed and recorded by means of a questionnaire of those working part-time or full-time in an NGO and considered to be an integral part of the recruitment process. The data was analyzed using SPSS using a regression analysis and some required metadata. The study has shown that the management of regulations and guidelines has a greater impact on the effectiveness of recruitment procedures and fair selection. Secondly, the fairness of recruitment and selection procedures has shown coherence. Finally, based on the discussion in detail, a brief summary and recommendations is also given followed by future directions that will not only help researchers in future research but also practitioners in the recruitment department and the appropriate choices get benefits from this research.

## Contents

<b>CHAPTER 01</b>	<b>1</b>
<b>INTRODUCTION</b>	<b>1</b>
Problem Background .....	3
Project Research Objectives .....	6
Research Questions .....	7
<b>CHAPTER 02</b>	<b>7</b>
<b>LITERATURE REVIEW</b>	<b>7</b>
The adequacy of recruitment procedure.....	11
Influence factor .....	13
Connection between Recruitment process & Organizational performance .....	14
<b>CHAPTER 03</b>	<b>18</b>
<b>RECRUITMENT TECHNIQUES</b>	<b>18</b>
Recruitment .....	18
Concept.....	18
An effective mean .....	19
Methods of recruitment.....	22
Internal Recruitment.....	22
External Recruitment .....	23
Sources of Recruitment .....	25
Internal Recruitment Sources .....	25
External Recruitment Sources .....	25
Steps to an effective recruitment & selection technique .....	28
Challenges to Recruitment & selection process .....	29
<b>CHAPTER 04</b>	<b>32</b>
<b>METHODOLOGY &amp; FINDINGS</b>	<b>32</b>
Approach .....	32
Research design .....	32
Validity & Reliability.....	33
Instrument administration.....	33
Variables.....	34

Theoretical Framework.....	34
Population.....	34
Sample frame .....	35
Sample size .....	36
Sample technique.....	36
Data collection .....	36
Ethical consideration .....	37
Questionnaire .....	37
Findings .....	38
<b>CHAPTER 05</b>	<b>42</b>
<b>CONCLUSIONS</b>	<b>42</b>
Recommendations.....	44
Reflections.....	44
<b>REFERENCES</b>	<b>46</b>
<b>APPENDIX A</b>	<b>48</b>