

Semester “Fall 2011”

“Human Resource Management (Mgt501)”

Assignment No. 02

Solution file

Scenario:

There is unenviable situation often faced by the recruiters. They are on front line to locate suitable persons to fill vacant vacancies. Their performance is also measured on the basis of accomplishment of recruiting goals. Over the past several years, there are only few jobs in the market due to unstable economic situation. A number of organizations have been eliminating the employees instead of new recruitment. This elimination also hit HRM and especially the recruiters. Frenzy hiring by the organization, too, creates problem for recruiters. Nowadays, the recruiters are very active to fill the specialized positions that are necessary for the organization to meet its strategic goals. It is the responsibility of recruiters to generate a suitable applicants pool from plentiful workforce. But what if no suitable person is applying? That is exactly what Ahmed must have asked himself.

Mr. Ahmed is working with Star Engineering as HR director. A responsibility was given to him for the recruitment of talented engineers. He had to appoint the engineers of the same caliber as of those working in competitor Japanese firms. He advertised in newspapers extensively but there was no response from suitable candidates. Simply, his advertisement did not pay off! So Mr. Ahmed decided to change the likelihood of response in his favor and adopted a different tactic to capture the attention of potential candidates. He started placing organization recruiting ads on aluminum cans and distributed them in locality which made Star stand out. He received more than 200 applications from suitable candidates, for shortly after the ads hit the streets.

Requirements:

1. Why so many responses were generated by advertisement on aluminum cans instead of typical news papers advertisement?
2. What lesson can be learned by recruiters?

Solution Q: 1

He was not able to attract the prospective candidate through newspaper because:

- the potential candidates, like highly talented engineers, do not pay attention on advertisement section of vacancies.
- advertisement on newspapers for job is routine activity and most of the people, who are satisfied with their organization, do not read it.
- there is a lot of clutter of advertisements of other recruiter so significant numbers of people do not notice.
- there is no guarantee that every person who receives the newspaper read the advertisements, too.

- newspaper does not always create high frequency level.

Solution Q: 2

The recruiters must have capability ...

- to locate potential applicants for vacancies.
- to identify proper media to approach potential candidates.
- to generate large pool of proper potential applicants by using multiple media strategy.
- to use innovative ideas to appeal individuals possessing the unique skills that company needs.
- to determine different recruiting sources within recruiting budget.
- to highlight the image of organization, attractiveness, nature of job, internal environment etc. of the company in the ad that could fascinate the applicants.