in recent times is required to understand the job vacancies that are available in the organization at any given point. Barber (1998) discussed the recruitment function more closely related to the organization's strategic human resource planning. From the organization's perspective, developing a recruitment strategy involves three basic decisions, determining the target population, determining the applicant source, and deciding how to attract applicants to the organization. Recruiting is not just a game of human numbers anymore. For HR professionals, this means going a step further than developing a recruitment plan. It means working closely with management on shaping organization

Job Analysis Personnel Employee Requisition **Planning** To selection Recruitment Searching Job Planning Activation **Potential** Vacancies Applicant "Selling" Hires Pool lotesale.co.uk -Numbers -Message -Types -Media Strategy **Evaluation** Developmen and Control -How -When

Following Model Depicts the Flow of the Recruitment Process-

Figure 2.1: Recruitment Process

Culture and looking closely at the job attribute preferences of its current and future employees. One liability of the HR professional is to converse the attributes of a particular job undoubtedly.

This along with job analysis leads to Recruitment Planning from which stage the actual recruitment process will start. The job analysis identifies the tasks, responsibilities and outcomes required of a job as well as identifying the knowledge and skills required to perform within the position (Compton and Nankervis, 1998).

Recruitment Planning

The first stage in recruitment process is planning. Planning involves the translation of likely job vacancies and information about the nature of these jobs into a set of objectives or targets that specify the (i) number and (ii) type of applicants to be contacted.

A) Number of Contacts

Organizations, nearly always, plan to attract more applicants than they will hire. Some of those