METHODS OF RECRUITMENT IN THE CHAIN OF STORES

Meriton Ismajli
Kolegji AAB, Prishtina, Kosovo
Jusuf Fejza
Kolegji AAB , Prishtina, Kosovo jfejza@hotmail.com

Abstract: We are living in the time of major changes. To survive and develop the companies need to respond in time and be flexible about change. Which are very dynamic nowadays?
The demands stemming from these changes have helped companies build their capital with extensive, profound and flexible skills (Salas and Kozlowski, 2010), thus creating competitive advantages in this dynamic environment. They can increase or maintain success in business only if they attract the high quality of individuals through the recruitment of young people
Managers are always looking for staff that, in addition to having the right skills and qualifications, also possesses experience for that job as the firm intends not to invest further in various trainings whereby the costs would increase. If a company wants to be competitive in the market and reduce recruitment costs it should use more appropriate and more efficient methods depending on the workplace in order to find the right people with the right skills at the right place, also in a timely manner.
Keywords: motivation, recruitment, marketing, sales, consumer, employment

1. INTRODUCTION
With this paper we intend to analyze the recruitment of chain service chain companies as well as the methods used in these companies to recruit more qualified staff, with adequate skills and education for relevant jobs.

We will analyze the recruitment process in these companies, citing the entire process, as well as the methods used by the recruitment managers for this staff, as well as recruitment methods and their effect, and which of them has been shown more efficiently of lower cost. To explore a significant human resource management activity, it is necessary to provide general recruitment information and methods from different literature (domestic and foreign) as well as the formulated questionnaire. The method will analyze the theoretical aspect the recruiting issue, recruitment methods and the effectiveness and cost of these methods, depending on the position required to complete the job based on relevant literature.

Human resources are people (including their knowledge, skills and abilities), who carry out concrete work within the enterprise. Resources represent the means by which enterprises, by carrying out their mission, transform these resources into new values of use according to market needs and requirements.

2. THE RECRUITMENT CONCEPT
Recruitment is a process of attracting the right and qualified people, their evaluation and assessment and the development of newly-recruited people. Recruitment is a process of attracting people who can contribute to the organization by filling in jobs.

Usually, recruitment is simulated when a worker leaves for reasons other than the enterprise (retirement, going to another enterprise, or because of technological changes.) Before starting recruitment, job requirements that need to be directly linked with job assignments, should be clearly identified, as this facilitates the finding of relevant candidates [139].

The process of recruiting potential candidates involves a host of activities, which are related to finding, attracting and securing candidates, from whom they best respond to job vacancy requests.

But in order to come to the recruitment company, we have to find employment needs, where managers have the obligation to do job descriptions, which is nothing more than a job specification, derived from the analysis of countries The analysis reflects the ways of doing that job, the means of accomplishment, the skills needed for those jobs, responsibilities in this work, and the linkage of this work with other work. Based on these elements it will be determined what qualities the staff should have to fill these jobs.

The selection and completion of human resources within the enterprise is intended to enable the career advancement of employees within the enterprise and to create the conditions for candidates to prove their skills acquired in the enterprise. This way of recruiting has its own positive side, because within the enterprise is created a

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[139] Heinz Weihrich& Harol Koontz;Menadzment,Mate-Zagreb,1993,fq337

competition that is of strategic importance to the enterprise. The recruitment process from internal sources is mainly done through: announcement, proposal - recommendation of managers or recommendation of the human resource sector. The purpose of recruitment is to attract as many people with relevant qualifications in order to create conditions and circumstances for choosing the best ones. The process of recruiting candidates starts from the business plan and strategy where, usually, when it comes to filling new jobs, is initiated by the human resources sector and data is required for workers who are likely to progress.

If, based on the data, the information and the opinion of the managers, it follows that opportunities for filling in the workplaces within the organization are small, and then we approach the recruitment method of candidates outside the enterprise through the competition.

Progress in the profession or completion of the workplace within the enterprise for each worker is a greater moral impetus. The best morale of work is achieved by knowing that the paths of progress are open and that they will be rewarded for successful work with progress or transfer. [140]. Enterprise needs are the underlying factor, which forces us to organize ourselves to the right extent to recruit people with whom we fulfill the task of enterprise in the most qualitative way.

The orientation of outsourcing companies is usually based on their demands for a greater quality of employees, the introduction of new ideas, respectively the introduction of new qualifications, which have been acquired in vocational schools, faculties etc. The recruitment process from external sources is done through: announcements of vacancies in newspapers, media (radio, TV, web-site), employment agencies, official framing agencies, schools, faculties, institutes etc.

3. CONTEMPORARY RECRUITMENT METHODS
The most popular recruitment method for candidates is the announcement of vacancies and the invitation of candidates for competition in the company. Once the need for employees in the organization is determined, the process of research and finding potential candidates for the workplace within or outside the organization begins. The goal of an efficient personnel selection process is to ensure adequate coverage between employees and work in the organization. While the efficiency of personnel choice lies in securing people whose chances of showing success at work is great and in providing people with adequate characteristics required by the human resource function.

Recruitment for employment is becoming increasingly complex as to require information about job seekers and jobs both employers and employees in job portals and other technological services. Employers decide on their positions and qualifications. For job seekers choose their expertise and apply online.[141].

Technological developments and practices of using the Internet and computers have greatly influenced the efficiency of human resource activities. An example of these impacts is the establishment of firms that employ the internet, the use of online contests, other than the search for vacant positions for job vacancies, as well as the presentation of firms and human resource policies, contacting middle-class or lowers who are interested in work, achieving results that pertain to the characteristics of adequate job candidates within a very short time among hundreds of thousands of candidates in the database and delivering all the tasks in many ways fast and low cost.

Increasing the level of internet users has influenced the growth of firms providing Internet services. One of the important reasons for this development is the increase in the number of Cvs within the firm's candidate database. Contests published through traditional methods in newspapers and magazines have not had the proper effect of providing the right candidates for different firms, so the issue of competitions on various websites on the Internet has made it possible for the interested candidates to find more information about the job position required.

4. THE REASON FOR THE USE OF NEW TECHNOLOGIES
The use of new technologies, especially the internet, from the aspect of the employer's firm has the following effects:
1. Informational security required very quickly,
2. Acquiring CVs in standard form,
3. Opportunity to publish competitions 24/ 7
4. The promotion of the firm,

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[140] Daniel A.Wren& Dan Woich,Menadzment,Përkthim i botuar më 1994, Beograd,fq.281
[141] Prof. Dr. Enver Kutllovci: Menaxhimi i Resurseve Humane, Prishtinë 2004, fq,155

5. Reducing Unnecessary Time Losses
6. Reducing the cost of employees per employee,
7. The availability of current data security at any time,
8 The possibility of direct achievement of candidates with the appropriate characteristics,
The advantage of applicants for the use of new technologies is as follows:
1. The difference in choice of firm
2. Easy access 7 days 24 hours,
3. Elimination of application costs,
4. Updating the CV data,
5. The easy option to look for work, either actively or passively,
6. The secrecy of the CV against certain firms.
A company attaches great importance to the recruitment process and in particular to its methods as they think it is an efficient method that has greater involvement and gives a better result, so it is increasingly being used in social networks wider information. At the same time, they are also doing a kind of advertising for the firm where the number of loyal customers is growing ever more.

CONCLUSION
From all our analysis we conclude that:
Companies use more social networks as they consider it more appropriate, but other forms are also used but with lower percentages.
 The recruitment process goes from announcement to election to a process that does not last long.
Candidates are first subject to screening through CV where each person's data is analyzed and then called for the second phase which is the test that they are called in an interview where each of the candidates is evaluated by a panel of the committee.
Usually the company gives priority to experienced workers.
Use form of recruitment through state employment agencies because they can get lower-cost workers and thus it is possible to get highly qualified workforce.
To make contracts with schools and faculties so that they also benefit and also offer them the opportunity to create new experiences.

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