A STUDY OF TURNAROUND TIME IN E- RECRUITMENT PROCESS AT CAFE COFFEE DAY (CCD)

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ABSTRACT

Turnaround time in recruitment refers to the total time taken in the entire process. This time starts when a requisition is made to for a vacant position to the time when the candidate actually joins the organization. The use of internet to select candidates from a database makes this process to be known as e- recruitment. The study was carried out at Cafe Coffee Day (CCD). The study was to determine the time taken in the e-recruitment process. The purpose of this study was to benchmark the recruitment process time for the division. The data gathered during this process was from secondary sources. Data had to be collected from the requisitions made and the downloaded resumes of the candidates from the online job portal. Data was collected from the time the company started using online portal to source resumes i.e. from January 20 till June 21. The data collected was analyzed by SPSS. The research type was analytical because existing data was used to make a critical evaluation of the e-recruitment process.

KEYWORDS: *Turnaround Time, Recruitment, SPSS, Survey, Café Coffee Day*