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## THE ROLE OF STRATEGIC STAFFING IN ACHIEVING ORGANIZATIONAL GOALS AND PERFORMANCE EXCELLENCE

<sup>1</sup>Mr. G.R. PURUSHOTHAMA REDDY, <sup>2</sup> NAGA THULASISWARA REDDY GANDHAM

<sup>1</sup>Assistant Professor, <sup>2</sup>MBA Student

Department of MBA

SVR Engineering College, NANDYAL

### ABSTRACT

Staffing is a fundamental function of human resource management that focuses on acquiring, developing, and maintaining a competent workforce to achieve organizational objectives. It involves activities such as manpower planning, recruitment, selection, training, placement, promotion, and performance evaluation. Effective staffing ensures that the right number of employees with the required skills and qualifications are placed in the right positions at the right time.

A well-structured staffing process helps organizations improve productivity, enhance employee performance, and maintain operational efficiency. It also supports employee development through training and career advancement opportunities, which increases job satisfaction and organizational commitment. In the modern business environment, staffing strategies are increasingly influenced by technology, data analytics, and strategic human resource planning.

This study highlights the importance of staffing in building a strong organizational structure and examines the processes and practices that contribute to effective workforce management. Proper staffing not only ensures optimal utilization of human resources but also contributes to long-term organizational growth and competitiveness.

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### I. INTRODUCTION

**Staffing** is one of the core functions of human resource management that focuses on recruiting, selecting, training, developing, and retaining employees in an organization. It ensures that the right person is placed in the right job at the right time to achieve organizational objectives efficiently and effectively.

Staffing begins with **manpower planning**, where the organization identifies its workforce requirements. It includes activities such as job analysis, recruitment, selection, placement, orientation, training, performance appraisal, promotion, and compensation. Through effective staffing, organizations can build a competent and motivated workforce capable of meeting both present and future challenges.

In today's competitive business environment, staffing has become more strategic. Organizations use modern tools like online recruitment portals, skill assessment tests, and performance management systems to attract

and retain talented employees. Effective staffing not only improves productivity but also enhances employee satisfaction and organizational growth.

Thus, staffing plays a vital role in maintaining organizational stability, improving efficiency, and achieving long-term success.

**"Staffing is the function by which managers build an organisation through the recruitment, selection, and development of individuals as capable employees" - McFarland**

#### Importance of Staffing

- Filling the Organizational positions
- Developing competencies to challenges
- Retaining personnel - professionalism
- Optimum utilization of the human resources

#### Staffing Process

**Analyzing Manpower requirements:** It is making an analysis of work and estimating the

manpower requirement to accomplish the same.

**Recruitment:** It is identifying and attracting capable applicants for employment. It ends with the submission of applications by the aspirants.

**Selection:** It is choosing the fit candidates from the applications received in the process of recruitment.

**Placement:** This may be on probation and on successful completion of the same the candidate may be offered permanent employment.

**Training and Development:** It is concerned with imparting and developing specific skills for a particular purpose.

**Performance Appraisal:** Systematic evaluation of personnel by superiors or others familiar with their performance so as to rank employees to ascertain their eligibility for promotions.

### **NEED FOR THE STUDY**

The success of any organization is highly dependent and how it attracts, recruits, motivates and retains its work force. Today organization needs to be more flexible so that they are equipped their work force and enjoy their commitment. Therefore organizations are required to adopt a strategy to improve the employees. To satisfy both the organizational objectives and employees needs. One of the way to accomplishing, it is through job design. In which it is having some options for improving the job design

#### **Objective of the study**

The purpose of the study is to learn the practical applicability of the theoretical knowledge gained about recruitment and selection process.

- To Analysis the staffing process in Hero MotoCorp Ltd. (Formerly Hero Honda Motors Ltd.).
- To gain knowledge about the process of Staffing.

➤ To know the effectiveness or ineffectiveness of the process of recruitment and selection

➤ To provide suggestions if any, for having an effective recruitment and selection process

### **SCOPE OF THE STUDY:**

The study covers Hero MotoCorp Ltd. (Formerly Hero Honda Motors Ltd.) in Hyderabad consisting of 100 employees.

## **II. METHODOLOGY**

### **DATA COLLECTION METHODS:**

The data for the study was collected through primary and secondary METHODS

#### **Primary Methods;**

Primary methods are those methods that provide first hand information. The methods followed were interview methods and questionnaire method

(a) Interview method:

By this method the employees and managers of the Hero MotoCorp Ltd. (Formerly Hero Honda Motors Ltd.) were asked questions regarding the recruitment and selection process, its effectiveness and the relevant or required changes they intended to have in the present recruitment and selection process of the company. The managers of different departments were the majority to be interviewed in the entire sample taken.

#### **Secondary methods:**

Secondary methods are those methods that provide already existing information of the past, also called as second hand information. The information was obtained from the different HR journals published by the organization for various purposes like HR 'department personal use, reference by any other department about the performance of various activities that have been started by the HR department, to know about the performance appraisal system or the bonus system etc.

**LIMITATIONS OF THE STUDY:**

1. The entire staff would not be taken for the purpose of the study.
2. The information provided was not totally accurate. Biased answers were given.
3. Firstly the respondents were not available readily and the data were collected as per the convenience of the respondents.
4. Thirdly, time is also one of constraints. Duration of 45 days is not sufficient to cover all the aspects of the study.

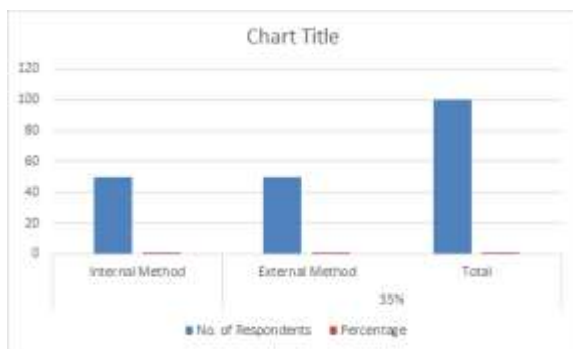
For the above limitation the study conducted may not give the true representation of the entire organization.

**III. DATA ANALYSIS & INTERPRETATION**

**Data Analysis**

**Recruitment Method of Employees**

S. No	Response	No. of Respondents	Percentage
1	Internal Method	50	50%
2	External Method	50	50%
	<b>Total</b>	<b>100</b>	<b>100%</b>

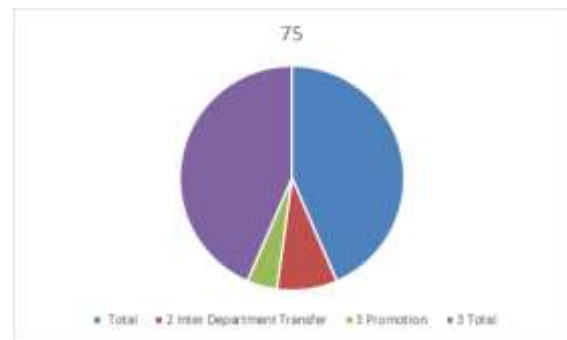


**Interpretation**

The above table shows that 50% of respondents were recruited by internal method and remaining 50% by external method

**Recruitment through Internal Method**

S. No	Response	No. of Respondents	Percentage
1	Referred by Employees	70	70%
2	Inter Department Transfer	20	20%
3	Promotion	10	10%
	<b>Total</b>	<b>100</b>	<b>100%</b>

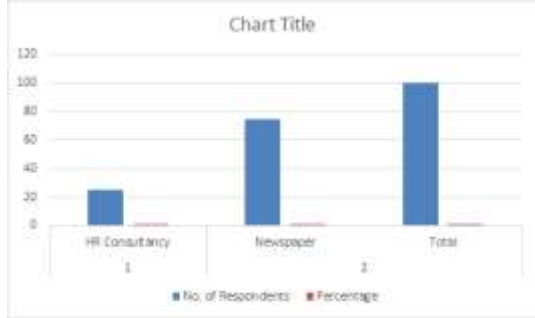


**Interpretation**

The percentage of usage of different internal methods of recruitment like employee referrals, interdivisional and promotion followed by the organization is 70%, 20% and 10% respectively.

**Recruitment through External Method**

S. No	Response	No. of Respondents	Percentage
1	HR Consultancy	25	25%
2	Newspaper	75	75%
	<b>Total</b>	<b>100</b>	<b>100%</b>

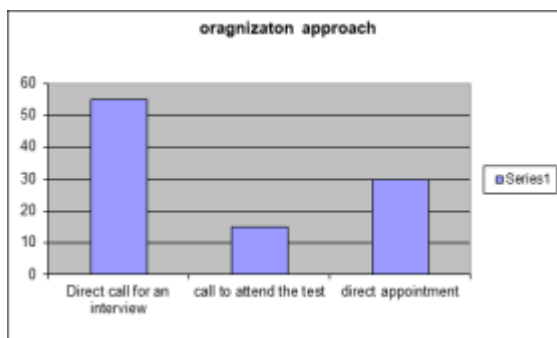


**Interpretation**

The information regarding the preference of the external methods of recruitment like HR consultancy; Newspaper advertisements followed by the organization are 75% and 25% respectively.

4. After screening of application how did the organization approach you?-

S. No	Response	of Respondents	Percentage
1.	Direct call for an interview	55	55%
2.	Call to attend the test	15	15%
3.	Direct appointment	30	30%
		100	100%



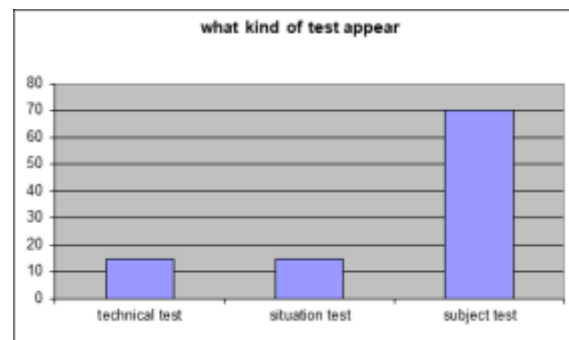
**Interpretation**

The above table shows that 55% of respondents agreed direct call for an interview

and 15% call to attend the test and the remaining 30% by direct appointment.

5. If called for test what kind of test did you appear for?

S. No	Response	No of Respondents	Percentage
1.	Technical Test	15	15%
2.	Situation Test	15	15%
3.	Subject Test	70	70%
		100	100%



**Interpretation:** The above table reveals that 15% of respondents attended technical test 15% of respondents attended situation test and 70% of respondents appeared for subject test.

**IV. FINDINGS, SUGGESTIONS, CONCLUSIONS**

**FINDINGS**

- The organization is conducting training programs for employees for the changing organization needs.
- They are also training the people who fail in their actual duties, for their performance.
- Hero MotoCorp Ltd Management is giving very important of training for Marketing Executives and Sales Executives, Technical Staff.

- 50% of respondents were recruited by internal method and remaining 50% by external methods.
- The percentage of usage of different internal methods of recruitment like employee referrals, interdivisional and promotion followed by the organization is 70%, 20% and 10% respectively
- The information regarding the preference of the external methods of recruitment like HR consultancy; Newspaper advertisements followed by the organization are 75% and 25% respectively.
- 55% of respondents agreed direct call for an interview and 15% call to attend the test and the remaining 30% by direct appointment
- 15% of respondents attended technical test 15% of respondents attended situation test and 70% of respondents appeared for subject test.
- 75% respondents faced formal interview, and the remaining 25% stress and board interview
- 20% of respondents faced HR manager round 20% of respondents faced 3-member committee and 60% respondents faced head of department round.
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### SUGGESTIONS

- 1) While it is a fact that Hero MotoCorp Ltd is deploying a good number of recruitment methods. What is important is that the traveling public should further explore and install such recruitment methods, which go to improve public handling methods especially by Marketing Executives. It is suggested a sensitivity training method tailored to enable dealing with

commuters should be evolved in consultation with management experts and social psychologists.

- 2) Employees who are on 'long sick', 'or long absent' should be included in the recruitment need analysis. They should be directed to undergo training at the training college. This is all the more important when it is realized that Work is skill oriented and time on and off the job has its impact on the effectiveness or otherwise of the working performance.
- 3) The top management should consider giving strict instructions to the management to relieve the employees due for refresher recruitment as per the she duke drawn up.
- 4) Hero MotoCorp Ltdone of the important public utility vehicle, the requirements of the customers should be taken periodically and that they are factored into the training programmers. This is all the more important that the traveling public as a customer of the organization can always bank up on the assistance and guidance of the consumer protection councils.

### CONCLUSIONS

Staffing process in Hero MotoCorp Ltd includes

- (a) Written test
- (b) Group discussion
- (c) Interview.
- D) Qualification
- E) Experience

Personal traits are the things which are valued the most in the applied Candidates profile during the interview.

- Communications and subject knowledge are important for an employee before recruiting into the job
- Interviews are conducted by a group of people from different departments before recruiting into the job.



- The Recruitment process helps to maintain adequate manpower to fill up the vacancies.

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#### **Web Sites Browsed**

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www.indianheritage.com  
WWW.Google.Com