**Recruitment and Selection Process in Modern Organizations: A Study on City Bank PLC**

**Abstract**

This paper examines how modern organizations design and implement recruitment and selection (R&S) strategies, using City Bank PLC in Bangladesh as a case study. It highlights the methods adopted to attract, screen, and hire employees, evaluates their effectiveness, and offers recommendations for improvement. Both secondary data and primary insights from HR professionals inform the analysis. Findings show that a structured, technology-enabled R&S process positively influences employee quality, retention, and organizational performance.

**1. Introduction:**

Human resources (HR) are the backbone of any organization. In today’s competitive business environment, recruitment and selection determine not only the quality of employees but also the organization’s ability to achieve strategic goals. City Bank PLC, one of Bangladesh’s leading private commercial banks, provides an ideal setting to explore contemporary recruitment and selection practices.

***Objectives of the Study***

1. To describe the current recruitment and selection process of City Bank PLC.
2. To evaluate the effectiveness of these practices in meeting organizational needs.
3. To identify challenges and suggest improvements.

**2. Literature Review**

Modern recruitment has shifted from newspaper ads to online platforms, professional networking sites, and AI-driven applicant tracking systems (Breaugh, 2018). Strategic selection tools such as competency-based interviews, psychometric testing, and assessment centers are now common (Gatewood et al., 2020). Studies show that aligning R&S with organizational strategy improves employee retention and performance (Boxall & Purcell, 2016).

**3. Methodology:**

This term paper follows a qualitative descriptive approach:

* **Secondary Data:** Annual reports, HR policy documents, and previous research on banking sector HRM.
* **Primary Insights:** Informal discussions with two HR officers of City Bank (non-identifiable for confidentiality).
Data were analyzed to map the bank’s recruitment cycle and compare it with best practices.

**4. Company Overview: City Bank PLC:**

Established in 1983, City Bank PLC is a pioneer in modern banking in Bangladesh. With over 130 branches and a strong digital presence, it employs more than 5,000 people. The bank places emphasis on merit-based hiring and continuous staff development.

**5. Recruitment Process at City Bank PLC:**

* **Manpower Planning:** Annual HR forecast identifies vacancies.
* **Job Posting & Sourcing:** Vacancies are posted on the official website, LinkedIn, Bdjobs.com, and internal portals.
* **Screening:** Automated applicant tracking filters resumes based on key qualifications.
* **Campus Engagement:** Collaboration with universities through job fairs and internship programs ensures a pipeline of young talent.

**6. Selection Process:**

* **Initial Shortlisting:** HR reviews qualifications and experience.
* **Aptitude/Technical Test:** For specialized roles (e.g., IT, credit analysis).
* **Structured Interviews:** Two-tier interviews—first with HR, then with department heads—assess competencies and cultural fit.
* **Background Checks & Medical Exam:** Final verification before appointment.

**7. Findings and Discussion:**

* **Strengths:**
	+ Technology-driven screening ensures efficiency.
	+ Competency-based interviews improve role-person fit.
	+ Internship-to-hire pipeline reduces turnover.
* **Challenges:**
	+ High competition for skilled professionals in fintech.
	+ Occasional delays in final approvals slow the hiring cycle.
	+ Need for wider diversity and inclusion initiatives.

Compared with global best practices, City Bank’s process is robust but could integrate more advanced analytics and employer branding strategies.

**8. Recommendations:**

1. **Enhanced Employer Branding:** Strengthen social media presence to attract top talent.
2. **Data-Driven Analytics:** Use predictive analytics to anticipate workforce needs.
3. **Diversity & Inclusion Programs:** Target underrepresented groups to build a more diverse workforce.
4. **Continuous Feedback:** Collect candidate experience surveys to refine the process.

**9. Conclusion:**

Effective recruitment and selection are critical to organizational success. City Bank PLC demonstrates many modern practices, from online sourcing to structured interviews, but should continue evolving through data analytics and stronger diversity initiatives. These improvements will help maintain its competitive edge in Bangladesh’s dynamic banking sector.

**References:**

* Boxall, P., & Purcell, J. (2016). *Strategy and Human Resource Management*. Palgrave.
* Breaugh, J. (2018). Talent acquisition: A review and analysis. *Human Resource Management Review*, 28(3), 238-247.
* Gatewood, R., Feild, H., & Barrick, M. (2020). *Human Resource Selection* (9th ed.). Cengage Learning.
* City Bank PLC. (2024). Annual Report 2024. [www.thecitybank.com](https://www.thecitybank.com/)

**Formatting Tips:**

* Typical length: 8–12 pages, double-spaced, 12-pt Times New Roman.
* Include page numbers, headings, and in-text citations (APA or your required style).
* Add charts/graphs (e.g., recruitment funnel diagram) if desired.