

THE PERCEPTION OF MANAGERS, AS AN INTERNAL CUSTOMER, ON THE PROCESS OF RECRUITMENT AND SELECTION OF A COMPANY IN THE RESTORATION SECTOR

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People are the key drivers of organizational success and a key component of any organization's competitive advantage. Recruitment and selection is no longer seen as a simple human resources management practice but as a strategic tool with far reaching implications for organizations (Yu & Cable, 2014). In the process of recruitment and selection beyond the area of human resources management also participate the heads of the organization and it is important that they feel satisfied with this process. While the organization's primary mission is external customer satisfaction, organizations to produce quality products and services must also have their internal customers / employees satisfied. Organizations that can meet the needs of external customers in tune with the needs of the people who produce their products and services will be more likely to succeed in the 21st century (Lepeley, 2017).

The objective of this study was to analyze the perception of the Managers, as internal customer, in relation to the recruitment and selection process provided by the recruitment and selection area of a large company in the catering sector.

As a methodology we chose the case study, because it allows analyzing the studied subject in a real context, and also because the analyzed problem is little investigated. As a tool for collecting data, a questionnaire was constructed that evaluates three dimensions of Managers' perception about the recruitment and selection process: knowledge, participation and satisfaction. The sample of this study is composed of 28 restaurant managers.

The results indicate that the restaurant managers present different levels in the three analyzed aspects (knowledge, participation and satisfaction). The lowest perceptions are found in the category of participation, as far as satisfaction is concerned, these professionals present medium levels and in terms of knowledge, higher levels were observed. In general, it was concluded that the company should provide more information about the candidates to the restaurant managers; should increase their participation / involvement in all stages of the selection process; and should improve the 'quality' of the candidates submitted. It was further noted that the bureaucratic burden was not adequate.

We intend that this study proves important for the organization, since it will allow through the obtained results to improve the service rendered by the area of recruitment and selection, and in turn increase the involvement of the Managers of the restaurants.

We found as a limitation in this study the size of the sample, since the investigation did not affect all restaurants in the country. As a suggestion for later studies, it is suggested to extend this study to all restaurants and to deepen the less positive aspects of the questionnaire.

Keywords: Recruitment and selection process, job market, internal clients.

References

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