

An Analysis of Recruitment Practices at IndusInd Bank: Strategies, Challenges, and Opportunities for Improvement

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Abstract: *This study examines the recruitment practices of IndusInd Bank, a leading private-sector bank in India, to evaluate their effectiveness in attracting and retaining talent in a competitive banking industry. Utilizing a mixed-methods approach, the research analyzes the bank's recruitment strategies, including workforce planning, sourcing channels, and selection processes, while identifying challenges such as employee dissatisfaction and limited transparency in internal job notifications. Data were collected through surveys of 100 employees in the Patna region and supplemented by secondary sources like bank records and industry reports. Findings reveal that while 63% of respondents are satisfied with the recruitment process, 70% express dissatisfaction with their current roles, highlighting a gap between recruitment and employee retention. The study proposes strategic recommendations to enhance recruitment transparency, employee engagement, and alignment with organizational goals, contributing to IndusInd Bank's competitiveness in India's dynamic banking sector.*

Keywords: Recruitment, IndusInd Bank, Talent Acquisition, Employee Retention, Banking Industry

