



# A Study on Efficient Recruitment and Onboarding Practices With Reference to D Log Studios – Chennai

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## ABSTRACT

Recruitment and onboarding are important functions of human resource management that significantly influence employee satisfaction, productivity, organizational commitment, and long-term retention. In modern organizations, especially in the media and digital industry, organizations must adopt effective recruitment strategies to attract skilled employees and implement proper onboarding systems to ensure smooth integration into the workplace. This study focuses on evaluating the recruitment and onboarding practices followed at D Log Studios, Chennai.

The study uses descriptive research methodology and collects responses from employees through structured questionnaires. Statistical tools such as percentage analysis, chi-square analysis, correlation analysis, and ANOVA were used to interpret the collected data. The findings indicate that D Log Studios follows a structured recruitment and onboarding system that positively contributes to employee satisfaction, organizational adaptation, and workplace performance.

Employees expressed satisfaction regarding recruitment communication, interview procedures, onboarding sessions, and support provided by HR managers and supervisors. However, the study also identifies areas requiring improvement, including onboarding materials, practical training sessions, adaptation support, and communication regarding career growth opportunities.

The study concludes that efficient recruitment and onboarding practices play an important role in improving employee engagement, motivation, productivity, and organizational growth.



## INTRODUCTION

Human Resource Management plays a crucial role in organizational development because employees are considered valuable assets that contribute directly to business success. Recruitment and onboarding are two major HR functions that influence organizational efficiency and employee performance. Recruitment refers to the process of attracting, selecting, and hiring suitable candidates, while onboarding refers to integrating newly hired employees into the organization.

In today's competitive environment, recruitment is not limited to filling job vacancies. Organizations focus on attracting candidates who possess technical skills, creativity, adaptability, teamwork abilities, and alignment with organizational culture. Similarly, onboarding has evolved from basic orientation programs to structured employee engagement systems that include training, mentoring, communication, and performance support.

The importance of recruitment and onboarding is particularly high in creative industries such as media, branding, and digital content production. D Log Studios operates in such a dynamic environment where innovation, communication, and creativity are essential for success. Therefore, the organization requires talented employees capable of contributing effectively to branding, content development, media production, and digital communication.

This study aims to analyze the effectiveness of recruitment and onboarding practices followed at D Log Studios. The study helps identify strengths, weaknesses, employee satisfaction levels, and areas requiring improvement in HR practices. Effective recruitment and onboarding improve employee confidence, workplace adaptation, retention, and organizational productivity.

## INDUSTRY PROFILE

The media and digital content industry has undergone significant transformation due to technological advancements, social media expansion, digital marketing growth, and changing customer preferences. Businesses increasingly rely on digital communication, online branding, and social media engagement to maintain customer relationships and market presence.

The demand for creative professionals such as video editors, graphic designers, content creators, digital marketers, and branding specialists has increased rapidly. Organizations operating in this sector must continuously innovate and adapt to changing market trends. Creativity, technical knowledge, communication skills, teamwork, and adaptability are considered essential qualities.

Globally, the media and entertainment industry continues to grow due to OTT platforms, digital advertising, and increasing internet consumption. Video content accounts for a major share of online engagement, increasing opportunities for media production companies and creative agencies.

India has emerged as an important hub for digital content creation and media services. Affordable internet access, smartphone usage, and increasing demand for regional content have strengthened the industry's growth. Chennai has become one of the leading centers for media production, film services, and digital communication in South India. Organizations such as D Log Studios benefit from this environment by providing branding, digital marketing, and creative media services to businesses and clients.



## COMPANY PROFILE

D Log Studios is a Chennai-based creative and digital solutions company specializing in branding, media production, graphic design, digital marketing, and content creation services. The organization focuses on transforming creative ideas into effective visual and digital communication outputs.

The company operates with the tagline “Imagine – Create – Realize,” reflecting its commitment toward creativity, innovation, and implementation. D Log Studios serves startups, entrepreneurs, and established businesses by providing customized branding and digital solutions.

The organization is supported by a team of professionals including graphic designers, content creators, digital marketers, editors, and branding specialists. By using advanced technologies and modern creative tools, the company aims to deliver quality services that meet client expectations.

D Log Studios emphasizes collaboration, innovation, employee engagement, and continuous learning. Therefore, recruitment and onboarding are considered important HR functions within the organization. The company requires employees who not only possess technical expertise but also align with the organization’s creative culture and long-term vision.

## OBJECTIVES OF THE STUDY

### PRIMARY OBJECTIVE

The primary objective of my study is to analyze and evaluate the effectiveness of recruitment and onboarding processes at D-Log Studios.

### SECONDARY OBJECTIVES

- To examine the recruitment strategies and methods adopted by D-Log Studios for attracting and selecting suitable candidates.
- To evaluate the onboarding process and its role in helping new employees adapt to the organizational culture and work environment.
- To identify the challenges and gaps in the existing recruitment and onboarding practices.
- To assess employee perceptions and satisfaction levels regarding recruitment and onboarding experiences.
- The objectives help the organization understand employee opinions regarding HR practices and support improvements that enhance employee productivity, satisfaction, and organizational growth.

## REVIEW OF LITERATURE

### 2015 – DELOITTE

Deloitte (2015) introduced the concept of the “new organization,” which is characterized by flexibility, teamwork, and rapid decision-making. They emphasized that recruitment practices must evolve to support this new organizational structure. They highlighted the importance of hiring adaptable and collaborative employees who can work effectively in dynamic environments. Recruitment strategies should focus on identifying



candidates with strong communication skills, teamwork abilities, and a willingness to learn. Deloitte also emphasized the use of technology in recruitment, such as online platforms and digital assessment tools.

### **2016 – MCKINSEY & COMPANY**

McKinsey & Company (2016) emphasized the importance of diversity in recruitment. Their research showed that organizations with diverse workforces perform better in terms of innovation, decision-making, and financial performance. They argued that recruitment strategies should focus on attracting candidates from diverse backgrounds, including different cultures, genders, and experiences. This diversity leads to a broader range of ideas and perspectives. McKinsey also highlighted the importance of inclusive workplace practices to ensure that diverse employees feel valued and supported.

### **2017 – PWC**

PwC (2017) focused on digital transformation in recruitment. They emphasized the use of automation, artificial intelligence, and digital tools to improve hiring efficiency. They highlighted that technology can streamline recruitment processes, reduce time-to-hire, and improve candidate matching. Tools such as applicant tracking systems and AI-based screening can help organizations identify suitable candidates quickly. PwC also emphasized the importance of adapting to changing workforce expectations, including flexible work arrangements and digital communication.

### **2018 – GARTNER**

Gartner (2018) emphasized the role of artificial intelligence and predictive analytics in recruitment. They highlighted that organizations can use AI tools to analyze candidate data and predict job performance. Gartner also introduced the concept of predictive hiring, where organizations use data to identify candidates who are likely to succeed in specific roles. They emphasized that AI can reduce bias in recruitment by focusing on objective criteria rather than subjective judgments.

### **2019 – LINKEDIN TALENT SOLUTIONS**

LinkedIn Talent Solutions (2019) highlighted the shift from traditional qualification-based hiring to skills-based hiring. They emphasized that organizations should focus on candidates' skills and abilities rather than just their degrees or certifications. They also highlighted the importance of continuous learning and upskilling in the modern workforce.

## **RESEARCH METHODOLOGY**

Research methodology refers to the systematic process used for collecting, analyzing, and interpreting data for a study. It provides a structured framework to conduct research in an organized and effective manner. For the study titled "A Study on Talent Acquisition and Management with Reference to D Log Studios," the methodology is designed to understand how the organization attracts, selects, and manages talent, along with evaluating recruitment effectiveness, employee satisfaction, and retention strategies.

The study adopts a quantitative research methodology. Quantitative research focuses on collecting numerical data and analyzing it using statistical tools. This method is suitable as the study involves gathering responses from a large group of participants regarding their perceptions of recruitment processes, hiring practices, and talent management strategies followed by D Log Studios.



Data for the study is collected using structured questionnaires distributed to employees and potential candidates. The questionnaire consists of close-ended questions, multiple-choice questions, and Likert scale-based rating questions. These questions help in measuring opinions related to recruitment efficiency, transparency in hiring, onboarding experience, and overall talent management practices within the organization.

## DATA ANALYSIS AND INTERPRETATION

The study revealed that social media platforms and online job portals played a major role in informing candidates about recruitment opportunities. Employees generally expressed satisfaction regarding recruitment communication, interview procedures, and onboarding sessions.

A majority of respondents stated that onboarding helped them understand organizational culture, workplace expectations, and job responsibilities. Employees appreciated support provided by HR managers, supervisors, and colleagues during adaptation to the workplace environment.

The findings also indicated that training programs improved employee confidence and workplace performance. However, certain respondents expressed the need for better onboarding materials, practical training sessions, and additional adaptation support.

Statistical analysis showed positive relationships between recruitment quality, HR communication, employer branding, technology usage, and talent management effectiveness. These findings indicate that efficient HR practices contribute positively toward employee satisfaction and organizational performance.

## FINDINGS

The major findings of the study are as follows:

1. The organization follows a structured and systematic recruitment process.
2. Online job portals and social media platforms play a major role in attracting candidates.
3. Employees are satisfied with the recruitment communication and interview procedures.
4. The onboarding process helps new employees understand organizational culture and job responsibilities.
5. Training and orientation sessions improve employee confidence and work performance.
6. Supervisor guidance and team support positively influence employee adaptation in the workplace.
7. Some employees require additional assistance during the onboarding and adjustment period.
8. Communication regarding career growth opportunities can be further improved.
9. Technology-based recruitment methods increase hiring efficiency and reduce recruitment time.
10. Effective recruitment and onboarding practices contribute to employee retention, satisfaction, and organizational productivity.



The findings indicate that recruitment and onboarding are essential for improving employee engagement, productivity, and long-term organizational growth.

## SUGGESTIONS

Based on the findings, the following suggestions are provided:

1. The organization should continue maintaining transparency and fairness in recruitment practices.
2. Advanced recruitment technologies and AI-based screening tools can be adopted to improve hiring efficiency.
3. Recruitment communication should be faster, clearer, and more consistent.
4. Detailed onboarding sessions should be conducted for newly joined employees.
5. Mentorship programs can help employees adapt effectively to the workplace environment.
6. Continuous follow-up sessions should be organized after onboarding.
7. Training programs should include practical demonstrations and interactive learning methods.
8. Career growth opportunities and organizational hierarchy should be clearly explained to employees.
9. Employee feedback regarding recruitment and onboarding should be collected regularly for improvement.
10. Employee engagement activities should be conducted to improve workplace relationships and motivation.

These suggestions can help the organization improve employee satisfaction, retention, productivity, and overall organizational efficiency.

## CONCLUSION

The study concludes that recruitment and onboarding are important components of human resource management that significantly influence employee satisfaction, organizational productivity, and long-term business success.

Effective recruitment practices help organizations attract qualified and talented employees, while proper onboarding supports employee integration, workplace adaptation, and performance improvement. Employees are generally satisfied with recruitment communication, interview procedures, onboarding sessions, and organizational support systems.

The study also highlights that effective onboarding reduces employee stress, improves confidence, and strengthens commitment toward organizational goals. At the same time, areas such as onboarding materials, practical training, and communication regarding career growth opportunities require further improvement.

Overall, the study emphasizes that organizations must continuously improve recruitment and onboarding strategies to attract talented employees, improve retention, and maintain competitiveness in the modern business environment.



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