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RECRUITMENT AFFECTS THE EFFICIENCY AND WORK PERFORMANCE OF EMPLOYEES OF PRIVATE COMPANIES IN THE GAME ONLINE BUSINESS.

BY: NATHAYU WANTAYAKUL



INTRODUCTION

Human resources are an essential factor driving organizational development, as they are one of the fundamental elements of business operations. Therefore, personnel in organizations play a crucial role in efficient and efficient operations, thereby achieving organizational goals. Personnel are human resources. "People" or "human resources" are the most critical factors in national development.

Human resource management is a part of organizational management, playing an essential role in discovering valuable human resources and working within an organization. Good human resource management will contribute to the development of the organization. Therefore, every organization pays more attention to human resource management—the personnel who can drive the organization's development. The organization must conduct personnel management in recruiting technical personnel—knowledge, abilities, and experience. Organizations must create various welfare incentives that enable personnel to fulfil their responsibilities fully and help them achieve their goals.



INTRODUCTION

Recruitment is one of the most critical human resource management processes. For some organizations, recruiting personnel to join the organization may seem easy, but modern organizations may seem complicated and complex. Because if an organization makes a wrong decision when recruiting personnel, that person will cause harm to the organization. However, if the organization can choose qualified personnel. Suitable for the job. Personnel will create value for the organization. If recruitment is involved, it can be concluded that recruitment is a process of motivating people from different sources. Join the organization through specified methods and procedures and select candidates in the selection process. Meet the standards for holding various positions within the organization.

Currently, the competition in the labor market is more intense. With the advancement of modern technology, the theories and principles of recruitment and selection may change. Alternatively, adjustments can be made to adapt to the competition of the digital age to ensure the survival of each organization (Saripah Vahama, 2016).



OBJECTIVE

1. To study the work efficiency of employees of private companies in the online game business.
2. To study personnel recruitment that affects the work efficiency of employees of private companies in the online game business.



METHODOLOGY

This exploratory research aims to study the influence of the recruitment of employees in private enterprises of online game enterprises on their performance. Population and sample groups. The subject of this study is 160 employees of private companies engaged in online game business.

The sample used in this study is 114 employees of private companies engaged in online game business. Taro Yamane's formula calculates the proportion of the sample group to the population (95%). The researchers used 114 groups of questionnaires to prevent data loss, and the researchers used the principle of probability sampling to conduct simple random sampling.



RESULTS AND FINDING

1. Employees of private companies in the online game business, totaling 114 people, mostly male, aged 26-30 years, with a bachelor's degree education. Have an average income of 15,000 - 20,000 baht and 2 - 3 years of work experience.
2. Personnel recruitment Overall, each of the four areas is high. First is human resource planning, followed by the aspect of determining job characteristics and the aspect of deciding recruitment methods, respectively. The last part, the Personnel selection aspect (as shown in Table 1)



RESULTS AND FINDING

Table 1

Mean and standard deviation of Recruiting personnel for private companies in the online gaming business

Recruitment of Private Company Employees in the Online Gaming Business	Levels of results		
	\bar{X}	SD	Mean
1. Human resource planning	3.97	.543	high
2. Recruitment work	3.77	.675	high
3. Recruitment process	3.77	.634	high
4. Job Description	3.80	.674	high
Total	3.83	.517	high



RESULTS AND FINDING

3. Work efficiency of employees of private companies in the online game business and other areas. Overall, each of the four aspects is at a high level, the first being the quality of the work, followed by the time and quantity of work, respectively, and the last being the expenses (as shown in Table 2)

Table 2

Mean and standard deviation of work efficiency of employees of private companies in the online game business

The work efficiency of employees of private companies in the online game business	Level of results		
	\bar{X}	SD	mean
1. Work Quality	3.83	.733	high
2. Workload	3.77	.780	high
3. Working hours	3.80	.686	high
4. Cost work.	3.73	.644	high
Total	3.78	.597	high



RESULTS AND FINDING

4. Correlation between recruitment that affects the performance of employees of private companies in the online game business. The relationship was found to be not more than .80 (Stevens, 1996), making every independent variable in this research. There was no multiple relationship between the factors. (Multicollinearity) (as in Table 3)

Table 3

Correlation coefficient between recruitment that affects the work efficiency.
of employees of private companies in the online game business

Demographic Characteristics	Z	X₁	X₂	X₃	X₄
1.Z	1.000				
2.X ₁	.431**	1.000			
3.X ₂	.662**	.431**	1.000		
4.X ₃	.665**	.385**	.763**	1.000	
5.X ₄	.784**	.462**	.626**	.623**	1.000



RESULTS & FINDING

5. Personnel recruitment model that affects the performance of employees of private companies in the online game business = $0.725 + (0.535 * \text{job specification}) + (0.271 * \text{recruitment method})$ by Can explain the work of employees 66.6 per cent and has a standard error in forecasting equal to .348 (as shown in Table 4)

Table 4

Analysis of appropriate models of personnel recruitment that affect the work efficiency of private company employees in the online gaming business.

The work efficiency of private company employees in the online gaming business.	Model1	Model2
Constant	1.142	.725
In terms of job description.	.695	.535
Determine recruitment methods.		.271
R ²	.615	.666
S.E.	.372	.348
F	178.719**	110.460**
p-value of F	.000	.000



CONCLUSION AND DISCUSSION

From hypothesis testing, the Personnel recruitment model affects the work efficiency of employees of private companies in the online game business. It was found that the power to explain the performance of employees of private companies in the online gaming business. It was increased to 66.6 per cent with a standard error in forecasting equal to $\pm .346$. It was found that in terms of job specifications, it is related to the performance of employees of private companies in the online gaming business. Statistically significant at the .01 level and later when the variables determining recruitment methods were brought into the analysis together at the .01 level as well, which means Determination of recruitment methods that affect the efficiency of work performance of employees of private companies in the online game business. The regression equation can be written in the form of standard scores. Recruitment of personnel that affects the efficiency of work of employees of private companies in the online game business $= 0.725 + (0.535 * \text{job specification}) + (0.271 * \text{recruitment method determination})$.



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