Investigating Effective Ways to Maximize the Role of Recruitment Agencies

Dayang Nailul Munna Abang Abdullah, Ong Kim Yoke, Ridhawati Zakaria

Faculty of Business Management, Universiti Teknologi MARA (UiTM), Puncak Alam Campus, Bandar Puncak Alam, 42300 Kuala Selangor, Selangor, Malaysia

Faculty of Cognitive Sciences and Human Development, Universiti Malaysia Sarawak (UNIMAS), 94300 Kota Samarahan, Sarawak, Malaysia

Abstract

The aim of this paper was to investigate the effective ways to maximize the role of recruitment agencies in Malaysia. Kuala Lumpur was chosen as a location of this study. This qualitative study involved 7 informants from 3 categories: the recruitment agency operators, the employers, and the job applicants. In-depth interview was used as a method of data collection. Every response received from the informants was recorded. The findings revealed that the recruitment agencies should focus on recruiting both fresh and post graduates; provide constant training and innovation; increase the agency headcount; conduct industry mapping and carefully search for the clients and candidates; recruit the right candidates; reduce the recruitment fees, screen the good candidates with good working attitudes; stop collecting recruitment fees from candidates, and provide better consultation to ensure its effectiveness. As a conclusion, more research about recruitment agencies should be conducted in order to gain valuable outcome, thus contributing to the human resource field.

Keywords: Recruitment; recruitment agency; staffing

1. Introduction

The increasing globalization of the marketplace combined with an ever increasing shortage of skillful staffs and advances in technology have resulted in large scale changes to the recruitment practices