

“A STUDY ON THE EFFECTIVENESS OF EMPLOYEE REFERRAL PROGRAM”

D.MARIA ANGELIN JAYANTHI

Research Scholar, Associate Professor, Department of Management Sciences, Velammal Engineering College,
Ambattur Red hills Road, Chennai

ABSTRACT

Identifying and acquiring talent, is one of the important functions in Human resource management. “Employee Referral”, is the process of recruiting the candidates, through reference given by the employee working in the same concern.

KEYWORDS: Human Resource Management