FACTORS AFFECTING RECRUITMENT IN AN ORGANIZATION: A CASE OF KENYA COMMERCIAL BANK NAIROBI COUNTY.

BY

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A RESEARCH PROJECT SUBMITTED IN PARTIAL FUFILMENT FOR REQUIREMENT FOR THE AWARD OF A DIPLOMA IN BUSINESS MANAGEMENT UNIVERSITY OF NAIROBI

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DECLARATION

This is my original work and has not been presented for award of a diploma in any other University or any other institution of higher learning for examination.

Sign .................................................. Date ........................................... 8/8/2014

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This research project has been submitted for examination with my approval as the University Supervisor

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ABSTRACT

Recruitment has continued to play an important role in the successful implementation of the organization. Especially by improving the image and good will of the organization, Kenya Commercial Bank experienced increased employee turnover, and as a result, a higher level of recruitment activity. It is in this light that this study sought to investigate the factors affecting recruitment in an organization—case of KCB Nairobi County. To this end, the study reviewed literature from past studies done on this area. The study also reviewed journals and articles written on this area too. The study interviewed organization department heads and staffs with a view of obtaining their opinion as to what factor affects the recruitment process in the organization.

The target population was drawn from Kenya commercial bank (KCB) Nairobi County. A sample population of 200 respondents was selected. The sample was selected through random sampling methods. This method allowed the researcher to collect the required data with respect to objectives of the study. The data was collected using questionnaires, which administered through personal interviews, data was analyzed using descriptive statistics and advanced statistics. Tables and percentages were used in report presentation.

This report consists of five chapters. Chapter one introduces the study with the background of the study, the statement of the research problem, objective, and the research questions, significance of the study, limitation and delimitation of the study and assumption of the study.

Chapter two provides the literature review from various sources. The variables of the study have been thoroughly covered in this chapter. Chapter three outlines the methodology of the study with target population for the study, sample design, data collection instrument and analysis.

Chapter four outlines the data analysis, presentation and interpretations, questionnaire return rate, demographic characteristic, gender, qualification, working experience. Chapter five outlines the summary of findings, conclusions and recommendations. Study established that recruitment methods, size of the organization, organization policy and sources of recruitment affects recruitment process in the organization.