

**EFFECT OF RECRUITMENT AND SELECTION PRACTICE ON ORGANIZATIONAL  
PERFORMANCE OF MEDIA MULTINATIONAL CORPORATIONS IN KENYA: A  
CASE OF STAR TIMES KENYA LTD**

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## ABSTRACT

Staffing is a key component of every organization and contributes to the performance of organizations. One of the major aspects of staffing that is key to organizations is recruitment and selection among both local and multinational corporations. Multinationals have increasingly paid attention to recruitment and selection approaches, and all with an aim of improving the performance of both the parent company and its subsidiaries. This study sought to investigate the effect of recruitment and selection policy practices on organizational performance of Star Times' multinational subsidiary in Kenya. Specifically, the study sought to establish the effect of the recruitment and selection process, recruitment and selection methods and recruitment and selection criteria on performance. The study adopted descriptive study design. The population of the study was 170 employees with the sample size of the study being 47 managers. Data was collected using self-administered questionnaires. Data analysis involved statistical computations for averages, percentages, and correlation and regression analysis. Statistical computer software (SPSS and Ms Excel) was used for data analysis. The study findings indicated that recruitment and selection sources recruitment and selection methods and selection significantly affect the organization performance positively. Further the results also indicated that recruitment and selection criteria have no significant effect on organizational performance. The study also found out that employee motivation significantly affects the relationship between recruitment and selection practices and organization performance. The study concludes that recruitment source and selection methods affect organization performance. Multinationals with good selection and recruitment practices and employee motivation practices experience better organization performance. The study recommends that Human resource manager strengthen recruitment and selection policies by strengthening policies around recruitment sources and selection methods.