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Ph.D. Scholar in Management

Anamta Ali is a dedicated Ph.D. scholar in Management with a multidisciplinary academic background encompassing Commerce, Education, Political Science, Economics, and Business Administration. A consistent academic topper and UGC-NET qualifier, she exemplifies a strong blend of analytical thinking and research orientation. Her doctoral research focuses on work-life balance, emotional intelligence, and human behavior, exploring how these dimensions influence performance, satisfaction, and well-being in contemporary organizational settings. With a keen interest in human dynamics and sustainable workplace practices, she aims to contribute meaningfully to both academia and industry. Anamta has actively participated in various international and national conferences, faculty development programs, and academic seminars, and has contributed insightful book chapters and research papers to the field of management and behavioral studies. Beyond research, she is a skilled content writer and editor, known for her clarity of thought and ability to translate complex ideas into impactful writing. Her passion for knowledge-sharing, academic excellence, and holistic education continues to drive her scholarly pursuits and engagement in the academic community.

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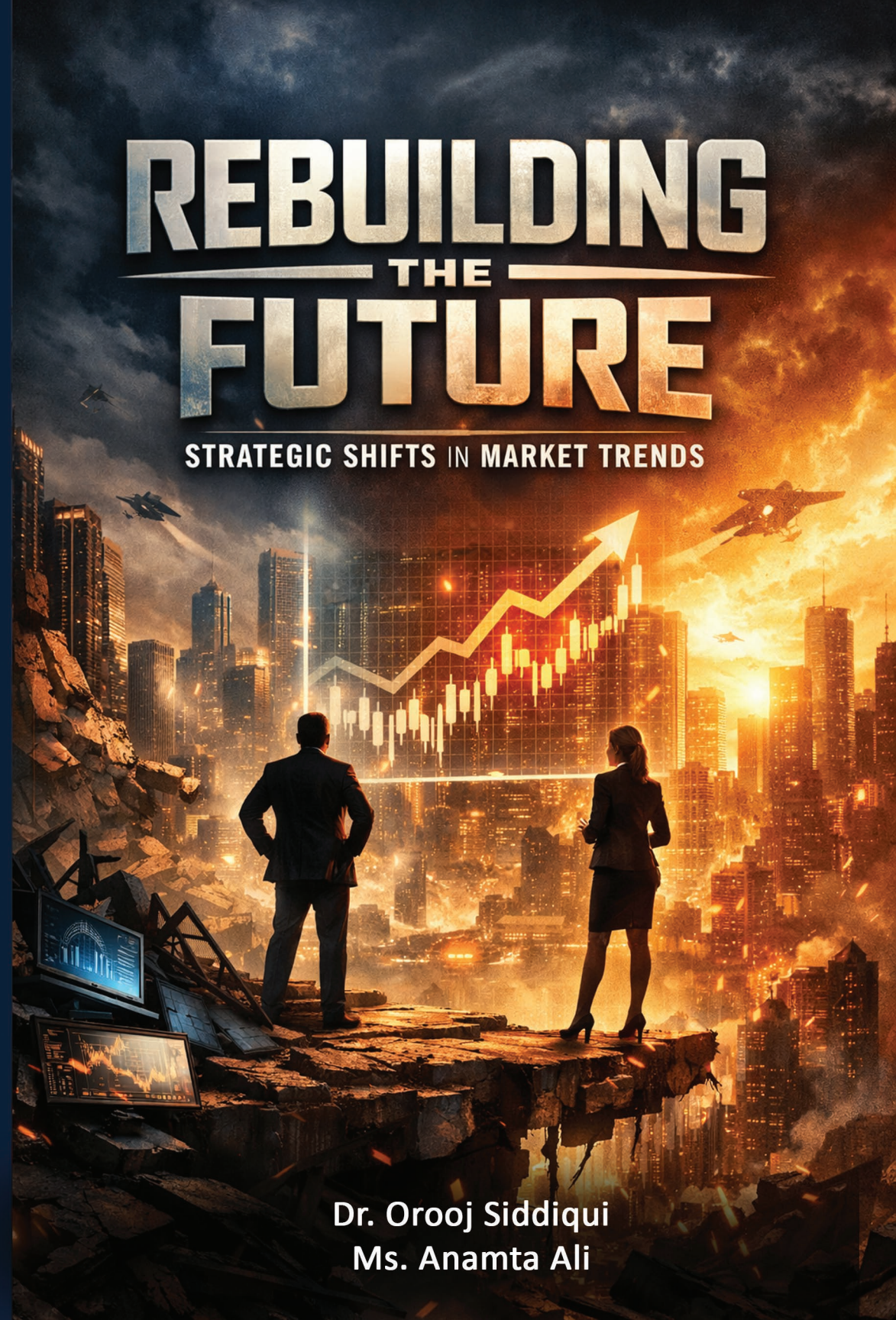


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REBUILDING THE FUTURE

STRATEGIC SHIFTS IN MARKET TRENDS

REBUILDING THE FUTURE: STRATEGIC SHIFTS IN MARKET TRENDS



Dr. Orooj Siddiqui
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Rebuilding the Future: Strategic Shifts in Market Trends

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Recruitment and Selection in Banking: The Case of Kotak Mahindra Bank

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1. Introduction

In the dynamic landscape of the banking sector, human capital remains a cornerstone of institutional success. As banks continue to evolve through technological advancement, regulatory reform, and heightened competition, the need for strategic recruitment and effective selection processes becomes increasingly imperative. This chapter delves into the recruitment and selection mechanisms at Kotak Mahindra Bank, a prominent player in the Indian private banking sphere, to explore how well-structured hiring practices contribute to organizational excellence.

Originally developed as part of a dissertation project, this analysis has now been expanded into a comprehensive book chapter to provide deeper insights into how recruitment and selection function within a modern banking institution. By examining real-world data, employee feedback, and HR strategies, this chapter provides both a practical and theoretical understanding of how Kotak Mahindra Bank identifies, attracts, and retains talent. The objective is to bridge academic frameworks with industry practices, thereby offering a nuanced perspective for students, researchers, and professionals in human resource management and banking.

The chapter begins by contextualizing the importance of recruitment and selection within the banking sector, followed by a focused review of the HR strategies adopted by Kotak Mahindra Bank. It