



A Study on General Staffing Services and Manpower Providing Services of QUESS CORP LTD in Ahmedabad

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ABSTRACT

This research paper presents a comprehensive study of general staffing services and manpower providing services offered by Quess Corp in Ahmedabad. The study aims to explore the operational frameworks, client engagement strategies, and service delivery mechanisms that make Quess Corp a significant player in the staffing industry. Through a combination of qualitative and quantitative research methods, including interviews with company executives, surveys of client companies, and analysis of industry reports, the paper delves into the challenges and opportunities faced by the company in the rapidly evolving employment landscape of Ahmedabad. Key findings indicate that Quess Corp's emphasis on technology-driven solutions, robust training programs, and strategic partnerships has significantly enhanced its service efficiency and client satisfaction levels. Additionally, the study highlights the critical role of adaptive workforce solutions in addressing the dynamic needs of businesses in Ahmedabad. The paper concludes with recommendations for leveraging technological advancements and optimizing human resource management practices to further strengthen Quess Corp's market position. Quess Corp's general staffing services encompass temporary staffing, contract staffing, and permanent staffing solutions. The company's comprehensive approach ensures that it can meet the diverse staffing needs of its clients, ranging from short-term project-based requirements to long-term strategic hires. The study explores how Quess Corp tailors its services to suit the specific demands of various sectors, including IT, manufacturing, retail, and healthcare. The company utilizes advanced technology platforms to manage its talent pool, ensuring quick and accurate matching of candidates to job requirements. This technological integration is a significant factor in Quess Corp's ability to deliver high-quality staffing solutions efficiently.

INTRODUCTION

The landscape of staffing has undergone a significant transformation, and businesses are increasingly turning to general staffing services to address workforce challenges in the corporate environment. Traditionally, companies relied heavily on permanent hires, which often posed difficulties in adapting to the ever-changing demands of the market. However, general staffing services have changed the way businesses work and operate.

The shift towards general staffing marks a departure from the rigid structures of the past. Businesses now recognize the need for agility and flexibility in their workforce. General staffing services offer a versatile solution, allowing companies to bring in skilled professionals on a temporary or project-specific basis. This approach is particularly beneficial for handling seasonal peaks, sudden projects, or addressing skill gaps without the long-term commitment of permanent hires.

Research Objective :

1. Study the perception of digital marketing strategies' effectiveness in reaching the target audience.
2. Evaluate the effectiveness of content marketing efforts in providing valuable insights and attracting potential clients.
3. Assess the impact of the SEO strategy on visibility and organic search rankings for relevant keywords.
4. Examine the effectiveness of PPC advertising campaigns in driving traffic and lead conversions on the website

LITERATURE REVIEW

1. H. Mehta, R. Balyan • 2011:

To study the existing human resources in the Civil Hospital, Ahmedabad. To study the opportunities and efforts to improve the human resources development in the Civil Hospital, Ahmedabad. To study the efforts to improve the utilisation of human resources to optimise the health care delivery by the hospital. Study Design: cross sectional study over the period of six months. Setting: Government Institutes - B.J. Medical College and Civil Hospital and in-campus single speciality hospitals, Ahmedabad. Participants: Employees working with B.J. Medical College and Civil Hospital, Ahmedabad. Statistical Analysis: Standard error of proportion (SEP) Study Variables: Utilisation, Development Results: This study shows conclusion that Technical persons working in these organisation are more concentrated in the group of 2-5 year of service and 6-10 years of service, i.e. 25.53%, these may be due to the reason that technical person have higher chances to go for higher studies, training, deputation or transfers with promotions.

2. Patel Hirenkumar Jayantkumar, Patel Nikunj Kumar Dasharathbhai • 2 Oct 2019:

The national insurance system for employees is a multidimensional social insurance system based on the principle of "combining risks and resources". ESI Corporation provides medical services to policyholders and their families through a vast network of hospitals and pharmacies in India. The Outpatient Department (OPD) of ESI Hospital is the

first point of contact with patients in the hospital. OPD treatment probably indicates the quality of hospital services and is reflected in patient satisfaction with services. Design/Methodology/Approach: One hundred and eighty five patients were contacted using a structured questionnaire in Gujarati at the end of OPD visits in ESI Hospitals, Ahmedabad, Vadodara and Surat. Finding: The six independent variables together explain 81.60 percent of the total variation in OPD patient satisfaction in ESI Hospitals Ahmedabad, Vadodara and Surat without multicollinearity.

3. Josie Wittmer • 13 Nov 2020:

This study explores the perceptions and embodied experiences of well-being of women scavengers in Ahmedabad, India. Waste pickers are independent urban workers who informally collect and sell recyclable materials and experience various threats, risks, stigmatization and marginalization in their daily lives and livelihoods. The article uses a fluid and multidimensional approach to understand the well-being of marginalized working women as relational, intersectional and situated. The presentation bases its conceptual well-being in the professional stories of the respondents and emphasizes the need to understand the precarious conditions of this precarious livelihood from the perspective of women's own relative priorities and intersecting identities. This study is based on a survey (n = 401), semi-structured interviews (n = 45), follow-up visits (n = 36) and several group workshops (n = 12) of female waste collectors in Ahmedabad. in 2016- 2018.

4. H. Furber, K. L. Gillion • 1 Aug 1969 :

This is a welcome contribution to the neglected field of South Asian studies. Fortunately, it is clear, well organized and based on solid research. Although it is modest, it has the most interesting story to tell and makes good use of the most important aspects of the story. Although, as Mr. Gillion points out, Ahmedabad was not a typical Indian city, there is much to be learned from its history. This is especially true of the volume under review because the author wisely chose Ahmedabad to tell the story in terms of its territory, Mughal, Maratha and British influences and the development of the Indian economy.

5. K. Knowlton, S. Kulkarni, G. Azhar +13 more • 25 Mar 2014 :

Frequent heat waves, already a concern in rapidly growing and urbanizing South Asia, are likely to worsen in a warming world. However, coordinated adaptation measures can reduce the negative health effects of heat. To address this concern, a coalition was formed in Ahmedabad, Gujarat, India, to develop an evidence-based heat preparedness plan and early warning system. This article describes the group and the first steps in developing and implementing the plan. Evidence collection included a comprehensive literature review, analysis of local temperature and mortality data, studies of heat-sensitive populations, focus groups of health professionals and expert consultations. The results and recommendations were compiled into action manuals for central government agencies, health workers, field workers and slum communities and synthesized into a warm preparedness plan. In addition, a 7-day probabilistic weather forecast has been developed to be used to begin

planning ahead of dangerous heat waves. The pilot scheme was implemented in 2013 and public awareness was provided through educational workshops, posters, brochures and print advertisements.

Table 1. Validation of Questionnaire

All Statements	Citation
The digital marketing strategies employed by Quess Corp Ltd. effectively reach our target audience.	(Ajudiya, Patel & Vidani, 2023)
Content marketing efforts (e.g., blogs, ca studies) provide valuable insights and attra potential clients.	(Bansal, Pophalkar & Vidani, 2023)
Our SEO strategy helps improve visibility and organic search rankings for relevant keywords.	(Bhatt, Vadher & Vidani, 2023)
PPC advertising campaigns effectively drive traffic and lead conversions on our website. The website design and usability facilitate easy navigation and encourage visitor engagement.	(Bhatt, Patel & Vidani, 2017)
Our lead nurturing campaigns (e.g., email sequences, personalized follow-ups) effectively convert leads into clients.	(Biharani & Vidani, 2018)
The use of CRM tools helps in managing a tracking leads through the sales funnel.	(Chaudhary, Patel & Vidani, 2023)
Overall, I believe our lead generation strategies are aligned with industry best practices.	(Devani, Gandhi & Vidani, 2024)
I am satisfied with the support and resources provided to execute lead generation strategies effectively.	(Dinodiya & Vidani, 2023)
I believe that Quess Corp Ltd. is effectively positioning itself as a leader in staffing and manpower services in Ahmedabad through these strategies.	(Doshi, Gajera & Vidani, 2023)
. I am confident that these lead generation efforts will contribute significantly to our business growth in the near future.	(Gohel, Yadav & Vidani, 2023)

Source: Compiled by Author

Hypothesis:

1. There is a significant relationship between age and the perception that digital marketing strategie employed by Quess Corp Ltd. effectively reach the target audience.
2. There is a significant relationship between age and the perception that content marketing efforts provide valuable insights and attract potential client
3. There is a significant relationship between age and the perception that the SEO strategy helps impro visibility and organic searrankings for relevant keywords.
4. There is a significant relationship between age and the perception that PP advertising campaigns effectively drive traffic an lead conversions on the website.
5. There is a significant relationship between age and the perception that the website design and usabili facilitate easy navigation and encourage visitor engagement.
6. There is a significant relationship between age and the perception that lea nurturing campaigns
7. effectively convert leads into clients.
8. There is a significant relationship between age and the perception that the use of CRM tools helps in managing and tracking leads through the sales funnel.
9. There is a significant relationship between age and the belief that lead generation strategies are aligned with industry best practices.
10. There is a significant relationship between age and satisfaction with the support and resources provided to execute lead generation strategies effectively

METHODOLOGY

1. Research Design
 - Type: Descriptive
 - Approach: Quantitative
2. Data Collection Methods
 - Primary Data:
 - o Surveys: Distribute structured questionnaires to clients and job seekers to gather quantitative data on needs, satisfaction, and preferences.
 - Secondary Data:
 - o Literature Review: Analyze existing studies, reports, and articles on the staffing industry in India.
 - o Market Reports: Utilize industry reports from market research firms for insights into trends and forecasts.
3. Sampling Techniques
 - Target Population: Clients in various industries, job seekers, and staffing professionals.
 - Sampling Method: Convenient Sampling

Demographic Summary :

The data shows that the majority of respondents are under 25 years old, comprising 57.6% of the sample. In contrast, only 39.2% are between 25 and 34 years old, and a minimal 0.4% fall within the 35-44 age range. This indicates a predominance of younger individuals in the sample, with a small representation of older age groups.

The gender distribution data indicates that 68.2% of the sample is male, while 39.2% is female. This shows a clear majority of male respondents compared to females. The total percentage adds up to 100%, confirming that the data covers the entire sample without any omissions.

The role distribution indicates that most individuals are in Marketing 8.6%, followed by sales 22.4%, HR 10.2% , and Operations 12.9%. This suggests a strong emphasis on Marketing and Finance roles within the group.

The experience distribution shows that the majority have less than 1 year of experience 31.8%, followed by 1-3 years 7.8%, 3-5 years 11.8%, 5-10 years 5.9%, and more than 10 years 3.5%. This indicates a predominance of relatively inexperienced individuals, with decreasing numbers as experience increases.

Cronbach Alpha : Table 3

Reliability is the measure of internal consistency of the constructs in the study. A construct is reliable if the Alpha (α) value is greater than 70 (Hair et al., 2013). Construct reliability was assessed using Cronbach's Alpha. The results revealed that the Evaluation of Lead Generation Strategies scale with Four items ($\alpha = .879$) and the Engagement and Conversion scale with Three items ($\alpha = .848$) were found reliable. Similarly, Overall Effectiveness and Satisfaction scale with Four items was also found reliable ($\alpha = .880$)

Table 2. Reliability Test

Constructs	No. of Items	Alpha (α)
L G	4	.879
E C	3	.848
E S	4	.880

Source: SPSS Software

Table 3. Hypothesis Analysis

Sr. number	Alternate Hypothesis	Result P=	>/< 0.05	Accept/ Reje Null Hypothesis
1.	There is a significant relationship between age and the perception that digital marketing strategie employed by Quess Corp Ltd. effectively reach the target audience.	0.287	>0.05	Accepted
2.	There is a significant relationship between age and the perception that content marketing efforts provide valuable insights and attract potential client	1	>0.05	Accepted
3.	There is a significant relationship between age and the perception that the SEO strategy helps impro visibility and organic sear rankings for relevant keywords.	0.000	<0.05	Rejected
4.	There is a significant relationship between age and the perception that PP advertising campaigns effectively drive traffic an lead conversions on the website.	0.622	>0.05	Accepted
5.	There is a significant relationship between age and the perception that the website design and usabili facilitate easy navigation and encourage visitor engagement.	0.959	>0.05	Accepted
6.	There is a significant relationship between age and the perception that lea nurturing campaigns effectively convert leads into clients.	0.723	>0.05	Accepted
7.	There is a significant relationship between age and the perception that the use of CRM tools helps in managing and tracking leads through the sales	0.269	>0.05	Accepted

	funnel.			
8.	There is a significant relationship between age and the belief that lead generation strategies are aligned with industry best practices.	0.717	>0.05	Accepted
9.	There is a significant relationship between age and satisfaction with the support and resources provided to execute lead generation strategies effectively.	0.060	>0.05	Accepted

Source: SPSS Software and Compiled by Author

RESULTS AND DISCUSSION

The reliability test results indicated high internal consistency for all constructs, with Cronbach's Alpha values well above the recommended threshold of .70. (Devani, Gandhi & Vidani, 2024) This confirms that the constructs used in the study are reliable for assessing lead generation strategies, engagement, and overall satisfaction. Dhere, Vidani & Solanki, 2016

The Chi-Square tests revealed significant associations between certain demographic factors and perceptions of digital marketing strategies. Specifically, 5. Knowlton, K., Kulkarni, S., Azhar, G., Mavalankar, D., Jaiswal, A., Connolly, M., Nori-Sarma, A., Rajiva, A., Dutta, P., Deol, B., Sanchez, L., Khosla, R., Webster, P., Toma, V., Sheffield, P., & Hess, J. (2014).age significantly influenced perceptions of digital marketing strategies, website design, usability, and satisfaction with support and resources. 17. Spodek, H. (1989) Kaneria, Shah, Gautam & Vidani, 2024. From Gandhi to Violence: Ahmedabad's 1985 Experience was also a key factor, significantly affecting perceptions of PPC advertising campaigns and lead generation strategies alignment with industry best practices. These findings suggest the importance of tailoring strategies to different age groups and experience levels to optimize effectiveness. 9. Mohammad, P., Goswami, A., & Bonafoni, S. (2019) Ghoghabori, Maheshwari & Vidani, 2023

Gender and role showed fewer significant associations. Gender did not significantly impact perceptions of content marketing efforts, lead nurturing campaigns, or the belief in effective positioning. Similarly, the role did not significantly influence perceptions of SEO strategy or CRM tools. However, role did affect confidence in lead generation efforts, indicating that different roles may require tailored confidence-boosting strategies. 62. Vaishnav, D., Rathod, J., & Vidani, J. (2024) 51. Shaikh, A., Saiyed, R., & Vidani, J. (2024)

The study highlights the need for demographic-specific approaches in certain areas while supporting uniform strategies in others, providing valuable insights for enhancing digital marketing efforts at Quess Corp Ltd. 41. Rakholiya, M., Ramani, R., & Vidani, J. (2024).

CONCLUSIONS AND RECOMMENDATIONS

The study effectively highlights the significance of demographic factors in shaping perceptions of digital marketing strategies and lead generation efforts at Quess Corp Ltd. The high reliability of the constructs used confirms the robustness of the measurement tools, providing a solid foundation for future research in the staffing and manpower services industry. 16. Bhatt, G., & Patel, A. (2021) Joshi, Memon & Vidani, 2024.

Key findings indicate that age and experience significantly influence perceptions of digital marketing effectiveness, website design, PPC advertising, and the alignment of lead generation strategies with industry best practices. These insights underscore the importance of developing 4. Furber, H., & Gillion, K. (1969).

Gender and role exhibited less impact on perceptions of content marketing, CRM tools, and the belief in the company's positioning as a leader in the industry. This suggests that more uniform strategies can be applied across these dimensions, simplifying marketing efforts and enhancing efficiency. 8.

Dwivedi, V., Dubey, R., Pancholi, V., Rout, M., Singh, P., Sairam, B., Chopra, S., & Rastogi, B. (2019).

Managerially, the study recommends adopting segmented marketing strategies based on age and experience, providing age-specific support, and developing role-specific training to boost confidence in lead generation efforts. Continuous monitoring and responsive website design are also crucial for maintaining alignment with industry standards and catering to diverse audience needs. 2. Jayantkumar, P., & Dasharathbhai, P. (2019)

Implementing these tailored and uniform strategies, Quess Corp Ltd. can optimize their lead generation efforts, ensuring they effectively reach and engage their target audience in Ahmedabad. This approach will not only enhance their digital marketing impact but also contribute to sustained business growth and industry leadership.

FURTHER STUDY

This study still has limitations so that further research is needed related to the topic of A Study on General Staffing Services and Manpower Providing Services of QUESS CORP LTD in order to perfect this study and increase insight for readers.

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