UNIVERSITY OF MACAU
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IMPROVING CAMPUS RECRUITING PROCESS THE SIX SIGMA WAY

—CASE STUDY OF A MAINLAND COMPANY

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Abstract

Six Sigma has emerged as one of the most effective business improvement strategies among a large number of organizations in different industries, and its adoption is showing an upward trend. But few studies have been reported regarding its implementation in human resource management. This thesis is an attempt to apply the DMAIC methodology of Six Sigma to improve the campus recruiting process of a China mainland company—GYC—from the applicant's perspective. It is expected that this case study would provide some practical insights to the improvement of campus recruiting process by using Six Sigma.

Keywords: Six Sigma, DMAIC methodology, human resource management, campus recruiting

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