

**Soft Skills Required for Human Resource Professionals in Sri Lanka:
With special reference to online advertisements posted in top jobs and
Sunday observer Sri Lanka**

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Recruitment is the most effective function of the organization and ultimate performance are highly based on this function. Today companies have focused on employees who have skills and competencies. Thus this is major important part of the Human Resource Management (HRM). This function is focused on attracting individuals who have sufficient soft skill as job seekers, Having only paper qualifications not enough to do the job as well as face the competition. Today, organization seek multi skilled employees who have both hard and soft skills, The purpose of this study is to find the soft skills that required for Human Resource professionals in the current market context. The sample of this study was consisted with 50 advertisement from “Top job”, a Well-recognized online job posting web portal and newspaper advertisement on “Sunday Observer” that is one of a popular newspaper for job advertisements in Sri Lanka. These 50 advertisements published for the Human Resource (HR) profession (HR interns, HR executive, HR junior executive, HR Senior executive, and HR manager / head of HR) were selected based on stratified random sampling technique. As result of this study interpersonal skills, communication skills, and time management skills are very critical and crucial to be an effective and efficient HR professional in Sri Lanka.

Keywords: Recruitment, Human Resource (HR) Professionals, Soft Skills