

A Conceptual Study on Factors Influencing Adoptability & Acceptability of Jobs Offered During Campus Recruitment amongst Graduate Students

At

Durg-Bhilai

SHUBHAM THAKUR

Shubhamtahkur204@gmail.com , 7999659627

Student of Faculty of Managements Studies, SSTC, Bhilai (c.g)

SHEIKH NAZMUDDIN

najeem200shiekh@gmail.com, 7828215656

Student of Faculty of Managements Studies, SSTC, Bhilai (c.g)

Abstract-

This paper aims at understanding the various factors influencing the students while campus recruitment process. It is speak worthy here in this context that campus recruitment has now become a predominant element while selection of graduate colleges amongst the students. In order to sustain in this cut throat competitive edge the institutions have to consider the campus recruitment process as an integral part of the education system. We have conducted a survey consisting of the questionnaire related with the factors which influences during campus recruitment. The data thus received from the respondents has analyzed through graphical investigation, reveals that a major chunk of the students are not flexible with the corporate requirements that includes; working in other stream , working in shift-wise etc. Thus it has now become a concern which ultimately results into low selection of the students from Durg- Bhilai region. This study is done by taking primary data from online questionnaire, which reveals that, students are not satisfied with entry level salary, working in other stream, work in shift wise and not prefer to work in field.

Keywords- Campus Recruitment, recession, entry level salary, filed work, etc

Introduction-

In the 21st century, any education institution reputation depends on the how many students take admission in the institution and how many get placed at the end. The practical knowledge by the Engineering Educational Institutions may not equalize with the technical knowledge of the business world. Hence campus recruitment plays a vital role in deciding institution reputation. In this paper, we are going to discuss the factor influencing the campus recruitment and student expectations towards campus recruitment.

Conceptual Framework-

Campus recruitment- It is the program conducted within educational institutes or in a common place to provide jobs to students pursuing or in the stage of completing the programme. In this programme, industries visit the colleges to select students depending on their ability to work, capability, focus and aim.

Recession- A period of temporary economic decline during which trade and industrial activities are reduced.

Graduate students- A graduate student is someone who has earned a bachelor's degree and is pursuing additional education in a specific field.

Knowledge- Knowledge can refer to a theoretical or practical understanding of a subject. It can be implicit (as with practical skill or expertise) or explicit (as with the theoretical understanding of a subject).

Review of literature -

(Viswanathan & Venkatachalam, 2016) has studied the trends and problems of campus recruitment in educational institutions amongst engineering graduates by taking both Primary and secondary data sources and came with the conclusion that out of in correlation test 8 variables 6 variables (i.e. Commitment, Flexibility,

Numeracy, Technical and computer skills, the ability to solve problems and Tourism knowledge) are found to be significant in campus recruitment.

There is a significant relationship between the Age group and the Skill Gap of the Students and there is no significant relationship between the Gender and the Skill Gap, Career Aspirations and the Skill Gap, Locality of the Students and the Skill Gap, Department/Course and Skill Gap of the Students.

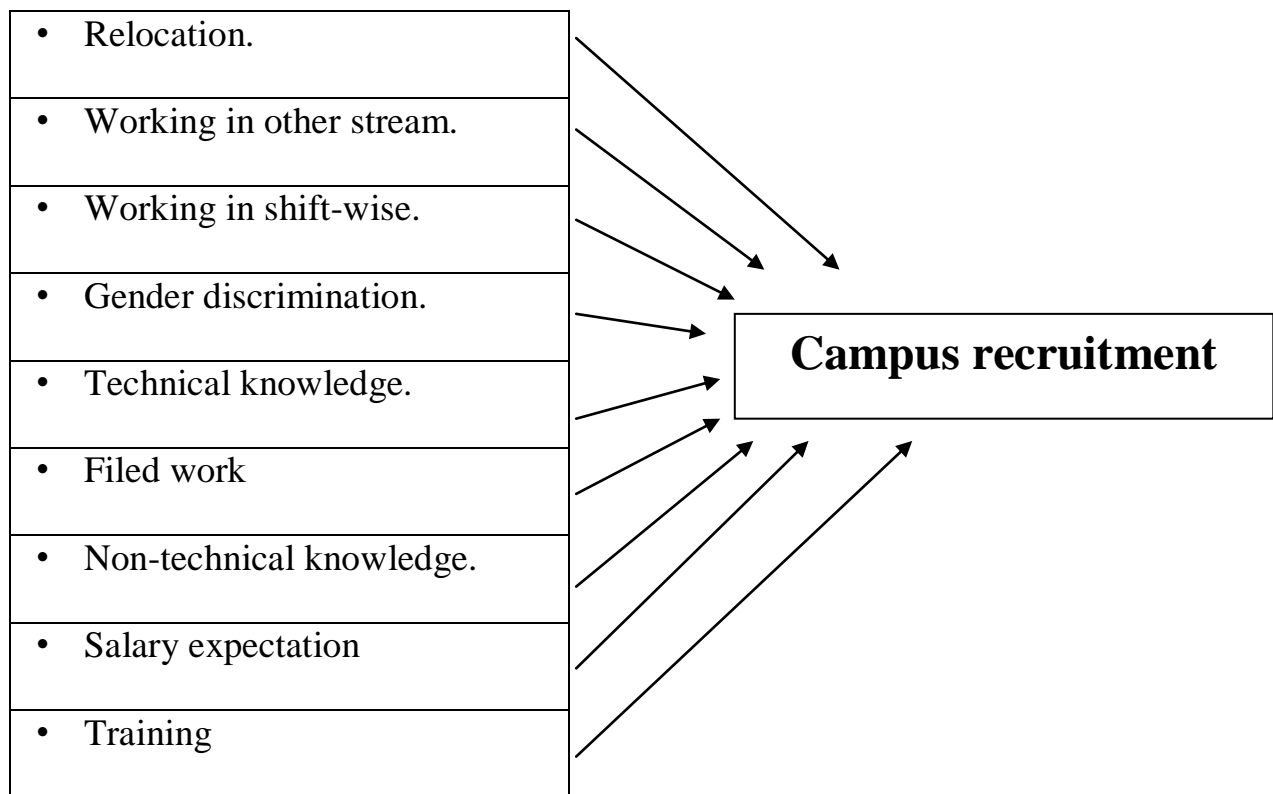
They also concluded that institutions should find the way to develop/enhance their process of recruitment and find a new approach for the persons who are really wanted to stay competitive.

(Patro, 2013)In this conceptual paper, he found human resource and management play vital role in recruitment and managing employees during the recession period. To enhance the productivity and profit, recruiting everyone increase bench strength. The Recession is a good opportunity for Human Resources to introduce the changes to the organization, in nutshell HRM (human resource and management) can solve recruitment problem by managing the human resource.

(Rajkumar, Raya, Ganeshan, & Jayakumar, 2015)In this paper, they come to the conclusion that July is the best month for the campus recruitment. The entry-level salary expectations are becoming high because the education cost is becoming high. IT sectors are major recruiters these days but their entry-level salary is not revised since a long time. Career growth is also major parameter along with entry salary. They suggest that recruiter should justify the salary levels there are giving and educate about latest trends.

(GOKULADAS, 2010)He concluded that the first career choice is either be intrinsic or extrinsic. He found that male candidate mostly influenced by intrinsic reasons and at another side female greatly influence by extrinsic reasons.

Research Model



Research Objectives:

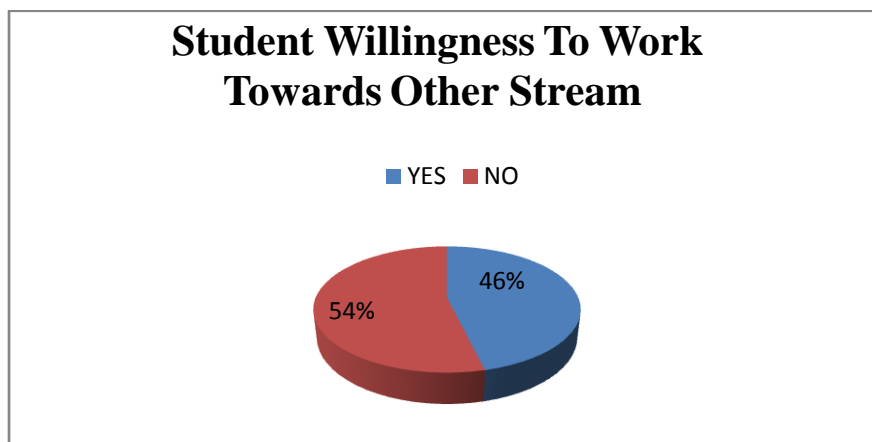
- To understand the fundamentals of campus recruitment process at graduate colleges
- To identify the factors influencing campus recruitment process
- To determine the most influential factor required during campus recruitment process

Research Methodology

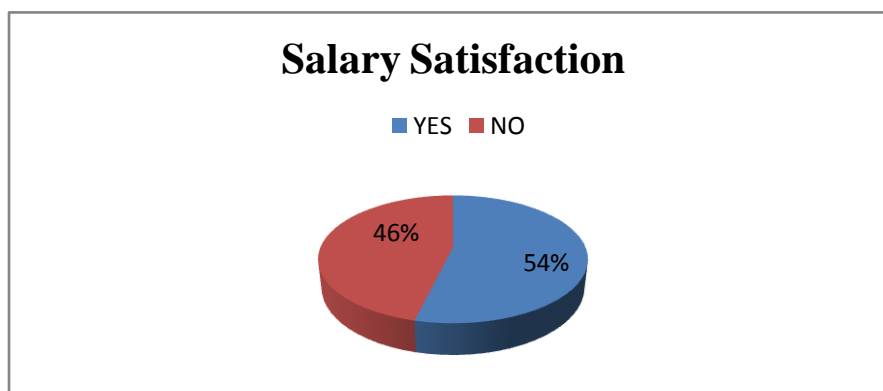
Particulars	Items
Population	Graduate Students of Durg-Bhilai
Sampling Design	Convenience Sampling
Sample Size	100

Data Types	Primary
Data Collection	Online Questionnaire
Analytical Tool	Graphical Analysis

Graphical Analysis



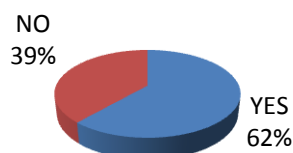
1. From the above interpretation it is clear that in the sample size of 100 graduate students 46.2% of the graduate students is not willing to work in another stream, this result the students who are willing to work in their respective stream are not getting the job and this affects the campus recruitment process.



2. From the above interpretation it is clear that in the sample size of 100 graduate students 53.8% of the graduate students are not satisfied with the entry-level salary

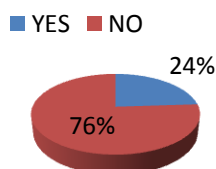
offered by various companies, this result in the students who are selected for campus recruitment not preferred to join.

Student Willingness To Work Shift Wise



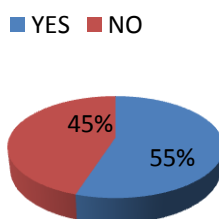
3. From the above interpretation it is clear that in the sample size of 100 graduate students 38.5% of the graduate students are not ready to work in shift, this results the campus recruitment process is affected.

Student Willingness To Work Field Work

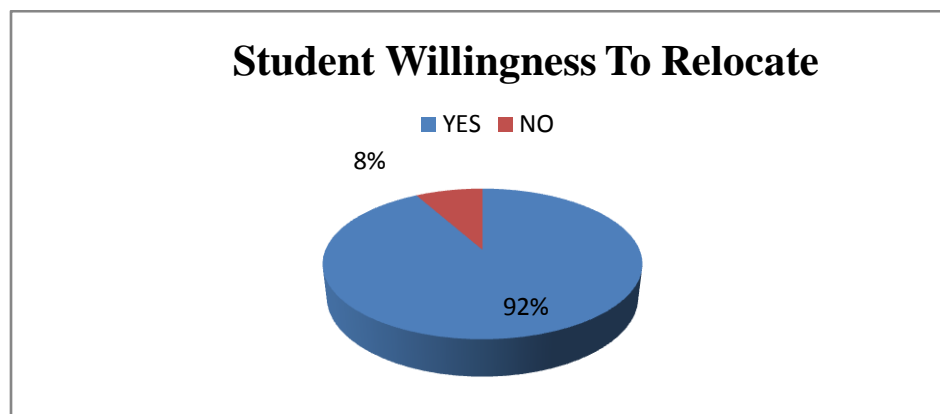


4. From the above interpretation it is clear that in the sample size of 100 graduate students 24% of the graduate students are not ready for field work offered by various companies, this results the campus recruitment process is affected.

Traning Provided By College



5. From the above interpretation, it is clear that in the sample size of 100 graduate students 55% of graduate students are not getting the proper training from college for campus recruitment process; this also affects the recruitment process.



6. From the above interpretation, it is clear that in the sample size of 100 graduate students 90.2% of the graduate students are ready to work in outside from their native place in spite of this students are not getting the job.

Conclusion

Campus recruitment process has now become the prerequisite for the educational institution as well as for the students willing to undergo the graduation programme. The present study has focused over the factors influencing campus recruitment process amongst the undergraduate students at durg- bhilai city. Various factors such as, salary expectations, relocation, willingness for inter disciplinary affairs, field work, theoretical and technical knowledge, aptitude skill, gender discrimination etc. are derived from the review of the literatures propounded by eminent authors. These factors are examined through the questionnaires sent through online based on convenience sampling and are graphically analyzed. The analysis thus reveals that, students are not satisfied with entry level salary, working in other stream, work in shift wise and not prefer to work in field.

Hence, we can conclude that a major chunk of the students are not flexible with the corporate requirements that includes; working in other stream , working in shift-wise, not satisfied with entry level salary etc. ultimately results into low selection of the students from Durg- Bhilai region.

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