



A STUDY OF MANAGEMENT OF CAMPUS RECRUITMENT AT TECHNICAL INSTITUTION

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Abstract

After the economical reforms in the year 1991 and the augmentation of professional courses like BE and MBA, the idea of Campus Recruitment popularly referred as Campus Placement or campus interviews gained popularity, initially at institutes like IIT, IISc and IIMs and later on in almost all the top institutes offering professional courses. Since Campus recruitment or campus placements 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, it proved to be a win-win situation for all the parties, i.e. students, institutes and industry. In this programme, industries visit the colleges to select students depending on their ability to work, capability, focus and Aim, which saves the time, effort and money of the industry spent in traditional recruitment process. The paper tries to understand the strategies adopted by the recruiting companies, Engineering and Management institutes for campus recruitment.

Keyword: Campus Recruitment, Professional Courses, Recruitment Strategies.

Introduction

In today's business context education & training demands a diagnostic approach to understand the differences between what institutes are doing and what is required to create professionally sound managers and leaders of tomorrow. In the post-industrial economy, work and workplace have been considerably influenced by changes in technology, management innovations, and competition in the global market; these influences have transformed the kind of knowledge, skills and attitudes needed for successful employment and work performance Saini (2005)⁴. Skills development is a major critical concern for international agencies too. Given the substantial investment in university students or graduates, it is particularly important that they are employable upon graduation Smith et al (2000). A furore has erupted in the country over basic skills. The business community has complained that the incompetence of the labour force such as the inability to read, mistakes in arithmetic, and poor communication skills will be a contributing factor in supporting the economy Grubba and Kalman (1994)⁶. Many believe that the workplace has changed dramatically in response to a new competitive business environment that is marked by flexibility, fast response time, and managerial and technological innovations. This new workplace is thought to require workers with higher and more varied skills, particularly general skills such as problem solving, team work, communication skills, numeracy skills, management skills etc. unfortunately, schools are not perceived to be producing students who have such skills. The result, it is commonly argued, is a 'skills' gap that threatens ... productivity and competitiveness Hayward & Fernandez (2004).

Objectives of the study

1. To understand the existing Human Resources practices in industry with reference to Engineers and Management Graduates.
2. To understand the strategies adopted by the recruiting companies, Engineering and Management institutes for campus recruitment
3. To study the various factors affecting campus recruitment

Hypothesis: Hypothesis for the study is given as under:

H1. Campus recruitment of students is correlated with effective networking of the institute

Hypothesis Testing

To test the hypothesis "There is no relationship between Campus recruitment of students effective networking of the institute" one-way ANOVA test is taking type of respondents as dependent variable and factors representing effectiveness and importance of networking as fixed factors where following results were obtained:



4.1 Anova

		Sum of Squares	df	Mean Square	F	Sig.
Networking with industries by Training and Placement Officer, is important for placement	Between Groups	13.226	2	6.613	3.119	0.045
	Within Groups	1520.42	717	2.121		
	Total	1533.64	719			
Networking with industries by Head of the Department, is important for placement	Between Groups	9.145	2	4.572	2.489	0.481
	Within Groups	1317.29	717	1.837		
	Total	1326.43	719			
Networking with industries by principal of the college, is important for placement	Between Groups	1.582	2	0.791	0.53	0.049
	Within Groups	1069.66	717	1.492		
	Total	1071.24	719			
Networking with industries by Faculty of the department, is important for placement	Between Groups	10.653	2	5.326	2.942	0.035
	Within Groups	1298.15	717	1.811		
	Total	1308.8	719			
Networking with industries by students of the department, is important for placement	Between Groups	9.862	2	4.931	3.408	0.034
	Within Groups	1037.58	717	1.447		
	Total	1047.44	719			
Our institute is taking effort enhance networking with industries	Between Groups	3.839	2	1.919	1.173	0.031
	Within Groups	1172.99	717	1.636		
	Total	1176.83	719			
Our institute has industry institute interaction program	Between Groups	4.803	2	2.402	1.703	0.018
	Within Groups	1010.96	717	1.41		
	Total	1015.77	719			
Our institutes industry institute interaction program is effective to attract companies for SIP	Between Groups	13.361	2	6.681	3.976	0.019
	Within Groups	1204.59	717	1.68		
	Total	1217.95	719			
Our institutes industry institute interaction program is effective to attract companies for Live Projects	Between Groups	4.65	2	2.325	1.396	0.248
	Within Groups	1194.45	717	1.666		
	Total	1199.1	719			
Our institutes industry institute interaction program is effective to attract companies for placements	Between Groups	27.011	2	13.506	7.358	0.001



	Within Groups	1316.09	717	1.836		
	Total	1343.1	719			
Our institutes industry institute interaction program is effective to attract companies of international Repute	Between Groups	3.322	2	1.661	1.04	0.354
	Within Groups	1144.99	717	1.597		
	Total	1148.31	719			
Our institutes industry institute interaction program is effective to attract companies National Repute	Between Groups	52.319	2	26.16	15.712	0.00
	Within Groups	1193.79	717	1.665		
	Total	1246.11	719			
Students are able to secure good job due to networking of the institute	Between Groups	3.474	2	1.737	1.009	0.036
	Within Groups	1234.25	717	1.721		
	Total	1237.73	719			

The above table shows the F-value and significance value (p value) obtained in case of factors representing the effectiveness and importance of Networking. It is found from the above table that in case of factors like Networking with industries by Training and Placement Officer, is important for placement; Networking with industries by principal of the college, is important for placement; Networking with industries by Faculty of the department, is important for placement; Networking with industries by students of the department, is important for placement; Our institute is taking effort enhance networking with industries; Our institute has industry institute interaction program; Our institutes industry institute interaction program is effective to attract companies for SIP; Our institutes industry institute interaction program is effective to attract companies for placements; Our institutes industry institute interaction program is effective to attract companies National Repute and Students are able to secure good job due to networking of the institute the sig. value obtained is less than the alpha value of 0.05 ($p < 0.05$) and mean values are between 2.5 and 3.3, which states that there is moderate degree of relationship between Campus recruitment of students effective networking of the institute.

Hence it is concluded that the hypothesis i.e. “There is no relationship between Campus recruitment of students effective networking of the institute” is rejected and alternate hypothesis i.e. “Campus recruitment of students is correlated with effective networking of the institute” is accepted.

Conclusion

The hypothesis testing proves that Campus recruitment of students is correlated with effective networking of the institute. Networking plays vital role in campus interviews. The thesis highlights that there should be proper networking among students, faculties, training and placement officers and industries. The networking helps in better connecting them. The main advantage of networking lies in industry institute interaction. The industry-institute interaction can be enhanced by various ways like live projects, guest lecture, industrial visit, co-guiding the student’s project, involvement of industry persons in syllabus designed and so on. The moment industry involves themselves in the academic planning and execution, the placement graph of the institute increases.

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