

# *Impact of Recruitment Process on students career choice*

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**Abstract**— *In the world of war for talent, it is very vital for companies to accommodate or implement new strategies that makes a brand as an 'employer of choice'. Through this study we have investigated on how the "Recruitment process" impacts the perception of students on their career choice. The result demonstrate how "Recruitment Process" influences the perceptions of potential employees from VIT. This research was on final year students who are completing their course in May 2019 from VIT university and seeking for job through campus recruitment drives .The focus of this research was on the effect of Recruitment Process on students intention to join companies. Recruitment Process (Pre Selection , Selection , Post Selection ) is an independent variable , Students intention to join is dependent variable .The number of sample is 100 respondents who are the final year students of VIT .Data are collected with online questionnaire and processed with Data Analysis . based on the study, recruitment process is influencing the students intention to join*

**Keywords**—*Recruitment Process, Pre selection Process, Selection Process , Post Selection Process ,Students intention to join*

## I. INTRODUCTION

Recruitment and selection (R&S) is one of the oldest areas of management and one of the important domains of talent management and human resources (HR) (Ryan & Ployhart, 2014).

As the days are passing by the evolution of recruitment is also changed . Considering the present generation (millennials) , companies are restructuring the recruitment process to attract more employees .

One of the greatest changes in the Selection process is "Technological Advancement" (Ryan et al.,2015). Reshaping is happening through video resume's (e.g., Hiemstra & Derous, 2015) , online test processes , offer letter through mobile , using platforms like Github / LinkedIn , Online application tracking system etc) (e.g., Kluemper, Davison, Cao, & Wu, 2015; Roth, Bobko, Van Iddekinge, & Thatcher, 2013)

The purpose of this research is to explore further on

- Influence of Pre-Selection Process on Students Career Choice ?
- Influence of Selection Process on Students Career Choice ?

- Influence of Pre-Selection Process on Students Career Choice ?

## **Campus Placements :**

Campus placements is the process, where in the employer visit universities & colleges to hire potential employees.

## **Advantages of Campus Placements:**

Companies go for campus drives due to the following benefits. Such as large no of applicant's availability , Time , Cost, it is also consider to be a branding activity

## **Participants:**

Participants were 100 graduate students in B Tech, M Tech & MCA, MS Software Engineering from VIT Vellore, Tamilnadu, The sample consisted of 66 men (66%) and 34 women (34% ). Participants' mean age was 20 years . All of them are in the final year of their course and participating in the campus drives in VIT . So the task of evaluating organizational attractiveness was realistic and relevant for the participants.

## **Selection Process :**

The selection process can be described as the process of short listing and selecting the right candidates at the right time with the right skill sets to fill the vacancies in an organisation. The selection process differs from company to company, industry to industry and even amongst departments of the same company.

- 1. Pre Selection Process**
- 2. Selection Process**
- 3. Post Selection Process**

In the recent years, very few studies are made on the impact of selection process on organizational attraction.

**Pre-Selection Process**

1. Engagement with students before on boarding
2. Pre-Placement Talk

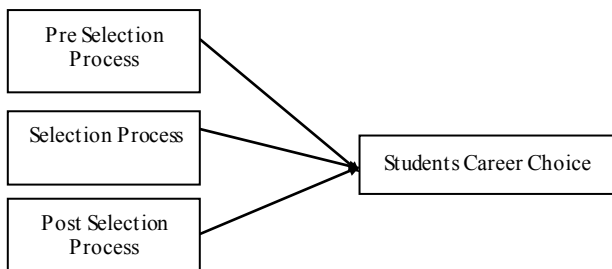
**Selection Process**

1. Company's Selection Process
2. Interaction with the interviewer/company representative
3. Company's past selection process
4. On boarding the selected students after selection process

**Post Selection Process**

1. Offered place of Posting (Location)
2. Fringe Benefits -Canteen , Commuting , Health Club etc
3. Job contract

**Figure 1 : Conceptual Frame Work**



**Pre Selection Process :**

As a first objective, we are finding out if pre selection process will influence organizational attractiveness perceived by potential students who are aspiring to join the particular company through campus recruitment process

**Descriptives**

[DataSet12]

**Descriptive Statistics**

	N	Mean	Std. Deviation
engagementwithstudent beforeonboarding	100	2.31	1.361
preplacementtalk	100	2.35	1.344
Valid N (listwise)	100		

In the study, we are considering 2 dimensions as preselection process

- **Engagement with students before on boarding**

Engagement with students before the campus drive is one of the strategies which company's follow to attract potential students . Mean value is 2.31 and Standard Deviation is 1.36 which depicts that engagement with students before on boarding is significantly influencing the students career choice

- **Pre-Placement Talk**

Company's Pre-Placement Talk is the window to the company's culture and company's expectation. Mean value is 2.34 and the SD is 1.36 . Pre placement talk is also significantly influencing the students career choice .

**Selection Process:**

As a second objective , we are finding out the "influence of selection process on students career choice

Selection Process has 5 dimensions as mentioned below ;

- Company's Selection Process
- Interaction with Interviewer/Company Representative
- Company's Past Selection Process
- On Boarding the selected students after graduation

**Descriptives**

[DataSet8]

**Descriptive Statistics**

	N	Mean	Std. Deviation
companyssselectionproce ss	100	2.44	1.395
interviewerinteraction	100	2.35	1.298
pastselectionprocess	100	2.42	1.372
onboarding	100	2.26	1.323
Valid N (listwise)	100		

Out of 4 variables given "on boarding" has highest significant value than other 3 variables such as

- Company's selection process
- Past selection process
- Interviewer Interaction.

Company's selection has the mean value of 2.44 with 1.395 has the standard deviation value .

Company's past selection process's Mean is 2.42 and Standard Deviation is 1.372

Interviewer Interaction with students has the mean value of 2.35 and standard deviation of 1.298 which clearly indicates that on boarding (Joining ) is the factor which has more influence .

### Post Selection Process:

**Post Selection Process has 3 variables such as**

- Offered Place of Posting
- Fringe Benefits - Canteen , Commuting, Health Club
- Job Contract- No Bond

### Descriptives

[DataSet11]

**Descriptive Statistics**

	N	Mean	Std. Deviation
location	100	2.73	1.510
fringebenefits	100	2.62	1.376
bond	100	2.44	1.351
Valid N (listwise)	100		

Carrying No bond has more influence than other 2 variables such as Location & Fringe Benefits .

### Conclusion :

The Research study conclude that **Engagement with students before on boarding , No Bond/Agreement /On boarding** has an edge over others . These above mentioned variables have more influencing power than that of other variables

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