Industry Perspective on Engineering Campus Recruitment Process

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Abstract

To recruit the brightest students and researchers, educational institutions must have a strong business presence. In India, software services businesses are the most active recruiters. A good reputation on university campuses is crucial for companies wanting to hire talented staff. Students who do not study in computer science or information systems are more likely to pick a job based on their brand image. This study seeks to understand the industry's perspective on engineering college recruitment. To achieve this goal, researchers studied the future of campus placements in India and analysis of Indian campus recruitment parameters. This study used qualitative data presentation based on grounded theory. This study involved interviewing IT industry contacts who make recruiting decisions for engineering graduates via campus recruitment.

Keywords: Campus, Recruitment, Students, Placement, Industry, Engineering College

1.   Introduction

Parents must consider campus recruiting while deciding whether or not their children should

 go to an Indian educational institution. Educational institutions need to have a strong presence in the corporate sector if they want to attract the best students and researchers. Various branding tactics are used by universities to attract multinational corporations for local and worldwide recruiting and academic cooperation. A professional educational institution's reputation is influenced by its associations with industry, academic and nonacademic partnerships, and the institution's connections with other professional educational institutions, all of which play an essential role in recruiting and conducting research. (Mukta Kulkarni and Siddharth Nithyanand 2013).

The technique of selection is open to all students who are eligible in the final year of the program in both undergraduate and postgraduate programs. The IT and BPO sectors account for the majority of campus recruiting in India, which is a substantial portion of the overall process of gaining new technical talent. For the second year running, India's IT and BPO industries have accounted for more than 230,000 new jobs in the country, according to the National Association of Software and Services Companies (NASSCOM) 2012 report. In 2012,

2.8 million people were working directly and 8.9 million people engaged indirectly in this industry. (Eddy S.W.Ng, Ronald J.Burke 2006)

When it comes to picking their first professional employment, engineering students are more influenced by internal factors than external ones. According to a recent poll, Indian software services companies are the most aggressive recruiters on Indian university campuses. Because the organization thinks that individuals with strong logical and problem-solving abilities would perform well in this area, it encourages students from a variety of engineering fields to apply. According to the results of the study, a positive image of corporations on college campuses is vital for organizations looking to employ qualified workers. Students who are not majoring in computer science or information technology are more likely to choose an employer based on the company's brand image than those who are majoring in these fields (Gokuladas, 2010).

College recruiting should not be seen as a one-time tactic for attracting new employees permanently. As a result, it should be seen as a continuous process or procedure. The organization may choose to focus on a few high-profile colleges and universities to build a reputation for itself in the industry. At times when there aren't many opportunities for recruiting, the company should interact with the targeted schools via branding events like guest lectures, student workshops, sponsorships, and other activities. To better understand how students and HR managers feel about two critical aspects of the recruiting process on campus, this research will look at how students and HR managers feel about the recruitment season on campus and the salary offered to new hires. (Bruce Basta, P. Jane Staly and Kate Mooney 2007).

2. Objectives of the study

The main aim of the study is to Industry Perspective on Engineering Campus Recruitment Process. In addition, the research also focuses on:

- To examine the future of Campus Placements in India Post the Pandemic: An Industrial Perspective.
- To Enhance quality in education: application of quality function deployment – an industry perspective.
- To Analyse Campus Recruitment Parameters in an Indian Context.

3. Literature Review

3.1 Future of Campus Placements in India Post the Pandemic: An Industrial Perspective

Ali, (2020) stated that campus recruiting at major Indian universities, as well as the best, practices may be used to improve placements. a post-COVID placement situation and emphasized the significance of being sociable online to adopt a new professional culture and new normal. E-hiring, online training, e-joining, and on-boarding will be the new trends in hiring, with significant changes to the compensation structure, job position, and responsibilities. The emphasis of the position will be on cutting-edge technology and skill sets that are in demand. COVID's effect on the placement process. While the biggest corporations

would be unaffected, he goes into great detail about how other organizations will be able to fill positions during this period. It'd be great if hiring for the summer and winter seasons was handled differently. One that is relevant in the modern-day. An online or E-recruitment approach is also provided as a means of promoting a strong green environment. The model is a paperless online recruiting strategy that helps design institutes like NIFT and others place students while also benefiting corporations and providing students with a high degree of autonomy. After April, the students are still waiting for corporations to come forward, according to the reports.

Singh, (2020) pointed out that India is in the same boat. It's too early to tell whether India will benefit from the digital education approach. Educational institutions must have both a flexible and a predetermined structure. According to a recent poll, internet instruction cannot be compared to classroom teaching. The page discusses admissions, examinations, and placements for students pursuing graduate and postgraduate degrees in India. During the 2020 placement season, the global economy is expected to see a significant drop. This might lead to a widening difference in school quality and ultimately job placements if India doesn't make the internet more widely accessible. Other articles discussed the horrific tales that students throughout the world had to deal with. Employers are either rescinding or drastically decreasing the wage they had previously guaranteed. Some institutions have been able to honor the offers and accept new members, while others have not. While some firms have found success with virtual onboarding, many others have not. Telepresence and video conferencing are being used to onboard bright and competent individuals under the watchful eye of professional and capable management. Certain firms are not lowering the compensation packages of their current employees and hence do not need to hire new employees. Many more organizations may have to reconsider their placement offers as a result of the lockout and the looming economic disaster

Aithal, (2020) examined that Deloitte experts recently discussed a whitepaper in which they predicted that tie-ups between corporations and educational institutions for campus placements would undergo a major shift. Due to budget constraints, many businesses have had to compromise on their hiring efforts and are instead opting to hire from just a select few prestigious universities. Small businesses that were just getting off the ground before the pandemic was also forced to shut down or close as a result of the epidemic. According to a Firstnaukri.com survey, COVID-19 has affected campus recruiting at 82% of universities in India. More than 1,300 students from various colleges in India were surveyed as part of the study, which sought to understand the attitude of students in this field and their views on internship and job prospects. Only one-third of the students polled said they had accepted a job offer; the other two-thirds said they would postpone starting their jobs or would cancel them altogether.

According to Tagra, (2020) engineering, Tier-2, and Tier-3 institutions, according to an article published in the Deccan Herald in July, would be the worst hit by the three-month shutdown of the manufacturing sector. However, the sector will continue to look for new talent, but it will avoid large-scale recruiting. According to Forbes, the corona is wreaking havoc on MBA placements. The recession triggered by the coronavirus has had a significant impact on MBA

admissions. Many are facing a bleak future as corporations cut down on hiring plans and internship possibilities. A total of 116 recruiting organizations reported employment freeze, cancellation, or rescinding of internship or job offers from approximately 40 percent of those companies. This is a time when the author encourages the alumni network to step forward, or for students to seek alumni for aid at this time. All students should be calm and patient in the face of the current economic crisis, which will pass and lead to more chances for them in the future. JAGRAN JOSH reports that India's colleges and universities are shifting away from the conventional method of recruiting via campus campaigns. India's schools, colleges, and universities are undergoing a radical transformation because of VUCA. However, despite the best efforts of some of the world's most prestigious colleges, the overall picture remains bleak. This is a temporary setback that kids may prepare for by learning other short-term skills and being calm in the meantime.

3.2 Enhancing quality in education: application of quality function deployment – an industry perspective

Erdil, (2018) stated that the importance of quality in entertainment's long-term success and survival has been widely acknowledged. It is true for the majority of the free-market sectors, including the industrial and service sectors, as well as other fields like education. Education in India is beginning to understand the importance of quality and, as a result, is enticing researchers and developers to work on projects aimed at providing better services.

Chin, (2019) pointed out that higher education institutions are increasingly recognizing the importance of educational and corporate ties. One of the primary clients of education is a company that makes yearly visits to colleges and universities as part of the recruiting process for new graduates. The quality of the institution and the quality of the graduates it generates are the most essential considerations in a company's choice to visit.

According to Wu, (2020), it is not always an easy transition from the realm of higher education to the world of work, but it is possible. Demands in the business are evolving at an ever-increasing rate due to the industry's increased adaptability to new technologies and the resulting shift in required skill sets. It is common for educational institutions to seem as though they are trying to satisfy the needs of the business world by modifying their curriculum. Due to an increasingly demanding customer base in an Indian economy that is rapidly liberalizing, educational institutions must increase the quality of their services if they want to remain competitive and recruit industry clients and partners.

3.3 Analysis of Campus Recruitment Parameters in an Indian Context

According to Rajkumar, (2015) campus placement is very important in today's world, both for students and educational institutions. While a solid placement record offers an institute/university an advantage in the education market, it helps students create a strong basis for their future professional careers without having to deal with the real-world employment struggle, peer competitiveness, or family pressure. On-campus postings provide students a chance to begin their careers immediately after completing their course work, giving them an

advantage over their peers. In addition, during the placement drives, students have the opportunity to network with individuals in the sector, laying a foundation for their future professional lives by getting to know people in the business.

Raya, (2015) stated that in India, parents place a high value on on-campus recruiting as a factor in their children's admission to a college or university. An educational institution must position itself in the business world to recruit top students and researchers. For both local and international hiring by multinational corporations and academic cooperation, academic institutions engage in a variety of branding efforts. An institution's reputation is based on its ability to recruit, conduct research, and collaborate academically and non-academically with the business community. In the past, placements were not a vital element of an institution's offerings. Many students these days focus on a school's placement record while making their college or university choice. To be fair, students who pay hefty tuition fees from their parents' hard-earned wages have a right to compute the ROI (return on investment), which is a well-paying job in this instance.

Hariharasudan, (2017) pointed out that students in both undergraduate and graduate programs must be in their last year of study to be considered for selection. India's IT and BPO sectors are responsible for the bulk of the campus recruiting of fresher engineering talent in the country. For the year 2012, more than 2,30,000 jobs were created in India by the IT and BPO industries, according to NASSCOM–2012. A total of 2.8 million people were employed directly and a further 8.9 million were employed indirectly as a result of the industry. There is a smaller pool of new hires from the core engineering industry compared to the IT and ITES5 sector, which is actively recruiting and employing young engineers. Around 70 to 80 percent of graduates are recruited via university recruitment. Even though there are other academic and professional programs available in the nation, engineering students are regarded to be the primary target demographic for campus recruitment.

4. Gap analysis

The purpose of this study is to gain an understanding of the engineering industry's perspective on engineering campus recruiting. As It and BPO businesses dominate campus recruiting in India, which is a significant element of acquiring new technical talent, it is important to note that In India's university campuses, the most active recruiter is a software services firm from the country's subcontinent. Since the organisation thinks that strong logical and problem-solving abilities are essential, students from all engineering backgrounds are invited to apply. A positive reputation on college campuses is critical for organisations seeking to acquire highly qualified employees.

5. Theoretical foundations

Grounded theory is a prominent research approach for transforming qualitative data into a theory. It is inductive rather than deductive. Grounded theory focuses on generating ideas from evidence rather than validating previous concepts. The study employed grounded theory (systemic approach). The researcher can then propose a framework for interpreting the phenomena using this technique. This technique involves the researcher directly, compares

data, and selects the best participants, uncovering hidden features of a phenomena and proposing a hypothesis that is not based on current hypotheses. Using grounded theory allowed the researcher to compare data and build a better picture of reality. Given that most theories are concealed in data, grounded theory assumes that they may be discovered using suitable methods. Grounded theory analysis has four steps (Open coding, axial coding, selective coding and theory building), Open coding involves tagging key words in answers after reading them line by line. Axial coding combines open codes into ideas. This is determined by comparing the codes. Selecting coding is the third stage of the Grounded Theory Approach.

In 1909, the English economist Beveridge introduced the concept of employability to the United States, where it has since gained traction. Workers with a high level of physical endurance were seen to be more employable than those who were unable to work and were looking for a new job. The notion of employability has evolved throughout the course of three distinct phases.

From 1900 to 1940, a large number of people were able to find work. The 'Dichotomic Employability' technique was used in this era because people were separated into two groups: those who could be employed and those who couldn't. When determining employability in the 1950s, a person's work ethic and self-image were the most essential factors. The second wave, which began in the early 1960s, concentrated on assessing the qualities of people and the needs of the market. Beginning in the 1980s and lasting well into the 1990s, a third trend emerged that stressed the need of being employable in three ways: by being results-oriented, inventive, and interactive. From 1970 on, the focus shifted from attitudes to knowledge and skills as a necessity for employment, a shift that has continued ever since. In the 1980s, instead of focusing on the person, attention was placed on the organization. An individual's capacity to adapt to the workplace was seen as a key factor in their employability. Unemployed people in the 1990s were seen to be employable because they were capable of finding work in a competitive labour market, which was seen as a "psychological contract" between the employee and the employer.

An increasing number of talents are required to be successful in the fourth industrial revolution, such as a strong work ethic, the capacity to collaborate with others in a team and the ability to solve difficult problems in a variety of contexts. This generation's workforce needs basic skills like self-introduction and time management; soft skills like creativity, problem solving and communication; technical skills like the ability to create and promote job opportunities with an eye on employability strategies and the selection of goals. These are just a few examples of the employability skills needed in today's workforce. Entrepreneurship may be a method for young people all around the globe to break through the conventional obstacles to employment, given the novel ways that financial assistance, cooperation, international communication, and software platforms are now available. The idea of employability employed by economists has evolved over the previous century from a simple physical stamina-based construct to a more complex one. More than just a basic linear link between a person and their profession, this concept's breadth expanded well beyond economics. The individual's intelligence in interacting with the environment, different communication channels, and specific entrepreneurial potential were all included in this. Employability has evolved throughout time, and new characteristics

have been added to the concept. Additional factors have been added since then, such as graduates' capacity to obtain a good job, their ability to acquire information, skills and attitudes, particularly those desired by employers, and above all, their comprehension of demands and work abilities in the fourth generation of the business.

6.   Research Methodology of the Study

Research design, data collecting, data analysis, and sampling are some of the approaches used in research methodology. This research interviewed IT industry contacts who make hiring decisions for engineering graduates via campus recruitment. This study's goal is to get a theoretical knowledge of the college recruitment process from an industrial viewpoint. This study employed qualitative data presentation based on grounded theory. Semi-structured interviews with industry HR directors directly involved in the campus recruiting process were performed to obtain data. Personal interviews were conducted to acquire data from these people. The discussion was guided by the framed questions but was unstructured. The research area is structured around the study area, not the specific organisation or interviewee. The research included 12 HR heads, 10 of whom agreed to participate. All of these HR directors were vital in the entire campus recruitment process. These 10 people were chosen by "selective sampling" of IT companies with over 2000 workers situated in Pune. The data is textual in nature and responses were obtained for open-ended questions.

7.   Findings and Discussions

Using grounded theory, it was discovered that there are three basic forms of coding utilised in data collection and analysis: open, axial, and selective coding. Colleges selected based on past experience, attentiveness of college, previous established relationship, College offering specific technical courses, A rough estimate based on business needs, with a strict selection criterion in mind, We sacrifice quantity but not quality. In numerous trainings, future role decided. After the technical interview, the HR interview follows. Logic, problem-solving, and aptitude College selection, then technical test and interview Captive centre duties are equally technical. Students should be more involved in pre-placement talks, learn more about the organisation before applying, etc. Axial coding includes combining open codes into concepts. This is done by comparing the codes. Based on the similar context, Open Codes are classified into 6 Axial Codes: College Selection, Hiring Target, Alternative Approach, Job Role, Selection Criteria, and Student Qualification. Interview Approach, College Infrastructure are examples of Open Codes. Student Mindset and Interview Process based on context dependency. Student Selection, Student Mindset, Industry-Academic Connect, College Preparedness, and Onboarding Training are all Open Codes. Selective coding is the third stage in Grounded Theory Approach which entails combining concepts into categories for theory formulation. PROCESS QUALIFIER (College Selection, Hiring Targets, Alternate Approach and Job Role) and STUDENT QUALIFIER (Student Qualification & Student Criteria). So 6 concepts are reduced to 2. (Process Qualifier and Student Qualifier) PROCESS ENABLER (teacher centred, planned, and lecture technique) (passive learners, Rote learning, and Teacher cantered). So 7 concepts become 2 categories (Process Enabler and Personality Enabler). Students' selection, student mindset, industry-academic connect, and college readiness were

classed as SELECTION ENABLER (Onboarding Training). Industry drives campus recruitment by analysing colleges to be picked for recruitment with predetermined targeted number for job function while having alternate technique defined when the intended numbers are not selected from campus drive. Campus recruitment is made possible by college infrastructure, interview process, and process adherence. The student's perspective, readiness, and adaptation to industry requirements helps them perform better and boost their chances of being hired. The industry has positive experience with the overall recruitment process and can onboard qualified students. Connecting industry and academia improves process outcomes while college readiness improves process execution.

8.   Conclusion and Recommendations

In India, software services businesses are the most active recruiters. It and BPO companies dominate campus recruiting in India, which is a big part of getting fresh technical talent. A good reputation on college campuses is important for companies wanting to hire talented staff. COVID-19 has impacted campus recruiting at 82 percent of Indian institutions. The research polled around 1300 students from various institutions in India to learn about their attitudes toward internships and employment chances. Only one-third of students surveyed claimed they had accepted a job offer; the other two-thirds stated they would delay or cancel their jobs. The coronavirus-induced recession has impacted MBA admissions. Around 40% of the employers contacted by 116 recruitment firms reported hiring freezes, cancellations, or rescinding internship or job offers. It has been also conclude that Demands in the business are evolving at an ever-increasing rate due to the industry's increased adaptability to new technologies and the resulting shift in required skill sets. On-campus postings allow students to start their careers right after graduation, providing them an advantage over their classmates.

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