



STUDENTS' PERSPECTIVE TOWARDS E-CAMPUS RECRUITMENT

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ABSTRACT

Campus Recruitment is the process done by the corporate sectors to selecting eligible students pursuing graduate in educational Institute. Nowadays E- Campus Recruitment has become an emerging trend in the recruitment process. Some of the companies follow this Recruitment process for the purpose of mass recruitment by reducing their cost, time and receiving proper response. The present study makes an attempt in understanding E-campus recruitment process and the factors influencing the students to select the campus recruitment.

Key words: Recruitment, Corporate Sectors, Students and Educational Institutes.

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1. INTRODUCTION

Campus recruitment used to select students pursuing for various jobs in different organizations. The selection process is a typically complex task as large, co- ordinate efforts involved from multiple teams such as HR team and technical team (Gopinath, 2020 c). They are conducting various recruitment process like as orientation about the recruitment, online test, Aptitude test, Group discussion, Personal interview, psychological test and so on., Presently Online campus recruitment is popular to everyone, the online oriented recruitment model is based on the application of electronic methods for registering and conducting the recruitment process (Gopinath, 2016). The whole recruitment process proceeds through the websites, social media, links, smart phones, blogs, email and video conference throughout the internet. Students are motivated to upload their resumes in the company online portal, It is a green based approach because in this recruitment is paperless process (Gopinath, 2020 a). Company portals describe the requirement, job description, company profile along with the company's features. Therefore,

job seeking students' on-campus need to work on such business ethics, business issues and the solution to the problem and business development ideas, in order to evaluated their personal business skills and development. Here the companies are filtering the resumes from the uploaded CV and to conduct the online test to screening the students (Gopinath, 2020 b). Again, the recruiter intimates the selected students from the online test through the email or telephone and further rounds are completed they met the telephonic interviews or video conferencing (Gopinath, 2020 d). Finally, the recruiter evaluates those students who are capable of solving practical problem and the capacity of organizational development. The selected student will receive the appointment order through the e-mail (Kavitha & Gopinath, 2020).

2. STATEMENT OF THE PROBLEM

Recruitment and selection are a complicated task for every organization to search, recruit and select the right people in present employee market. Recruitment and selection process is an expensive and using more time to select the right candidate (Gopinath, 2020 e). Online campus recruitment is rectifying these factors. In Arts and Science Colleges various discipline students are interested to attend the online campus recruitment. Their recruitment process is affected some factors such as communication skills, technical skills, problem solving methods and etc., In this research to focused on these factors and evaluate the students' participation of E-campus recruitment.

3. OBJECTIVES OF THE STUDY

- To study on E- Campus recruitment process.
- To analyze the students' perspective of participate the online campus recruitment.
- To evaluate the students' satisfaction level of participate the campus drive.

4. HYPOTHESIS

H₀₁- There is no association between the number of placement drive attended and the level of interest in online campus recruitment.

H₀₂ - There is no association between the salary offered by the company and the level of satisfaction of the students.

5. LITERATURE REVIEW

Rosoiu & Popescu (2016) reveals the team member of the e-recruitment department is closely related to employees working on a certain project. If these members are not qualified to meet the requirements of E-recruitment knowledge or skills, that will lead directly to affecting their ability to fulfill their tasks. In addition, that teamwork requirements to be dedicated to the e-recruitment activities. Additionally, the team needs to consist of members who have the required knowledge and skills and are committed to the implementation.

Prabjot Kaur (2017) made an attempt on to study of the barriers of e-recruitment. The author said that e-recruitment can overcome the barriers of traditional methods for easy accessing of the candidates. She provides the information relating to advantages and disadvantages of E-recruitment. She focused on Web Based Recruitment for avoiding the cost of the traditional methods. She classifies the E-recruitment into 3 categories i.e., Job Boards, Employer Websites, Professional Websites. Finally, she concluded that, Traditional methods should not replace by the e-recruitment, it should supplement only.

Priyadarshini et al., (2017) In this research, communication media (written advertisement, advertisement on the company website, employee referrals, job fairs, social media, etc.) and

information quality acts a significant role in attracting potential applicants used affective-cognitive model (ACM) to explain the role of information quality on talent attraction.

6. RESEARCH METHODOLOGY

The study was conducted at the leading Arts and Science colleges in Trichy. The various elements of research design are

Data design: The primary data was collected from the students of Arts and Science Colleges in Trichy, Tamil Nadu. The secondary data was collected from various websites, blogs, journals and textbooks.

Data collection: The data were collected by using a questionnaire.

Sampling Design: The simple random sampling is used for the study.

Statistical design: Appropriate mathematical and statistical tool used for analysis the data.

7. LIMITATIONS OF THE STUDY

There are certain limitations of this research are listed below

- The major constraint has collected the data for the academic year 2019-2020.
- Some of the students did not co - operate the survey

8. ANALYSIS AND DISCUSSION

The data were used to analyze the statistical package for social science (SPSS). Descriptive statistics such as mean and standard deviation were generated to provide an overview of the data. Chi-square test were used to find out the association between the number of placement drive attended and the level of interest in E-campus recruitment and the salary offered by the company and the level of satisfaction of the students.

Hypothesis I

H₀₁- There is no association between the number of placement drive attended and the level of interest in E-campus recruitment.

Chi- square test			
	Value	Df	Significant value
Pearson chi-square test	26.516	16	.047

Inference

Pearson chi- square statistics	26.516
Degree of Freedom	16
Significant level	.047

The calculated value of chi square test is 26.516 which is greater than the table value 26.30 therefore the null hypothesis is not accepted and alternative hypothesis is accepted. It is concluded that there is association between the number of placement drive attended and the level of interest in E-campus recruitment.

Hypothesis II

H₀₂ - There is no association between the salary offered by the company and the level of satisfaction of the students.

Chi- square test			
	Value	Df	Significant value
Pearson chi-square test	32.443	20	.039

Inference

Pearson chi- square statistics	32.443
Degree of Freedom	20
Significant level	.039

The calculated value of chi square test is 32.443 which is greater than the table value 31.41 therefore the null hypothesis is not accepted and the alternative hypothesis is accepted. It is concluded that there is association between the salary offered by the company and the level of satisfaction of the students.

9. CONCLUSION

Considering the rapid implementation of E- campus Recruiting by the Industry and with growing need for mandatory digital skills required at the present work place, the professional world of tomorrow would be all on-line (Gopinath, 2019 a). Also, with extra emphasis laid down by governments on companies to be environment-friendly in the outset of global warming requirements, there is no doubt that even the gradual process of getting people hired is going to be online compliant (Gopinath, 2019 b). With a view point of corporate social responsibility requirements, a lot of prominence is stressed upon to align all the business practices and process conduct to ensure environment-friendly output as green strategy for corporations (Gopinath, 2019 c). Therefore, the E-Campus recruitment developed above, will also be a tool or foundation for students, institutions, and organizations for ensuring a smooth online employment process.

SCOPE FOR THE FUTURE STUDY

In future study, researchers focused on recruiters' perspective towards online campus recruitment.

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