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### A study on changing trends in campus placement among colleges in Chennai

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#### Abstract

The study signifies the upcoming and recent technological trends used by companies to recruit the candidates through campus recruitment among colleges. The study also aims at the importance of placement cell among colleges for the further campus hiring process, it, therefore, analyses the recent techniques and strategies used by the companies. The study also paves the way in identifying the talented and qualified candidates through varied interviews, thus gathers about information on job feasibility provided for young students. Recent times have also paved the way for young minds to get into the world of e-recruitment. The Economic Times also stated in a 2019 report on how IIT graduates gave up on their dollar dreams for start-ups and new-age tech companies, which reflected in changing the corp landscape. The descriptive research design is used for the study. The universe of the present study is done in various colleges in Chennai among final-year students and campus placement co-ordinators. The sample size used for the study is 60. The Sampling method used for the study is the Non-Probability sampling method with a Convenient sampling type. Both the primary data and secondary sources of data are used in the study. The primary data used in the study is the questionnaire method. The secondary sources used in the study are E-Books, E-Journals, E-Articles, Google Scholar website, Shodhganga-Inflibnet, other literary searches. The statistical test reveals the significant difference between the gender of the respondents and the emotional impact of students getting filtered in campus placement gets depressed because most of the students may feel campus placement could play a vital role in their life.

**Key words :** campus, hiring process, job feasibility, e-recruitment, academic balance

#### 1. Introduction

India has witnessed a decelerated economy at 5.7% in the June quarter of 2017-2018. In its South Asia Economic Focus (for Fall 2017), the World Bank reduced India's gross domestic product (GDP) growth forecast to 7% for 2017-2018 from 7.2% estimated earlier, while maintaining at the same time that the economy would claw back to grow to 7.4% by 2019-2020. This placement season has

witnessed several changes. Even in current scenario, each student pursuing Graduation are meant to complete their internship, where they will work harder from top to bottom, but left unpaid or unrecognized. On a regular basis, even passionate internships can resemble worthless months of servitude, where meaningless tasks interrupt long stretches of numbing boredom. Employers who are

recruiting students will give focus to the experience they gained through their internships or placements during their course of time. Generally, there are two types of campus drives being conducted, are On-Campus drive which is conducted within the college institution at a specified place whereas Off-campus drive which is conducted as a job fair, seminars, workshops.

Campus placement or drive is a recruitment process by an esteemed organization which is conducted within educational institutions or in a common place to provide jobs to students pursuing or in the stage of completing the graduation. In this programme, companies visit the colleges to recruit desired students who will fit to that profile. The concept of higher education deals with the systematic way of providing knowledge, skills, and experience through teaching/training on a chosen area/subject to aspiring students the traditional approaches followed in colleges that resist adapting towards recent trends and technological changes in campus placement. The lack of importance on campus placement among stagnant institutions affects the job opportunities of young and talented students. It also includes varied procedures followed by the educational institution which in turn affects the students in ending up in unemployment. The students also get emotionally affected while getting filtered in the campus placement. The lack of awareness among students regarding placement results from both loss of investment for the recruiting agencies and also affects the knowledge of students to broaden up the changing approaches and perspectives that take place in campus recruitment. The study signifies the upcoming and recent technological trends used by companies to recruit candidates through campus recruitment among colleges. The study also aims at the importance of placement cell among colleges for the further campus hiring process, it, therefore, analyzes the recent techniques and strategies used by the companies. The study also paves the way in identifying the talented and qualified candidates through varied interviews, thus gathers about the information on job feasibility provided for young students. Recent times have also paved the way for young minds to get into the world of e-recruitment. The Economic Times also stated in 2019 report on how IIT graduates gave up on their dollar dreams for

startups and new-age tech companies which reflected in changing the corp landscape.

### 1.1 Literature review

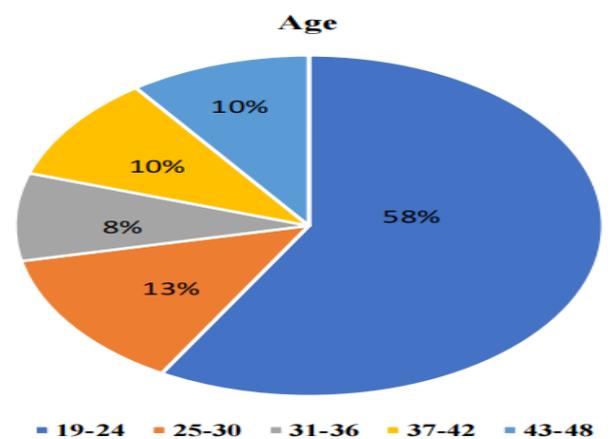
**Derek Thompson (2014)** published in his article “The Thing Employers look for when hiring recent Graduates” states that the graduates are hired mostly during internships. He also lists each sectors like Business, Health care, Manufacturing, Education, Service/Retail gives importance in evaluating graduates by their CGPA.

### 1.2 Research methodology

The Descriptive research design is used for the study. The universe of the present study is done in various colleges in Chennai among final-year students and campus placement co-ordinators. The sample size used for the study is 60. The research has used the Convenient sampling method to collect information. Both the primary data and secondary sources of data are used in the study. The researcher has been used the questionnaire method to collect data from respondents [1-5]. The secondary sources used in the study are E-Books, E-Journals, E-Articles, Google Scholar website, Shodhganga-Inflibnet, other literary searches. The Researcher has framed the research hypothesis stated that there is a significant difference between the gender of the respondents and the emotional impact of students getting filtered in campus placement gets depressed because most of the students may feel campus placement could play a vital role in their life. Statistical Package for Social Sciences (SPSS) software, Excel Sheet, Percentage Analysis, and t-test has been used by the researcher to analyze the data.[6-10]

## 2. Analysis and interpretation

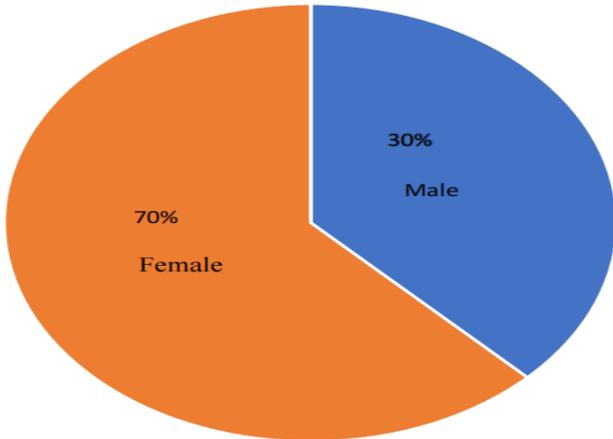
### Analysis: 1



**Fig.1. Distribution of respondents based on their age**

**Interpretation 1:** The Fig.1.interprets that more than half of the respondents (58%) are between the age group of 19 to 24 years, a minority of the respondents 13% are between the age group of 25 to 30 years, a constant age group of respondents i.e., 10% is between the age group of 37 to 48 years. The least number of respondents 8% are between 31 to 36 years.

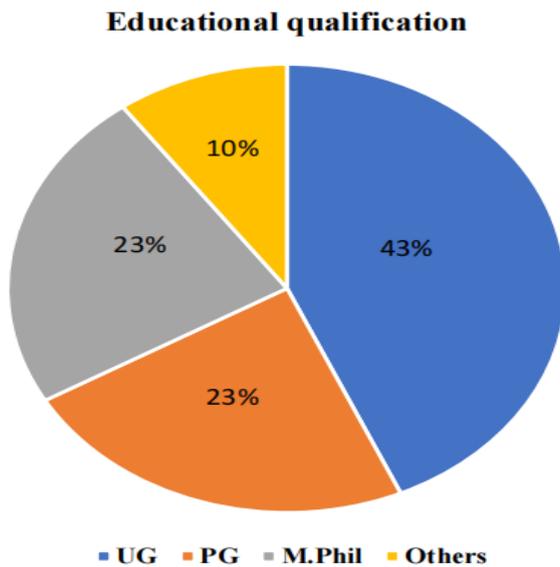
**Analysis-2**



**Fig.2. Distribution of respondents based on their gender**

**Interpretation 2:** The Fig.2. interprets that majority of the respondents (70%) are female and the rest of the respondents (30%) are male.

**Analysis-3**

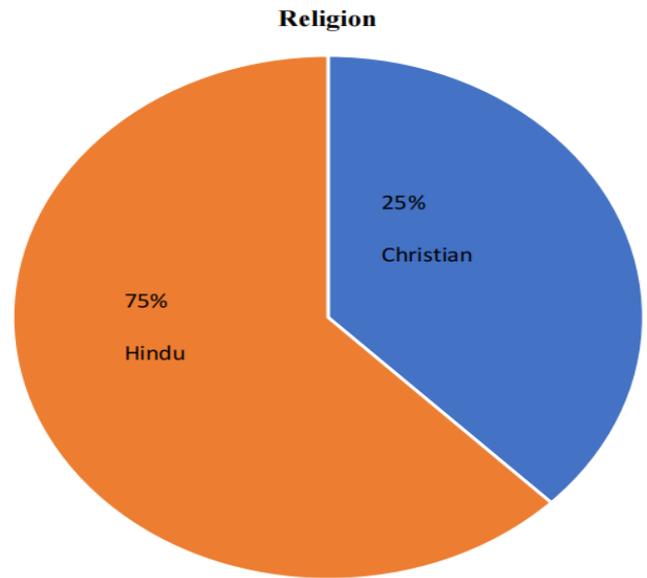


**Fig.3.Distribution of respondents by educational qualification**

**Interpretation 3:** The Fig.3. interprets that Less than half of the respondents (43%) are UG graduates, a constant group of respondents i.e.,

23% are PG graduates and M.Phil scholars. The rest of the respondents (10%) are other degree holders.

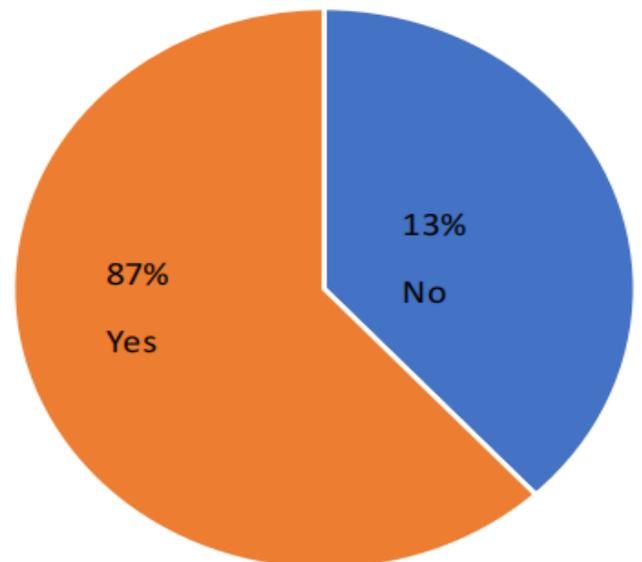
**Analysis-4**



**Fig.4.Distribution of respondents by religion**

**Interpretation 4:** The Fig.4.interprets that the majority of the respondents (75%) belong to the Hindu religion and the rest of the respondents (25%) belong to Christian.

**Analysis-5**

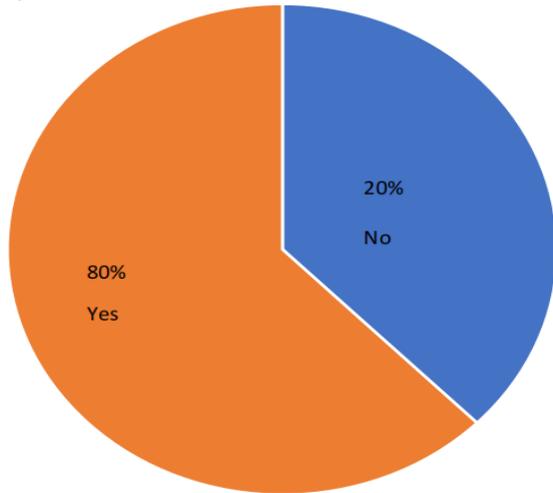


**Fig.5. Distribution of respondents based on emotional impact of students getting filtered in campus drives**

**Interpretation 5:** The Fig.5.interprets that vast majority of the respondents 87% have said yes as students getting filtered in campus placement gets emotionally and physically depressed whereas 13% of respondents have said no as they don't feel

that students get emotionally and physically depressed while getting filtered in campus drive.

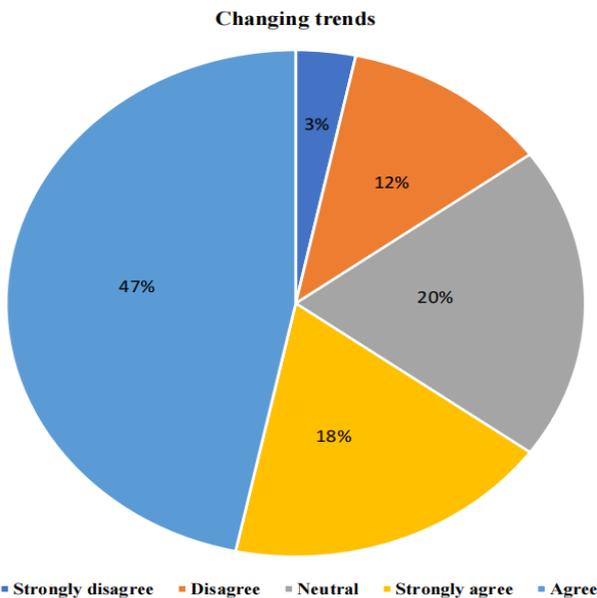
**Analysis-6**



**Fig.6. Distribution of respondents based on mandatory tie-up of campus drive with college**

**Interpretation 6:** The Fig.6.interprets that majority of the respondents 80% have chosen option yes, as they accept that campus placement has mandatory tie up with college whereas 20% of respondents have chosen no, as they do not accept in mandatory tie up of campus drive with college.

**Analysis-7**

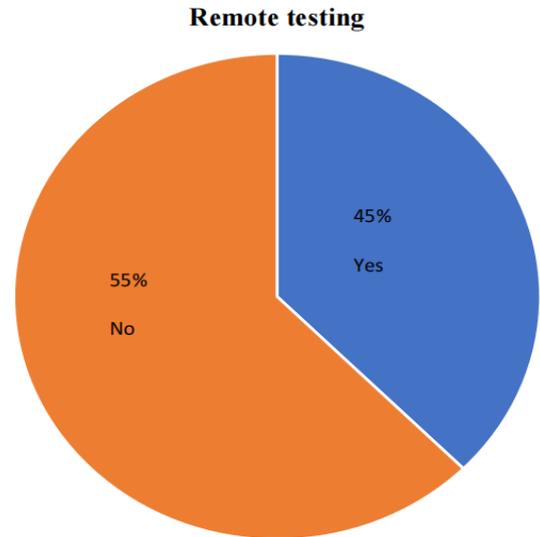


**Fig.7.Distribution of respondents based on changing trends**

**Interpretation7:** The Fig.7. interprets that Less than half of the respondents 47% agreed that they are aware of changing trends in campus placement, 20% of respondents neither agreed nor disagreed

of changing trends in campus placement, 18% of respondents strongly agreed that they are aware of changing trends in campus placement whereas 12% of respondents disagreed that they are not aware of the changing trends taken place in addition to it 3% of respondents strongly disagreed about unawareness on changing trends in campus placement.

**Analysis-8**



**Fig.8.Distribution of respondents based on remote testing**

**Interpretation8:** The above table interprets that More than half of the of respondents (55%) have said no, as they are not aware of the term remote testing method of campus placement which is pool drive held through online with web camera facilities whereas 45% of respondents have said yes, as they are aware of the term remote testing which is known as proctored method of campus placement.

**Table.1. Independent Samples t-Test**

Independent Samples t-Test					
		t	df	Means difference	Std. Error Difference
Gender	Equal variances assumed	0.326	58	0.058	0.177
Emotional impact of students	Equal Variance not assumed	0.328	9.322	0.058	0.176

**Interpretation:** The above table interprets that there is a significant difference between the gender of the respondents and the emotional impact of students getting filtered in campus placement gets depressed because most of the students may feel campus placement could be play vital role in their life. Since the research hypothesis is accepted and null hypothesis is rejected.

### Major findings

- More than half of the respondents (58%) belong to the age group of 19 to 24 years.
- More than half of the respondents (58%) are single.
- Majority of the respondents (70%) are Hindu.
- Less than half of the respondents (43%) are Under Graduates.
- Vast majority of the respondents (87%) have said yes, as students get emotionally and physically depressed while getting filtered in campus placement.
- Majority of the respondents (80%) have accepted that the campus placement has mandatory tie-up with college.
- More than half of the respondents (55%) have strongly agreed with the necessity of campus placement
- More than half of respondents (55%) have said no, as they were not aware of the term 'remote testing' known as proctored method of campus placement (i.e., pool drive held through online with web camera facilities)
- Less than half of the respondents (47%) agreed that they are aware of changing trends in campus placement.
- Less than half of the respondents (48%) agreed that digitalized trends fetch a lump-sum fresher's.

### 3. Discussion

Students are used as a source of the study and the trends in the campus placement process keep on changing among various decades and various educational institutions. On the whole students, parents, educational institutions collectively expect a wealthy Campus Recruitment. The placement cell also acts as a link that bridges the gap between the students and campus recruiters. according to the findings, most of the students and staff feel that placement follow-up like placement lectures, seminars, and classes affects the flexibility of academic balance among students. Few major

findings have brought out neutral responses regarding recruiting disabled persons in campus drive as it is difficult on both the side of employment to the disabled students and also for the recruiters to place them. According to the study majority of them have preferred both On-campus drive and Off-campus drive as per their preference. It is also done in various analyses like ABCD analysis that is Advantages, Benefits, Constraints, and Disadvantages. The technological impact among recruiting candidates done in campus hiring through remote testing which is been formulated in various educational institutions through online and the majority of the respondents are unaware of such technique followed. Following are the suggestions which are drawn out from the following research findings, they are :

- 1 The campus recruitment is been provided irrespective of gender and other aspects to provide employment opportunities for talented students.
- 2 Basics of campus recruitment programs to be taught to the students.
- 3 The varied types of recruitment also matters either On-Campus drives or Off-Campus drives.
- 4 Employability with better resources has to be given by the colleges to their students.
- 5 The colleges have to create a better platform for career job fairs, campus training programs for the future betterment of the students.
- 6 The educational institution should provide the proper right campus job. It should result in the right way of students getting placed in the right companies at the campus hiring time.
- 7 The candidates should not lose their spirit and courage despite getting filtered in campus placement at any point in time which should not affect them emotionally. So the educational institutions should concentrate on this area.
- 8 The institution should be a motivator platform in guiding the young aspirants' knowledge and develop their skills.

### Conclusion

The further changes in campus placement have made a greater impact by employing young aspirants. Moreover from the study, the researcher concludes that most of the institutions' campus

placement is not taken seriously. The awareness of such campus hiring should be taught to the students. The students also should consider the importance of campus placement as a part of academics and should have the ability to create academic balance. The significance of Off-campus drives should be taught to the students to crack the campus efficiently. The students should also develop the habit of reading books and journals to prepare themselves for campus placement. The organization should find ways to develop their process of recruitment which in turn helps in an increase in return on investment of campus hiring.

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