

# Students' Perspective of Campus Placement Drives and Challenges - A Study of Dharwad District Karnataka

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## Abstract

Employment and Recruitment has been one of the most discussed and debated issue in post covid scenario. The paper is focussed on the experiences and responses of the young graduates and their opinion about employment and placements. This descriptive research paper identifies challenges in campus placement, identify possible changes needed in campus recruitment, especially from a student's perspective and suggest possible solutions for making campus drives effective.

The study is outcome of the survey conducted on students from Dharwad district. The study reveals that e-recruitment, psychometric test, etc can make campus drives more effective, these methods can overcome challenges of traditional campus recruitment. Findings of the study would be helpful for students, recruiters, and educational institutes to plan, design, and conduct effective campus placement drives. The study is only limited to students of Dharwad district.

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**Keywords :** Campus Placement Drives, Recruitment, E- Campus Recruitment, Employability

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## Introduction

Campus recruitment or Campus placement is the most popular method for selecting candidates for an organization. The term campus recruitment refers to the system where various organizations visit college (Campuses) to recruit bright talent. Students, who are keen on beginning their professional career as they finish studies, find the job opportunity knocking at their doors. They can thus get the training and acquire professional skills immediately after college. (Mrs. K.M. Rajini, 2017)

In present era campus placement holds great importance for students and educational institutes, while it helps students in building strong foundation for professional career ahead, a good placement record gives competitive edge to educational institutes and provide competent employees to organizations. (TOMER, 2019). The study attempts to identify challenges in campus placement, identifies possible changes needed in campus recruitment, especially from a student's perspective and suggest possible solutions for making campus drives effective. The study is outcome of the survey conducted on students from Dharwad district.

## Objectives

- To identify the major problems/ challenges faced by students in campus placement drives.
- To identify the changes needed in campus recruitment.
- To identify the effective methods of selection in campus recruitment.
- To suggest possible solutions for improving campus recruitment process.

## Literature Review

Venkatachalam, (2016) discusses current trends and challenges in campus recruitment faced by education institutes, students, and recruiters. Many psychological forces, cultural forces and socio economic forces are the biggest challenges for job seekers. (Mishra) discuss how lack of confidence and lack of communication skills becomes a barrier for students in campus drives even if the students know everything and are employable. (Mrs. K.M. Rajini, 2017) in her study, reveals that how obsolete education programmes has become, which is not catering to practical needs of the industry hence create skill gap. (Joshi) has observed challenges faced by HR in campus recruitment, challenges such as time crunch, huge number of application, and low budget associated with campus hiring. (Roy, 2020) discuss how retaining the selected student in job and lack of brand awareness create issues in campus placements. (Aithal, 2016) discuss

in his study how time consuming the process of campus placement is and how placements needs more resources which becomes costly affair for both recruiter and institutes. By adopting e-campus recruitment wastage of resources can be reduced and one can save time and money. (Varun Shenoy, 2018) reveals that e-campus placement can be advantageous to both student and HR as in it is very convenient, less labour oriented, application tracking system, quick information sharing, students are relieved and can focus more on the placements rather than competition and space congestions, less time consuming, more transparent, and reduce wastage of resources. (Mercer, 2019) describe the best practices for conducting an effective campus recruitment, campus intelligence technology, online screening, structured video interview, online contests/ online case study solving, etc are considered as best practices. (Aithal, 2016) in his studies tells that today's generation is tech savvy, they prefer convince of technology. Due to various shortcoming of traditional campus placements, online campus placements will definitely be the new face of hiring in higher education.

## Research Methodology

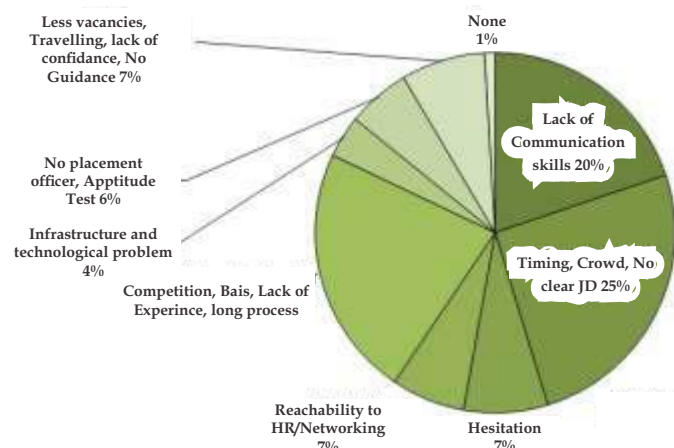
Descriptive research was undertaken for the study. Sample size : 85

Instrumentation: Online questionnaire was constructed for the survey of students in Dharwad district.

## Data analysis and Interpretation

### Major challenges/ problems/ issues in campus placements

Graph 1 : Major challenges/Preblems/Issues in Campus Placement

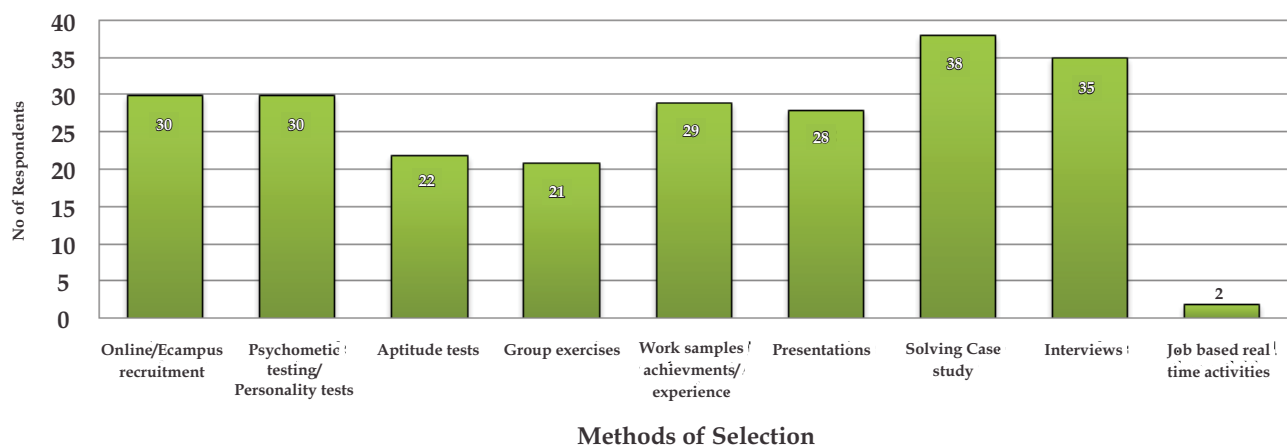


Source : MCP report "A study on changes needed in campus recruitment according to student's perspective KUD 2020

The above diagram shows major challenges/issues faced by students in campus recruitment. Majority e.g. 25% of the students believe that timing constraint, crowd, no clear job description (JD) is the main challenge that students face, 23% of the students thinks that competition, bias, lack of experience and long process are some challenges that student face during campus placements, 20% of the students thinks that lack of communication skill is one of the biggest challenge that a student face, 7% of the students believe that hesitation, reachability to HR/ networking, lack of

35 respondents thinks that interview is effective method, 30 respondents thinks that online/e - campus recruitment and psychometric test are effective methods of selections, 29 respondents thinks that work samples, achievements and 28 respondents thinks presentations can be effective methods of selection, 22 respondents believe that aptitude test and 21 respondents believe group exercises are the effective methods, and 2 respondents believe that job based real time activities are one of the most effective method of selection in campus placement.

**Graph 2 : Effective Selection Methods in Campus Recruitment**



Source : MCP report "A study on changes needed in campus recruitment according to student's perspective "KUD 2020

confidence, no guidance and less vacancies creates issues in campus placement. 6% of the students believe that having no placement officer and aptitude test are some of the problems of campus placements. 4% of the students believe that infrastructure and technological problems creates many issues in campus placement, and 1% of the students believe that there are no challenges/problems in campus placements.

Majority of the students believes that is 38 respondents believe that solving case studies is one of the most effective method of selection as it shows application of conceptual knowledge to a practical problem which actually shows problem solving skills and how one approaches to a problem, case study solving is one of the most effective methods of selection for campus drives,

Majority of the respondents e.g. 21% believes that e- campus recruitment is the major change that is needed in campus drives when recruitment happens virtually it saves lot of time and resources for both students and recruiters as well looking at today's situation it can be said that many organization are going for this method of recruitment. According to 15% of respondents there are no changes necessary in campus recruitment, 13% of respondents believes that changes are needed in the process of the campus recruitment it can possibly means that there is change needed in whole model of campus drives, 12% of the students believes that there are changes needed in placement committee and placement preparation, these placement trainings should be with accordance to the market demand and specific skills should be taught in education

## Student Suggested Changes in Campus Recruitment

Table 1 : Changes in Campus Campus Recruitment - Recommended by Students

Answers by Respondents	Respondents	Respondents (%)
E-campus recruitment / online campus recruitment	20	21
No changes required	14	15
Changing process of placement drives	12	13
Placement committee/ placement trainings/ preparation	11	12
Modern tools and techniques/ effective methods	10	11
Focus on potential and talent rather than performance in GD and aptitude	5	5
Genuine and stable offers	4	4
Good response from HR	4	4
More vacancies	4	4
Patience and attention to all the candidates/ less crowded placements	4	4
Feed back after interview	3	3
Having campus 2 times a year	2	2
Time management/ proper organising	1	1
<b>Total</b>	<b>94</b>	<b>100</b>

Source: MCP report "A study on changes needed in campus recruitment according to student's perspective" KUD 2020

institutes, 11% of the respondents thinks that modern methods of selections should be adopted, 5% of the respondents thinks that focus should given to potential rather than performance in aptitude and GD, 4% of respondents believes that genuine and stable offers, good response from HR, more vacancies and career opportunities for freshers, patience and attention to all the candidates/ less crowded placements are preferred and suggested, 3% of the respondents believes that feedback should be given to candidates after the interview, 2% of respondents believes that frequency of the visit of company should be twice a year and 1% of respondents thinks that proper organization and management should be done in campus placement drives.

### Findings and Discussion

The study found major challenges/ issues faced by students in campus recruitment are as follows,

1. Timing constraint, crowd, no clear job description (JD), according to 25% of the respondents.
2. Competition, bias, lack of experience and long process, according to 23% of the respondents.
3. Lack of communication skills, according to 20% of the respondents.
4. Hesitation, reachability to HR/ networking, lack of confidence, no guidance and less vacancies, according to 7% of the respondents respectively.
5. No placement officer and aptitude test, according to 6% of the respondents.
6. Infrastructure and technological problems, according to 4% of the respondents.

The study reveals that following are effective

methods of selection in campus recruitment,

1. Solving case studies, according to 38 respondents
2. Interviews, according to 35 respondents
3. Online/e- campus recruitment, according to 30 respondents
4. Psychometric test, according to 30 respondents
5. Work samples, achievements and presentations, according to 29 respondents
6. Aptitude test and group exercises, according to 22 respondents
7. Job based real time activities, according to 2 respondents

Following are the major changes needed in campus recruitment suggested by the students,

1. E-campus recruitment / online campus recruitment, according to 21% of respondents
2. Placement committee/ placement trainings/ preparation, according to 12% of respondents
3. Modern tools and techniques/ effective methods of selection, according to 11% of respondents
4. More vacancies, according to 4% of respondents
5. Feed back after interview, according to 3% respondents

### Managerial Implication

The study's findings reveals that majority of the students think that lack of communication skills, hesitation and lack of confidence can be a big challenge that one face during the campus drives, therefore students should build these skills and prepare for the campus drive prior to interviews.

The educational institutes plays great role in any campus placements, placement committee of the institute should design placement training programmes which are in accordance with job market trends and should adopt the infrastructure

which support and encourage e- campus drives.

The recruiter/company should adopt e-campus recruitment as it save time and resources, the recruiters should bring in new methods of selection which are more relevant to the educational background and skills of the students.

### Suggestions

#### A. To Students

- The study suggest that students should focus on developing skills especially focus on building communications skills, students can acquire these skills by class presentations, assignments, training centers, online courses, workshops, and internship etc.
- Participate in placement training arranged by placement committee and others.
- Talk and seek guidance from placement committee, faculty members and experts.
- Conduct mock campus drives, practice with class and attend mock interviews.

#### B. To Placement Committees

- It is suggested that placement committee and recruiters should combined design placement training program with specific concepts and skill development activities which are in accordance with the requirements of recruiter and market which makes the students more employable.
- Counsel and ask the needs, requirements and preferences of students before inviting the companies.
- It is suggested to avoid inviting huge crowd, as it consumes time and resources and create challenges for students.
- Build infrastructure which can support online campus recruitment. Try to support and promote e- campus recruitment.

#### C. To HR

- It is suggested that recruiters should try adopting effective methods of selection such as case studies, psychometrics tests etc.

- Try to design the campus drives such as process & methods etc, according to college and students.
- It is suggested that the recruiters should opt for the Digital Assessment process specifically gamified assessment that applies neuroscience and big data to candidate evaluation these are the tests that measures key cognitive traits and provide a snapshot of a person's unique characteristics. For example Pymetrics, Mindmetri Q etc.

## Conclusion

The study shows that there are numerous challenges and issues which are faced by both students, and recruiters. The study addresses these issues and list out possible suggestions and changes which can help to conduct an effective campus drive.

The literature of the study has observed that there are many challenges which a HR face during campus recruitment such as less staff members, huge crowd & applications, less time, and budgets etc. Whereas, students feel lack of communications skills, huge crowd, timing constraint, competition, and hesitation are some of the major challenges in campus drives. To overcome these challenges study suggest some changes in terms of methods of selections like solving case studies, interviews, presentations, e-campus recruitment and digital assessments, these methods can save lot of time and resources and can be cost effective too.

The study leads to conclusion that not only from students side it takes efforts from recruiters and placement committee to conduct an effective placement drive. It takes combined efforts to change the age old campus recruitment practices with new and improved methods, at end of the day these changes will lead to a better, improved, and effective campus placements by which students will get their desired job, companies will get competent employees and educational institutes will get good records, which will eventually lead to a better future.

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