Recruiters’ Preferences for B-School Campus Placement: An Indian Perspective

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ABSTRACT
Placement has been a vital factor for future existence of b-schools in India. B-schools are trying their best to prepare their students for getting best placements available. This study explores the preference by recruiters in the campus recruitment process in India. Again, this study will useful to both recruiters and B-schools to enhance industry-institution interface.

Keywords: B-Schools, Campus Placements, India, Job Preparation, Recruitment

1. INTRODUCTION
Of late students are well informed and in a position to take very effective career orientated decisions and this may be due to the influence of media, especially electronic media. In this information era, the social networking forums plays a major role in influencing the students’ career oriented decisions. Nowadays, though students considers various factors like infrastructure, faculty, fee structure, location, number of years since established, B-school surveys, international relations, specializations offered and placements etc., to choose the particular institution to pursue management programme, placement record of a B-school plays a vital role in deciding the institution. Also, this may be due to the fact that the students applying for premier B-schools in the country does not only have very high score in the entrance examination, but also done graduation in engineering with few years of work experience and therefore, their opportunity cost is also very high. Therefore, the students expectation on return on investment is very high and B-schools are also trying their ways and means to attract the attention of the corporate world right from the beginning of the academic year by admitting students with good academic background and few years of work experience in the industry, improving the soft skills of the student managers through various formal and informal events and improving corporate connections using various strategies. B-schools also concentrate on conducting more management/executive development programs and taking up consulting assignments for the industry so that the

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industry–institution interaction is high which results in industry considering these B-schools for recruitment.

Management Education in India is passing through a stage of transition from a mushroom growth of a large number of private institutions (probably more than 900 now), to consolidation, academic alliances, quality improvement, sectoral emphasis, and innovative segmentation. There are issues of quality and relevance that are causing deep concern among its stakeholders: The Ministry of HRD and AICTE; the Academics, Thinkers and Educational Administrators; Corporate Leaders, Employers, and Professional Managers; and most important: the Students and their Parents (Abad Ahmad, 2002).

As there are close to more than 2000 B Schools in the country it’s always an unanswerable question that how an employer selects a specific B School(s) for recruitment. Is the industry decides to visit a specific B School based on its location, reputation, ratings/rankings, corporate relations or based on the placement brochure received by them/presentations given by the placement cell etc. As not much organized study is carried out to find out the recruiters’ preference for choosing B-school and therefore not much literature is available for the same in this direction with reference to Indian context. Therefore, an attempt is made to carry out the study by which we can emerge with the factors considered for selecting a B School for recruitment purpose. This not only gives us the factors considered by the HR managers of the industry and also these serves a platform for the B-schools to focus on the parameters emerged from this study.

2. LITERATURE REVIEW

The primary objective of management education is to impart the essential managerial and analytical skills required for the efficient product position and distribution of goods and services. Employability is the buzz word in every business school in India. Almost each and every business school is evolving different admission criteria’s every year where the main emphasis for admission is the word employability. All the panelist in the admission process are trained and experienced and being asked to assess the employability of the student who is given provisional admission. Keeping this in view, many B-schools involve the industry experts in the panel constituted for the admission process. Ultimately, business school’s performance is measured only in terms of placements like the number of companies participated in the placement process, minimum, average and maximum salary offered and the number of old recruiters and the new recruiters participated, etc.

“The fundamentals have not changed. Corporations continue to value the MBA and they continue to pursue people with the unique mix of skills and talents that characterize business school graduates,” said Dave Wilson, president and CEO of GMAC in 2009. According to Malhotra Gunjan (2009), “The increasingly global nature of firms and businesses requires that business school graduates be ready to take up challenges associated with increasing competitive nature of the business as it is done today”.

According to Kane (1993), recruiters in organizations are front line observers and assessors of the skills MBA students possess upon graduation from their business schools. As a result, their perceptions of MBA skills shape how the schools are viewed as potential grounds for recruiting prospects. And according to Philip (2008), industry B-Schools collaborations are mostly seen in the following levels; summer internship for students, top or senior managers participating in the governance of the B school, visiting faculty from industry, consultancy work, industry instituting academic chairs and financial assistance to the building up of the B school itself, etc.

3. OBJECTIVES OF THE STUDY

The main objectives of this study are:

1. To find various factors considered by the recruiter for choosing a B-school for campus placements in India.
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