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SUCCESS OF RECRUITMENT THROUGH CAMPUS PLACEMENTS WITH SPECIAL REFERENCE TO BPO SECTOR IN INDIA

G. Dharmender¹ & Dr. K Dhanush Raja²

¹Training and Placement Officer, EThames Business School, Hyderabad, Telangana, India.

²Asst. Librarian, EThames Business School, Hyderabad, Telangana, India.

ABSTRACT

A successful recruitment plays a very vital role in any organization in terms of competitive advantage and is very important in long term performance of employees. Usually there are number of ways for successful recruitment. One of the most effective methods of recruiting is campus placements / campus interviews. This method is generally adopted by the companies for hiring entry level positions in the organizations. The primary focus of the campus placement is to identify the fresh talented and qualified individuals from the premier institutes. This process reduces the cost and time for the industry to select the candidates according to their need. Moreover it's a win- win situation for both the industry and Institute. But the success ratio of campus recruitment is totally opposite with reference to Business Process Outsourcing companies. Though the selection rate in campus recruitments is higher than the other methods employed, the on-boarding and retention rate of new hires through college placements found to be much challenging. "Success of Recruitment through Campus Placements with special reference to BPO Sector in India" article is basically all about the achieving success of recruitment through campus placements. This article presents an understanding to the success ratio of campus recruitment in terms of on boarding candidates and its barriers.

KEYWORDS: Campus Recruitment, Selection Process, Employment Opportunities, Campus Placements