



**RELATIONSHIP BETWEEN CORPORATE RECRUITING PROCESS AND EDUCATIONAL QUALIFICATION
WITH RESPECT TO MANAGEMENT STUDIES IN SOUTH INDIA**

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ABSTRACT

In this digital era, every individual started to upgrade their knowledge through learning. Growing globalization and economic restructuring upgrade the education process in Europe. Most of the students prefer to study engineering, medical and management. These students want to work for corporate. Management studies want to be an HR manager, Finance manager and so on. Corporate recruiters do find a skilled candidate to fill the open position in their organization. The recruitment process includes the qualification of an individual. In order to find out the relationship between the corporate recruitment process and qualification, this research paper analyses using the collected data from 323 HR from Telangana, Karnataka, Andhra Pradesh, Kerala, and Tamil Nadu. Data has been analyzed using Correlation and Regression and weighted Mean Average of IBM SPSS 2.0. Analyses revealed that the corporate recruiting process has a strong relationship with qualification with respect to management studies in South India. Mostly preferred recruitment method was by visiting education institutions.

KEY WORDS: *Corporate Recruiting Process, Education, Management Studies, Recruitment*

I. INTRODUCTION

Since the 1980s, Individual careers have changed significantly and individuals started to learn with reconstruct their career model. Due to this reason, economic globalization and economics do increase (Blossfeld et al., 2008). In a short span, there is an increase in a job role where they need highly educated people. Adding to this point, since 2008 economic crisis raises the unemployment rates of young educated people. In this process, education has been considered as a crucial resource

of labor market entrants. The best way to reveal the role of education is by analyzing the process of recent graduates who are assigned to job vacancies. Attempt to conceptualize the education role in recruitment would be from the signaling role of education, exclusion and so on (Bills, 2003). These theories help in identifying the process of recruitment through educational credentials. Enlargement of higher education concludes in generation and diversification (Bills, 2003). The act of educational credentials in the market is advised to diversify as well. (Jackson et al., 2005). It is clear that education credentials influence the job role in recruitment (Werfhoorst, 2011). Educational credentials basically provide much different information about a candidate in the business sector includes skills they possess and so on. Using education qualification in the recruitment process reduces time and has context & complex characteristics. (Brown and Bills, 2011). Diversity of education at every level provides employers with a more 'noisy'. Overall demand reduces the value of an education. On the other side, educational credentials develop the productivity of an organization. Corporate started to recruit a candidate who can do jobs very well. Education plays a major role in the process of recruiting.

II. LITERATURE REVIEW

Sylvia Gilter (2018) enumerated that education plays an important role in the process of corporate recruitment. Recruiters do check the educational credentials to fill an open position in their organization. Hiring decision mostly depends on the education of a candidate.

Helemae and Saar (2011) stated that rapid change in diversification of education results in quality of education. Quality of education helps in fulfilling the objectives and goal of an organization. Recruiters do hire a fresh candidate who finishes his/her studies recently.

Smyth and McCoy (2011) elucidated that the demand for a job has been increased over the past few decades. Corporate recruiters are adequately called headhunters. This recruiter fills the open position in their organization. Some of the major requirements from candidates are skill, problem-solving ability, proper education and so on.

Gangl (2002) directed that corporate acquire a candidate by looking into their educational credentials. Education plays an important role in the process of recruitment. Most of the corporate expects Management studies candidates to fill the manager's post in their organization.

Ultee (2001) stated that corporate prefer to hire a candidate from a university through campus recruitment. This kind of recruitment helps them to get the right candidate for the right job role. Here education plays a vital role in hiring a candidate.

Shannon Williams (2018) identified that 72% of employers do look into the education of a candidate before hiring them. Education plays an indispensable role in fulfilling the job role. Education and corporate recruitment processes are highly interrelated.

III. RESEARCH METHODOLOGY

3.1 STATEMENT OF THE PROBLEM

Graduates are mismatched to their jobs. Sarah Steed (2018) agrees that most of the graduates don't have a job for what they studied. This led them to frustrations and dissatisfaction.

3.2 OBJECTIVES OF THE STUDY

- ❖ To analyze the relationship between the corporate recruitment process and qualification.
- ❖ To find out the impact of the corporate recruitment process and qualification.
- ❖ To find out the best recruitment method to hire the right qualified candidate.

3.3 STATISTICAL TOOLS

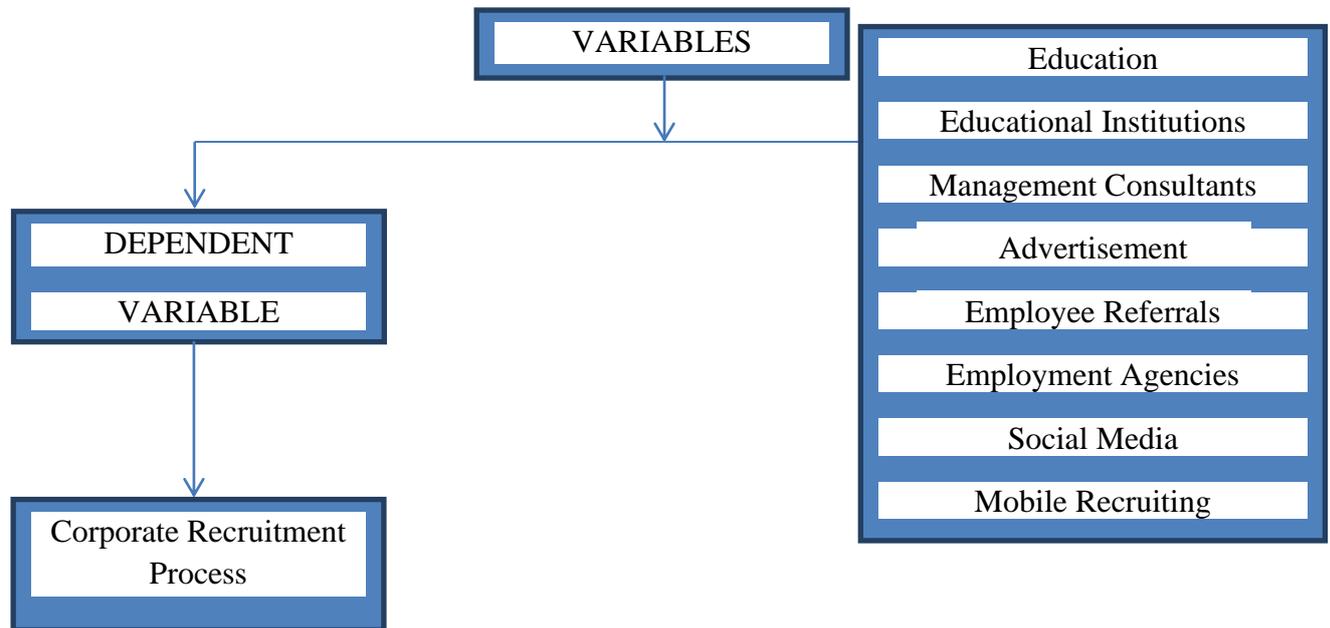
The research objectives were framed with a questionnaire and used a statistical tool to evaluate the prompt results.

S.NO	DESCRIPTION OF OBJECTIVES	STATISTICAL TOOLS FOR ANALYSIS
1	The relationship between the corporate recruitment process and qualification.	Correlation
2	The impact of corporate recruitment process and qualification	Regression
3	The best recruitment method to hire the right qualified candidate	Weighted Mean Average

3.4 RESEARCH DESIGN

The descriptive research design was adopted in this study with particular reference to Telangana, Karnataka, Andhra Pradesh, Kerala, and Tamil Nadu. The sample size was 323. A simple random sampling technique was adopted to gather data with a structured questionnaire. Data were collected from HR managers. The secondary data was collected from the previously published records, journals, articles, websites, thesis, e-books, books, etc. The questions were framed in the 5 points Likert scale method. (5 - *Strongly Agree*, 4 - *Agree*, 3 - *Partially Agree*, 2 - *Disagree*, 1 - *Strongly Disagree*).

3.5 VARIABLES USED IN RESEARCH



IV. DATA ANALYSIS

4.1 RELATIONSHIP BETWEEN CORPORATE RECRUITMENT PROCESS AND QUALIFICATION

H_0 = There is no relationship between the corporate recruitment process and qualification

H_1 =There is a relationship between the corporate recruitment process and qualification

Table 1

		Corporate Recruitment Process	Qualification
Corporate Recruitment Process	Pearson Correlation	1	.978**
	Sig. (2-tailed)		.000
	N	323	323
Qualification	Pearson Correlation	.978**	1
	Sig. (2-tailed)	.000	
	N	323	323

From table 1, it is clearly shown that correlation of corporate recruitment process with itself ($r=1$), and the number of non-missing observations for the corporate recruitment process ($n=323$). Correlation of corporate recruitment process and qualification ($r=.978$), based on $n=323$ observations with pairwise non-missing values. Correlation of corporate recruitment process and qualification ($r=0.978$), based on $n=323$ observation with pairwise non-missing values. Correlation of qualification with itself ($r=1$), and the number of non-missing observations for qualification ($n=323$). Based on the result, it is proven that the corporate recruitment process and qualification have a statistically

significant linear relationship ($p < .001$). The direction of the relationship is positive (i.e., corporate recruitment process and qualification are positively correlated), this shows that these variables tend to increase together (i.e., the greater corporate recruitment process is associated with greater qualification).

4.2 IMPACT OF CORPORATE RECRUITMENT PROCESS AND QUALIFICATION

Table 2

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.976 ^a	.862	.849	974.789

From the above table 2, *R* value represents the simple correlation and is 0.976 (, which indicates a high degree of correlation. The R^2 value) indicates how much of the total variation in the dependent variable, Corporate recruitment process can be explained by the independent variable, Qualification. In this case, 86.2% can be explained, which is very large.

Table 3

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	44187566.87	1	55293744.47	67.848	.000 ^b
	Residual	14885231.01	24	874236.393		
	Total	6875462.44	25			

This table3 indicates that the regression model predicts the dependent variable significantly well. This indicates the statistical significance of the regression model that was run. Here, $p < 0.0005$, which is less than 0.05, and indicates that, overall, the regression model statistically significantly predicts the outcome variable (i.e., it is a good fit for the data).

Table 4

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients		Sig.
		B	Std. Error	Beta	t	
1	(Constant)	9397.887	1963.366		4.564	.000
	Corporate Recruitment Process	.673	.087	.977	6.675	.000

a. Dependent Variable: Qualification

Regression equation as:

Qualification = $9397 + 0.673(\text{Corporate Recruitment Process})$

It is clearly proven that the corporate recruitment process has a strong impact on qualification.

4.3 THE BEST RECRUITMENT METHOD TO HIRE A RIGHT QUALIFIED CANDIDATE

Table 5

Recruitment Method	Mean	Std. Deviation	Rank
Education Institutions	4.75	.525	I
Management Consultants	4.83	.443	II
Advertisement	4.77	.424	III
Employee Referrals	4.81	.394	IV
Employment Agencies	4.84	.364	V
Social Media	4.86	.346	VI
Mobile Recruiting	4.87	.337	VII

From the above table 5, it was clearly shown that Corporate recruiters mostly prefer to hire candidates from education institutions directly which ranks 1st. 2nd most used method to recruit candidates is through management consultants. The advertisement has a 3rd rank which shows recruiter prefers this method to recruit a candidate. Employee referrals rank 4th. This method helps to recruit a candidate for corporate. Employment agencies, Social Media and Mobile Recruiting rank 5th, 6th and 7th in the process of recruitment.

V. CONCLUSION

The southern part of Tamil Nadu shines with the entry of multiple corporates. Those corporate hire a highly potential candidate for the right job. It was a burden for a corporate recruiter to hire the right talent for the right job. In the process of recruiting, recruiters do look into candidates' qualification so then they can match the qualification with the job. This helps in eliminating the mismatched job for candidates. Most of the corporate use campus interviews and management consultancy as their best choice to hire an employee. Recruiting and employees involve so many processes. Among all the process, recruiting a needed person is very much important. When an employer matches the job with the qualification of an individual improves the employee's satisfaction level and keeps them loyal towards their employer. This makes the corporate to be successful while competing with other corporate.

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