# Slot-Sharing model for Campus Recruitment in Professional Institutions - A Case Study

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**Abstract**— The number of professional institutions has grown manifold in the past decade. Though the academic process, the faculty qualification, the infrastructures are deciding the quality of the institution; finally Campus recruitment is a crucial factor that builds the brand and reputation of professional institutions across India. The brand of the recruiter and the pay offered by them are two important factors that influence the rating of the institution. The intention of any recruiter would be to recruit the best performing student in the class, so the demands first slot from institution for the campus recruitment issue in the campus placement scenario. It is a challenge to decide which company should be given the first day. Once the first slot is committed to a company it deprives the student's opportunity of attending the campus of the dream company and many times the company given the first slot might not end up in recruiting as many numbers as expected. To overcome this issue a new strategy called the 'slot sharing' is practiced. This paper is aimed at slot sharing strategy for the professional institution, students and company.

**Index Terms**— Campus recruitment, Hiring, Institution, Placements, Stake holder, Slot-Sharing, Traditional Process.

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## 1 INTRODUCTION

The number of Professional institutions in India is growing rapidly, but still there is a major crisis for talent among professional graduates and hiring them becomes a major crux for the Industries. The companies work in all directions to meet their manpower requirements to match the growing attrition rates, explain only that limited section. Campus recruitment is one proven method by which the industries get fresh talent. The Professional institutions are facing a major challenge in attracting the companies to visit their campus for recruitment since the first job is crucial for a student. The institutions equip the students with the necessary skills to acquire an offer from the companies. The choice of the company depends not only look for the compensation and position but also the role offered, the reputation of the industry and significantly the opportunity to learn and grow considering all these factors, it is a crucial decision for any professional institution to reserve the first slot of the campus interview to a company. The traditional practice of allocating one recruiter with first day is a major disadvantage for all the stakeholders of the institution.

## 2 RELATED WORK

There have been a large number of papers focusing on the placement trends and issues at international scenario, but very less work has been done for the Indian scenario. There is huge gap between the two. There is also a lot of analysis done on the performance of students, but not many to analyze the strategies to potentially increase the number of placements. Suresh Kumar et al. at 2013 had done research on the impact

of the school education and the social status of the students in the state of Kerala in student placements [1]. Jayashree and Maheshari at 2013 had conducted a study on acquiring high quality talent through corporate presence in the Institutions [2]. They have also discussed on the various challenges of recruiters in getting graduates with the required skill sets.

## 3 THE CONVENTIONAL MODEL

Campus recruitment is a process where the organizations visit the professional institutions to hire fresh talents. The major stake holders in a campus recruitment drive are the professional Institutions, the Recruiters and the students. During the recruitment process, the institutions are flooded with companies to hire the best talent. The Fig. 1 depicts the process of the organizers approaching the Tier1 institutions for the recruitment drive.
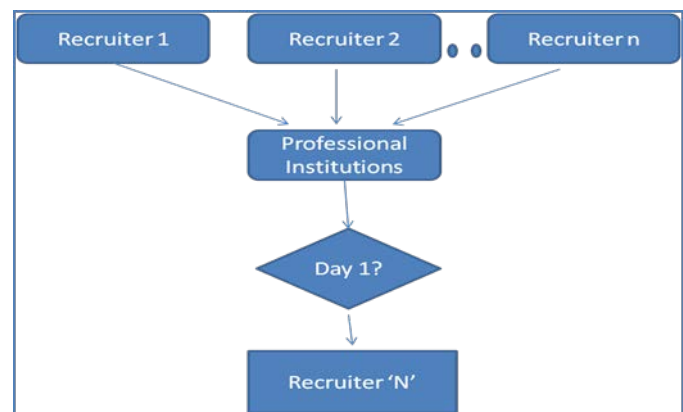


Fig1. Traditional Process

Most of the companies are unbending in visiting the institution on the first day of the recruitment as the need for right

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talents for the right job in a faster and cost effective manner. The traditional process starts with the series of meeting between the representatives from the professional institutions and the Human resource managers of the Organizations. The organization that offers the best pay package with less constraints, which in turn has more number of eligible students. The maximum numbers of programs are considered to be included for the interview and the previous records about number of students recruited by company are the important factors that are considered by the institution for allotment of first slot to the company.

## 4 SLOT – SHARING MODEL

In this strategy as depicted in Fig. 2 on the first day, many organizations which have good track record, would recruit more number of students with common eligibility conditions are invited to conduct campus recruitment on the same day.
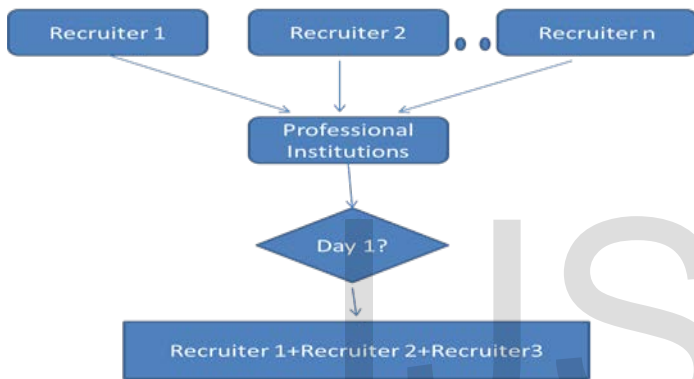


*Fig2. Slot-Sharing Process*

### 4.1 Benefits of slot-sharing model

This model has proved to be an advantage to all the stakeholders of the campus recruitment process.

- The major advantage is the student can get multiple offers from Multinational companies and choose one among them. This provision which is beneficial for them in terms of their area of interest, the place of work and the profile of the organization.
- The institution will get good branding depending on the number of top companies that visit them for campus interviews.
- The advantage for the organization is the turnout ratio is increased, since the student decides to accept or decline an offer in a very early stage.

The student has the advantage of choosing his dream company as they had multiple offers. The Institution has the advantage of placing more number of students as the main criteria parents look out while seeking admission is the placement record of the Institution.

## 5 RESEARCH METHODOLOGY

The research was carried out on professional institutions across India including both affiliated college and Deemed universities. All these institutions have a separate Placement and Training office headed by a placement director. The respondents were the placement officers of the institution who are responsible for deciding the different strategies of the campus recruitment process. The questionnaire method was used to collect the data. A pilot study was conducted to identify the ambiguous questions. The unnecessary questions were removed and new questions were added. The research was conducted to have the perception of the placement officer towards the Slot-sharing strategy.

## 6 FINDINGS

The types of Institutions that were considered for research is affiliated colleges and a Deemed university that has an exclusive Placement office headed by a placement head who decides the strategies for placements.

### 6.1 Strategy for Day1 Campus

Selecting the company for the day1 of the campus recruitment is one of the hardest decisions to make for a placement Head. Fig. 3 represents more than 45% of the Institutions have followed slot-sharing which is a successful strategy for choosing the companies for day1.



Fig3. Slot Sharing or Individual

Though this practice was started in recent past its gaining momentum in the recent days as it is advantageous to all the stake holders and are referred in Fig. 4.
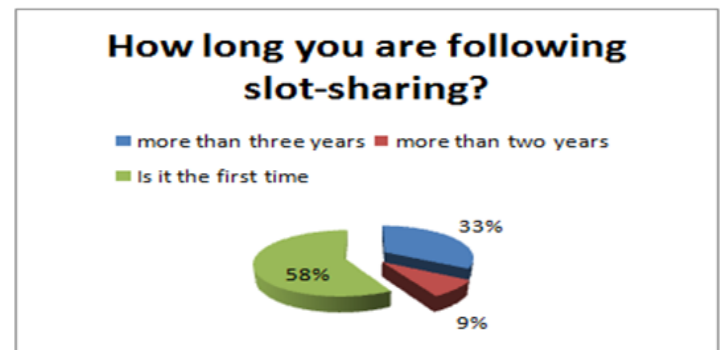


Fig4. Number of Years Slot-sharing is adopted

## 6.2 Benefits of Slot-Sharing

The major objective of the campus recruitment process is, the students who are the brand ambassadors of the institutions must be contented with the recruitment process, the management of the institutions and the recruiters also must be satisfied with the process and are referred in Fig. 5. From the responses it is evident that this strategy is beneficial to the students, recruiters and the Institution.



Fig. 5 Benefits of the stake holders

## 6.3 Increase in Placements

Fig. 6 represent the increase in every single offer adds value to the Institution, by adopting slot sharing it is evident that the placement has increased by more than 20% for the institutions that follow slot sharing.
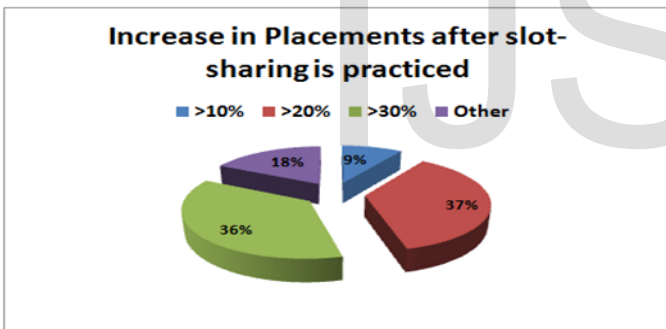


Fig. 6 Increase in placements

## 6.4 Contention of the stake holders

The major advantage of the slot-sharing strategy is to ensure the satisfaction of the student and the institution. The slot-sharing is beneficial to the students in helping them choose the company of his choice and are represented in Fig. 7.
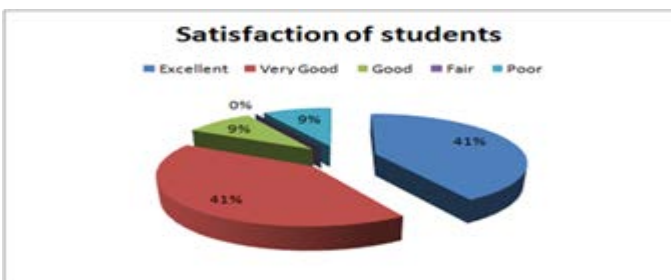


Fig7.  Satisfaction of students

The significant increases in the placement offers ensure the contention of the management of the institution and are referred in Fig. 8.
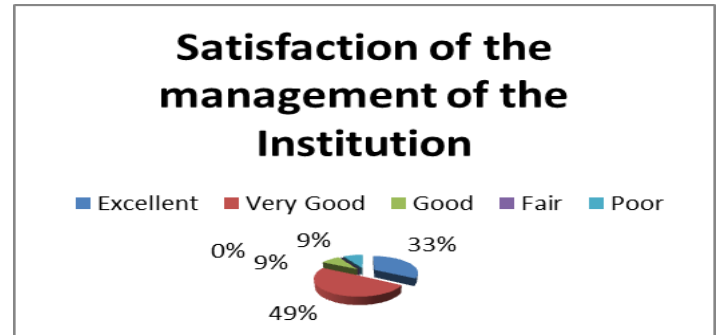


Fig8. Satisfaction of Management

## 6.5 INCREASE IN PLACEMENTS

Though many institutions have started adopting slot-sharing strategy, more than 50 % of the institutions still adopt individual company for day1which is represented in Fig. 3. The major reason behind this is their loyalty to the company that has been visiting them for a long time, it is represented in Fig. 9 and they feel it a disadvantage that when one student gets multiple offers there is a possibility of a few of them missing the opportunity of getting placement. But any student who is talented will definitely get placed in the following campus recruitment.
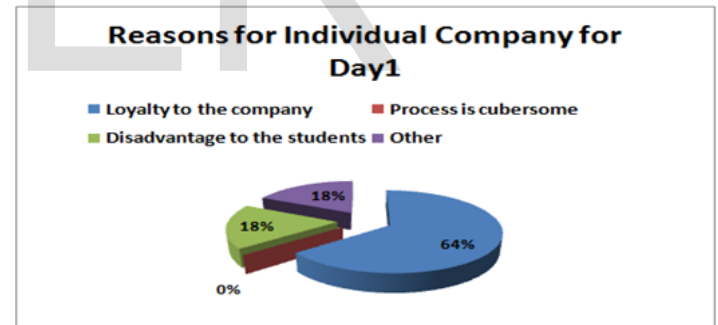


Fig9. Reasons for Individual slots

## 7 CONCLUSION

The aim of any professional institution would be to increase the placement of the students. The number of students placed in reputed companies has a very high impact on the branding of the institution. The slot sharing model of campus recruitment is advantageous for the student as he has the liberty of choosing his dream company, the main challenge of the recruiter is to get adequate number of fresh talents, and this model ensures that the company is able to get the required number for conducting and recruiting. The slot sharing model is practiced in reputed institutions only for top recruiters for the past few years. In future this study would be enhanced to study this model with feedbacks from the recruiter, student and the institutions.

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