

SKILLS DEMANDED BY RECRUITERS: A STUDY OF RECRUITMENT PROCESS ADOPTED TO RECRUIT MANAGEMENT STUDENTS

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ABSTRACT

A couple of year back when asked the industry people regarding the skills they look for among the candidates, generally they have a prepared list to show include communication skills, technical or internet based skills, leadership skills, team skills, managerial skills, flexibility & adaptability skills, maturity of candidates, understanding the work and have guts to take challenges in a positive way, and above all professionalism to handle all issues with full mental power. At least a few might have concluded with, "And a captivating personality won't surely hurt."

But today when compared with the olden one, we found that something new has been added that they need what is stated above but above all and apart from the above they need candidates with fine tuning in their skills and behavior, those who can devote themselves for the industry .

The employers based on their experience and interaction were able to prepare the list stated above and admitted that these are the skills required while pursuing their professional degree and suggest the refinement in all these skills that help candidates to place themselves in the job market easily.

Keywords : Professionalism, Recruitment Strategy, Adaptability, On-The-Job Performance, Work Skills.

INTRODUCTION

The GMAC recruiters survey list stating a big list the employers are looking for among the young and fresh candidates pursuing MBA today are the ability to fit for the organization and the one who justify his/her role in the industry and be able to adopt the culture rather than the culture he lived before joining the organization.

Secondly the most important is team work and one who can value the supporters and be able to work with all types of people working in the company.

Apart from this, one who is able to take initiation and be able to showcase leadership qualities And be able to take all people with him/her and be able to reach to the destination successfully.

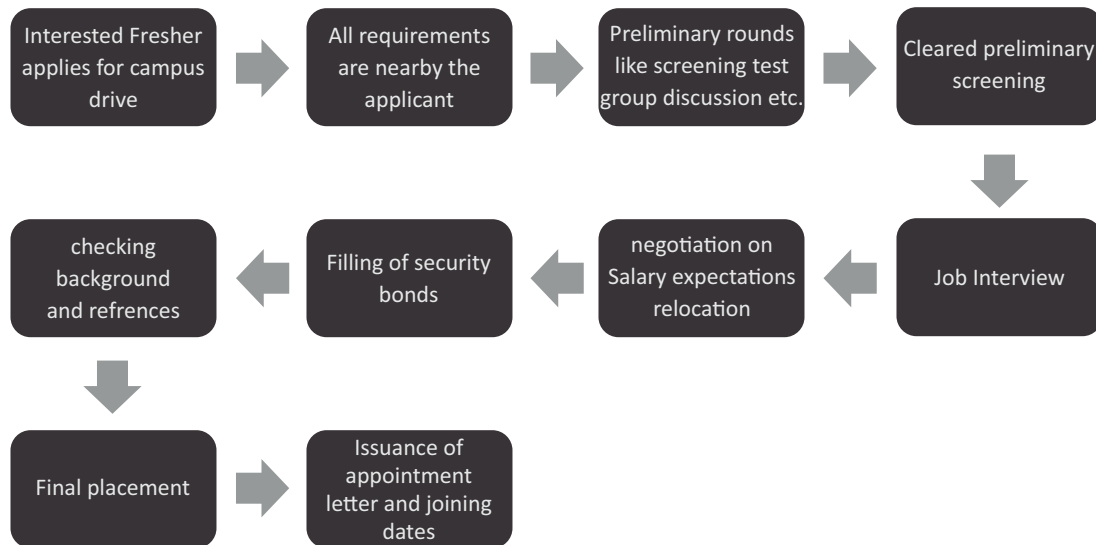
Finally, almost all the industry management are of the opinion that the ability to work independently, and can execute the task with presence of mind are the priority they look for among the students. The following table shows the required skills which came out in survey conducted by

RESEARCH OBJECTIVE

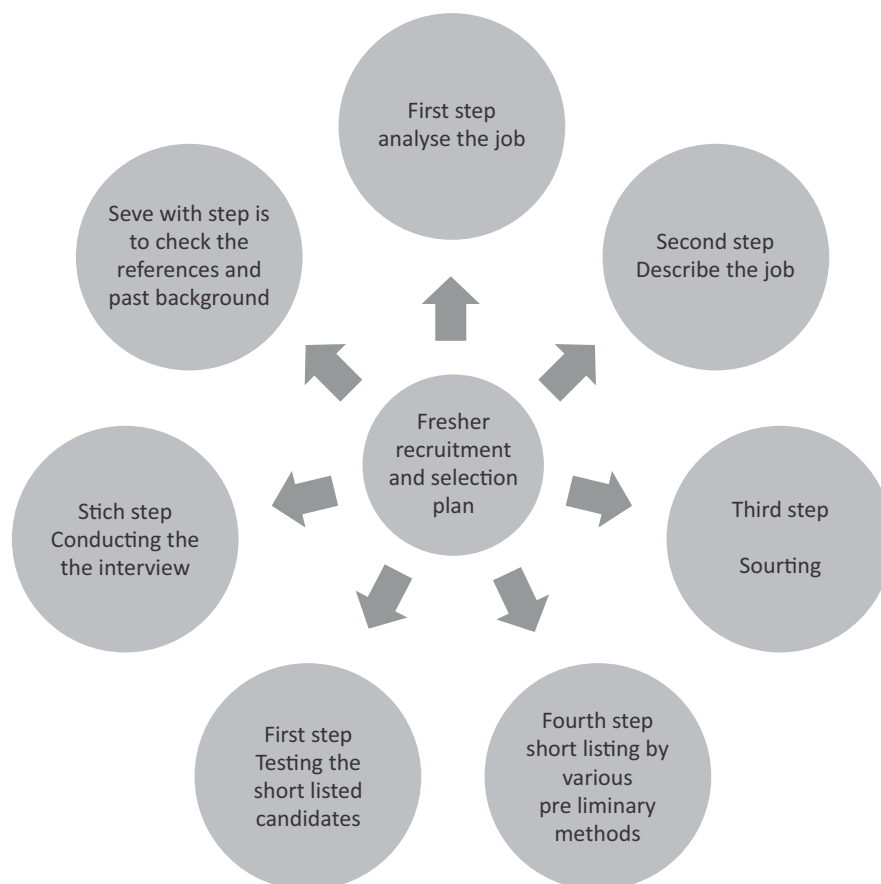
- To study the recruitment process for fresher's adopted by the Companies
- To study the skill set required by companies

RECRUITMENT PROCESS

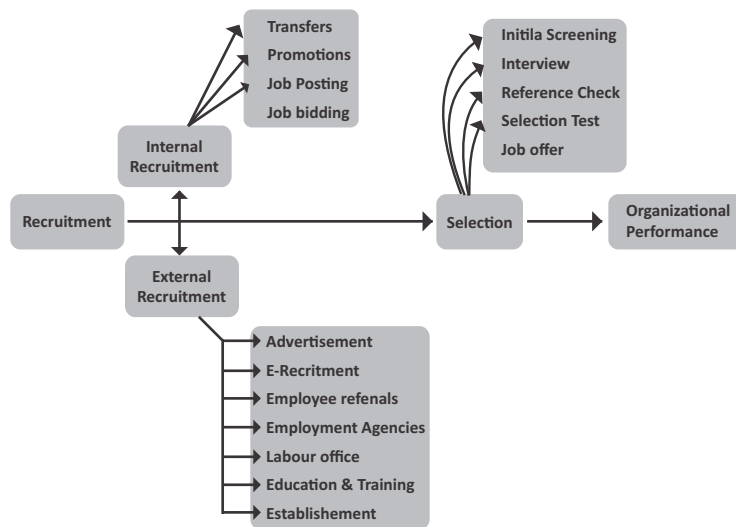
The chart given below aims at enabling recruiters to choose suitable candidates for the different posts after having checked the job profile for smooth conduct of the work. It has been observed that most of the companies do not follow standard process of recruiting people, since they do not have any full proof process even for themselves companies follow their own steps but in general they follow some basic procedure . This resulted in an entirely different scenario of placement sector wise and sometimes it results to recruit people those are not capable enough to start the work from the next day of their recruitment, hence the performance is becoming question. It is therefore, suggested that the companies should incorporate strategy and plan that help them selecting suitable and competent people from the market and institutes as shown in Figure below



The proposed plan is in two parts that is the recruitment and selection process and methods. The selection process steps are shown in the figure below



Conceptual Diagram of Recruitment and Selection



Mainly the external source to recruit people is based on advertisements either on the newspapers or social media, referrals etc. Selection process followed recruitment which entails, initial screening, interview, reference check, selection test, job offer that mostly leads to organizational performance. The conceptual framework explaining recruitment and selection practices in organizations clearly shown in the above figure.

List of important skills valued by MBA recruiters

Priority	Consulting	Finance/Accounting	Technology	Manufacturing
1	Fit with company culture	Fit with company culture	Ability to make an impact	Ability to make an impact
2	Ability to work in and build strong teams	Ability to work in and build strong teams	Fit with company culture	Leadership potential
3	Ability to make an impact	Ability to make an impact	Ability to work in and build strong teams	Fit with company culture
4	Adaptability	Leadership potential	Leadership potential	Ability to work in and build strong teams
5	Strong business ethics	Adaptability	Ability to use data to tell a story	Ability to use data to tell a story

Source: GMAC 2016 Corporate Recruiters Survey

When going through the traits of the candidates, it is found that the candidates who are fit with company norms and culture are mostly required apart from the ones who have the ability to work in a team. Companies also like candidates who can contribute and value the ability to build external network and the leadership qualities whom the others can vouch.

According to GMAC recruiters' survey, the companies

value the employees who are good at language skills and if found experienced one they are happy to have them in their company, so that they can save time to teach then their culture and skills required.

MBA SKILLS THAT ARE IMPORTANT BUT IN SHORT SUPPLY

As per the survey conducted by the Bloomberg

regarding the skills required by the prominent companies today reported that even the top management institutes across the world are unable to supply candidates with specified skills the industry demands, because there is a vast gap in supply and demand as there is no direct channel which joins them together. Generally companies list out certain skills which they demand like problem solving skills, team spirit, innovations and creativity, analytical skills and thinking skills that may lead to success on the job. Other than these there are other skills also which everyone during the placement drives look for by the recruiters like, motivation, self disciplined, inquisitiveness, adaptability, etc.

But these types of skills are not imparted in the colleges and B schools, which resulted after hiring the fresher's, the industry has to conduct six months training and spend a large amount to train them, to instill their culture and make them ready to survive in the industry.

When the companies start the placement drives at the B schools they find lacuna of various things and the industry people have their own set of skills required for a particular post like Leadership is the ability to provide guidance and direction to an organization, motivate colleagues, and implement plans. Strategic thinking enables MBAs to stick to a strategy and apply it to all decision-making. Communication skills help them to interact with colleagues in the interest of achieving a common goal. Creative problem-solving allows MBAs to approach a problem in an innovative or imaginative way.

The initially three skills are taken under soft skills and the remaining are hard skills, basically the recruiters want a combo of the two types of skills among the students and expect from them to practice more on these skills.

The survey provides the following list of expectations all companies have either from candidates or the B schools while recruiting students for their industry -

As per the discussion on the expectations of the companies today, the researcher has a curated list of skills being demanded by the companies during placement drives, like

Aptitude: The recruiters conduct Aptitude test to come to know whether the candidates own problem solving skills, efficiency in conduct activities and complete the day to day life work at the job and above all the time management which

is utmost required in today's time. This also let the recruiters know the thinking ability of candidates and their approach towards completion of their tasks given by the management.

Technical skills: It is expected from the fresher to have command over computer skills as they are pursuing professional degree from the B schools where the technical skills are incorporated in the syllabus throughout the years, , so that you are not dependent upon others like SQL commands, LINUX commands etc.

Apart from these to showcase your technical skills do projects. You must have done at least two projects as part of your academics; Mostly your technical interview will revolve around these projects.

Attitude : The interviewer generally look for personality traits like willingness, initiation, leadership skills, confidence, ready to work in all circumstances and able to work in a team .among the candidates facing the recruitment process. An employer wants to hire someone who has confidence and good presentation skills to represent the company and projects when required. Apart from this, the candidate should work on building the following traits:

1. **You must be Attentive :** It is expected from the fresher to be more attentive otherwise; one cannot draft a well to do plan for the coming time, which is very important in any of the organization. Moreover, they are not clear with their vision and tasks they have to perform and the assignments they are given if they are not attentive towards their superiors.
2. **Loyalty :** It is well-versed fact that companies expect its employees to be loyal towards the company. they don't look for the person who are not committed and who cannot be trusted to represent the company in public. They usually want a person who doesn't require close scrutiny.
3. **Honesty :** Employers expect their employees to be honest, punctual and transparent with their work and provide all information accurately as and when they are asked to and do not hide acts related to their tasks and duties. They appreciate your honesty.

4. **Work ethic :** It is also expected from employees to have ethics in their work, unless they have ethics, their tasks looks like bubbles in the water which are of no use. They need to work in the stipulated time with full dedication using their ability in accomplishing all tasks and responsibilities given. What else will employer will ask you?
5. **Dependability :** Now a days, employers are engaging themselves with variety of tasks, hence they do not have much time to guide the employees, hence they have started recruiting smart people those who have guts to understand and complete the tasks meticulously and can contribute towards the management. Not the one who requires continuous monitoring which doubles their work.
6. **Flexibility :** Employers and employees have to have understanding to keep on changing their vision as per the requirements of the time and to see the competition. They should react accordingly to manage themselves in the market. The top management want people who can work under different situations and circumstances.
7. **Initiative:** Today there is a tough competition in the market; hence one must be ready to take initiation to break the monotonous life of the market and its activities. It can be supported by a saying “early bird gets warm”. This is one of the qualities that everyone should possess while facing an interview or the process of hiring by the management during Through some rounds in an interview like Group Discussions and debates.
8. **Self-discipline:** It is said that discipline is the key to success. During the process of recruitment like G D and personal interaction the first and foremost things the interviewers are looking among the candidates are maturity and etiquette not a childish attitude. So one should behave like a professionals. One should show maturity and always display good traits of an individual to grab the opportunity.
9. **Hardworking:** It is said that hard work is then key to success. One should be workaholic and have focused attitude towards work to get success and attain heights in this tight corner of the m

market. Hard work here means one should not stopped until reaching the destination and completion of the tasks in the given time

10. **Good learner :** One who is a good and quick learner is always liked by the top management. It helps one to enhance skills, knowledge and enhance growth at the same time. One must have a positive attitude towards learning with different people and circumstances to learn new and different things which will help them to grow and achieve success, interviewers are good enough to observe the aptitude and attitude of candidates they are interacting with , so it is advisable all to be conscious while interacting the board members during interview process.

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