

Research Article

Analysis of Data based CRT Management Institutions in Rayalaseema Region AP-India

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Abstract

The fundamental skills that are acquired by the engineering students at the college level have an overall impact in shaping the career of engineering students. In the later stages the extracurricular activities such as technical events, arts, sports and skills, has an impact on the overall personality development and hence increases the employability of the engineering students. The significance of engineering Campus Recruitment Training (CRT) programme has become one of the most credential in corporate field. This is beneficial for engineering college students, various companies visiting the campus for recruitment and even the college placement officer. The software system allows the students to create their profiles and upload all their details including their marks onto the system. This work shows the assistance of the campus management and engineering students to identify potential companies and attract them for placements. Even this work will help the corporate companies to find the right resource place for their manpower requirement from engineering Management colleges, recruiters, students and researchers, likewise conservatives will get benefited by this study too.

Keywords: *Analytical Skills, Campus Recruitment, Communication Skills, High Aspiration skills, Interpersonal Skills, Training and Organizations, database management systems (DBMS).*

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Introduction

Now a days, using the recent technology of internet for CRT methods could overcome the traditional methods of CRT for engineering recruitments. This system can be used as an application to manage student information to related placement. The system handles student as well as company data and efficiently displays all this data to respective sides. This works as provided a great opportunity for the organization and engineering students to get into the jobs before leaving the campus [1]. Even educational institutions understand this problem and started the concept of campus drives. Even updating of academic syllabuses were not fully supporting students to catch their dream jobs. Stakeholders of the educational institutes are also showing their interest before joining their college or investing in institutions the strength of placed alumni is also plays a major role. So in course of time, the competition and interest of the institution's campus training got importance and wider it wings the support student community. The colleges mainly maintained to styles of training methods which are commonly got famous as First one is Traditional training method which is also called as physical training and on-job training which means classroom teaching methods subjects which are necessary for clearing first round of interviews such as arithmetic, reasoning and English grammar. 2nd place goes to the most modern concept by using technology. We can make students to participate observe and examine their potential with the help of technology is known as database management systems and it is also called a statistical analysis process. In this 20th century, database management systems got wider importance because they are constructed on the values of traditional methods with technology which will help see both organizations and institutions in views of optimization of resources and maximization of outputs so most of the campuses are showing their interest in using management database systems in campus recruitment training so that students will get right level of training from micro to macro level [2]. **Bottjen Audrey et al. (2001)** this researcher exposed the significance of recruitment campus are it is very productive, it helps to create the brand and also time-saving.

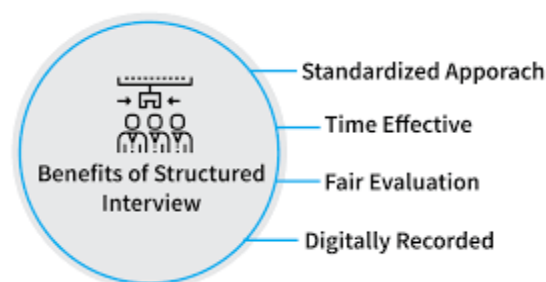


Figure 1: Proposed modal of CRT

There will be no guarantee that selected candidates off-campus will come to the company for the job because of a lack of communication [3]. According to **Daniel M. Cable et al. (2000)** The management colleges appoints the employee to take care of the relations between the corporate companies and students who is named as placement officer his responsibility is to take care of the students' credentials to the company's notice and create an intention with the companies to recruit students from the doorsteps of their educational completion period [4].

The aim of this proposed work to developing the CRT in the colleges. Also this system includes to be used as an application for the Placement Officer of the college to manage the student information with regards to placement. Also this proposed system covers the students logging to upload their information in the form of a resume. So, all the information will store the details of the students as resume contains. This system helps company to access the student information with regards to CRT. Computer based information system are designed to improve existing system of CRT.

Aim Of The Study

1. To qualify NISM & APSSDC the candidate should have communication skills. Interpersonal skills and analytical skills will also have significant importance while recruiting.
2. As per (**Hesketh, 2000**) Soft skills are the transportation vehicle to deliver their subjects skill sets.
3. It is proved that CRT program will help the candidates to identify the right company at the right time.
4. CRT program will indeed fill gap between management students and recruiters who are usually far away from the management institutions.
5. CRT program will help students to taste the forbidden fruit like corporate learning to their reach.
6. Optimize the expenses like traveling cost application cost and also helps in saving time and efforts of the company which is equally even more than money.

Hypothesis:

1. There is a significant difference between Educational Qualification with respect to level of interest in campus placement.
2. There is a significant difference between mean ranks various factors affecting the students to convert campus placements to industry offers.
3. To provoke the domineering attribute that the recruiter will see while interviewing in campus students.
4. To recognize the aids of the Campus Recruitment & Training program.

Literature Survey:

This review of literature on campus recruitment and training shows the previous attempts done on recruiters and student perspectives. Where there is no one presented the proposed research work likes to help to identify and fill the gap with the title of “A Study on Campus Recruitment and Training Programs concerning Management Institutions in Rayalaseema Region Andhra Pradesh - India”.

Jayashree Sapra (2013): It explains the statistical approach to place the right person at the right place at the right time, and this research is also explaining the limitations of demand and supply of skill set of the employees, one wrong step in recruiting the corporate companies has to pay in a larger amount in the form of expenditure on training and development cost and also has to face low performance and high turnover problems [5]. **McCracken (2015):** This research used a qualitative data collection approach, she done and pilot study of six major UK graduate organizations to find the students' credentials characteristics talents to obtain the job. Understand the full capacity of the graduate student [6]. **Raj kumar (2015):** This study explains about study analysis attitude of the students at the entry-level of recruitment stages, in different levels should be applied and these levels will be defined on the capacities of the batch of the students. And this research we'll also points that identifying the freshman capacities so much influencing at the end of training systems because the understanding levels of the freshman will differ from each batch so the supply of materials of students for training main difference from each level to level. And it is explained as the results of the initial level results. Monitoring feedback will plays a major role in the process of training of trainees in the campus because the training department has to avail the students that this is not the curriculum which will complete with the pass percentage it will be processed with only the support and interest of the students to achieve jobs. this method is varying from one another In the corporate world which deals with written test group discussions and personal interviews [7].

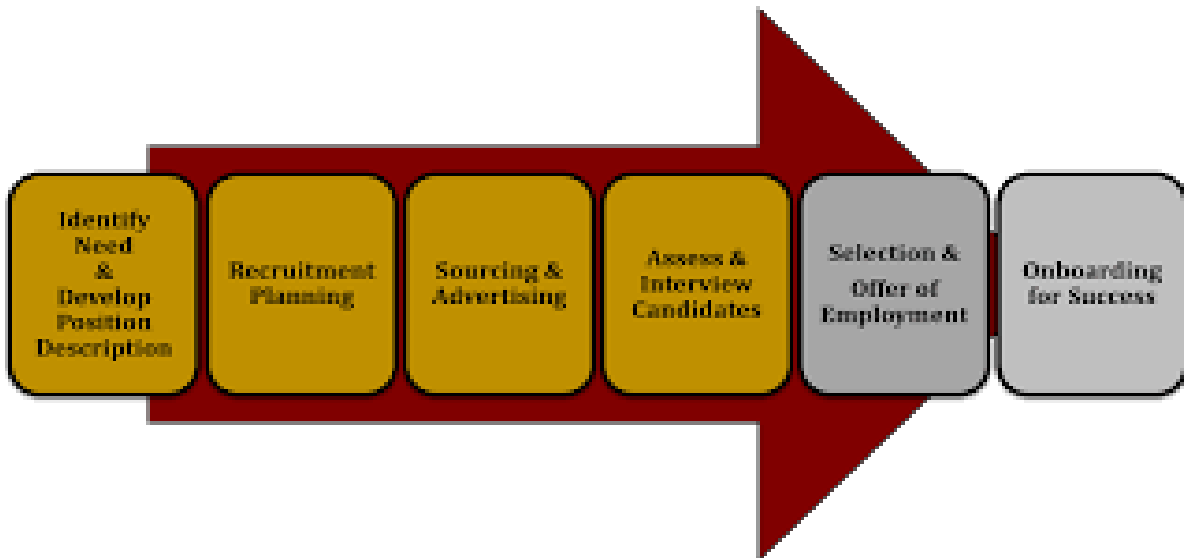


Figure 2: Existing modal of CRT [7]

Varun Shenoy and P. S. Aithal (2016): In the 21st-century students are called smart students because their choice was expanded from place to place to a global level called E-placement. And also we discussed new model and strategies which helps the student it to get into foreign placements with the help of electronic placements with less cost student get selected for overseas jobs which helps them to earn more and it also states that it is a kick start with a better package system which gives motivation for the other students who can also affect to get trained in the campus so that they will also get good placements [8]. **Rohit Bansal (2017):** Recruitment and placement is the gateway pass for the students from

education life to employable life. This paper enables different factors affecting recruitment. And the quest and adventures which are associated with campus recruitment if a student can understand the parameters today and practice them tomorrow success is waiting for them. So they can be hated the doorsteps of the campus only without any gap [9]. **Sayyed Abdul GaniAnsarali (2017)**: This paper helps to explain the main object choose which about the student-centric education system which deals with interpretations of placements and its quality and how they deliver facilities in educational institutions with the views of student skill sets and this paper also studies about the model and approaches used in campus recruitment. And it also helps to scale the competence of the candidates learning about the qualification approaches of the drives [10]. **Mohamed Tajudeen S Aravindh Kumaran L (2017)**: This study mainly focusses on-campus recruitment process how stakeholders like student’s placement team Management institutions prepare for the drive at the final year of Management graduate students and it also explains how decision making on recruitment size will be taken by tier 1 and tier 2 level companies [11]. **Samiksha Dalal, Amruta Bondre (2020)**: Artificial intelligence is also involved in the training and placement of the students and it will help to reduce the stress of the recruiter and student. For students, it will help by giving a demo and instruction panel to help all levels of students. For recruiters, automation helps more primarily by collecting sorting and arranging resumes even in today's world many corporate companies are conducting first level of written exams by objectives online only in that case the system only awards the passed students [12].



Figure 3: Existing modal of CRT [12]

Geda, Yonas E (2020) After a comparative study between campus communication training students performance and campus communication training which includes student attention of attending conferences and workshops outside the campus are performing better in the interviews and it is also proved that these students are already getting out of their stage fear up to the limits to clear the personal drive. And also the achievements in the workshops and conferences are acting like boosting pills for the candidates while performing before the panel [13]. **Sankaran, Meenakshi,(2018)**To generate potential graduates training should be

student-centric system that will be monitored and examined for every batch and design and restructure according to the group behavior. It is also mentioned by NBA forum to student should have engineering knowledge in applicable form, problem analysis applicability, design and develop solutions for the problems, and also that training should include environmental sustainability knowledge. Accountability nature helps the students to get placed in the better jobs and also it will help as a bridge between the campus and the companies to maintain the relationship with good behaviour students along with their grades so for the future the campus need not search for the corporate for the placements vice versa it is also helpful for the corporate company to find its right resources students at the right place at the right time and it will also boost the alumni capacity of the campus so that they can improve better training systems if they able to maintain this natures in the training curriculum in the campus educational system [14]. **Karrar, Abdelrahman Elsharif (2016)** This research is all about studying of Student data set by using Weka tools. Weka tool is a statistical tool that helps to collect the data and applying algorithms for getting statistical data sets from the numerical data sets and it will work on Java coding system in this research this tool was well used to identify and determine whether student knowledge is sufficient for the campus drives by testing his attitude, verbal, reasoning, letter writing, group discussions and interview skill set. These records will also help for the future training of the students based on the past records and this research will also support the corporate world about the progress of the upcoming employees before the drive the institute will demonstrate their capacities with the results. So the companies will develop faith in the campus training systems to maintain for the relationship in the placement system [15]. **Acikgoz, Yalcin (2019)** this research history about behavioural pathway theories is the backbone for student progress. Even same quality of training was given to the multi group students they cannot perform equally because of their bias and also with the help of this research is also stated that the same student who are appearing for the off campus are having more bias compared to the campus drive students. This research also showing that future research will also take on individual person behaviour compared to the group behaviour was so that there will be better performance identification in the student's level. to improve the training system as well as the student career for as win to win policy, this research will also be showing that the corporate is not showing any differences on campus for off campus drives because their intention to get fruitful cream employees for the companies without any racism [16]. **Al-Saidi, Muayad (2020)** (HRIS) is elaborated as human resource information system. This concept is developed in mid of 19th century with major effects on human resources existing system into technology view. And this research also refers to the need of technology for HR panel. Information technology will helps to save time and cost cutting benefits. And this technology will also avoid unnecessary malfunctioning errors in the recruitment system. Organizations must synchronize with human resource information systems functions with the relevant information technology which supports the organisation in filtering better candidates from the campus [17]. **Setiawan, Nashrudin (2020)** this research finds the gap between efforts on present employee performance new recruitment policies of the manufacturing companies. By using management database systems is identified that positive direction in employees on campus drives. If it is maintained with undergraduate qualified then the present employees. On other hand, if the organization is going for higher qualified people then there is a negative

impact on present employees in their job performance due to view on loss of their jobs and careers. After performing multiple linear regression analysis through the t-test is positive with value amounted to 7.318 sig. 0,000. Based on these results as based on data to recruit new employees by using database management systems or statistical analysis outputs will help the manufacturing industry human research team to design recruitment policy that will not affects the present employee performance [18]. **Andronicus, Melkyory (2020)** As per this research this generation is mentioned as globalization so employees how to show their maximum efforts to achieve their organizational vision and mission vice versa it is the responsibility of the recruitment team to select such employees for the organisation by using database management systems are commonly stated as statistical data sets in this research explain it recruitment is the first chance to select the best people rather than training the selected candidates and in this research it is also mentioned the factors which affecting freshman recruiting from the campus and training them after recruiting processes [19].

Ayesha Javed (2020)In this 20th century everything in this world is getting digitalization in this process no exception for recruitment policy to this research explains how we can utilize AI based recruitment process with the help of database management systems. In this research the researchers compared many variables and test the processes to find the accurate system which helped the corporate world while campus recruitment process. This artificial intelligence is used in recruitment as artificial database management systems (ADBMS) how to get the choices for decision making. With this research it is also mentioned that along with the benefits this automation system will also create some problems such as data error, mission failure and so on... So we have to take necessary steps to prevent this kind of problems as per the research study it's stated as making backup systems and clearing systems for a clear run off artificial database management systems in recruitment system [20]. **Yang, Chunyan, et al.(2020)** As this research it is the first Pioneer study investigating the assets barriers and copying strategies of Asian international students psychology program in the USA. The findings of the study explain maturity trainers recommended a strength-based training that could cultivate the employable nature in the students for accurate results they have used advanced statistical database mining systems to get accurate results from the group to the individuals and these results also evaluate the embracing and nutrient diversity in the students when they are in abroad with multi National students. Aunty's study is also proving that for employability skills academics is not only the required psychological strength is also needed [21]. **Tovar, Molly, Kellie Thompson(2020)** This research report presents the downfall of American Indian students performance. Buder center history of time is the first time they conducted this type of study which studies on psychological downfall of American Indian students in their performances. And this research is also helpful to identify the difference of nationality and foreign students background education system which shows the impact was in the present system of education is also a problem which is called as educational cultural problems it causes to change case of national educational systems of their respective Nations [22]. **Brooks, Ruth, and Paul L. Youngson. (2016)** This research explores new areas the students in the campus drives. The study expresses that to get placed in the corporate companies the corporate world is looking after the parameters which are mainly considered are academics, communications and personal behavioural approach. But

coming to the student he is concentrating more on academics rather than other two factors which leaves the student been incomplete to face the challenges in the interview. With the systems the students will also perform well in the interview so getting place will not be a major problem for the student when he completed their education. It will give boost to the students when the training program starts earlier so they will can allot sometime of their own to practice and to be master of the skill sets. The students who can process to do this are majorly placed at the placement drives [23]. **Sahara Sadik & Phillip Brown(2020)**In this research researcher argued that the issues around increasing the demand for graduating cannot be looked at as they are placed because they are also going for higher education. Students who are going for higher education are not only going on interest but also so because of the failures of not getting jobs of this educational qualification. Unless occupied performed in terms of cooperative sectors jobs. This paper also mentions that this bill came into the distance then the unemployment rate will also able to decrease [24].

Research Methodology:

The work has conducted at the leading engineering colleges in Rayalaseema at Andhra Pradesh-India. The various elements of research design are;

- a) Database Design:** The primary data was collected from students of engineering colleges in Rayalaseema.
- b) Measurement Design:** The data was collected by using questionnaire. Nominal, ordinal; interval and ratio scales were used depending upon the data collected.
- c) Sampling Design:** The simple random sampling is used for the study. The total sample size and the samples were collected from the student's community of selected engineering colleges in Rayalaseema. The study was conducted over the period of period of last decayed.
- d) Statistical design:** Appropriate mathematical and statistical tool were used for analysis.

Proposed Methodology

This study explains about qualitative research which is face primary data collection from the recruiters and management graduating students in Rayalaseema region



Figure 4: Proposed design of CRT

a) Research design:

In Rayalaseema zone this research work has conducted sample. With this stakeholders as management students and recruiters will at a primary sample unit this study completely focus on primary data. Here we have two individual questioners for both stakeholders. And these question trees are framed on 5 scale questionnaire system. In this first style of questioner will be taken from the corporate people and second style of questioner is taken from the students, who shows interest for campus drives.

b) Sample Method:

The proposed work is pilot research based on primary data. For this research, we used a convenient sampling method to determine the sample size for collection of primary data. Here the questioner is divided into two forms one is about to know perspective of Management students recording campus recruitment and training programs conducted by their colleges. For this research, we have collected 120 questionnaires from corporate recruiters through online Google forms and also collected 221 questionnaires from students.

6.1 Measures:

5.1.1. Academic variables: GPA in the engineering course of all participants were between 6 and 10 as the minimum eligibility criteria for participating in campus recruitment process of recruitment companies under this work. Therefore, we kept continuous variable.

5.1.2. Gender: Students were segregated basing on gender which is measured dichotomously. Males were coded as 0 and females were coded as 1.

5.1.3. Branch of engineering Students: belonging to all branches of engineering, coded were mentioned as different.

5.1.4. *Training*: variables Training on three major areas that is, verbal reasoning, logical, and problem solving and soft skills was provided to participants over the engineering students and they were assessed based on their performance in these areas.

Path diagram with the importance of the CRTs is observed to fit and Standardized loaded factors are extracted as shown with the help of the following figure.

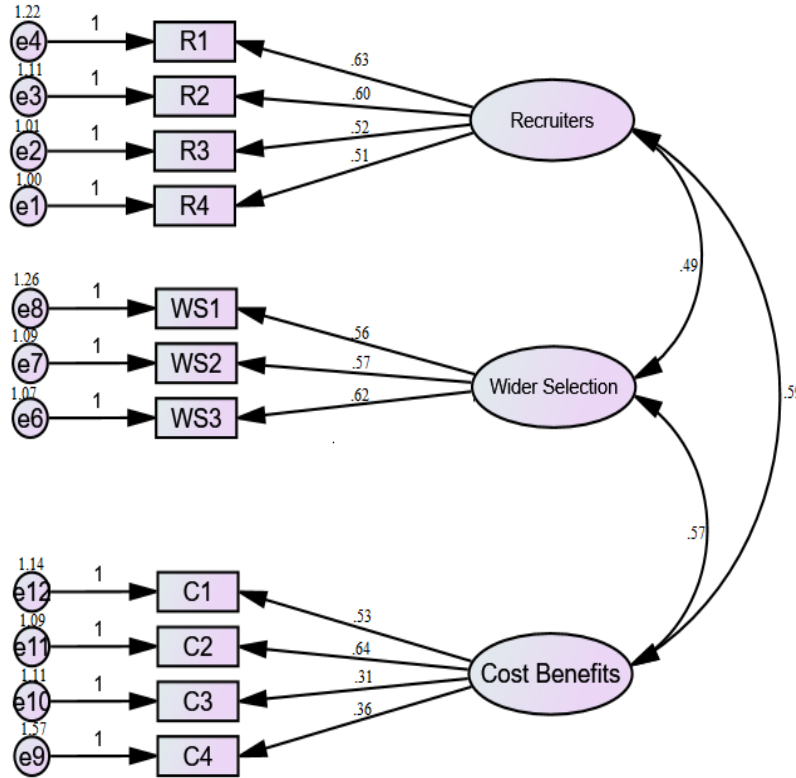


Figure 5: Path Diagram of Confirmatory Factor Analysis

With the help of the above path diagram -1 explains the probability of attributes seems to be less than 0.05, which directs that each attribute consists of a statistically noteworthy model. The standard weight is explained with the help of the following table.

Results And Discussion:

This section shows the proposed work computational performance compared with the previous work. Also this depicts and shows the achievement of the proposed strategies for the proposed work by showing through the tabulation results. In below it shows the differentiation of different objectives of this work.

Objective 1:

To provoke the domineering attribute that the recruiter will see while interviewing in campus students

This objective attempted to promote the attribute of the candidate's skill set while recruiting. With the help of the five scale questionnaire distributed and collected through an online survey. To identify the key attributes among nine factors, this research applied exploratory

factor analysis to identify the high loaded factors among the group of 14 challenges. The following table present KOM & Barlett's test which helps to identify sample adequacy of the data:

Table – 1: Sample Adequacy test [10]

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.831
Bartlett's Test of Sphericity	Approx. Chi-Square	80.588
	Df	36
	Sig.	.023

Source: Compiled by the researcher based on Primary data

Kaiser Meyer Olkin reflects the data adequacy of the sample, which means that the calculated value is above the recommended value (i.e. $0.881 > 0.70$) and the calculated value of Chi square appears to be greater than the critical value that is evaluated with the assistance of the Sphericity test of Bartlett's, which means that the data of the sample is adequate and statistically significant. The validation of the data is therefore adequate and the significance of the model is strong, indicating that the Factors analysis can be extracted from the data collected.

In below table represents the Exploratory Factor Analysis regarding the recruitment selection process.

Table -2: Component Matrix [13]

	Component				
	1	2	3	4	5
Communication skills	0.831				
E- Administration	0.623				
Squad work skills		.524			
Emotional Aptitude			.594		
Analytical skills			.762		
Flexibility/ Malleability				.602	
Interpersonal skills				.721	
Candidates with high aims				.535	
Core Certification courses					0.784
Extraction Method: Principal Component Analysis.					

Source: Compiled by the researcher based on Primary data

The table explains factors related to the selection and recruitment process in which researcher examines that all the factors are above 50%, which proves that these factors are most essential for recruitment and selection process. Among these variables, candidate who can have interpersonal skills and having analytical skills are stated as cream variables. On the other hand, it will also explain these are basic reliability, which commonly HR will observe

while recruiting process. Factors like flexibility emotional intelligence are showing more impact on the recruitment process.

Objective 2:

To recognize the aids of Campus Recruitment & Training program.

This objective will help to understand the major benefits of the campus recruitment training programs at management institutes. Here we have taken three styles of statements which relate to the Carts, each one of the statement is coded and combined and also interlinked at the same time you create a model. For this propose, the model eliminated determines the fitness index followed by the model consistency and it will also explain the importance of the model. Finally, the model (confirmatory factor analysis model) help of this model researcher identify key benefits for CRT programs.

Table -3: Goodness of Fit test Results [15]

Fit statistic	Recommended Value	Obtained Value
Chi square		121.25
Df		36
Chi square significance	$p \leq 0.05$	0.014
Goodness Fit Index	>0.90	0.922
Adj. Goodness Fit Index	>0.90	0.929
Normed Fit indexes	>0.90	0.911
Relative Fit Index	>0.90	0.901
Comparative Fit Index	>0.90	0.902
Tucker Lewis Index	>0.90	0.948
RMSEA	<0.05	0.015

Source: Compiled by the researcher based on Primary data

The above table explains goodness of fit index indicators concerning the hypothesized model. The result shows GFI (goodness of fit index) will be 0.922 and it also explains about "adjusted goodness of fit index" is 0.929. which are a fruit that these values are above the recommended level. "normed fit index" shows greater than 0.90 and "relative fit index" is 0.931 goodness index like "relative with index" is showing as 0.931. goodness index like "comparative fit index" is showing as 0.902 and "tucker Lewis index" is showing as 0.948. all these values are above cut off level. Root mean square is showing as 0.015 which demonstrates the importance of the model. Hence goodness of fit index concluded that the model is satisfactory.

Table -4: CRT benefits [17]

Parameters	Standardized loading factor
CRT helps to make recruiters accessible	
Helps in recognize potential companies	0.634
Helps in direct contact with special recruitment teams.	0.602
Help in classify the expected recruiters	0.522

Helps in Direct Selection	0.508
CRT helps in wider selection	
Helps bridge the corporate gap for recruiter to reach out candidates	0.564
Helps to access to corporate learning	0.572
Helps bring those recruiters who are even distant away	0.623
CRT helps to optimize the Cost	
Decreases the application costs	0.531
Decreases travel costs	0.644
Decreases the stay costs and other recruitment costs	0.308
The lowest cost of finding the best company / job	0.362

Source: Compiled by the researcher based on Primary data

Table demonstrates the standardized loaded factor concerning CRTs aids. Six factors are observed to be highly loaded among the eleven factors. The above results signify as follows

7.1 CRT helps to make recruiters accessible:

In this study, four factors are found to be loaded (i.e., standard loaded scores > 0.50). Explains that Indian placement officers are position to identify accessible companies unto contact specific recruitment team. It also explains about with the help of CRT programs they can identify recruiters. With the help of this restaurant immediately salad in this process will be taken to the company.

7.2 CRT helps in wider selection:

In this study, all three factors are found to be loaded (i.e., standard load scores > 0.50). It combined that, with the help of CRT programs, With the help of these candidates are reaching for a corporate company too. And it also helps to fill the gap between corporate learning and recruitment so that the candidates will be easy I can understand about the company so that the recruitment rate will increase.

7.3 CRT helps to optimize the Cost

In this study, two factors are found to be loaded (i.e., Standardized loaded scores are >0.50). It indicates that the traveling cost and application cost are decrease while attending CRT programs. This study shows that it will save and time on the part of companies. With the help of this we can also optimize the expenses like advertising, resume pooling etc.

Conclusion

The work has been highlighted on the engineering CRT in the viewpoint of recruiters and campus students of the management area. The work has applied convenient sampling for the sample collection of primary data. The work has taken the two objectives and collected the primary data from the recruiters and campus students. The work inspected the imperative attributes the recruiters will observe while interviewing in campus placements. The work applied the exploratory factor analysis to extract the high loading among the imperative attributes and found that HR managers will give importance to the candidates who are good at communication skills, analytical skills, interpersonal skills and high-aspiration skills even

researcher and even we have taken data from Database Management System to analyse accurate results of the test. The work also observed the aids of campus recruitment and training and the result reveals that CRT helps to get the aids of recruiters who are even far away and help in saving time and efforts of the students as well as companies.

Further Research Scope: The present study has been concentrated on-campus recruitment and training in the perspective of HR recruiters and campus students. Hence, there is a necessity to do more research by considering the college management standpoint in the campus recruitment and training program.

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