



# A STUDY ON STUDENTS SATISFACTION TOWARDS HIRING PROCESS IN I.T. COMPANIES AMONG PLACEMENT REGISTERED STUDENTS WITH SPECIAL REFERENCE TO COIMBATORE DISTRICT

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## ABSTRACT

This study examines student satisfaction with the hiring process in IT companies among placement-registered students in Coimbatore District. Utilizing quantitative methods, structured questionnaires will be distributed to gather data on recruitment procedures, interview experiences, communication effectiveness, and overall satisfaction levels. Findings aim to provide insights for improving recruitment strategies and enhancing student satisfaction in the job placement process.

## KEYWORDS:

## 1.INTRODUCTION

The most coveted job opportunities in the placement season on any campus are jobs in the IT industry. These jobs are known to have a higher salary package relative to experience and also have a tremendous opportunity for growth, these are the main reasons that students at the end of their undergraduate or postgraduate degrees are known to flock towards these companies. This throng of students has led to a massive increase in the number of people vying for a limited seats. This competition has resulted in the hiring process becoming very strict and highly efficient – the process filters as many candidates out as possible and at the same time processes all of the applications. Ruthless efficiency is the apt descriptor for the contemporary IT hiring

process. This is why the role of the placement cell of each college has been brought to the fore of the minds of all students selecting colleges for higher education.

A good placement cell means more companies, better training and more chances of getting the dream IT job. There are numerous steps to the placements process that a competent placements cell helps the students navigate. First the students must be aware of the companies arriving for the hiring on and off-campus, and there should ideally be a large variety of companies – high competition jobs, and mass recruiters – that should be present for the campus placements. Then the students must be taught clearly how to navigate the subsequent steps and the training for the same should begin well in advance, with some institutions beginning the process in the second year of the undergraduate degree and first year of the postgraduate degree. Within the hiring process itself students can expect to see several rounds of screening; these rounds will judge the students based on their technical knowledge (a selection criteria firmly out of the hands of the placement cell), their aptitude, communication. frequently most colleges will also have some form of Group Discussion and Personal Interview round at the end of the hiring process. Though in some cases by this point more than 99% of the candidates have been axed throughout the previous steps in the hiring process. This steep criteria of selection and the pressure that companies place on students to improve means that students have a lot more responsibility during their college in addition to mere academics.

## **2.STATEMENT OF THE PROBLEM**

The problem addressed in this study stems from the necessity to assess and understand student satisfaction with the hiring process in IT companies among placement-registered students in the Coimbatore district. As the IT industry in Coimbatore continues to grow, it becomes imperative to scrutinize the experiences and contentment levels of students engaged in placement programs. The intricacies of the hiring process, including communication, selection procedures, and overall satisfaction, need thorough exploration to identify potential challenges and areas for improvement. By addressing this problem, the study aims to contribute valuable insights that can enhance the effectiveness of placement programs and improve the overall experience of students seeking employment in the dynamic IT sector in Coimbatore.

## **3.OBJECTIVES**

1. To analyse the socio economic factors of placement registered students in Coimbatore city.
2. To know how much the candidate is aware about the hiring process.
3. To examine the problems faced by the placement students.
4. To identify the level of satisfaction among placement students.
5. To give valid suggestions among students.

## **4.SCOPE OF THE STUDY**

1. To focus on placement students in IT companies.
2. To analysis the hiring process stages: application, assessment, interviews, selection.
3. To explore factors like communication, fairness, and efficiency.
4. To use the surveys to obtain primary data from students.

5. To identify areas for process improvement.
6. To inform policy and practice in both academia and industry.

## 5. RESEARCH METHODOLOGY

The study being presented had the primary aim of assessing the feelings of the college students of various colleges in the city of Coimbatore towards their placement process for IT companies. In order to collect the data from students the questionnaire was designed containing a broad set of questions based on the various aspects of placements such as the training they have received, the exposure given to them by the college, and other parameters which will contribute to the chances of students being selected for the company.

### I. SOURCE OF DATA

#### PRIMARY DATA

Primary data will be collected through a structured questionnaire. A well-structured questionnaire has been prepared given to the respondents by the researcher.

#### SECONDARY DATA

This includes data that formed the basis of literature review and the background of the literature. It has been collected from various online sources, and articles published in reputed journals.

### II. TOOLS AND TECHNIQUES OF ANALYSIS

- Simple percentage analysis

#### 6. LIMITATIONS

- The study is restricted to 120 respondents.
- The findings of the study are based on information provided by the respondents only.
- The study was restricted only to the placement registered students in Coimbatore district.

### ANALYSIS AND INTERPRETATION OF THE STUDY SIMPLE PERCENTAGE ANALYSIS

Simple percentage analysis refers to a special kind of rates, percentage are used in marketing comparison between two or more series of data.

#### FORMULA

$$\text{Percentage} = \frac{\text{Number of respondents}}{\text{Total number of respondents}} * 100$$

S. No.	VARIABLES	CATEGORIES	NO. OF RESPONDENTS	PERCENTAGE
1.	Age	18-20 years	45	37%
		21-23 years	60	50%
		24-26 years	9	8%
		27-29 years	6	5%
2.	Gender	Male	65	54%
		Female	55	46%

3.	Educational level	Under graduate	86	72%
		Post graduate	34	28%
4.	Educational background	STEM	47	40%
		Social Science	14	12%
		Arts and Humanities	46	38%
		Management Studies	13	10%
5.	Participation in internship	Yes, paid	22	18%
		Not, paid	24	20%
		Maybe	15	12%
		Did not participate	59	50%
6.	Placement in I. T. company	Yes	62	52%
		No	58	48%
7.	Salary package	<1,50,000	25	21%
		1,50,000-2,00,000	24	20%
		2,00,000-2,50,000	20	16%
		2,50,000-3,00,000	26	22%
		>3,00,000	25	21%
8.	Resources	Yes, through my educational institution	45	37%
		Yes, through external organizations or programs	16	13%
		Yes, through personal networks	25	22%
		Yes, I had limited access to resources	16	13%
		No, I had no access to resources	18	15%
9.	Opportunities	Yes, through alumni networks	35	30%
		Yes, through industry events or conferences	21	17%
		Yes, through online platforms	40	33%
		No, I had limited access to networking opportunities	12	10%
		No, I had no access to networking opportunities	12	10%
10.	Skills	Technical Skills	40	33%
		Problem solving abilities	35	29%
		Communication skills	28	23%
		Relevant work experience	17	15%

11.	Source of information	Reading industry publication and blogs	36	30%
		Attending workshops or webinars	50	42%
		Following influences or thought leaders on social media	34	28%
12.	Preparation Strategy	Researching the company and its culture	25	21%
		Practicing technical skills and coding challenges	32	26%
		Rehearsing common interview questions	20	16%
		Seeking feedback from mentors or professionals	11	10%
		All of the above	32	27%
13.	Development strategy	Leveraging online job platforms and networking opportunities	20	17%
		Developing a strong online presence through professional profiles	28	23%
		Keeping skills updated through continuous learning and certifications	28	23%
		All of the above	44	37%
14.	Familiarity	Yes, I have experience with remote interviews	38	31%
		I am aware of them but haven't experienced them	50	42%
		No, I am not familiar with remote interviews	32	27%

## FINDINGS

- Mostly, 50% of the respondents age is 21-23 years.
- Mostly, 54 percent of the respondents were male.
- Mostly, 72% of the respondents were under graduate.
- Hence, 40% of the respondents were Science, Technology, Engineering, Mathematics.
- Mostly, 50% of the respondents did not participate in any internship programs related to IT industries.
- Mostly, 52% of the students have been placed in IT industry.

- Hence, 22% of the expected salary(per annum) is between 2,50,000-3,00,000.
- Hence, 37% of the respondents accessed guidance through educational resources.
- Hence, 33% of the respondents accessed networking opportunities through online platforms. ➤ Hence, 33% of the respondents shows that the important qualification or skills that IT company looks in an candidate is technical skill.
- Hence, 42% of the respondents are updated through attending workshops or webinars.
- Hence, 27% of students opt for a holistic interview preparation approach, encompassing research, technical practice, rehearsing questions, and seeking mentor feedback.
- Majority of Coimbatore's IT job-seeking students, accounting for 37%, choose a comprehensive strategy, incorporating online job platforms, online presence development, and continuous skill updates.
- Hence, 42% are aware of virtual interviews but haven't experienced them, indicating a prevalent readiness for this evolving trend in the hiring process

## SUGGESTIONS

1. Explore how student satisfaction evolves over time in IT hiring processes.
2. Compare satisfaction levels among students from different academic institutions in Coimbatore.
3. Obtain insights from IT companies to improve the hiring experience.
4. Identify and bridge gaps between academic learning and industry needs.
5. Leverage alumni insights to enhance current students' preparation for the workforce.
6. Establish mentorship initiatives connecting students with industry professionals.
7. Implement a real-time feedback system within academic institutions.
8. Prioritize the integration of soft skills training in academic curricula.
9. Develop case studies showcasing successful student placements and experiences.
10. Facilitate workshops to expose students to real-world hiring scenarios.
11. Advocate for increased internship availability within the Coimbatore IT industry.
12. Ensure academic programs align with emerging tech trends.
13. Promote diversity initiatives for equal opportunities in the IT workforce.
14. Organize events fostering direct interaction between students and IT professionals.
15. Implement ongoing evaluation systems to adapt to industry changes and student feedback.

## CONCLUSION

In conclusion, this study on student satisfaction with the hiring process in IT companies among placement-registered students in Coimbatore serves as a valuable exploration into the dynamics of the recruitment journey. With a focus on 120 participants from the district, the research aims to offer insights into the specific challenges and preferences of students as they navigate the IT job market. The findings are anticipated to contribute to the enhancement of placement programs, refining the alignment between academic preparation and industry expectations. By addressing student satisfaction, the study strives to pave the way for a more seamless transition for students into the dynamic landscape of the IT sector in Coimbatore. Through

addressing the specific needs and challenges faced by students during recruitment, more supportive environment for the evolving I.T. work for in Coimbatore can be provided. It is anticipated that the outcomes of this research will not only benefit students but also contribute to the continual growth and adaptability of the IT industry in the region.