

Analysis on Current State, Problems and Countermeasures about Campus Recruitment

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Abstract: In recent years, as of some college enrollment expansion, employment situation is quite serious for graduates. Based on the characteristic and behavior form of campus recruitment, this paper analyses current situation of campus recruitment, and find some existing problems. From graduates, college and enterprise three positions are deeply analyzed and discussed and put forward rational countermeasures to enhance the effect of campus recruitment.

Keywords: Campus recruitment; Problems; Countermeasures

1. Introduction

Recruitment is an important part of human resource management. As a special external recruitment, campus recruitment has the following advantages: strong pertinence, relatively reliable employer, low cost, high quality, strong plasticity, etc.[1] However, there are a lot of recruitment problems, such as time-consuming, power-consumption, but the results are often unsatisfactory [2]. As the number of graduates each year of the growing, fresh graduates to apply for a job team constantly expand; Job's employment concept change; Enterprise internal and external environment of rapid change; Make campus recruitment is faced with a series of challenges. The number of graduates in the current rise and employment needs position quantity growth to slow, explore how to ensure that the campus recruitment number of at the same time, improve the quality of campus recruitment, prompting campus recruitment activities of the effective information is the fresh graduates make full use of, and improve the success rate of employment of graduates, to realize the graduates full employment, which is of great practical significance. Under such circumstances, the research on campus recruitment problems, analysis their reasons and to find effective countermeasures is particularly important for the completion of the campus recruitment.

In solving the employment problem of graduates, campus recruitment played an important role. Compared with other recruitment ways, campus recruitment takes out some seductive characteristics, which are worth to give sufficient attention: job hunters have a big number but lack of work experience in the same time, they tend to have no clear career orientation and purpose, recruiting season is intensive, with a wide range, large-scale test is

easy to happen. The way of campus recruitment is various, mainly includes special job fair, the campus talk, management trainee program, internship program, clubs, summer camp and other forms.

2. Current State of Campus Recruitment

2.1. Outsourcing strategy and the refined mode

Some enterprises begin to adopt outsourcing strategy and campus recruiting gradually presents refinement trend. With the development of refinement trend became clearer, enterprises' ability demands for their staff become more specific, and the way they choose workers is more detailed and accurate. Scientific criterion, reasonable process and effective tool must be used to make campus recruitment be more efficient and have high quality. In recent years, some enterprises hire professional evaluation organization to finish parts or all of their recruiting work, and considering actual needs of the enterprise, these organizations can provide a set of more scientific campus recruitment procedures and practices, to ensure the effect of campus recruitment [3].

2.2. Person-organization fit being more important

Many enterprises find the problem that their workers do not fit themselves, for other factors besides ability [4]. So the mode named Person-Organization Fit (P-O Fit) obtains much more attention. Besides the requirement of meeting the needs of specific jobs, P-O Fit focus on the consistency between the characteristics of individual employees and that of the organization[5]. P-O Fit has important practical significance in improving the efficiency and the effect for the organization. With the promotion of human resource strategy, it will be clearer.

2.3. The recruitment strategy based on internship program optimizing recruitment process

In order to obtain right people to specific position in recruitment, many well-known enterprises have changed traditional recruitment, and they tend to adopt the method of internship program. This way combined graduate internship with the enterprise recruitment selection, which deepening the understanding with each other, they can cultivate, discover and lock the talents in the process of internship. In this way, the enterprise will usually put the selection-evaluation part forward. On one hand, they can prepare to get the talent, on the other hand, they can training them in an early time, and have more time to observe the applicant in practice.

2.4. The increasing of online recruitment

In recent years, the web get rapid developed for its advantages in range, last longer and spread rapidly. With this process, the enterprise are more and more rely on tools to complete part of recruitment, such as online recruitment platform, twitter, the role of online recruitment keeps to increase [6], and even some enterprises complete all the recruitment work through the network.

Besides, many enterprises realize the significance of campus recruitment in finding high quality human resources, strengthen themselves. Graduates often have high quality, easier to absorb the company's management idea and enterprise culture, more plastic, and these characteristics make campus recruitment have a higher position in talent development strategy, most of enterprises regard campus recruitment as one of the main channels of talent added [7].

3. The Problems in Campus Recruitment

3.1. Personal problems of the fresh graduate

The gap exists between the quality of the fresh graduate and expectation of enterprises. The fresh graduates are young, with shallow social experience, and have poor sense of responsibility. Maybe, they can not adapt the workplace environment better.

Employment concept is not clear. In recent years, universities and colleges did not give enough guidance in college students' employment and career planning. The fresh graduates are hard to form a comprehensive understanding about their own traits of character and career planning. In addition, graduates' employment choice are in a wide range, take an examination of civil servants, continue with postgraduate education, state-owned enterprises, foreign enterprises, the private sector, voluntary service, and so on. These ways can be chosen after graduation. In the same time, this status makes the graduate hesitant when they start job searching.

The fresh graduate are lack of work experience and professional skills, which makes enterprise have to pay more

money for their training, and the cost will be higher. Another fact is that they tend to have an ideal expectation about their jobs may make status worse. In the early time of their job, the possibility of they change jobs is very large, which also make the employment cost increase. The lack of professional knowledge may become one of the reasons why these students are difficult to be employed.

3.2. Organization activity problem of universities and colleges

The investigation on the enterprise background is less. The school reviews materials limited in business license and tax certificate provided by these companies. The universities and colleges have neglected the background investigation, which lead the result that the graduate can't obtain more comprehensive and detailed information.

Recruitment activity quality is desired to be improved. Material and human resources of campus recruitment in colleges and universities have increased a lot than before, but not enough. The location of the campus recruitment is generally located in the school auditorium or classroom. Because of the limitation of space, the recruitment sites are often tightly surrounded by students. It does go against the display of the companies' advantages. In addition, at the recruitment site, it is better to invite professional teachers to help graduates, which can solve their problems quickly and improve the recruitment quality.

3.3. The problem of enterprise

There is misunderstanding the concept of corporate recruitment. Many companies only look upon recruitment fair as a place to collect resumes and apply materials. After an opening self-introduce, what they need to do is waiting for students' resume [8]. This makes graduates can't fully understand the corporate. And many companies' recruiters think that graduates are at a disadvantage circumstance, and they may have a poor sense of equality, kindness and respect. Even some companies are lack of honesty, and the information they spread out has been exaggerated. So that the case may happen that graduates sign a contract in the absence of real information and break it when they understanding further information, which is a bad thing to both of graduates and companies. Cognitive mistakes on talents Selection. During campus recruitment, many firms think that the higher the degree, the better the benefits will be to the enterprise. On one hand, this kind of situation is easy to cause the state of the high cost in recruiting talent. On the other hand, It also makes people can't take full advantages, which is not good for the talent. Enterprise should select the right talent and set the standard of recruitment, according their own actual situation, combining specific jobs and labor costs [9].

4. The Countermeasures of Improving Campus Recruitment Effect

4.1. For graduates

(1) Make a good career planning. During their school time, students should try to make their career planning and should not follow the crowd. First of all, they should complete a comprehensive and detailed analysis about their own personality, interests, abilities, and so on, to understand what is suitable for them. And then, they should find their own way to face employment problem. Based on this, the graduate should find their target companies in scientific ways, learning more information about backgrounds and their employment needs. It is important that they design their resumes to target companies, which will have a quite different result compared with the method of supplying one resume to all companies.

(2) Focus on the study of professional knowledge. College students should master solid professional knowledge and skills. This needs the college students study hard during they are in school, then they will have good professional knowledge and possess good professional ethics, at the same time, they should take an active part in social practice. At present, school and society try to create opportunities for internships, part-time and social practice through a variety of methods for college students, college students themselves should cherish and make full use of these opportunities to improve their ability and prepared for their job hunting [10].

4.2. For universities and colleges

(1) Obtain sufficient information about employer. In general, schools should start prepare work several months before campus recruitment. It will help the graduate a lot, if they can know employment information earlier, which leaving them sufficient time to prepare for their target company. The website can supply such an information platform to ensure the information unimpeded.

(2) Improve recruitment environment. As a service platform for campus recruitment, school should increase financial input to improve recruitment site environment. In addition, in aspect of human resource, school should invite and provide a space for professional instructors, who will play an important role in helping the graduate to solve their profession problems during the course of campus recruitment.

(3) Enhance guiding effect of specialized teachers. The amount of specialized teachers of major in colleges and universities are much more than that of employment guidance teachers of. At the same time, they are familiar with the characteristics and status, advantages and disadvantages in society by teaching in daily teaching and school exchange process, students are introduced to the professional development prospects and conscious pro-

fessional ideological education. Through this way, their enthusiasm of working for their major can be enhanced [11].

4.3. For enterprises

(1) Pay sufficient attention on necessary preparatory work. Enterprises should rely on the company's human resource planning, make detailed and careful analysis about the gaps of human resource, and then determine the purpose of corporate recruitment, specific task of candidates and their requirements in quality and ability.

(2) Be responsible for the course of requirement. During recruitment process, the recruiter should carefully describe the enterprise development and employment situation and the principle of demand for talent. Give every candidates fair treatment and solve their question in time are also important and necessary.

(3) Communication after recruitment site activity. After the recruitment site activities, enterprises should fairly and reasonably complete the work of screening resume and something further, as soon as they are planning to sign a contract, they should keep in touch with the graduate to make them informed the date of contract.

5. Conclusion

Campus recruitment is close to college students' life and enterprises' daily management work, which bring a lot of convenience for the graduate, the school and enterprises. How to refine and improve the campus recruitment needs the joint efforts of everyone. We should regard campus recruitment as a systematic project, and take full account of the characteristics of the special group, combined with the specific position requirements, develop a series of scientific and reasonable plans, and only in this way can we complete the campus recruitment work, and solve the problems of employment for graduates.

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