

A Study On Factors Influencing the Effectiveness of Campus Recruitment Drives in Talent Acquisition at Bajaj Life

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Abstract

This study examines the determinants affecting the efficacy of campus recruitment initiatives in talent acquisition, specifically regarding Bajaj Life Insurance Company. The study was conducted during an internship in the Human Resource Department, where the researcher participated in campus recruitment activities. The study seeks to comprehend recruitment methodologies, discern principal influencing factors, and assess overall hiring results.

A descriptive research design was utilised, incorporating both primary and secondary data. Primary data was gathered via a structured questionnaire administered to 100 respondents. For data interpretation, tools like percentage analysis, regression, correlation, and average score analysis were used.

The results show that the recruitment process and planning work well, but the quality of candidates and support from the institution are only average. The study also shows that campus recruitment drives have a positive effect on talent acquisition outcomes, but the effect is small.

Also, problems with hiring and keeping employees were found to be areas that needed work. The study finds that campus recruitment is an important way to find new employees, but it can be made even better by better planning, more cooperation between institutions.

Keywords: Campus Recruitment, Talent Acquisition, Recruitment Effectiveness, Human Resource Practices, Attrition, Candidate Evaluation, Institutional Support, Hiring Outcomes.

1. Introduction

Campus recruitment is presently an essential means for organizations to recruit fresh talent directly from schools. Nowadays companies are looking for those graduates who are specially skilled, flexible, and ready to work that can help the company to achieve success. Campus recruitment helps in saving time and cost of hiring people. Above all, this allows companies to create a talent pool for future requirements. The outcome of campus recruitment drives depends upon so many things, such as their planning, the employer

branding, quality of candidates, institutional support, selection methodologies, and more. It's imperative to know whether campus recruitment drives are effective enough to find the right talent as business competition is increasing and graduates' expectations. The recruitment strategies of firms need to improve. This has become apparent due to the presence of inefficiencies. For instance, there is a bad candidate-job fit, high attrition rate, offer rejections, etc. This study attempts to understand the factors affecting the effectiveness of campus recruitment programme and its contribution towards successful recruitment. Moreover, the study aims to identify shortcomings in the existing recruitment processes and recommend measures to improve hiring efficiency and outcome.

Objectives Of The Study

- To identify factors influencing campus recruitment effectiveness.
- To understand HR practices followed during campus drives.
- To analyze how campus recruitment supports talent acquisition.
- To suggest improvements for better hiring outcomes.
- To study the challenges faced during campus recruitment drives.
- To evaluate the overall satisfaction of HR with campus hiring outcomes.

Review Of Literature

This Studies emphasizes an increasing need for structure-technology in recruitment. Employers branding, recruitment channels and student engagement will improve campus hiring effectiveness (**Ghuse et al., 2025**). Private sector firms are more adaptable and innovative in their hiring methods. According to study done by **Priyadarsini & Sreejith (2025)**, Recruitment analytics and candidate experience plays a vital mediating role in enhancing hiring outcomes and employer brand perception. According to **Jyothika & Ganesh (2025)**, an effective recruitment system generates better hiring performance. In contrast, a process that is not effective from clarity perspective and has process inefficiencies will be lesser efficient at best. According to **Lenasri & Shekhar (2025)**, recruitment on social media and other digital platforms has improved reach, communication, and engagement of candidates. Moreover, the study of **Krishna et al.(2024)** reveals that student profiles and resume quality affects judgement of the recruiter. According to the aforementioned studies, modern campus recruitment is effective when the organization uses advanced technology with the collaboration of the institution and practices.

Methodology

The researchers undertook a descriptive research design of this study to analyse the effectiveness of campus recruitment processes. Various data have been used in the report that is primary and secondary data. The main data was collected through the use of questionnaire. 100 respondents were chosen for the study using Quota Sampling Method. 5 Point Likert scale was used ranging from strongly agree to strongly disagree. The questionnaire comprised areas like recruitment planning, candidate quality, institutional

support, recruiting outcomes, and attrition issues. Company reports, academic journals and websites served as the source of secondary data. A method of convenience sample was used to select respondents. The data were interpreted using various statically tools like percentage analysis, regression analysis, correlation and average score analysis were use to identify the relationship between campus recruitment and talent acquisition.

Data Analysis & Results

The assessment effectiveness of campus recruitment drives took a descriptive research design for the study. The analysis was based on both primary and secondary data sources. A structured questionnaire was filled by 100 respondents to collect primary data. The questionnaire included recruitment planning, quality of candidates, whether institutions provided support in recruiting, recruitment outcomes, and issues of attrition. The information regarding the project is collected through the secondary data collection of company reports, academic journals, and online resources. A sampling method of convenience was used to select respondents. Different statistical tools like percentage analysis, regression analysis, correlation, average score analysis etc were used for interpretation of data and finding out relationship between campus recruitment and TA. Data analysis indicated that the majority of respondents had a good opinion about recruitment planning and processes, which indicated effective organization of campus drives. While organizations manage to attract the talent they seek, the effectiveness of their evaluation and selection techniques is only moderately effective. The responses received for institutional support were diverse due to the inconsistent coordination between the firms and the academic institution. Regression analysis indicated a positive relationship between campus recruitment drive and talent acquisition shows that more often campus recruitment takes place, better recruitment. R2 value not being very high indicates other factors also impact talent acquisition. The effect of campus recruitment on hiring is reassuring as campus recruitment has an impact on hiring but is not the only impact. results show moderate effectiveness with specific areas needing improvement.

1) Percentage Analysis

The primary data collected through a structured questionnaire from 100 respondents were analyzed using the percentage analysis technique. The interpretations of the responses as percentage is easier to analyse and compare. This technique assists in recognizing important trends and patterns of view among respondents. A Clarity on Various Factors Affecting Effectiveness of Campus Recruitment Drive.

Recruitment Process:

RESPONSES	NO OF RESPONSES	PERCENTAGE OF RESPONSES
STRONGLY AGREE	25	25
AGREE	53	53
NEUTRAL	20	20
DISAGREE	2	2
STRONGLY DISAGREE	0	0

Outcomes & Effectiveness Of Recruitment Campus Drives:

RESPONSE	NO OF RESPONSES	PERCENTAGE OF RESPONSES
STRONGLY AGREE	21	21
AGREE	49	49
NEUTRAL	27	27
DISAGREE	3	3
STRONGLY DISAGREE	0	0

Interpretation: The data shows that the majority of people have positive responses regarding the recruitment process and outcome to the tune of 78% and 70%. The campus recruitment drive is largely effective and very well-received. However, some uncertainty seems to exist among the respondents as moderate neutral responses are observed. Minimal disagreement signifies a low level of dissatisfaction but also indicates a possibility for enhancement or improvement.

2) **Regression Analysis**

Regression analysis is a statistical technique used to examine the relationship between independent and dependent variables. It helps in understanding how changes in one variable influence another and is widely used for prediction and decision-making in research

Coefficients						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.887	.421		6.864	.000
	Campus Recruitment Drives	.248	.103	.235	2.399	.018

a. Dependent Variable: Talent acquisition outcomes (Results)

b. Independent Variable: Campus recruitment drives (Influencing factors)

Interpration: From the above regression analysis, it is clear that campus recruitment drive positively impacts talent results as evident from the value of the coefficient (B = 0.248). Significance level (0.018), which is below 0.05, proves that there exists statistical significance for the association between the two variables. In addition to that, a standardized beta coefficient of 0.235 signifies a moderate positive impact of the campus recruitment drive on talent results.

3) ANOVA Analysis

ANOVA (Analysis of Variance) is a statistical method employed to determine the significance of a regression equation as a whole. It assists in assessing whether the independent variable exerts a significant influence on the dependent variable.

ANOVA						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	3.248	1	3.248	5.756	.018
	Residual	55.312	98	.564		
	Total	58.560	99			

Interpretation: The findings from ANOVA indicate that there is statistical significance of the regression model since the F value is 5.756, and the significance value is 0.018, which is below 0.05. The above findings are a clear indication that the regression model fits well with the collected data and that the independent variable, campus recruitment, affects the dependent variable significantly. It means that the regression model can be relied upon to explain the variables' relationship.

Findings

- The above percentage analysis illustrates that a large number of people have a positive impression regarding campus recruitment drives, demonstrating the significance of the recruitment process.
- From the regression analysis conducted, there is a positive correlation between the campus drives and talent outcomes ($B = 0.248$) because more effective campus recruitment drives result in successful talent acquisition.
- A closer look at the model summary depicts that the coefficient of determination is quite low ($R^2 = 0.055$), which shows that campus drives do not explain a large variation in the talent outcome variable.
- From the ANOVA findings, it is clear that the regression analysis has been statistically proved valid since it is highly significant ($F = 5.756, p = 0.018$).
- The significance value for campus drives ($p = 0.018$) is below 0.05, which means that campus drives are significantly correlated with the outcome.
- After considering the sample size, the adjusted R^2 value (0.046) is fairly accurate for this regression equation, although the value is rather low.
- It is apparent from the standard error of estimate (0.7513) that there is a considerable amount of deviation.

Conclusion

The study concludes that campus recruitment is an essential and effective tool for talent acquisition, enabling organizations to attract fresh and skilled graduates. While the overall effectiveness of campus recruitment drives is moderate to high, certain areas such as candidate evaluation, institutional collaboration, and attrition management require improvement. The findings indicate that recruitment processes must be continuously updated to align with changing industry demands and candidate expectations. Incorporating technology, improving candidate experience, and strengthening partnerships with educational institutions can enhance recruitment outcomes. Furthermore, organizations should focus on data-driven recruitment strategies and continuous monitoring to improve efficiency. Overall, campus recruitment remains a valuable approach, but its success depends on a combination of strategic planning, execution, and continuous improvement.

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