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## **RECRUITERS' PREFERENCES FOR B-SCHOOL CAMPUS PLACEMENTS: STUDENTS' PERSPECTIVE**

### **Abstract:**

This empirical research work is aimed at finding the students' perception about the factors considered by the recruiters for selection of B-School for campus placements along with the recruiters' expectations from the management graduates. A questionnaire is constructed to observe the perceptions of students regard to B-school selection criteria for placements and expectations of industry from the management graduates. Then, this well-structured questionnaire is administered to the students of a particular batch in the top-rung B-school located in the central India. Responses of the students were analyzed using statistical techniques to identify the students' perceived factors for selection of B-school for campus placements by the recruiters' along with the recruiters' expectations from the management graduates. Also, based on the responses received from the recruiters, this paper makes an attempt to find the gap between the students' perception and the recruiters' actual expectation from the management graduates. Outcome of this study will be useful for B-Schools to focus and strengthen on the vital factors considered by the recruiters' as well as to provide more emphasis on the skills sought after by the recruiters.

### **Keywords:**

B-Schools, Campus Placements, Graduate Attributes

**JEL Classification:** M10