

EXPLORING THE RECRUITMENT SOURCES FOR FRESH GRADUATES AND THEIR RELATIVE EFFECTIVENESS

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A thesis presented to the Department of Management Sciences, Bahria University
Karachi Campus, in partial fulfillment of the requirements
of the MBA degree



FALL, 2015

Bahria University Karachi Campus



MBA Thesis
2nd Half-Semester Progress Report & Thesis Approval

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Supervisor-Student Meeting Record

No#	Date	Place of Meeting	Topic Discussed	Signature of Student
1.	19/11/15	Faculty Cubicle	Review of data collected and discussion on data integration.	<i>Uroosa</i>
2.	26/11/15	Faculty Cubicle	Review of data integration and discussion related to results interpretation.	<i>Uroosa</i>
3.	9/12/15	Faculty Cubicle	Discussion related to final outcome and conclusion.	<i>Uroosa</i>

APPROVAL FOR EXAMINATION

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I hereby certify that the above candidate's thesis has been completed to my satisfaction and, to my belief, its standard is appropriate for submission for examination. I have also conducted plagiarism test of this thesis using HEC prescribed software and found similarity index at 9% that is within the permissible limit set by the HEC for the MBA thesis. I have also found the thesis in a format recognized by the Department of Management Sciences.

Supervisor's Signature: *Sayma Zia* Date: 28/01/16

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ABSTRACT

Purpose of the study: To ascertain most preferred recruitment sources for recruiting fresh graduates and their relative effectiveness in terms of recruiting quality applicants.

Research methodology/sampling: The research approach was quantitative and sampling technique was non-probability i.e. Purposive based sampling was used to gather data from selected respondents. Questionnaire is used to gather data from a sample size of 30 respondents from 10 organizations of different sectors. For data Integration descriptive statistics and frequency distribution table are used, also pie charts and bar charts are used to preset data.

Findings of the research: Along the booming economy there is an unprecedented growth in fresh graduate/postgraduate recruitment. According to the research analysis and comparative results of ten recruitment sources, the most preferred recruitment source according to the level of preference are; Job fair, Employee referral, Campus recruitment, Internship, Social media, Companies job portal, Internet job portals, Networking with campus placement, , Newspaper advertising and Faculty contacts. Whereas, recruitment sources according to their effectiveness are ranked as; Employee referral, Job fair, Campus recruitment, Internship, Companies job portal, Internet job portals, Social media, Networking with campus placement, Newspaper advertising and Faculty contacts.

Practical implications of the research: The study explores the increasing trend of hiring fresh graduates and has highlighted some of the recruitment sources that are preferred most and least by the recruiters when recruiting fresh graduates and their relative effectiveness. Employers and fresh graduates both can get maximum benefit from this study report. This report can be used by other professionals when going for fresh graduate recruitment also a guideline for fresh graduates which can help them to focus on specific source to get in contact with prospective employer.

Keywords: Fresh graduate recruitment, Recruitment sources, Job fair, Employee referral, Campus recruitment, Internship, Social media, Companies job portal, Internet job portals, Networking with campus placement, Newspaper advertising and Faculty contacts.

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