

A Study of the Perception of Placement Officer towards Campus Recruitment

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Abstract

Campus Recruitment is one of the modes of recruitment in the present times. It is an easy way of recruiting a large number of potential employees at one single time. Recruitment process not only benefits the students but also the Institutions. Placement Officer plays an important role in organizing and conducting the whole placement procedures. The present paper highlights the views and perceptions of Placement Officers towards Campus Recruitment procedures. The present study is based on Campus Recruitment information and data collected from Placement Officers of professional colleges in Pune.

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