

## ON THE SPOT

Hiring the right candidate is pretty much like looking for a needle in a haystack. Employers complain that a vast majority of the graduates they get are not up to the job. EDUCATION MAIL lines up some of the country's top talent spotters and finds out what they look for in a candidate while hiring



# 'SOCIAL MEDIA IS AN EVALUATION TOOL FOR HIRING'

**VIKRAMJIT SINGH**, Vice-President, IPE Global, on the importance of clarity of thought and how to grow within an organisation

### ■ What are some of the common issues which you confront in graduates while hiring?

One of the common issues that we have faced is a lack of clarity in the thought process of a candidate. Applicants at times cannot articulate what they want with respect to the position they have applied for. This affects their hiring potential. Sometimes, fresh graduates are adamant and expect a rocking start to their career in terms of their role and compensation. In my opinion, graduates must first get into an organisation of their interest and then prove their worth.

### ■ How crucial is a candidate's domain knowledge when it comes to hiring and what is your experience on this front from campuses?

Relevant domain knowledge always helps. Such candidates can contribute to business early on as they understand business. However, hiring from the campus is also an opportunity to get candidates from unrelated domains as this helps to bring fresh ideas and thinking. Candidates, who come with an open mind, have a willingness to learn and have the right attitude will find it easier to grow within an organisation.

### ■ What is the transitional change which a candidate

### has to be prepared for when he/she enters the job market from the campus?

Moving from a campus to the job market or entering an organisation is a big change. At the corporate level candidates are expected to display accountability, professionalism and credibility. Learning to understand an organisation's work culture is the key. One has to learn to cultivate working relationships, understand and manage work related stress and keep personal goals and ambitions realistic.

### ■ How beneficial is social media in hiring candidates?

More and more companies use social media sites to understand an applicant's background before hiring or use it as one of the evaluation tools.

It is, therefore, important for candidates to maintain a job search ready social media account. Use of social media also allows employers to target specific job seekers.

### ■ Do you think employability contests should be held in campuses to gauge job-readiness?

The key is to identify attributes that employers seek and then prepare the students accordingly. Some of the employability skills include managing resources, communication and interpersonal skills, team work and problem-solving.

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