A New IEDRA Model for Student Placement Realization

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ABSTRACT

Getting campus placement for employment even before completion of their course is a price achievement for graduating students. Even getting a first job immediately after course completion is a new dream start for young graduates. However, the complication exists when students in final graduating year at campus are very much unsure and uncertain about their chances of getting first job placement despite of all skill training and career counselling imparted owing to various factors. Therefore, to address and solve this dilemma of students, a new IEDRA (Interested, Eligible, Deserving, Registered and Acceptability) Theory or Model for placement achievement is proposed here in this research. Through the study, by introducing the constructs of proposed theory, determination of job selection possibility for the students is propounded. Finally, upon determination of stance on their possible interview selections using the framework, students can formulate a further performance yardstick or standard to follow for ultimate success in interviews.

Keywords: Campus Placement Framework, Operating Models, Interview Selections, Graduate Recruitment, IEDRA Model.

1. INTRODUCTION :

The Higher education of modern times is more industry focused and practical where intention is to ensure that graduating student contributes at work place with very minimal or less training to help save cost and time for the employer. Placement departments of universities and colleges throughout the decade have been researching to understand the students to ensure they match requirements with industry needs. Apparently, with the advent of on-line placements, artificial intelligence and automation in campus recruitment process, securing an employment with recruiter has become even more complicated given the fact of nature of young human minds. Currently there is no accepted yardstick or framework to measure the possibility of student getting a job during graduation or even immediately post completion of education since job seeking process is a game of chance or probability. Therefore, the placement department and employment seeking university/college students in particular require a

yardstick to know by themselves as to are they ready for work acceptance by the employer. Thus, this study thrives to develop and propose a framework for resolving the identified predicament. Now, various techniques are used to analyze individual human characteristics, minds and psychology in a given environment like etc. These models/techniques provide an easy and systematic way of identifying various factors/issues affecting individual/group thinking system and provide opportunity to further improvement. But there is a need for simple but systematic analysing technique for student placement determination analysis. A model which is a set of propositions that creates professional value through sustainable and desired outcome. A model explains how a student generates results by specifying position in the recruitment process. The objective of model in this study is to identify factors and their interrelationships that interact in a systematic manner such that the various elements constituting the model results in better understanding of the recruitment and interview

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processes sub-system. The reliability of the results obtained from this model, explains the validity of the model representing the real system. It also represents core aspects of a individual behaviour, including purpose, process, target outcomes, offerings, strategies, infrastructure, structures, interaction practices, and operational processes and policies. We believe that model in this study will possess the following attributes: (i) It will be capable of taking into account new formulation without alterations in its frame. (ii) The various elements in the frame will address all dimensions of the recruitment and interview process. (iii) Multitude of factors could be fitted in a given frame. (iv) The causative variables are contained in the analysing frame. (v) It should not take much time in the analysis of any problem.

IEDRA is an acronym that stands for Interested, Eligible, Deserving, Registered and Acceptability. Application of IEDRA analysis results in an organized list of interested, eligible, deserving, registered and acceptable students/graduates for interview-recruitment process only in a systematic matrix. The entire framework is divided under various issues/area of focus for job seeking students/graduates and various deployment factors affecting the process/concept can be identified and analyzed under each issue by identifying suitable critical effective element. This analyzing technique being simple, gives guideline to identify and analyze the effectiveness of any interview process and new concepts developed further there on if any. Finally, as per the IEDRA Framework, once the candidate fulfils all the criteria constructs of the model; he shall have to attend actual job interviews or practice mock interviews where the model's clause of evaluation will be applied and tested practically for self-determining job securing chances or likelihood of the candidate.

2. RESEARCH OBJECTIVES :

The ideal objective of designing this study is to help the job seeking student/graduate community or even job seekers to self-assess or determine their stand or position in interview process held at competitive employment markets. Primarily the paper seeks to fill the gap of a lack of a robust standard or measuring yardstick for solution to ages old student dilemma of whether he/she will get placement/job or not during final year of graduation or even immediately post completion of education. Secondly, the research aims to be an easy universally accepted guiding framework or model for job seeking position self-examinations.

3. LITERATURE REVIEW :

Many types of analysis and frameworks are available in modern age for understanding the functioning and operational strategies of institutions, organizations and firms. Wu (1992) directs good framework should guide towards a solution methodology uniquely suitable to the particular situation in question [1]. Lee and Ko (2000) model proposition for business analysis by integrating SWOT (strengths, weaknesses, opportunities, and threats), balanced score card (Kaplan, 1992) and Quality Function Deployment QFD [2-5]. Though with the presence of many analytical techniques, such as SWOT, SLEPT (Social, Legal, Economic, Political, Technical) and Balanced Score Card Analysis, can be used to identify an organization's strategic needs, none provides a direct rationale to prioritize the needs and convert them into efficient and effective processes or to then transform those processes into a specification that can be used to develop or acquire supportive tasks or systems. In differentiation, other analytical techniques, such as Porter's (1985) Value Chain Analysis (VCA) and Competitive Advantage, facilitate the analysis of processes within an organization or company but do not provide an easy contrivance to link management's ubiquitous overall high-level business objectives [6-7]. As per (Magretta, 2003), trade model is a theory that is continually being tested in the Market [8]. A good business model remains essential to every organization or company, whether it is a new venture or an established player (Magretta, 2002) [9]. A trade model describes (Kagermann and Österle, 2006), (Müller-Stewens and

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Lechner, 2005), the customers, products, sales channels and the revenue structure of an enterprise, the position of an enterprise within its value chain and the feature of its professional relationships, and the underlying economic logic of an enterprise [10-11]. Kagermann and Österle (2006) forecasts that in future, operating model innovation is more important for business success than product innovations. The business model concept is not used consistently both in research and in business practice (Magretta, 2002), (Hedman and Kalling, 2003) because the versatile characteristics of a business model are difficult to predict, value chain are full of interdependencies, and such networks often display complicated and sensitive feedback dynamics (Sterman, 2000 & Warren, 2002) [12-14].

A steady method to examine the behaviour, structure and the trajectories of a business model should allow identifying possible components impacting the task operations, to assess the impact of innovative changes and to identify critical success factors before the changes are implemented within a particular market environment. One tool that does provide the ability to transform high-level business objectives into processes is Quality function deployment QFD, which is discussed widely by Akao (1972) and Mazur (1992) [15-16]. A recent ABCD technique of analysis being simple and overcomes the constraints of above models, provides robust guidelines to identify and analyze the effectiveness of any business model and new concepts developed Aithal et al. (2015) [17]. A view through noteworthy and very often cited works reveals the following aims for studying operating, work, trade or business models:

1. Identifying options for changing and improving the current business model, Experimenting with creative concepts to understand if current business models can be easily adapted to new notions, specifying the importance of information systems that support the business frameworks and models (Eriksson & Penker, 2000) [18].

2. Understanding and sharing the worth of a business model among stakeholders (Gordijn & Akkermans, 2001) [19].

3. Understanding the main characteristics, elements and mechanisms in a specific business domain, their interdependencies and thus facilitating change (Osterwalder & Pigneur, 2002) [20].

4. Examining the viability of new initiatives (Weill & Vitale, 2001) [21].

5. Equationing the deliverable indexes for productivity calculations. Aithal et al. (2015) [22].

4. PROPOSITION OF THE IEDRA FRAMEWORK :

Construct I	The IEDRA Student Placement Determination Framework	Construct II
Interested (I)		Eligibility (E)
Performance Focus Areas and Deployment Factors to be considered by the Student/Graduate		
Construct III	Construct IV	Construct V
Deserving (D)	Registered (R)	(A) Acceptability
The IEDRA Interview Performance Rating Chart for Model Testing		

Figure 1 : Block diagram representation of IEDRA Construct with Performance Focus Areas and Deployment Factors to be considered by the Student/Graduate

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The block diagram of five constructs of our proposed new model along with various issues/focusing areas and deployment factors affecting the individual constructs are now shown in above figure. As automation and artificial intelligence is emerging, the new dimension of business, industry, trade, commerce and over all environment has been more complicated. According to this change, many enterprises have focused establishing business models for creating a new value chain for their consumers. Therefore, to match the manpower requirements, the significance of developing a suitable employment placement model for educational institutions has been increasing more and more. In order to suggest methodology applications, it is applied to doing interviews traditional offline as well as online using internet, called electronic or on-line placement model [23-25]. This study is meaningful in suggesting integrated perspective analyzing placement probability in the frame of reference towards students and also extended towards job hunting experienced professionals.

Table 1 : Identifies various issues/focusing area and deployment factors under IEDRA Framework.

S.I. No.	Model Constructs	Student Placement Determination
		Performance Focus Areas and Deployment Factors to be considered under constructs by the student/graduate
I	(I) Interested	(1) Interest to attend job interviews both in campus as well as direct with companies during and post graduating. (2) Inherent interest by student/graduate for securing a job or employment, (3) interest to work and progress in the job towards building a stable career
II	(E) Eligibility	(1) Possess necessary marks criteria stipulated in the job description/specification specified by Employer, (2) Required Language requisites for the job, (3) Necessary Functional & Technical Skillsets (4) Necessary domain/skill certifications from professional agencies/institutions (5) Required Work Experience
III	(D) Deserving	(1) Honest Students/Graduate who carry, portray loyalty and practice truthful problem solving, right attitude, aptitude and various soft/life skills required by the professional industry.
IV	(R) Registered	(1) Registered with college placement cell, (2) Registered for each specific recruitment drives, (3) Registered with recruiting company website
V	(A) Acceptability	(1) Honestly appears for the interviews (2) Perform at the interviews (3) Review success/failure probabilities at Job Interviews (4) Assess Interview Performance Evaluation via the framework score card for continuous improvement till and beyond securing the job.
	IEDRA Interview Performance Score Card based on which placement possibility determinations to be done by the student/graduate based on interview evaluations	

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5. IEDRA LISTING OF PERFORMANCE FOCUS AREAS AND DEPLOYMENT FACTORS TO BE CONSIDERED UNDER PROPOSED CONSTRUCTS OF THE MODEL BY THE STUDENTS/ GRADUATES FOR THEIR EMPLOYMENT PLACEMENT DETERM- INATION :

I – Interest:
Student/Candidate should have hearty Interest/love towards all offered jobs at campus, all job offering companies at campus and should be interested to attend all rounds of the interview without fail even across various campus locations. The job seeking student candidate must strictly honour/respect the advice/instruction of placement cell.

E- Eligibility:
Job Seeking Students should compulsorily match the academic scores, work experience, professional certifications, language requisites, and qualifications laid out in company's job requirements / description.

D- Desiring/Deserving:
Before registering for the interview opportunities with institution placement cell, the candidate should possess deserved professional work language Communication and Soft skills plus should be confident enough to demonstrate the competency in Interview rounds. The job seeking individual must be thorough in current affairs as well as equipped with strong shrewd reasoning capabilities.

The theory of placement eligibility merit can be presented through below equation:

Placement Eligibility Merit [PER] = Knowledge of Psychology & Sociology + Communication + Soft & Interview Skills + Domain Business + IT & Technical Skills + Understanding of Corporate Rules & Regulations ÷ Knowledge of Law & General Knowledge & Economy & Current Affairs

R – Registered:
First of all, job aspiring students should be mandatorily registered with Placement Cell seeking employment or placement and ought to be trained/coached by the cell under the watchful guidance of placement officer of-course. In addition, the candidates must register for all interviews across all pooled campus locations as well. Finally, the placement desiring students should also register with the website of campus recruiter in case on online placement process.

A – Acceptability
In this framework, candidate's determination of his/her industrial acceptability depends on honest appearance of all interviews, reviewing success and failures of all attended historical job interviews by maintaining a log as well as evaluating oneself based on IEDRA Interview Performance Score Card.

6. THE IEDRA FRAMEWORK INTERVIEW PERFORMANCE SCORE CARD BASED ON WHICH PLACEMENT POSSIBILITY DETERMINATIONS TO BE DONE BY THE STUDENT/GRADUATE BASED ON INTERVIEW EVALUATIONS :

IEDRA Model supports students to determine on their all likely chances, probabilities and possibilities of getting pre-placed in the campus or secure the job in a quick span of time post-graduating in a practical manner. Only once the candidate fulfils all the 5 criteria constructs of the model displayed in above table he shall have to attend actual job interviews or practice mock interviews where the model clause of evaluation will be applied and tested practically for self-determining job securing chances or likelihood of the candidate.

Based on evaluation of their performance in the interviews, Student shall either receive IEDRA Ranking Score sheet with appropriate ratings from designated evaluating Authority usually the recruiter or interviewer. From the feedback, a job aspiring student can determine on his own fate or destiny about his chances of getting placed and scope for his improvisation for further improvement in future interviews meaning to know what extent is he/she placement ready.

The IEDRA Candidate Rating Chart for practical application and testing is denoted as follows:

Rating 1 – Strong (Totally Ready), 2 – Moderate (partially ready, needs some flexibility and adjustments) 3- Weak (Needs monitoring, more practice and improvement)

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Table 2 : Sample IEDRA Interview Assessment Matrix

Serial No.	Student Name	Interviewer Comments		1. Strong (Totally Ready)	2. Moderate (Partially Ready)	3. Weak (Needs monitoring, practice and improvement)	Trainer or Self Remarks (Optional)
1	Arnold	-		✓	-	-	-
2	Harish	-		-	-	✓	-
3	Geetha	-		-	✓	-	-

7. POSSIBLE PSYCHOLOGICAL ASSUMPTIONS OR HYPOTHESIS POSTULATE DETERMINATION BY STUDENT CANDIDATE ARISING UPON KNOWING THE RESULTANT EVALUATION OUTCOME :

The Rating in above Score Card is the final basis of the IEDRA Framework wherein the student candidate has to take decisions to choose any one of the following options:

(1) Keep practising, improvising and sharpening my skills, knowledge and experience. Continue to give interviews until job is secured.

(2) Pursue entrepreneurial ideas or new ventures if considering not deeming fit for interviews.

(3) Become art, drama or crafts professional or music as a source of income

(4) Freelancing, interning, part-time consulting can also be my option until I fully become an experienced confident professional and then again give interviews.

8. CONCLUSION :

The proposed IEDRA Model or Theory is easy and extremely useful and valid approach for evaluating student job placement possibilities determination. As shown in the technique, almost all of the assessment criteria which have been recommended in the literature can easily be classified within the framework. There remain a number of non-classifiable composite factors, such as overall "quality" and "usability" by the concerned parties in placement process, but exact and clear definitions of these criteria tend to be fairly indistinct anyways. Even these composite factors can benefit from the framework since their constituent attributes in terms of critical success elements can be analyzed as per the given framework.

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