Factors influencing graduates recruitment decisions: The case of Tanzania Corporate Recruiters

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Abstract

Recruitment process is one of the core functions of organizations as the quality of recruited employees affects the performance and the survival of an organization. Following mass enrolment in Higher Education Institutions, the quality of graduates brings with it a debate on how corporate recruiters recruit graduates. The study examines recent recruitment processes and recruiters search behaviour using case study approach. Interviews were conducted with human resources managers in different sectors to find out how corporate recruiters recruit graduates. Study findings reveal that graduate recruiters use more formal recruitment channels than informal channels when searching for new graduates. Both formal and informal methods are used to select potential applicants. There is a growing trend towards using assessment tests than academic qualifications during screening process. The study established communication skills, attitude, curriculum vitae presentation and behavioural qualities as important aspects that influence recruitment decisions of graduates by corporate recruiters. Study recommendations and implications for graduates and Higher Education Institutions ' stakeholders are provided.