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Effectiveness of Infosys' Campus Recruitment Drives in Securing High-Quality Tech Talent

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Abstract: This study evaluates the effectiveness of Infosys' campus recruitment drives in securing highquality tech talent through a mixed-methods analysis of 165 engineering students and recent graduates (2021–2024). Quantitative surveys (15 Likert-scale items) and qualitative insights reveal that while Infosys demonstrates moderate overall effectiveness (mean satisfaction: 3.67/5), significant variations exist across institutional tiers. Regression analysis identifies process organisation (β =0.301, p<0.001) and interviewer quality (β =0.237, p=0.001) as the strongest predictors of candidate satisfaction, explaining 67.8% of variance in recommendation likelihood. However, critical challenges persist: compensation competitiveness scores lowest (mean=3.28), driving 40.4% of non-participants to rivals; innovation perception gaps (mean=3.37) hinder niche talent acquisition; and virtual assessment limitations compromise soft skills evaluation (31.5% negative mentions). Notably, a tiered disparity emerges: IIT/NIT recruits rate the process 15.2% higher than private college peers (F=5.847, p=0.004), underscoring inequitable resource allocation.

Thematic analysis of open-ended responses prioritises three talent quality indicators: technical adaptability (cited by 68%), learning agility (52%), and collaborative mindset (47%). Recommendations include adopting tiered recruitment strategies (R&D tracks for Tier 1; skill bootcamps for Tier 2/3), AI-enhanced behavioural analytics for virtual evaluations, and dynamic compensation packages with equity incentives. This research contributes to the Tiered Recruitment Efficacy Framework, advocating for curriculum-codevelopment with universities to bridge skill gaps. Findings offer actionable insights for IT firms navigating India's competitive talent landscape, emphasising that sustained success requires transforming recruitment from transactional processes into talent experience ecosystems.

Keywords: Campus recruitment effectiveness, Infosys, tech talent quality, tiered disparity, process organisation, compensation competitiveness, learning agility, mixed-methods analysis, regression predictors, talent experience ecosystem.

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