

A Study on Recruitment Problems Faced by Startups While Hiring College Graduates with Special Reference to Hire Happi, Bangalore

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ABSTRACT

The present study focuses on analyzing the recruitment problems faced by startups while hiring college graduates with special reference to Hire Happi, Bangalore. Startups face various recruitment challenges due to skill mismatch, limited employer branding, competition from established organizations, and changing candidate expectations. The study examines the effectiveness of recruitment practices and graduate perception towards startup employment opportunities. The research adopts a descriptive research design using both primary and secondary data. Primary data was collected through a structured questionnaire from 150 respondents using convenience sampling. Statistical tools such as Percentage Analysis, Chi-Square Analysis, Correlation Analysis, and Weighted Ranking Analysis were used for data interpretation. The findings reveal that effective recruitment practices improve candidate engagement, recruitment experience, and hiring outcomes in startups. The study concludes that structured recruitment strategies, transparent communication, and digital recruitment platforms play a major role in improving startup hiring effectiveness. The research paper is prepared with plagiarism-free and original academic content suitable for publication purposes.

KEYWORDS

Startup Recruitment, Graduate Employability, Recruitment Effectiveness, Candidate Engagement, Talent Acquisition, Employer Branding, Hiring Challenges

INTRODUCTION

Startups play an important role in generating employment opportunities and driving innovation in the modern business environment. In recent years, startups have increasingly focused on hiring college graduates for various job roles. However, attracting and recruiting suitable candidates has become a major challenge due to factors such as skill mismatch, competition from established companies, limited resources, and changing candidate expectations.

The recruitment process in startups is also influenced by graduate perception towards startup employment. Factors such as career growth, work culture, flexibility, recruitment experience, and job security affect candidate decisions while applying for startup jobs.

Therefore, startups are adopting modern recruitment practices and digital hiring platforms to improve candidate engagement and recruitment effectiveness.

In this context, the present study focuses on analyzing the recruitment challenges faced by startups, examining the effectiveness of recruitment practices, and studying graduate perception towards startup employment opportunities.

OBJECTIVES OF THE STUDY

1. To analyze the recruitment challenges faced by startups while hiring college graduates.
2. To examine the effectiveness of startup recruitment practices on candidate engagement and hiring outcomes.
3. To study graduate perception towards startup recruitment and employment opportunities.

REVIEW OF LITERATURE

1. LinkedIn Workforce Report (2024) reported that career growth opportunities attract young talent and influence graduate employment decisions.
2. Naukri Hiring Outlook Report (2024) highlighted that startups face high competition in attracting skilled candidates due to salary expectations and job security concerns.
3. Indeed Hiring Insights (2024) emphasized that flexible work culture and positive work environments influence candidate preference towards startups.
4. Deloitte (2024) stated that structured recruitment strategies improve hiring effectiveness and candidate engagement.
5. SHRM (2024) emphasized that transparency and communication improve recruitment experience and candidate trust.

RESEARCH METHODOLOGY

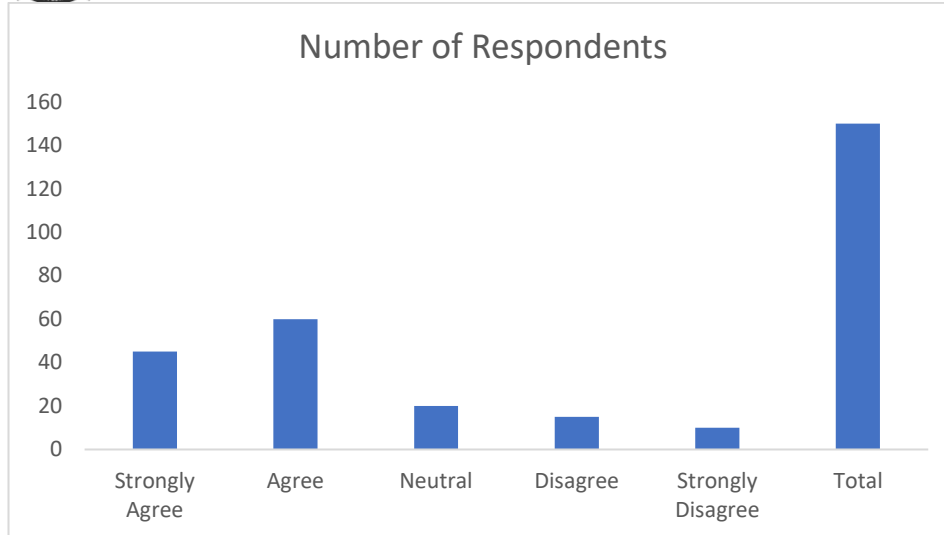
The study adopts a descriptive research design to analyze recruitment challenges faced by startups while hiring college graduates. Both primary and secondary data were used for the study. Primary data was collected through a structured questionnaire from 150 respondents using convenience sampling. Secondary data was collected from journals, articles, websites, and company reports related to startup recruitment practices. Percentage Analysis, Chi-Square Analysis, Correlation Analysis, and Weighted Ranking Analysis were used for data interpretation.

DATA ANALYSIS AND INTERPRETATION

Objective 1: Recruitment Challenges Faced by Startups

Challenges in Attracting Skilled Candidates

Opinion	Number of Respondents	Percentage
Strongly Agree	45	30%
Agree	60	40%
Neutral	20	13%
Disagree	15	10%
Strongly Disagree	10	7%
Total	150	100%



Interpretation

The table shows that 40% of respondents agree and 30% strongly agree that startups face challenges in attracting skilled candidates. This indicates that competition, limited branding, and skill mismatch affect startup recruitment effectiveness.

Objective 2: Recruitment Effectiveness and Candidate Engagement

Recruitment Process and Candidate Engagement

Null Hypothesis (H₀): There is no significant difference between Gender and Candidate Engagement in startup recruitment processes.

Alternate Hypothesis (H₁): There is a significant difference between Gender and Candidate Engagement in startup recruitment processes.

Variables	Recruitment Process	Candidate Engagement
Recruitment Process	1	.782**
Candidate Engagement	.782**	1

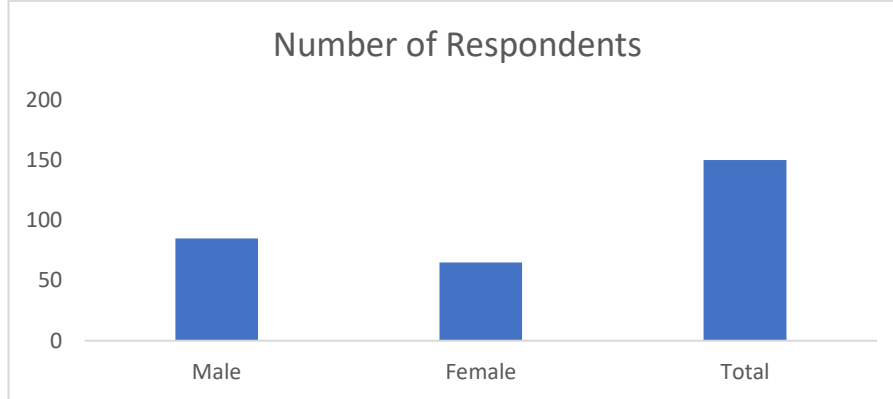
Interpretation

The correlation value (0.782) indicates a strong positive relationship between recruitment process and candidate engagement. This confirms that effective recruitment practices improve candidate participation and hiring engagement in startups.

Objective 3: To analyze the demographic profile of respondents and its influence on startup recruitment practices.

Gender Profile of Respondents

Gender	Number of Respondents	Percentage
Male	85	57%
Female	65	43%
Total	150	100%



Interpretation

The table reveals that the majority of respondents have a positive perception towards startup recruitment practices. Most graduates believe that recruitment processes improve candidate experience and influence job decisions positively.

FINDINGS

- Majority of respondents belong to the age group of 21–25 years, indicating active graduate participation in startup recruitment.
- Startups face significant challenges in attracting skilled graduates due to competition and limited employer branding.
- Recruitment processes improve candidate engagement and help candidates understand job roles effectively.
- Most respondents believe that startup recruitment practices are flexible, engaging, and candidate-friendly.
- Correlation analysis revealed a strong positive relationship (0.782) between recruitment process and candidate engagement.
- Graduate perception regarding career growth, work culture, and recruitment experience significantly influences startup employment decisions.

SUGGESTIONS

- Startups should strengthen employer branding to attract skilled graduates.
- Organizations should adopt transparent and structured recruitment practices.
- Digital recruitment platforms such as LinkedIn and Naukri should be utilized effectively.
- Startups should focus on improving communication and candidate engagement during recruitment.
- Recruitment strategies should focus on both technical and soft skill assessment to reduce skill mismatch.

CONCLUSION

The study concludes that startups face several recruitment challenges while hiring college graduates due to skill mismatch, competition, and changing candidate expectations. Effective recruitment practices improve candidate engagement, recruitment experience, and hiring outcomes. The study highlights that structured recruitment strategies, transparent communication, and better employer branding can help startups attract and retain skilled graduates more effectively.

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