

## Expectation of Newly Qualified Chartered Accountants from Recruiting Entities : A Pre Selection Survey

**Background of Survey:** The Committee for Members in Industry has decided to conduct a survey amongst the candidates who got selected through the Campus Placement Programmes and also amongst the candidates participated in the Special Campus Placement Programme to know their views concerning the pre-selection issues which are intended to be provided to the participating companies.

**Objective of the Survey:** The objectives of the survey were

1. To know candidate views concerning the pre-selection issues which are driving force for them for joining an organization.
2. To become a tool and vital resource for recruitment policy.
3. To provide an Introspective approach towards framing better Staffing policies.

The survey has lead to number of outcomes which are quite interesting.

**Methodology:** CMII has uploaded pre selection feedback Form at [http://www.icai.org/jobs/cmii\\_candidate\\_questionare.html](http://www.icai.org/jobs/cmii_candidate_questionare.html) and had sent an email to all participants of Special Campus Placement Programme Oct, 2009.

The comprehensive analysis pertaining to the responses received from the candidates is bifurcated as concrete examination of the Broad components of the feedback succeeded by analysis of the sub-components of these factors:

**Number of respondents:** 24

**Sample Group:** Participants (CAs) of Special Campus Placement Programme Oct, 2009.

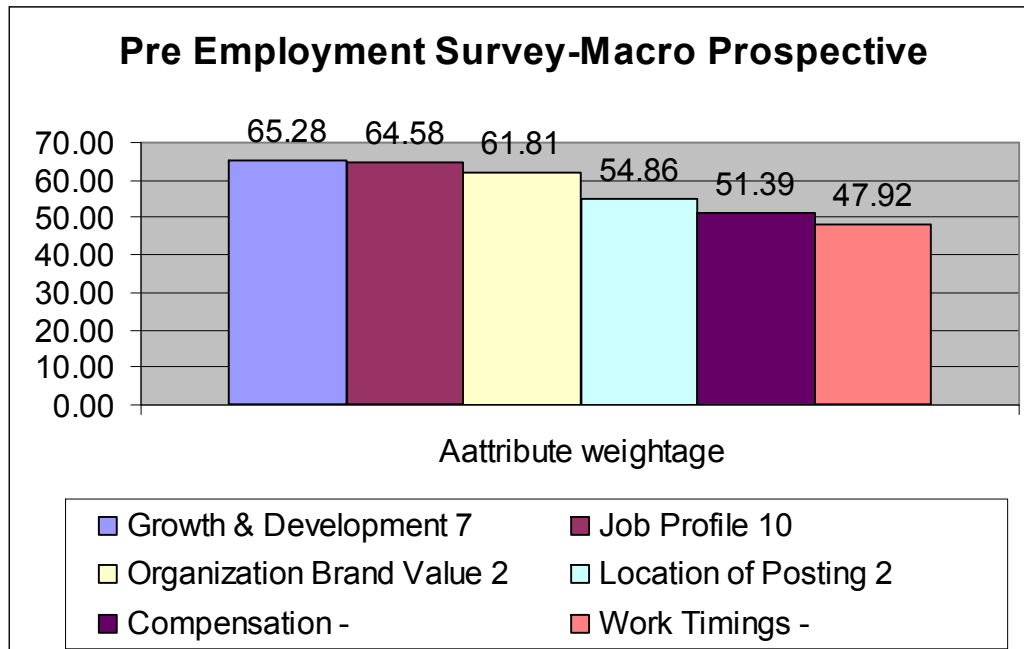
**Results:**

### A). Broad Components

Attributes	Rank 1	Rank 2	Rank 3	Rank 4	Rank 5	Rank 6	Attribute Weightage
Growth & Development	7	4	2	4	5	2	65.28
Job Profile	10	2	-	4	3	5	64.58
Organization Brand Value	2	6	4	8	3	1	61.81
Location of Posting	2	2	4	10	5	1	54.86
Compensation	-	4	4	8	6	2	51.39
Work Timings	-	4	2	9	5	4	47.92

The maximum number of respondents ranks Growth and Development as the No-1 factor and Job Profile as the No.2 Factor. Organization Brand Value stood as the No. 3 factor which was followed by location of posting, Compensation and work timing respectively at No 4, 5, and 6 positions.

The chart given below depicts the graphical representation of above inference.



Interestingly, the above representation can be analysed from two different points of views. If we consider that the maximum no. of students have given Rank 1 to Job Profile it can be considered as the most important factor but if the Total Attribute Weightage is considered Growth & Development can be regarded as the most driving factor.

**B). Micro level analysis based on sub components of attributes given above:**

In this part of analysis we have taken micro elements of all the above broad components which we have already analyzed in part 1 of this survey as a subject of study.

Sub Component	Rank 1	Rank 2	Rank 3	Total
Annual Salary	10	14	0	58
Additional Benefits/Perks	2	19	3	47
Career Growth	15	8	1	62
Opportunity for achievement /Self Development	10	13	1	57
Training Opportunities	7	16	1	54
Quality of Work Life	10	13	1	57
Onsite Opportunities	4	18	2	50
Work in shifts	5	15	4	49
Working Hours	2	20	2	48
Brand Perception	7	14	3	52
Presence(Global/national)	5	15	4	49
Size of the Organisation (employees /revenue/market share)	2	18	4	46
Work Culture	10	13	1	57
Proximity to home town	4	11	9	43
Regional Preference	2	12	1	31
Metro City	7	16	1	54

Work Area(Auditing/Accounting/Taxation /IT etc	12	12	0	60
Positioning in organizational hierarchy	5	18	1	52

**Very Important**                      **Rank1**                                      **Score: 3**  
**Important**                                **Rank2**                                      **Score: 2**  
**Not Important**                          **Rank3**                                      **Score: 1**

**A) Growth and Development:** Out of the sub-components Career Growth has emerged as the most influencing factor attaining a total weightage of 62. The Opportunity for achievement /Self Development and the Quality of Work Life have received an equal score of 57. The Training Opportunities have received a score of 54 and the Onsite Opportunities have been rated as being in the last receiving a score of 50.

**B) Job Profile:** Out of the sub-components of this factor the Work Area has been considered as more important receiving a weightage of 60 as compared to positioning in Organizational Hierarchy which has been allotted a weightage of 52.

**C) Organization Brand Value:** Out of its sub-components Work Culture has emerged as the driving factor attaining a weightage of 57, followed by Brand Perception scoring a weightage of 52, Presence (Global/national) scoring 49 and considering the Size of the Organisation at the end.

**E) Location of Posting:** Out of its components Metro City has been given the highest weightage of 53 against Proximity to Home Town and Regional Preference receiving a weightage of 43 and 31 respectively

**F) Compensation:** Out of its sub-components, Annual Salary is a more influencing factor receiving a weightage of 58 against a weightage of 47 attained by Additional Benefits/Perks.

**G) Work Timings:** The score of the sub-components of this factor are quite close as Work in Shifts has received a score of 49 as against Working Hours which has received a score of 48. This has revealed that none of them can be clearly regarded as the most important factor.

**Conclusion:** Growth and Development is the driving force for joining an organization then Profile, Organization Brand Value, location of posting, Compensation and work timing respectively.

<b>Name</b>	
<b>Placement Season</b>	
<b>Registration Number</b>	

**PART: A**

<b>1. Rank the following key factors as per their importance to you while deciding to join an organization?</b>	
Compensation	
Growth & Development	
Work Timings	
Organization Brand Value	
Location of Posting	
Job Profile	

**PART: B**

1. Rate the following sub components of the above listed key factors?

**A. Compensation**

a. Annual Salary

Very Important    Important    Not Important

b. Additional Benefits / Perks

Very Important    Important    Not Important

**B. Growth & Development**

a. Career Growth

Very Important    Important    Not Important

b. Opportunity for achievement/  
Self Development

Very Important    Important    Not Important

c. Training Opportunities

Very Important    Important    Not Important

d. Quality of Work Life

Very Important    Important    Not Important

e. Onsite Opportunities

Very Important    Important    Not Important

**C. Work Timings**

a. Work in Shifts

Very Important    Important    Not Important

b. Working Hours

Very Important    Important    Not Important

**D. Organization Brand Value**

a. Brand Perception

Very Important    Important    Not Important

b. Presence ( Global / national)

Very Important    Important    Not Important

c. Size of the Organization ( employees/  
revenue/market share)

Very Important    Important    Not Important

d. Work Culture

Very Important    Important    Not Important

