ABCD Analysis of On-line Campus Placement Model

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ABSTRACT

The Present digital and technological era has facilitated the college campus recruitment process towards a manifestation of a vibrant shift in new systems of workforce engagements. The processes like gathering and compilation of information, filing of records, and all data related administrative work are done electronically, and therefore, paperwork is considerably diminished in the new model. Significantly, very less physical campus space is utilized for interview processes, and overall, consumes minimal time as compared with more traditional recruiting methods. Therefore, a brief study is undertaken in this research to discover the practical viability, usefulness, resourcefulness and universal applicability of on-line campus placement model to Recruiters, Students, Parents, Society, and Institutions. A new model of framework analysis named ABCD analysis developed by Aithal P. S. et. al. (2015) is adopted here for arriving at appropriate theory, hypothesis or postulate constructs regarding the ubiquitous appeal of the on-line campus placements. The determinant issues are identified and affecting factors under the constructs advantages, benefits, constraints, and disadvantages are determined under common key attributes. 158 Critical Constituent Elements (CCE) for are identified based on this analysis framework.

Keywords: Online Campus Placement, ABCD framework, Model Factor analysis, Model elemental analysis.

1. Introduction

The online oriented campus placement model at present is the application of electronic methods for registration and conduct of the interview process. The entire recruitment process is executed totally through websites, links, social media, emails, smart phones, and blogs and video conferencing applications over the Internet. Basically, this is a paper free green bottom up approach, where student Job aspirants based on their academic studies about various business models in course semesters, are motivated in the campus on their own to upload CV/Resumes in company portals on-line. Here, job descriptions and company profiles along with specified industry issues are also displayed requiring feasible solutions. Therefore, job aspiring students in campus are needed to work on such real business issues and perhaps prepare a solution synopsis either by case, report or whichever format specified by recruiting company for being evaluated on their problem-solving capacities. Here again, recruiter shortlists such uploaded resumes and applications through their online screening methodologies and intimate the shortlisted student through email or call or chat. Later, further rounds are completed through telephonic interviews and video conferencing. Those Students who are capable of practical problem solving and display capacity of organizational development are offered; where appointment letter is e-mailed as a document. Well as we know today, that present generation of job applicants including fresh student job seekers prefer any selection methodologies by companies who provide business related simulations, practice tests, training materials, demo plus positive evaluations backed by high validated material contents applying for jobs on-line [1-4]. Whilst various popular techniques are used to analyse strategic frameworks and models like Balanced Score card [5], SWOC and SWOT Analysis [6], Porter's Five Forces Model [7], Competitive Profile Matrix (CPM) analysis [8], EFE & IFE Matrices [9], BCG analysing frameworks [10], PESTLE Analysis [11-12],and recently introduced ABCD framework [13], a research necessity was also born in analysing the future of campus placements in present digital world i.e. Online Mode of servicing students for attaining their jobs. As a matter of experimental, practical and futuristic approach, we have implemented the recently discovered and rapidly emerging new ABCD Framework of Model Analysis of Online Placement Model for arriving at key elements that reflects the possible inevitability of its existence in near future.

2. About ABCD Framework

ABCD Framework is a technique to study various business models and research their effectiveness in stakeholders' value provision and ensure sustainable profitability through forecasted revenue generations. ABCD stands A for Advantages, B for Benefits, and C for Constraints and D for Disadvantages. The technique developed by Aithal et. al. (2015) [13] whose application results in an organized analysis of operational advantages, benefits, constraints, and disadvantages in a structured matrix format. The entire analysis is then segregated under various issues/focus areas and various operational factors affecting the function. The concept can be studied and analysed under each item by identifying their critical elements. This analysing technique being very simple gives very effective guidelines to identify and analyse the relevance and productiveness of any business models and new concepts developed. In the qualitative analysis using ABCD framework, the concept, system, strategy, technology, model and idea is further analysed by identifying constitutional critical factors. In the quantitative analysis using ABCD framework, the appropriate score weightage is given to each constituent critical factor under each construct, through empirical research, the total score is calculated for each construct and by evaluating the scores, the concept, idea, system, technology, strategy can be accepted or rejected. Thus, ABCD analysis framework can be used as a research tool in these areas and is a simple but systematic analysing technique for business models, systems, concepts, ideas, technology, and strategy analysis.

3. Literature Review on Analysis using ABCD Framework

Recently, Aithal P. S. et. al. [13] constructed ABCD Model of Analysis to study any business model/strategy/concept/system and to examine its effectiveness in providing value for its stakeholders and sustainable profit through expected revenue generation. Application of ABCD analysis results in a structured list of business advantages, benefits, constraints, and disadvantages in a comprehensively coherent systematic matrix. The entire framework is segregated into various issues/area of focus and various business deployment factors affecting the business/concept which can be recognized and studied under each issue by identifying the appropriate critical effective element. This analyzing technique being simple gives the procedure to identify and analyze the effectiveness of any business model, business strategy, business concept/idea, and business system. The framework is used to analyze the features of "Working from Home" e-business model [14]. In this research, based on various factors which decide the Working from Home system, a model of various factors and their constituent critical elements affecting under organizational objectives, employer perspectives, employees' viewpoints, customers/students approach, environmental/societal point of view and system requirements were derived from a qualitative data collection instrument namely focus group method. It was discovered that the criterions supporting advantages and benefits are more effective compared to constraints and disadvantages of this model, so that working from home model may become more popular from the perspective of employers and employees in the organization going forward. ABCD analysis framework is used for analyzing Black ocean strategy concept [15-16]. The various aspects &their constituent critical factors affecting this concept adopted in some of the business organizations provided for quick relief from the problems which were identified for organizational point of view, administrative point of view, employee point of view, operational point of view, business point of view and external issues point of view are determined under the four constructs - advantages, benefits, constraints, and disadvantages.

ABCD analysis framework has also been used for studying a concept "Higher Education Stage Model". The features of the concept are appraised based on identifying and examining the advantages, benefits, constraints, and disadvantages. The outcome supported the rationale of using ABCD framework methodology in any concept/idea performance evaluation [17-18]. ABCD analysis framework is also used for studying National Assessment and Accreditation Council (NAAC) accreditation process on higher education institutions [19]. The various characteristics of the NAAC accreditation system is evaluated based on identifying and analyzing the advantages, benefits, constraints, and disadvantages of some of the

chosen issues like institutional issues, Faculty performance issues, student development/progression issues, social/environmental/community engagement issues, Infrastructure and Learning resources, and Issues on Innovations Creativity and Best Practices. The affecting factors under these issues found out using focus group method and the constituent critical elements under each factor are identified. The result supported the rationale of applying ABCD Framework in any System/concept performance assessments. In another paper on "Study on ABCD Analysis Technique for Business Models, business strategies, Operating Concepts & Business Systems", the author discussed the detailed ABCD framework for quantitative methods and explained how this model can be used for four specific instances namely Business model, Business strategy, Operational concept and Functional systems. Finally, ABCD analyzing framework is compared with other known analyzing techniques like Balanced Score card [5], SWOC and SWOT Analysis [6], Porter's Five Forces Model [7], Competitive Profile Matrix (CPM) analysis [8], EFE & IFE Matrices [9], BCG analyzing frameworks [10], PESTLE Analysis [11-12]. Application of ABCD Analysis Framework on Private University System in India is another paper published using this framework in which for six determinant issues related to the functioning of a University has been chosen. These are Organizational aspects, Students Progression, Faculty development, Societal &other stakeholders' issues, Leadership, Governance and Issues on Innovations and Best Practices. Four key issues were identified under each of these and critical constituent elements under these factors are worked out. Through this analysis, 192 critical constituent elements which satisfy the success of a private university were explored [20-21].

Further, paper on "Study of New National Institutional Ranking Framework (NIRF) System using ABCD Framework, is published in which the ranking process is assessed using four constructs Advantages, Benefits, Constraints, and Disadvantages, considering all determinant issues in pivotal areas through analysing the major issues and identifying the critical constituent elements and concluded that NIRF provides a robust ranking suitable for higher educational institutions and it takes care of many small and subtle aspects comparable to quality assessment criterion of National Assessment and Accreditation Council [22]. ABC model recently developed by Aithal P.S & Suresh Kumar P.M. [23], focused on measuring annual research productivity of higher educational institutions. According to this model, an institution can calculate its annual research performance using its annual research output by taking into consideration the factors such as the number of articles published in referred journals, the number of books published, and the number of chapters in edited book or number of business cases published in Journals. Studying the implications of a system or model considering all determinants in key areas and analysing the key issues to identify the effective factors and its critical constituent element is the task of ABCD analysis framework [24].

The ABCD framework is also used for elemental and factor analysis of the usage of dye-doped polymer films for photonic applications. The various affecting criterions under the determinant issues like Material Issues, Application Issues, Commercialization Issues, Production/Service providers Issues, Customer Issues, and Environmental/Social Issues. The constituent critical elements of these factors are listed under the four constructs - advantages, benefits, constraints and disadvantages of the ABCD technique and tabulated. The analysis has brought about 204 critical constituent elements which satisfy the success of this analysis methodology [25].

4. ABCD Listing of Online Placement Model

The advantages, benefits, constraints, and disadvantages of Online Industry Oriented Campus (OIOC) Placement Model are listed below [26-31] :

4.1. Advantages:

(1)Advantages to Recruiters
- Online interviews are trouble free as date/day arrangement of the interviews can be easily executed from the business office.
- High resource mobility advantage can be reaped by the recruiter for the company.
- Online arrangement ensures serene and conducive interview process since less labour oriented.
- Facilitates company name branded at college campus which inturn multiplies the company popularity.

(2) Advantages to Students
- Students can give interviews at their own individual personal space anytime/anywhere process based on their schedule.
- Student Profile branding at company portals is ensured which in turn will merit their professional visibility.
- Students are relieved from pandemonium or congestion on college campuses otherwise which we would see during in any mega job-fairs or events otherwise.
- Students can also constantly check back with company for any freelance, part-times, internships or projects available with recruiters at regular intervals without any hand holding help from faculties.

(3) Advantages to Institutions
- Trouble-free date/day arrangement of the interviews is facilitated for institutions as they update the portal by inputting the possible interview dates.
- Anytime/Anywhere access to the institution gives the flexibility in adjusting placement commitments against the academic ones.
- Electronic interview ensures serene and conducive interview process without much use of college staff in arranging infrastructure.
- Online placement arrangement facilitates college name branding at company portals for a world-wide appeal.

(4) Advantages to Parents
- On-line placement program assists professional parents to volunteer assistance for their children to also give interview from home.
- Anytime / anywhere interview initiation can relieve parents of anxiety to get to the venue and avoid panics.
- The proof of interview / selection can be easily and quickly shared with parents.
- The serene and calm environment of on-line interview motivates parents to motivate their children to give more interviews.
- On-line interview selection can be advertised or promoted by parents in the society about their children's selection which uplifts the social status of families.

(5) Advantages for Society
- Through online interview process, the society merits with better work-life balance for the candidates who are also citizens for better life expectancy.
- The Anytime/Anywhere schedule of online recruitment will lessen up congestion and reduce peak hour build-up at major streets and transport points.
- Socially responsible walk-in and pooled job drives can be easily monitored through on-line recruiting.
- On-line recruitment facilitates in realising Green Environmental objectives
- Through electronic placement events, Industry contributes to the digital growth in the society as their brand name becomes Household names which benefits families to realize employment dreams uplifting the economy.

4.2. Benefits :

(1) Benefits to Recruiters

- Alignment of business requirements anytime anywhere to the campus interview process available for companies due to quick information sharing facilities at Portals.
- Online Interviews can be executed anytime/anywhere as well per business convenience.
- Online interviews set ups facilitate easy access and user friendly experience for overall recruitment administration.
- HR Dept. can easily evaluate the proceedings of interview even from their remote or offshore locations.
- Easy provision of resource for part-time, projects and internships can also be made by the businesses.

(2) Benefits to Students

- Easy alignment of practiced skills to apply on-line is possible for modern age generation at online interviews.
- Less laborious schedule will ease stress on student physique and intellect.
- Students can better know their employability acceptance progress by accessing online industry feedbacks at regular intervals.
- Student's individual profile is showcased on-line universally for better career opportunities.

(3) Benefits to Institutions

- Electronic recruitment process facilitates easy alignment of college requirements anytime anywhere in the interview process
- Student Mobilization is easy for the placement office.
- Online interview facilitates easy access and user friendly experience for institutions to track the performance of their student and interview conduct etc.
- College can easily monitor the interview proceedings
- Universal College Student branding for part-time, project and internship placements at professional circle online is also ensured.

(4) Benefits to Parents

- Parents can also get visual proofs through electronic media about their children's results when shared.
- Parents can take their own time to facilitate their children to go to interview without disturbing their daily affairs.
- The on-line nature of the interview facilitates relief on parents mind about physical well-being of their kids.
- Increased confidence among parents about the interview updates as they will be easy to provide by their student children.
- On-line interview selection can be advertised or promoted by parents in the society about their children in enhancing their social.

(5) Benefits for Society

- The flexible opportunity to give interview for candidates on-line facilitates in relaxed mind set for candidates while facing the rounds. This facilitates societal well-being.
- On-line recruitment facilitates in pollution control and better environment preservation.
- On-line interview process makes candidates tech-savvy ensuring all the citizens becoming technologically advanced in the society benefitting the nation.
- On-line recruitment also facilitates technological advancement of the civil society
- Advertisement for recruiter in the society as provider of digital employment ensuring Corporate Social Responsibility.

4.3. Constraints :

(1) Constraints to Recruiters

- Lack of Motivation from managers to automate recruiting process with fear of losing manual jobs is a constraint in the implementation process of e-interviews.
- The sourcing avenues may not have the IT environment matching that of the recruiters to execute the process.
- High expenses and costs may be involved in managing the recruitment software and applications.
- Difficult to manually invigilate and oversee the interview proceedings.
- Possibilities of failure of on-line process due to various technical reasons are also evident.

(2) Constraints to Students

- Lack of invigilator or manual supervision may leave students confused while navigating online.
- Students tend to take the schedule light and easy as they believe they can access the process anytime anywhere.
- Inability of the student to access internet, applications and system may lead to their innocence and ignorance on job offer status.
- Students tend to become lethargic and lazy in absence of high pressure corporate environment.
- Student image failure when companies drop profiles of unqualified or rejected profiles from their portals.

(3) Constraints to Institutions

- Lack of motivation in students in participating further at automated recruiting process along with fear of interviews.
- The college may not match the timing of interview with that of the recruiter due to various university and academic constraints.
- High Power consumption may be involved in managing on-line interview which sometimes cause burden on college cost overheads.
- Absence of company personnel in monitoring the interview process at campus makes the event very casual.
- Event Failure may lead to heavy beating of future college image as a recruitment avenue.

(4) Constraints to Parents

- Parents cannot directly access their children's performance feedback directly in recruiter portals.
- Parents may not be able to gather all information regarding the interview if they are not tech-savvy.
- A scheduled interview from home can cause inconvenience for parent household.
- Parents may have to deal with emotional stress of their kids due to exposure of technicalities involving in on-line process.
- Creation of inferiority complex among parents whose kids fail at interviews.

(5) Constraints for Society

- The flexibility in On-line recruitment process may lead to laziness and lethargy among the candidates leading to procrastinated society.
- The power usage for conduct of on-line recruitment can be enormous where society can be burdened by power-cut woes.
- Over-subscription to available positions on-line can cause websites to crash or slowdown.
- On-line recruitment may lead to technological slavery among the public.
- Unnecessary competition among families to force their kids to take up professions against their dreams.

4.4 Disadvantages :

(1) Disadvantages to Recruiters

- Installation and implementation of process may become rigid and tedious as recruiter needs to configure and map the IT infrastructure services to that of the college.
- Invalidity of on-line process if the sourcing avenue does not have or support the required IT environment of the recruiter.
- Technical error and system lag can delay the entire recruitment process.
- The quality of manpower obtained post the process may not be satisfactory.
- Creation of negative image for recruiter if the e-recruitment process fails due t various technical and non-technical reasons.

(2) Disadvantages to Students

- Any confusion at any stage of on-line recruitment may lead to demotivation among students rendering the event ineffective.
- Student Absence as well not accessing the interview modules online can again render the process ineffective affecting student career.
- Rigidity and Procrastination may lead the student to lose control on administering himself at company on-line portals and thereby miss out job opportunities.
- On-line interview dependence may lead to total innocence and ignorance of physical interview process existence.
- Image failure will depress students at campus, if company rejects and removes their profile from company database.

(3) Disadvantages to Institutions

- Installation and implementation of process may become rigid and tedious.
- The academic schedule always conflicts with the recruiters' schedule.
- Technical error and system lag can delay the recruitment process.
- Any technical snag or application downtime in e-recruiting tools during the interview may cause restlessness among students which may possibly lead to disorder.
- Creation of negative image of college in event of failure of the on-line process due to unavoidable reasons.

(4) Disadvantages to Parents

- The flexible feature of the on-line interview process may not match with time flexibility of Parents.
- Parents who are not tech-savvy can be easily fooled by their children due to their lack of ability to understand the technicalities.
- Non-availability of internet or system at home can make the online-interview difficult to administer.
- The negative emotional distress of their kids due to on-line interview fallout if any will have to be suffered by the parents.
- Social Stigma on Parents whose kids either get rejected or is disqualified in on-line interview process.

(5) Disadvantages to Society

- Flexibility in on-line recruitment can make candidate expecting ease at all levels of tasks in life where his purpose of putting efforts get decreased.
- On-line interview schedule can cause over-crowding of network by job seekers during the scheduled time. In such cases, other users are deprived of convenience.
- On-line recruitment may fail if the number of candidates is above the limit that applications and portals can be access burdening the servers.
- On-line recruitment may cause manual job loss at recruiter side leading to unemployment in the economy.

- Creation of social inequalities among families.

5. ABCD Framework Applied to OIOC Placement Model

As per the ABCD framework, the various determinant issues related to the success of On-line Campus Placement Model identified are (1) Recruiter Issues (2) Student Issues (3) College/Institutional Issues (4) Parental Issues and (5) Societal Issues.
(i) Recruiters Issues :
The affecting factors under key issues for On-line Placement Process like user friendliness, event atmosphere, Flexibility, Administration, and Branding are determined under the constructs of Advantages, Benefits, Constraints and Disadvantages of the System.
(2) Students Issues :
The affecting factors under key issues like Flexible schedule, user friendliness, event atmosphere, Administration, and Branding for Student Community are also determined under the constructs of Advantages, Benefits, Constraints and Disadvantages of the System.
(3) Institutional Issues :
Similarly, College or Institutional level issues are determined under the constructs Advantages, Benefits, Constraints and Disadvantages of the System involving like user friendliness, event atmosphere, Flexibility, Administration, and Branding.
(4) Parental Issues :
The affecting factors under key issues also for Parents and Guardians like their perspective of Event Atmosphere, Flexibility, User Friendliness, Administration, and Branding are determined under the constructs Advantages, Benefits, Constraints and Disadvantages of the System.
(5) Societal Issues:
Finally, the affecting factors for society under key issues like Event Atmosphere, Flexibility, User Friendliness, Administration, and Branding are determined under the constructs Advantages, Benefits, Constraints and Disadvantages of the System as per the analysing model.
The affecting factors under key attributes like User friendliness, Event Atmosphere, Flexibility, Administration, and Branding for each determinant issues are determined under the constructs Advantages, Benefits, Constraints and Disadvantages of the model are determined using focus group method [32-37] and are listed in Table 1.

Table1 : Issues and Factors of On-line Placement Model using ABCD framework

I. Determinant Issues identified for Recruiters				
Key Attribute	**Advantage**	**Benefits**	**Constraints**	**Disadvantages**
Flexibility	Trouble-free	Easy alignment	Lack of motivation	Rigid and Tedious Installation and implementation of process
Schedule	Anytime / Anywhere	High Resource Mobility	IT Environment Mismatch	Poor IT Infrastructure Support
Administration	Anytime / Anywhere	Easy access and user-friendly	High Expenses, Overheads and Costs	Technical Error and System Lag
Atmosphere	Serene and Conducive	Less Laborious	Manual Supervision Challenges	Unsatisfactory Quality
Branding	Publicity	Marketing	Brand Misuse	Negative Imagery

II. Determinant Issues identified for Students

Key Attribute	Advantages	Benefits	Constraints	Disadvantages
Flexibility	Individual Personal Space	Practical Skill Applications	Navigation Confusion	De-motivation
Schedule	Anytime / Anywhere	Less laborious schedule	Casual Take	Student Absence & Access Failure
Administration	Anytime / Anywhere	Self-Evaluation and Access	Student Innocence and Ignorance	Rigidity and Procrastination
Atmosphere	Serene and Conducive	User-Friendly	Absence of Corporate Environment	Student Laziness and Lethargy
Branding	Student Profile branding at company portals	Universal profile showcase on-line	Student Image Failure	Student Image Depression

III. Determinant Issues identified for Colleges and Institutions

Key Attribute	Advantages	Benefits	Constraints	Disadvantages
Flexibility	Easy time/date fixing	Anytime student to company alignment	Demotivation	Rigid and Tedious Installation and implementation of process
Schedule	Anytime / Anywhere	Easy Student Mobilization	Timing Mismatch	Academic Schedule conflict with Recruiter
Administration	Anytime / Anywhere	Easy access and user-friendly	High Power consumption	Technical Errors and System Lags
Atmosphere	Serene and Conducive	Easy Monitor	Casual and lack of campus seriousness	Restlessness and Disorder
Branding	Robust Publicity	Student Marketing	Image threat	Negative Imagery

IV. Determinant Issues identified for Parents				
Key Attribute	**Advantages**	**Benefits**	**Constraints**	**Disadvantages**
Flexibility	Parent Volunteering	Avoids Rush Hours	Lack of Interest and Lethargy	Non-flexible Parental Schedule
Schedule	Anxiety Relief	Schedule Matching	Timing Mismatch	Comprehension Inability
Administration	Easy Proof	Good Control	Inability to understand the technical aspects	Non-availability of internet or system
Atmosphere	Serene and Calm Home Environment	Increased confidence	Emotional Stress	Mental Distress and Suffering
Branding	Societal Promotion	Enhanced Social Status	Inferiority Complex	Social Stigma
V. Determinant Issues identified for Society				
Key Attribute	**Advantages**	**Benefits**	**Constraints**	**Disadvantages**
Flexibility	Better Life Balance	Societal Well-Being	Procrastinated society	Lack of Initiative
Schedule	Zero Congestion	Pollution Control and Better Environment	Burden on Resources	Depriving of E-Convenience
Administration	Easy Monitor	Digitization	Digital Chaos	Digital Over Crowding
Atmosphere	Green Environment objective realization	Civil Society Technological Advancement	Public Technological Slavery	Manual Job Loss and Unemployment
Branding	High Stakeholder Image	Media Press Publicity for Stakeholders	Cut-throat competition among families	Creation of social inequalities among families

6. Critical Constituent Elements as per ABCD model

The critical constituent elements of these factors affecting Campus Placement Model are listed under the four constructs - advantages, benefits, constraints and disadvantages of the ABCD technique and tabulated in tables 2 to 5.

Table 2 : Advantages factors of On-line Campus Placement Model and their critical constituent elements

Sl. No.	Issue	Factors affecting	Critical Constituent Elements
1	Recruiters	Trouble-free	Interview Date/Day Arrangement
			Easy Correspondence
		Anytime / Anywhere	Schedule fixing
			Schedule Amendments
		Serene and Conducive	Execution Atmosphere
			Smooth Communication
		Publicity	Widespread
			Campus and Word of Mouth
2	Students	Individual Personal Space	To keep calm and composure
		Anytime/Anywhere	Flexibility to attend
			Mobility and adaptable
		Student Profile branding at company portals.	Wide Online publicity and recognition
		Serene and conducive atmosphere	Less Chaotic
			Less Laborious
3	Institutions	Easy time/date fixing	Online Booking
			Online Schedule Amendments
		Anytime	Adjustable Schedule
			Matchable Time
		Anywhere	Relaxed Venue Fixing
			Mutual Venue Agreement
		Robust Publicity	Online Branding
			Company and Recruiter Branding
4	Parents	Parent Volunteering	Easy Supervision
			Controlled Monitoring
		Anxiety Relief	No Rush Hour
			Congestion Free
		Easy Proof	Available online
		Societal Promotion	For Social Status
		Serene and Calm Home Environment	Relaxed Student liability
			Decreased Student Anxiety
5	Society	Better Life Balance	Better Interview time management
			Process Carry Forward
		Zero Congestion	Work from Home
			Interview from any point
		Green Environment objective realization	Zero Noise Pollution
			Zero Congestion
		High Stakeholder Image	Societal Recognition
			Social Status

Table 3 : Beneficial factors of On-line Campus Placement Model and their critical constituent elements

Sl. No.	Issue	Factors affecting	Critical Constituent Elements
1	Recruiters	High Resource Mobility	Multiple Campus Benefit
			High people pool
		Easy Alignment of requirements	Anytime to the event
			Anywhere to the process
		Easy access and user-friendly	Candidate Benefit
			Job Seeker Satisfaction
		Easy proceedings evaluation	Office Convenience
			Feedback Option
2	Students	Easy alignment of skills	Skill Mapping
			Requirement Matching
		Less Laborious schedule	Login Credentials
			Electronic Based
		Easy to understand the employability acceptability progress	Performance Mapping
			Interview Feedback Review
		Universal branding of student profile	Company Portal Access
			Online Professional Presence
3	Institutions	Easy alignment of college requirements	Talent Mapping
			Skill set submission
		Easy access and user-friendly	Secured passkeys
			Convenient Supervision
		Easy Student Mobilization	Registration Convenience
			Quick Communication
		Universal Institution Branding	Company Recognition
			Stakeholder Publicity
4	Parents	Easy Visual proofs through electronic media	Interview Feedback
			Ease of document access
		Avoid Rush Hour	Personal Login
			Anytime/Anywhere Process
		Schedule Matching	Parental Schedule Management
			Unaltered daily affairs
		Enhanced Social Status	Parental Boasting
			Magnified Family Image
5	Society	Pollution Control and Better Environment	Rush Hour Eradication
			Calm and Composed Atmosphere
		Societal Digitization	Tech Savvy
			Digital Citizens
		Better Stakeholder Image	Societal Promotion for Industry
			Recruiter Value and Trust
		Civil Society and Technological Advancement	Digital Literacy
			E-Citizens

Table 4 : Constraint factors of On-line Campus Placement Model and their critical constituent elements

Sl. No.	Issue	Factors affecting	Critical Constituent Elements
1	Recruiters	Lack of motivation	Fear of Automated Jobs
			Machine Work Reluctance
		IT Environment Mismatch	Digital Infrastructure difference
			Configuration Challenge
		High Expenses, Overheads and Costs	Recruitment Software Maintenance
			Proprietary and Licensing
		Manual Supervision Challenges	Absence of Official Supervision
		Brand Misuse	Institutional Hype
			Negative Imagery
2	Students	Navigation Confusion	Portal Complexity
			Comprehension & Technical Hurdles
		Casual Take	Lack of Corporate Environment
			Inherent Lethargy and Laziness
		Student Innocence and Ignorance	Lack of digital practice
			Online Knowledge Deficit
		Negative Student Image	Online Profile Rejection
			Unsatisfactory Feedback
3	Institutions	High Power Consumption	Burden on Resources
			Increased Overheads
		Lack of company personnel	State of Dilemma
			Casual Take
		Timing mismatch with recruiter	Conflict with Academics
			Institute Operations
		Negative college image	Online Process Failure
			Technical Incompetence
4	Parents	Lack of interest and lethargy	Family Detachment
			Children Motivation
		Emotional Stress	Moral Counselling
			Expectation Failure
		Inferiority complex	Interview Failure of Kids
			Interview Success of others
		Unable to comprehend technical aspects	Digital Illiteracy
			Family Communication Issues
5	Society	Procrastinated Society	Digital Lethargy
			Sedentary Lifestyle
		Burden on Resources	High Power Consumption
			Overloaded Networks
		Digital Chaos	Increased Online Traffic
			Online Congestion
		Cut-throat competition among families	Social Status Contest
			Inter-Family Animosity

Table 5 : Disadvantageous factors of On-line Campus Placement Model and their critical constituent elements

Sl. No.	Issue	Factors affecting	Critical Constituent Elements
1	Recruiters	Rigid and Tedious	Installation of Process
			Implementation of Process
		Poor IT Infrastructure Support	Institution Technical Shortcomings
			Staff Incompetency
		Application and Portal Downtimes	Technical Error
			System Lags
		Negative Imagery	Process Failure
			Lack of Campus Guidance
2	Students	De-motivation	Process Complexity
			Family Burdens
		Student Absence and Access Failure	Sick Offs and Bunking
			Interview Reluctance
		Student Rigidity and Procrastination	External Distractions
			Comprehension Inability
		Student Laziness and Lethargy	Age Factors
			Vague Career Clarity
3	Institutions	Complications & Complexities	Installation Challenges
			Implementation Limitations
		Schedule conflicts with Recruiter	Academic with Corporate
			Academic Commitments
		Restlessness and Disorder	Failed Process
			Execution Challenges
			Recruiter Risk
		Negative Imagery	On-line Reputation
4	Parents	Non-flexible Parental Schedule	Busy Working Parents
			Conflicting Family Schedules
		Mental Distress and Suffering	Children's Performance
			Opinion Conflicts
		Social Stigma	Status Differences
			Family Reputation Risk
		Comprehension Inability	Educational Background
			Personal Disinterestedness
5	Society	Manual Job Loss and Unemployment	Digital Invasion
			Automation Fear
		Digital Over Crowding	Server Over Load
			Network Congestion
		Deprived E-Convenience	Digital Discrimination
			Connectivity Factors
		Creation of social inequalities among families	Status Competitions
			Family Image Risk

7. Conclusion

We have studied determinant issues and affecting factors of online campus placement model using ABCD analysis framework. The analysis identified the affecting factors for various determinant issues under four constructs advantages, benefits, constraints, and disadvantages. The analysis has brought about 158 critical constituent elements which satisfy the success for its existence. Through this research, new insights were also generated about possibilities of building a robust online placement training model as well to cater and adhere the inevitable application of Online Industry Oriented Placement Model (OIOC) in nearing future. With digital India initiatives gathering momentum in the nation, employers are shifting towards OIOC adaptability and approach.

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