

### Media Coverage

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**MANAGEMENT THRIVES**

## B-school graduates in clover

With firms across sectors looking for talent in data analysis and tech roles, hiring is expected to witness a 17-20 per cent surge, along with a corresponding pay rise

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**M**anagement graduates are likely to be the flavour of the season, with a large number of new-age and traditional sector employers looking to employ them. Companies across sectors are looking for B-schoolers in data management and technology-oriented roles.

There is likely to be a 20 per cent surge in the number of job offers and a corresponding rise in average pay packages and salaries, at least in the same period in 2022, in this respect.

Most leading B-schools have been premier, as well as second-rung institutes, have seen a surge in job offers for their alumni. For instance, this year, the placements got pushed up, especially at the time for final placements, nearly 30 per cent of the placements offers began filtering in the placement process typically come through internship offers at such projects.

According to NP India CME, Genes, Karnataka, there has been a 20-30 per cent surge in hiring across most sectors. During the last year, most companies had reduced campus hiring by 20 to 30 per cent. Now, the market has opened up and demand is growing, so demand has improved. Most companies are offering 20 to 30 per cent rise.

The surge received a further boost from the effects of

documentation, together with IITs have brought B-schools into the second level. In many sectors, companies are hiring professional search firms still, says.

Many alumni of IITs with the clearly growing credibility of search firms hiring professionals will get more offers and encourage agencies to get into the sector. According to research by employer brand, the surge in campus hiring has led to the best compressed industry salaries and an increase in a seamless digital hiring process.

Backed by the economic recovery, linked to infrastructure, infrastructure and service-based companies are expected to recruit at least 20 per cent more jobs as compared to next seasonal demand and needs in roles. Many companies are hiring newly skilled new talent and are closely working with private graduates and those from world-class firms.

**Tech roles dominate**

According to Kunal Keshav, co-founder, Nohria, a specialist staffing company and current chairman of NICE, hiring is driven by accumulated supply and compensatory hiring.

There are over 16,000 active openings reported on NICE's platform, a combination of different experience levels, including entry-level openings. About 60 per cent of these openings are available in freshers, and the number is set to grow further in the coming months. The availability of B-schools from previous and current batches has changed the dynamics of hiring differently. The spike in internships has been driven by direct access to the talent pool for short-term hiring agreements.

With a mix of new-age and traditional sector companies are looking for MBA talent, the focus is on tech-enabled talent. Digital services and solutions for digital data services are

in vogue for logging, risk, starter offers. Risk and under-sectors are yet to fully catch up to the gains, which are expected to be late but strong, says.

**Summer placements**

In summer placements, which offers a timely opportunity to first-year management students have been exceptionally good this year. The data shows a witnessed a 16 per cent surge.

Some of the top B-schools witnessed 16 per cent rise in average salaries.

A number of second-rung management institutes, as well as some of the top B-schools had seen the brunt of the slowdown in final placements, which had a similar March-April, this year. While the overall recruitment process is premier, B-schools were unaffected by the second-rung institutes had a tough time surviving and got their placements. The average pay packages of a B-school graduate against the previous year has seen a 10 per cent rise.

Last year was a wash-out period, many freshers could not find jobs, which has changed, particularly with reference to technology adoption. Skill sets around data has increased and B-schools have started introducing these in their curriculum. Besides, new job roles have emerged in the last 12 to 18 months," explains Nishu Sharma, president, because of the digital growth in B-schools are looking for a job.