Chapter 112
A Conceptual Study on Employer Perception towards Hiring Employee with Online Degree/Certification

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ABSTRACT

Higher education is enduring a transition across the world. This transition leads to the introduction of technology into the education system and provides opportunities to pursue a degree through online participation. According to Bramble and Panda, globalization plays a vital role in recognizing the necessity of providing online learning opportunities in higher education. The stakeholders and education institutions are very much concerned about the massive potential of online learning models. In the span of a decade, the demand for online courses has increased due to change in technology, lifestyle, economics, concerns of employees to develop knowledge, new competency skills and thinning out the geographical differences, etc. The innovative archetype of the online education is significant in quality, course content, satisfaction, and the perception of the users from various levels when compared to traditional face-to-face classroom systems. As a result, online education is more effective and efficient than the model of face-to-face education. The main objective of this research is to analyse and measure the various factors that affect employer perception towards online education systems in their recruitment process and cycle. 549 articles have been examined in terms of integrated literature review system to measure the impact. The result indicates, awareness, readiness, credentials and reputation are the major factors that affect employer perception on hiring decision.

INTRODUCTION

Globalization has a great influence in the revolution of education system. The technological rebellion and the internet have helped to overcome the limitations of time, place, space, languages, etc. and has empowered the user to share access and transform information across the globe economically. Internet and technology satisfy the student's expectations by providing them flexible and infinite opportunities across the globe. With over 460 million internet users, India is the second largest online market, ranked only behind China. By 2021, there will be about 635.8 million internet users in India (a report by IA-MAI and Kantar IMRB). Educational bodies undergo significant changes due to introduction of web and internet technology in distance education (Arinto, 2016). According to Bramble and Panda (2008), globalization plays a vital role in recognizing the necessity of providing online learning opportunities in higher education. In a span of decade, the demand for online courses has been increased due to change in technology, lifestyle, economic, urge for employee to develop knowledge, new competency skills and thinning out the geographically difference, etc. (Conceição, 2007).

The innovative archetype of online education is significant in quality of the course material, satisfaction and perception of the users of various levels when compared to traditional and face to face education system. As the results on comparison, online education is more effective and efficient than the legacy face-face education (Almala, 2007; Albrecht, 2002; Casey, 2008; Means, Toyama, Murphy & Baki, 2010; Norton and Hathaway, 2008; Russell, 1999; Schutte, 1997; Sitzmann et al., 2006").

At the same time, on the grounds of employment, employers hesitate to hire candidates with online degree but similarly, there is a gradual growth in number of courses offered through online. Even though organizations offer training and development programs through online still they are hesitating to hire online degree graduate (Carnevale, 2005).

Background of the Study

According to The Hindu newspaper report India is a youngest nation in the world consist of average age group population of 29years. The demand for the online education programs increases not only as they provide an alternate mode of education and also, they endow opportunities to the working class of pupil to keep them updated and upgraded with improved skills that are related to their employment. It provides opportunity to pursue undergraduate and post graduate degrees in-spite of their job responsibilities. According to the University Grants Commission (2012), India is horde to 659 universities which includes 45 central, 312 states, 173 private, and 129 "deemed to be" universities and around 33,023 colleges respectively. India has adapted to various forms of E-learning format which includes MOOC's - Massive Open Online Course. India stands as second biggest market next to United States for MOOC"s. The Top US- based MOOC"s like Coursera, Udacity, etc. comprises largest Indian population than others. Many institutions has included online program along with the distance education as part of their strategic plan for sustainability and long run (Benton-King et al., 2005), same-way students are also demanding, life-long learning environment for their convenient, updated skills set and expected outcome in their career growth and job sustainability.

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