

---

# CCSE 公司校园招聘存在的问题与对策研究

## 摘要

随着知识经济时代的到来，企业间竞争也逐步加剧，企业想要获得更为良好的发展，就必须确保自身能够拥有较为丰富的人才资源作为补充。所以不少企业对人才招聘越来越重视。人力资源逐渐成为企业获取竞争优势的关键性资源，企业管理人员也认识到市场竞争实际上就是人才竞争。招聘最为企业最为重要的人力资源管理工作，是企业获取人才的关键环节。而校园招聘作为众多招聘形式中的一种，越来越受到企业的青睐。因为，校园招聘是企业获取自身所需人才、提升自身人才储备的主要方式，也能够向学生们展示良好的企业形象，使自身雇主品牌得到较好展示。所以校园招聘已经逐步发展成为众多招聘形式中最重要的形式之一。

本文以 CCSE 公司校园招聘为研究对象，对该公司校园招聘工作存在的问题进行详细分析，认为该公司校园招聘工作存在以下改进内容：1. 没有制定完善的校园招聘计划；2. 企业管理人员对校园招聘工作的重视程度不足；3. 校园招聘内容简单，没有为该项工作提供完善的支持；4. 忽略招聘后的评估。基于这些问题，校园招聘的优化措施如下：1. 制定人力资源规划，建立品牌效应；2. 与高校形成长期合作；3. 完善评估环节。4. 公开透明薪酬信息。本文运用现代人力资源管理理论，对校园招聘中存才的问题进行分析，并针对问题提出优化措施，有效提升了校园招聘质量的提升，使其能够在吸引人才的基础上挽留人才，进而提升企业市场竞争力，使本文能够为校园招聘理论研究提供一定的理论指导。

**关键词：**CCSE 公司；校园招聘；应届毕业生；招聘选拔

---

## ABSTRACT

With the arrival of the era of knowledge economy, the competition among enterprises is gradually increasing. If enterprises want to obtain better development, they must ensure that they can have abundant human resources as a supplement. So many enterprises pay more and more attention to talent recruitment. Human resources have gradually become the key resources for enterprises to obtain competitive advantage, and enterprise managers also realize that market competition is actually talent competition. Recruiting the most important human resource management is the key link for enterprises to obtain talents. As one of many recruitment forms, campus recruitment is more and more favored by enterprises. Because campus recruitment is a business The main way to acquire the talents and improve the talent reserve can also show students a good corporate image and make their employer brand better displayed. So campus recruitment has gradually developed into one of the most important forms of recruitment.

Based on the research object of CCSE company's campus recruitment, this paper analyzes the problems existing in the company's campus recruitment work in detail, and thinks that there are the following improvements in the company's campus recruitment work: 1. There is no perfect campus recruitment plan. Based on these problems, the optimization measures of campus recruitment are as follows: 1. Develop human resource planning and establish brand effect. Form long-term cooperation with colleges and universities. Improve the evaluation link. 4. open Transparent compensation information. This paper analyzes the problems of talent in campus recruitment by using modern human resource management theory, and puts forward optimization measures to improve the quality of campus recruitment. So that it can attract talent on the basis of retaining talent, and then enhance the market competitiveness of enterprises, so that this paper can provide some theoretical guidance for campus recruitment theory research.

**Keywords:** CCSE company; campus recruitment; fresh graduates; recruitment and selection

---

# 目 录

1 绪 论 .....	1
1.1 选题背景 .....	1
1.2 研究目的和意义 .....	1
1.2.1 研究目的 .....	1
1.2.2 研究意义 .....	2
1.3 国内外研究现状 .....	2
1.3.1 国内研究现状 .....	2
1.3.2 国外研究现状 .....	3
2 相关理论 .....	5
2.1 校园招聘的原则 .....	5
2.2 校园招聘的流程 .....	5
2.3 校园招聘的优劣势 .....	7
3 CCSE 公司员工校园招聘现状及分析 .....	9
3.1 CCSE 公司概况 .....	9
3.1.1 CCSE 公司组织结构 .....	9
3.1.2 人力资源现状 .....	10
3.2 CCSE 公司校园招聘现状调查 .....	12
3.2.1 CCSE 公司校园招聘现状 .....	12
3.2.2 CCSE 公司校园招聘的调查、访谈结果分析 .....	13
3.3 CCSE 公司校园招聘存在的问题分析 .....	14
3.3.1 缺乏招聘需求规划 .....	14
3.3.2 公司领导对校园招聘不重视 .....	15
3.3.3 甄选流程简单，没有提供较好的测评工具和手段 .....	15
3.3.4 忽视招聘后的评估 .....	16
4 CCSE 公司校园招聘问题的解决对策 .....	17

---

以上内容仅为本文档的试下载部分，为可阅读页数的一半内容。如要下载或阅读全文，请访问：

<https://d.book118.com/025042203320011224>