

## **Dichotomies of the Corporate World – A Challenge Before the Recruits**

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**Abstract**

Transition from Campus to Corporate is one of the chief areas to focus on presently. Corporate structure today needs well trained managers and there is a cutthroat competition in the global market. The makeover of a student from campus to corporate is often traumatic as several challenges await him. The paper tries to expose the individual's struggle while moving from his comfort zone into the life of pressurized targets. It focuses on how imperative it is for a person to understand the dichotomies of the corporate world and also discusses the problems encountered by the fresh graduates in the corporate world. It also accentuates on the importance of values, ethics, self-management techniques, verbal communication skills which are indispensable in the corporate world. Besides it focuses on how success largely depends on many external factors and techniques of dealing with people. A collegian transcending from a usual carefree and unprofessional life to very responsible, careful and professional life and the importance of industry academia links to overcome the problem are thrashed out in the paper. The paper also throws light on how experiences maketh a man.

**Keywords:** Campus life, corporate World, transition, dichotomies, recruits

Corporate world and corporate sector are the buzz words and are highly fascinating in the present global scenario. It is the usual aspiration of a collegian to slide into the corporate world directly from campus. And many a time it is possible for them. But, the rosy dreams of the corporate life are often proved to be traumatic. Only a few are able to glide without troubles. Stepping into the corporate world from campus is quite challenging. It is an absolute change in the focus, the targets or the perspective. Transition from campus to corporate is in fact a Herculean task. It is a shift from a state of learning for the enhancement of knowledge, to a state of utilizing the acquired knowledge and from a state of overall appraisal of the ability to a state of constantly pressurized and instant assessment of the knowledge obtained. An individual who is ready to slide to the corporate world should know about the dichotomies of the corporate world.

Academic life of a student is generally structured and thus it is a systematic life with a few digressions. Students learn from books and receive guidance from all quarters of academics/academicians. They acquire a few technical and non-technical skills for their future life but generally exhibit traits like lethargy, procrastination and reliance. Everyone on campus has rosy dreams of becoming a corporate personnel or an entrepreneur. Sitting in the classroom and thinking about making the dreams come true is possible only when thoughts are transformed into actions. Success comes only with sincerity of transforming ones thoughts into actions.

Campuses in fact are training grounds for the prospective recruits in developing their communication skills along with interpersonal skills, etiquette, social skills, leadership skills etc. Education at campus aims at moulding them into holistic personalities. With all the training the student receives at the campus enters into the corporate sector which is full challenges. The first ever challenge for the new recruits is the burden of extended working hours. Youngsters having got used to spend ample free time feel it a burden and are stressed out. Time management is one of the biggest challenges before them. It is indeed nerve-cracking to meet the pressed targets. But it is a bitter reality that one has to face the tyranny of the urgency. Preparing mentally to face the authoritarianism of time helps the recruits face the job comfortably.

Entering the job is the right time to discover oneself to get prepared for the changes and to understand one's own reactions. Lack of self-awareness is the basis for many problems. Realizing one's strengths and weaknesses is possible only with self-awareness. The more one knows about himself or herself thoroughly, the more are the chances for self-development. Then the person can perform effectively both in professional and personal lives.

Etiquette is another least bothered area for youngsters. Informality rules most part of the youngsters' lives today. Au contraire, life is very different in the corporate world. While ethics is a system of morals, etiquette is the code of unwritten but accepted rules about how to act with others in the life of any individual or organization. It ranges from good table manners to environmental awareness. Ethics and Etiquette are an important aspect of corporate life which cannot be ignored. (Personal hygiene with clean and neat dress is one of the norms of professional life in the corporate world.)

Youngsters should realize that learning is a constant process and the domain is ever expanding. Not knowing anything is not the end of the world. Anything which is not known can be learnt at any point of time. Pride, artifice and power trips are deadly ends of one's behaviour. Kidding oneself is not an accepted practice in any profession. Admitting mistakes and being accountable is a sign of sincerity. Something right is many a time learnt from the wrong. Humility does not lower self-esteem. In fact, having a truthful and balanced picture of oneself is neither too lofty nor too low. Treating people with kid gloves is a chief chore of a professional. Being realistic without unreasonable expectations is important. Knowing the power of hard work and learning to be flexible is one of the keys to be a successful professional. It is not what you do is important but the

way you do makes the difference. A constant learner will obviously meet with success as he climbs his career ladder. The zeal in a person transforms less responsible unprofessional into a responsible professional. Youngsters in the present time are overly ambitious and want to reach higher positions instantaneously. They are strategic right from the initial stages of work life. It is an undeniable truth that with 'soft skills' one can 'deal' with people' in real life, as 'Soft Skills encompasses several personality traits which complement ones hard skills to accomplish the task effectively.

There is a sea of difference between being aggressive and assertive. One can be aggressively nice. Either aggressiveness or being only nice is unwelcome in professional life to meet the professional demands. But being thoughtful and considerate to act on and to follow through with thoughtfulness is one of the highly prized qualities of a professional in the corporate sector.

A 'value' is a belief or an idea with which one's perception towards life depends on. Consciously or unconsciously every individual has a core set of personal values, ranging from belief in hard work, self-reliance, synchronization with others etc. Values direct our psychological energies like interest, commitment, fortitude, fervour, drive and enthusiasm for accomplishment. Values may range from pragmatism to ethical or moral values inclusive of social, political, economic and aesthetic values. Along with formal education individual's success depends on personal values.

The responsibility of Campuses is to show a path to the collegians on which they have to tread so as to help the recruits face the challenges of the corporate world with balance. Theory is different from practice. Campuses as the training grounds should focus on developing Industry Academia linkages to bridge the existing gap between academics and work place environment. Linking up academics with industry to attain real world experience makes the shift a comfortable slither and prospective recruits will not encounter the dichotomies of the corporate world. The knowledge and skills gained on campus like communication skills, interpersonal skills, ability to tackle the situations, leadership skills, working with team spirit etc. could be put into practice.

The on-hand experience of the youngsters in the corporate sector helps them in 'Dealing with people and situations.'" Dealing with people is very important because success largely depends on external factors than the internal factors. Lack of skill in dealing with people and situations, with all etiquette can be a hindrance to one's success as business is linked up with perpetual relationships with people. Recruits should be instilled confidence to boldly face the challenges they stumble upon in the corporate world.

### **Conclusion**

Campuses are responsible for character building and to make a man out of a person, who is adept in meeting the demands of the corporate sector As is the saying Experience is the best teacher, experience itself will market a man. So, to super-shine in one's career and to be equanimous, recruits should gear themselves up to understand and be ready for accepting new responsibilities to face the real life challenges.

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