



**CHRIST**  
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## Notice for the PhD Viva Voce Examination

Mr Vishal Goyal, Registration Number: 2090130, PhD Scholar at the School of Business and Management, CHRIST (Deemed to be University) will defend his PhD thesis at the public viva-voce examination on Wednesday, 06 May 2026 at 12.00 pm in Conference Hall, 1st Floor, B Block, CHRIST (Deemed to be University), Delhi NCR Off-Campus, Ghaziabad - 201003, Uttar Pradesh, India.

- Title of the Thesis** : **Talent Acquisition Strategy: Understanding Factors Influencing Candidates' Preferences for Job Offers and Choice of Employer**
- Discipline** : **Management**
- External Examiner - I** : **Dr Pratika Mishra**  
Professor  
Department of Marketing  
Welingkar Institute of Management Development and Research  
Matunga East, Mumbai- 400019  
Maharashtra
- External Examiner - II** : **Dr Ritu Sapra**  
Professor  
Department of Commerce  
Delhi School of Economics  
University of Delhi  
Delhi - 110007
- Supervisor** : **Dr Akhilesh Tiwari**  
Professor  
School of Business and Management  
CHRIST (Deemed to be University)  
Delhi NCR Off-Campus  
Ghaziabad - 201003  
Uttar Pradesh

The members of the Research Advisory Committee of the Scholar, the faculty members of the Department and the School, interested experts and research scholars of all the branches of research are cordially invited to attend this open viva-voce examination.

**Place:** Bengaluru  
**Date:** 27 April 2026

**Registrar (Academics)**

## ABSTRACT

Today's placement landscape often presents MBA students and early-career professionals with more than one job offer at the same time, pushing them to make quick yet high-stakes choices. These decisions are rarely straightforward, as they involve comparing a wide range of job-related and employer-related factors—some easy to measure, others more abstract.

This study explores how candidates evaluate and choose between multiple job offers, particularly in campus recruitment settings in India. The research draws on a blend of well-established theories, including Expectancy Theory,

Person–Organization Fit, Evaluability Theory, and employer branding models, generate a holistic understanding of how decisions are made. Data has been collected by surveying 479 MBA students who had received at least two job offers. The analysis combined descriptive statistics, t-tests, ANOVA, Confirmatory Factor Analysis (CFA), and Structural Equation Modeling (SEM) to identify important patterns and relationships.

Findings reveal that compensation, job content, and the employer's brand image play a dominant role in shaping candidate choices. Organizational structure and work-life balance also matter, but to a slightly lesser degree. Interestingly, no prominent dissimilarities were found across gender, age, or marital status, suggesting a shared decision-making pattern amid the sample group. The results highlight that while candidates do consider practical benefits, symbolic elements like alignment with company values and perceived future growth weigh heavily in final decisions.

This work aims at adding to the existing literature by integrating multiple decision-making perspectives into a single empirical framework and offers actionable insights for employers, placement teams, and policy makers involved in campus hiring.

**Keywords:** Job Offer Decision-Making, Employer Branding, Person–Organization Fit.

### Publications:

1. **Goyal, V.,** Tiwari, A., Kamble, D., Rani, D. S., Patil, V. C., Jha, A. (2024). Importance of artificial intelligence in improving human resource management for companies to find suitable candidature. In Proceedings of the 2024 International Conference on Healthcare Innovations, Software and Engineering Technologies (HISSET) IEEE. <https://doi.org/10.1109/HISSET61796.2024.00088>
2. **Goyal, V.,** Tiwari, A., Jadhav, S. K., Yelapure, S., Yadav, R., Prasad, L. V. N. (2024). Approach towards web for exploring the suitable job for individuals. In Proceedings of the 2024 International Conference on Healthcare Innovations, Software and Engineering Technologies (HISSET) IEEE. <https://doi.org/10.1109/HISSET61796.2024.00079>.