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Data article

Q1 Employee resourcing strategies and universities' corporate image: A survey dataset

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ABSTRACT

The data examined the effect of employee resourcing strategies on corporate image. The data were generated from a total of 500 copies of questionnaire administered to the academic staff of the six (6) selected private Universities in Southwest, Nigeria, out of which four hundred and forty-three (443) were retrieved. Stratified and simple random sampling techniques were used to select the respondents for this study. Descriptive and Linear Regression, were used for the presentation of the data. Mean score was used as statistical tool of analysis. Therefore, the data presented in this article is made available to facilitate further and more comprehensive investigation on the subject matter.

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Specifications Table

| | |
|----------------------------|--|
| Subject area | Human Resource Management |
| More specific subject area | Employee Resourcing Strategies |
| Type of data | Table, figure |
| How data was acquired | The data were generated through structured questionnaire |

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| | |
|-----------------------|---|
| Data format | Raw, analysed, descriptive and statistical data |
| Experimental factors | Samples consist of Academic Staff of the outstanding six private universities as ranked by different ranking agencies. |
| Experimental features | Employee resourcing strategy is a fundamental factor for building concentration of employees with distinctive capabilities required to promote corporate image. |
| Data source location | Private Universities, Southwest, Nigeria |
| Data accessibility | Data is included in this article |

Value of the data

- The data described demographic characteristics of academic staff of the top six ranked private universities in Southwest, Nigeria.
- The study was carried out in order to understand the interplay of respondents' socio-economic background to issues relating to employee resourcing strategies and university corporate image.
- The data also showed that employee resourcing strategies such as manpower planning, employee attraction, deployment and retention are very helpful in the prediction universities' corporate image.
- The management of the selected universities can leverage on the data for decision making purposes.
- The outcome is similar to the findings of [2,6–8].

1. Data

The data comprised of demographic characteristics of Academic Staff of selected private universities in Nigeria as well as raw inferential statistical data on the influence of employee resourcing strategies on universities' corporate image. The response rate of the administered questionnaire as depicted in Fig. 1 shows that out of five hundred copies of questionnaire administered to the Academic Staff of the selected universities only four hundred and forty-four copies were retrieved, which represented 89% response rate.

The data presented in Table 1 and Fig. 2 show that the Academic Staff of the selected universities were dominated by male representing 85% of the respondents. Similarly, the highest number of respondents were within the age bracket of 31–40. The ranks of the respondents revealed that 22% of the respondents were professors and associate professors, 27% were senior lecturers, 25% were lecturer I while 26% were assistant lecture and graduate assistants.

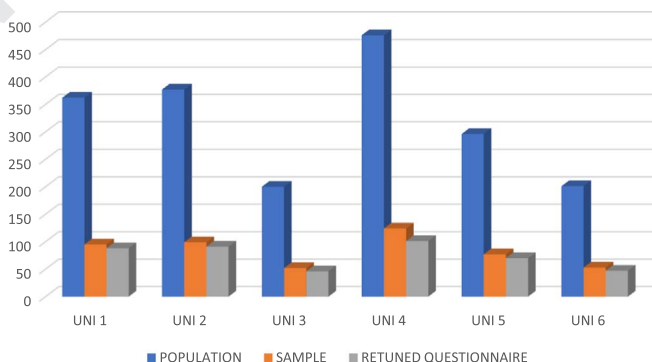


Fig. 1. Response rate of administered questionnaire.

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