STUDY ON TALENT ACQUISITION AND ADMINISTRATION

[1]**SRIRAM PREETHI and** [2]**Dr., P. DEEPAK GOUD**

[1]**PG Scholar,** [2]**Associate Professor,**

[1,2]**Department of Management, Teegala Krishna Reddy Engineering College (UGC-Autonomous), Hyderabad,**

Telangana, India

ABSTRACT: In today's competitive business landscape, organizations recognize the critical role of talent acquisition and administration in driving sustainable growth and maintaining a competitive edge. This abstract presents an overview of the key components and strategies involved in effective talent acquisition and administration and discusses their impact on organizational success.

Talent acquisition encompasses the processes involved in attracting, sourcing, assessing, and hiring individuals with the skills, knowledge, and cultural fit necessary to contribute to organizational goals. Strategic talent acquisition goes beyond traditional recruitment methods by incorporating long-term workforce planning, employer branding, and diversity initiatives to build a robust talent pipeline. By aligning recruitment efforts with organizational objectives, companies can proactively address current and future talent needs, mitigate skill gaps, and foster innovation and agility.

Once talent is onboarded, effective administration becomes imperative in nurturing employee engagement, development, and retention. This involves creating conducive work environments, implementing performance management systems, and providing continuous learning and growth opportunities. Additionally, administering fair compensation and benefits packages ensures employee satisfaction and reinforces organizational commitment.

The integration of technology, such as applicant tracking systems and data analytics, streamlines talent acquisition and administration processes, enabling data-driven decision-making and enhancing efficiency. Leveraging artificial intelligence and machine learning algorithms can facilitate candidate screening, identify high-potential talent, and predict future workforce trends, enabling organizations to stay ahead in talent management practices.

Furthermore, a proactive approach to talent acquisition and administration fosters a culture of agility and resilience, enabling organizations to adapt to changing market dynamics and

disruptions. By investing in talent development and succession planning, companies can cultivate a pipeline of future leaders and reduce dependency on external hires, thus ensuring continuity and stability.

In conclusion, talent acquisition and administration are integral components of organizational success, driving performance, innovation, and competitiveness. By adopting a strategic approach and leveraging technology, organizations can attract, develop, and retain top talent, thereby positioning themselves for sustained growth and excellence in the ever-evolving business landscape.

INTRODUCTION:

In the dynamic landscape of modern organizations, the efficient acquisition and administration of talent have emerged as critical components for sustainable growth and competitive advantage. Talent acquisition encompasses the process of identifying, attracting, and onboarding skilled individuals who align with the organization's objectives and culture, while talent administration involves the management and development of this acquired talent throughout their tenure within the organization.

This study seeks to delve into the intricacies of talent acquisition and administration, examining various strategies and practices employed by organizations to effectively navigate this essential function of human resource management. By exploring the latest trends, challenges, and best practices in talent acquisition and administration, this research aims to provide valuable insights for HR professionals, organizational leaders, and policymakers.

In conclusion, this study aims to contribute to the existing body of knowledge on talent acquisition and administration by providing a comprehensive analysis of effective strategies, emerging trends, and key challenges in this crucial domain of HR management. By examining various facets of talent acquisition and administration, this research seeks to offer valuable insights that can inform decision-making and drive organizational success in attracting, retaining, and developing top talent.

NEED FOR THE STUDY

Talent acquisition is one of the primary responsibility of an HR professional. It is very much essential for a HR to hire an employee with high caliber. The process of Talent acquisition starts from Man power planning process till the Onboarding process.

The biggest challenge faced by a HR is to hire high caliber candidates and also to satisfy a candidate regarding the brand value created by the employer.

Hence it is highly essential for the talent acquisition team to higher quality candidates and thereby promotes the employer brand.

The need for this study is to align the process of talent acquisition and also the employer branding. This makes the candidate feel motivated and work on a good environment. It is also essential to suggest some strategies to promote employer brand and acquiring high caliber employees.

SCOPE OF THE STUDY

• The study mainly addresses how Study on Talent acquisition and Administration.

• The Study helps to promote the employer brand in Career websites, Review websites and also in social media.

• The study attempts to analyze the steps, process and challenges in aligning the administration and talent brand.

• The study would be helpful for IT Industry to analyze, forecast and formulate strategies to increase administration and thereby attract young talents.

LIMITATIONS

- The Study was conducted only to the HR department professionals, since the other department employees will be unaware about the talent acquisition process.
- The study was conducted only at the four main regional office in India, due to time constraints and lack of accessibility.

- Since the data was collected from the HR department, few answers were seem to be biased.

- Many data and information were collected only through observations and focused group discussions.

REVIEW OF LITERATURE

1) Title: Employer Brand for Talent Acquisition: An Exploration towards itsMeasurement

Author: Dr. Pallavi Srivastava and Dr. Jyotsna Bhatnagar

Journal: Journal of Organizational Change Management, volume 14, no. 1, page25-34, 2010.

Abstract:

This paper addresses the concerns associated with talent acquisition and how employer brand can overcome some of them. Based on the literature review and supported with the first stage sequential mixed method exploratory research, the paper summarises and aggregates the results of a pilot study conducted on a section of prospective employees of India. The study contributes to the sparse academic and empirical work on employer branding. The empirical results are initial steps towards the development of a scale for measuring employer brand in a later stage. The current study will further facilitate development of the unique employee value proposition based on the person-need fit of talent. The research is based in an Indian setting which makes it all the more relevant in current economic scenario. The paper concludes with theoretical and practical implications followed bydirections for the future research.

2) Title: Employer Brand Building for Effective Talent ManagementAuthor: Manupriya Bali and Shweta Dixit

Journal: International Journal of Applied Sciences and management Vol. 2, No. 1,page 183-191, 2016.

Abstract:

As business environment becomes more competitive and complex, organizations need to give even greater emphasis to meet their talent management needs. Attracting and retaining the right fit is of prime importance. Organizations are developing and projecting a

brand image that that echoes its values and philosophy and supports their talent management needs by attracting the right talent. The process of branding the organization or employer branding draws its roots from marketing and branding literature and has gained its relevance in developing the image of the organization as an employer of choice. The paper discusses the scope of employer branding in attracting an experienced pool of employees and also as an enabler of organization's internal brand building effort. The process of developing the brand is extensive and requires commitment and support from all in the organization. If managed well, it goes on to create brand ambassadors for the organization and thus, establish the organization as an employer of choice. The paper reviews the existing literature to identity the impact of employer branding on talent management, the process of branding organizations that may be adopted and how some of the global organizations are utilizing the power of an effective brand.

3) Title: Study of Talent Acquisition Practices – A Review on Global Perspective Author: Mohan Parthasarathy and Dr. Sameer Pingle

Journal: International Journal of Emerging Research in Management &Technology, Volume-3, Issue-11, page 80-85, November 2014.

Abstract:

Talent Acquisition would be a newly coined terminology for many of us but it's not new for the HR practitioners. Talent acquisition, as defined by Deloitte, is "a strategic approach to identifying, attracting and on boarding top talent to efficiently and effectively meet dynamic business needs. There is always a huge potential for highly talented resource globally and acquiring such talent has always been a challenging task for practitioners. This paper had tried to examine and review the research papers which shares global perspective about different strategies of Talent acquisition and also its implications. As companies increasingly compete on the basis of talent, their success will largely hinge on their ability to recruit, develop, deploy and retain skilled people at every level — from production employees and technicians to scientists and engineers to middle managers and executive leaders. Because of this critical issue, companies have started formulating strategies and techniques for acquiring Talents. Hence it becomes critical for understanding different Talent Acquisition strategies across globe and understands its implications. The research method used here is purely qualitative as we could

proceed with secondary data analysis by referring and analyzing research papers of this nature and the findings & suggestions made here are based on grounded theory approach.

4) Title: A Conceptual study on challenges and Innovations in Talent Acquisition Process

Author: Dr.Kumudha and Saranya Priyadharshini

Journal: International Journal of Advance Research in Computer Science and Management Studies, Volume 4, Issue 1, Pages 169-173, January 2016.

Abstract:

Talent acquisition and recruiting are undergoing rapid disruption, challenging companies to leverage social networks, aggressively market their employment brand, and re-recruit employees every day. To be successful in this new environment, companies should constantly attract new talent and "re-recruit" the talent that is already in place. The traditional "staffing" team is being replaced by a strategic "talent acquisition" function, focusing on building an employment brand, sourcing people in new places using social media tools, creating opportunities for internal candidates, and leveraging the huge network of referral relationships within the company. This article focuses on the difference between recruitment and strategic Talent acquisition, new ways to access talent, Challenges and innovations in challenge acquisition process.

5) Title: Employer Branding: Strategic Implications for Staff Recruitment Author: Ralf Widen, Siegfried Gudergan and Ian Lings

Journal: Journal of marketing management, page 1-34, 2007. Abstract:

In many developed economies, changing demographics and economic conditions have given rise to increasingly competitive labour markets, where competition for good employees is strong. Consequently, strategic investments in attracting suitably qualified and skilled employees are recommended. One such strategy is employer branding. Employer branding in the context of recruitment is the package of psychological, economic and functional benefits that potential employees associate with employment with a particular company. Knowledge of these perceptions can help organizations to create an attractive and competitive employer brand. Utilizing information economics and signaling theory, we examine the nature

and consequences of employer branding. Depth interviews reveal that job seekers evaluate the attractiveness of employers based on any previous direct work experiences with the employer or in the sector; evaluations of the clarity, credibility, and consistency of the potential employers' brand signals; perceptions of the employers' brand investments; and perceptions of the employers' product or service brand portfolio.

6) Title: The relationship between early recruitment-related activities and the application decisions of new labor-market entrants: A brand equity approach torecruitment.

Author: Collins, C. J. & Stevens, C. K

 Journal: Journal of Applied Psychology, Volume- 87, Pages 1121-1133, January2002.

Abstract:

We used theory and research from the marketing literature on customer-based brand equity to predict how positive exposure to four early recruitment-related activities—publicity, sponsorships, word-of-mouth endorsements, and advertising—may affect the application decisions of engineering students.

Similar to prior marketing findings, our results suggested that early recruitment- related activities were related to intentions and decisions indirectly through two dimensions of employer brand image: general attitudes toward the company and perceived job attributes. The relationships between word-of-mouth endorsements and the two dimensions of brand image were particularly strong. In addition, we found that early recruitment-related activities interacted with one another such that employer brand image was stronger when firms used publicity in conjunction with other early recruitment-related activities.
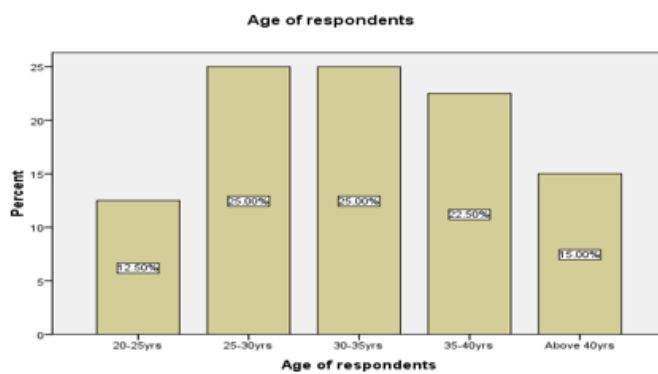
DATA ANALYSIS AND INTERPRETATION

PERCENTAGE ANALYSIS

Table Showing Age wise classification

Particulars	Number of respondents	Percentage
20-25	15	12.5
26-30	30	25
31-35	30	25
36-40	27	22.5
Above 40 years	18	15
Total	120	100

Chart showing Age wise classification
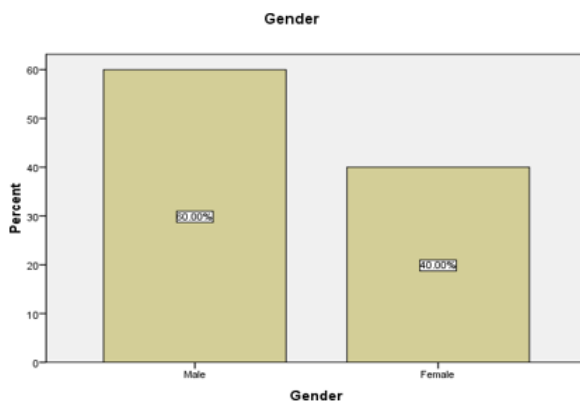

Age of respondents

Interpretation

The above table and chart explains that there are 25% of respondents between the age group between 25-30years and 30-35years. There around 22.5% of respondents between 35-40years. There are 15% of respondents above 40years and 12.5% of respondent lies between 20-25years. It is found that maximum number of respondents lies between the age group 25 to 35 years.

Table showing Gender wise classification

Particular	Number of respondents	Percentage
Male	72	60
Female	48	40
Total	120	100

**Chart showing Gender wise classification**

Interpretation:

The above table and chart explains that 60% of respondents are male and 40% are male. Thus the maximum number of respondents are male.

Table showing awareness about the concept of employer branding

Particulars	Number of respondents	Percentage
Disagree	3	2.5
Neither Agree nor Disagree	18	15
Agree	90	75
Strongly agree	9	7.5
Total	120	100

Chart showing awareness about the concept of employer branding

Awareness of employer branding

Awareness of employer branding
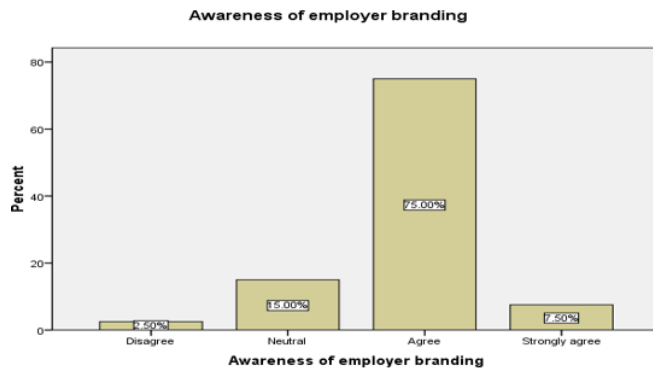
Interpretation:

About three-fourth (75%) of respondents Agree that all HR professionals are aware about the concept of employer branding. There are about 15% of the respondents who neither agree nor disagree. Only 7.5% of the respondents strongly agree and very minimal amount of only 2.5% respondents totally disagree to the fact about the awareness of employer branding among HR professionals.

FINDINGS, SUGGESTIONS AND CONCLUSIONS

FINDINGS

- There are more than 70% of the employees are aged between 25 to 40 years and the current organization working experience is more than 75%.

- Many HR professionals prefer candidate from the group company i.e around 30%. Almost 40% of the respondents prefer Internal sources than the External sources.

- Out of total recruitment in a year, around 20% of employees are hired from the group companies.

- From the above chart it is found that nearly around 75% of the respondents are totally disagreeing and tells that the company opportunities are not showcased on Career and Job

opportunity websites.

- About 65% of the respondents agrees that the Induction programs, Orientation process and On boarding process highlights the firm's employerbrand.

- Nearly 50% of the respondents, feel that the employer brand is not been showcased to the Talent Acquisition and with college Interns. This has not much influence on fresh minds joining the company.

- In One way Anova, the Calculated value (0.032) is lesser than 0.05. Here the null hypothesis is rejected and alternate hypothesis is accepted. Thus there is a significant difference between total employer brand score and the awareness of talent acquisition team over employer brand.

- In Correlation, the calculated value (0.033) is lesser than 0.05. Therefore it is positively correlation between Experience of employee and Promotion of employer branding. Therefore the null hypothesis is rejected and alternate hypothesis is accepted. Thus there is a significant difference between experience of employee and talent acquisition's team promotion of employerbrand.

SUGGESTIONS

There are few suggestions to enhance talent acquisition and promoteemployer brand,

- The Organization can prefer Campus Interview drives than the internal sources. This helps in promoting in employer brand thereby get some freshtalents.

- Talent acquisition team must bring some confidence in the minds of candidates, that there would be ample amount of growth in the organization.

- The company must try to prefer external sources, which would create a good impact in the minds of people and thereby promotion take place.

CONCLUSION

Strong employer branding is ultimately about developing a strong company culture and communicating authentically and consistency in the market about the organization's employee

experience. Those who do will have an easier time with recruitment, more engagement, stronger employee advocacy, and better retention.

The overall conclusion of project is employer branding affect the recruitment and retention of employees. Employer branding focus on whole employee lifecycle. If company's employer branding is high it means their employee turnover rate is low. Ifcompany's employer branding is high its means they are providing good salary, good working environment and growth opportunity. If company's employer branding is high it means their employee turnover rate is low. Higher employer branding helps toattract skilled people. If companies' employer branding is high in market so employees are satisfied.

REFERENCE

1. https://r.search.yahoo.com/_ylt=AwrgNiynz95ijkUwiHJXNyoA;_ylu=Y29sbwNncTEEcG9zAzEEdnRpZANMT0NVSTA0NV8xBHNlYwNzcg--

2. /RV=2/RE=1658798120/RO=10/RU=https%3a%2f%2fopensourcedworkplace.com%2fnews%2fworkplace-flexibility-and-job-satisfaction-determining-job-satisfaction-with-a- flexible-employer/RK=2/RS=2EADNIRYwzOlihWbbBpdexs6_SA-

3. https://r.search.yahoo.com/_ylt=AwrgNiynz95ijkUwk3JXNyoA;_ylu=Y29sbwNncTEEcG9zAzQEdnRpZANMT0NVSTA0NV8xBHNlYwNzcg--

4. /RV=2/RE=1658798120/RO=10/RU=https%3a%2f%2fwww.grossarchive.com%2fproject

5. %2f5089%2fflexible-working-condition-and-its-impact-on-performance-and-job-satisfaction/RK=2/RS=0UXXoXfXe0i6Je_lj_a1MlZtkQo-

6. https://r.search.yahoo.com/_ylt=AwrgNiynz95ijkUwinJXNyoA;_ylu=Y29sbwNncTEEcG

7. 9zAzIEdnRpZANMT0NVSTA0NV8xBHNlYwNzcg--

8. /RV=2/RE=1658798120/RO=10/RU=https%3a%2f%2fwww.iprojectmaster.com%2fhuma

9. n-resource-management%2ffinal-year-project-materials%2fflexible-working-condition-