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An Effectiveness of Talent Acquisition Process in Attracting the Talents in Probe42 Pvt. Ltd., Bengaluru

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ABSTRACT: The study aims to analyze the effectiveness of Talent Acquisition Process in Probe Information and Services Pvt. Ltd, in attracting the talents to join the company. The study also involves the investigation of the effectiveness of the recruitment team in communicating with the candidates during the whole interview process. The analysis will offer valuable insights into the recruitment process, helping organizations enhance their competitive edge and achieve long-term success in a dynamic business environment. The objective of the study is to evaluate and enhance the overall recruitment and onboarding processes. This includes measuring how well new hires assimilate into the company culture, assessing the preparedness provided by the onboarding process, evaluating the effectiveness of the interview process, and monitoring the frequency of communication with candidates during recruitment. The study involves a sample of 86 participants from a total population of 110. Statistical tools such as Spearman Correlation, Mann-Whitney U Test and Kruskal-Wallis Test will be employed to analyze the data. Findings from Studies on Talent Acquisition Effectiveness highlight that a positive candidate experience significantly impacts a candidate's decision to accept a job offer. A smooth, respectful, and engaging recruitment process enhances the company's image and attracts high-quality candidates. A Descriptive research methodology is implemented for the analysis purpose. The sampling techniques used is Simple Random Sampling. The primary data was collected from the management by conducting online surveys using questionnaires. The secondary data was collected from several articles, journals, reports and websites.

I. INTRODUCTION

The Talent Acquisition (TA) process is a co comprehensive and strategic approach to identifying, attracting, selecting, and onboarding the best talent to meet an organization's needs. This process is crucial for the growth and success of a company, as it directly influences the quality of new hires and the organization's ability to achieve its goals. Talent acquisition is a continuous and strategic effort to find, attract, and engage skilled employees. To succeed in talent acquisition, it's crucial to have the right team members and skills to meet the organization's strategic goals. In small companies, the human resources team or the business owner usually handles talent acquisition, especially when there isn't enough budget or resources for a dedicated team.

The Talent Acquisition process is dynamic and requires constant adaptation to changes in the job market, technology, and organizational needs. By investing in talent acquisition, organizations can build a pipeline of top talent, reduce turnover rates, and ultimately achieve long-term success. It can help identify individuals who can potentially engage with the team for the long term and pursue fulfilling careers within the organization. The long-term association of an employee reduces repeated hiring and training requirements, translating to overall cost reduction for the company.By focusing on strategic alignment and candidate experience, companies can not only fill positions but also build a committed and highperforming workforce. Talent acquisition by HR teams helps establish clear and mutually beneficial relationships with employees. Clarity on present and future goals helps instill a sense of security and belonging among team members. It drives employee activity and business decisions toward mutual growth.

NEED OF THE STUDY
It aims to provide insights into the alignment of the talent acquisition process with organizational goals and culture, ensuring a better fit of new. It also aims to enhance the candidate experience, reducing time-to-hire and improving the quality of hires.

SCOPE OF THE STUDY

To assess how effective is the various methods and channels used by organizations to attract potential candidates and to evaluate the different techniques employed to assess and select candidates for job roles.Analyzing the efficiency of recruitment and selection processes. Assessing the extent to which recruitment and selection processes align with the strategic objectives and culture of the organization.

OBJECTIVES

1. To analyze the effectiveness of new hire's integration to the company culture.
2. To analyze the effectiveness of the on-boarding process in preparing new hires for their roles.
3. To analyze the effectiveness of the interview process.
4. To study the frequency of communication throughout the recruitment process.

LIMITATIONS OF STUDY:

1. The study may rely on self-reported data from HR professionals and candidates, which can be subject to biases and inaccuracies.
2. Organization is reluctant to share detailed recruitment data due to confidentiality concerns, which can limit the depth of the analysis.
3. Difficult to get response from everyone as some may not mind filling a survey.
4. Lack of information about the organization in the internet and its own website.

II. REVIEW OF LITERATURE

1. *SonaVikas, Ashish Mathur, SnehaAdavi, John Mohmmed Pasha Shaik, A. Seshachalam, (2024) "Recruitment and the Role of Hr in Talent Acquisition: Optimal Methods for Hiring Top Talent"Journal of Informatics Education and Research, ISSN: 152604726.*

This study centres on the literature pertaining to recruitment and the crucial function of Human Resources (HR) in talent acquisition, with a specific focus on investigating the most effective approaches for recruiting exceptional individuals. The literature covers several topics including strategic personnel planning, employer branding, proactive sourcing, technological integration, and the ongoing enhancement of recruitment procedures. Through careful examination of these factors, organizations can improve their capacity to attract, evaluate, and retain the most highly skilled applicants, thereby aligning with their long0term business objectives.

2.*Atul Singh (2024), "Optimizing Talent Acquisition and Onboarding Strategies: A Comparative Study of Practices in Diverse Industries", International Journal of Research Publication and Reviews, Vol 5, no 4, pp 5327-5336.*

This research provides a thorough analysis of optimizing talent acquisition across various organizations, focusing on aspects such as onboarding, recruitment strategies, candidate sourcing channels, assessment methods, and integration measures. The study includes a review of existing literature from industry reports, academic publications, and peer-reviewed journals, examining dimensions like employee engagement, performance management, training and development, succession planning, and recruiting and selection. Major findings reveal a significant positive correlation between effective talent acquisition and enhanced organizational performance, with benefits such as higher employee engagement, lower turnover rates, increased productivity, and greater innovation. The research concludes that a comprehensive approach to talent management is vital for organizational success and fostering an innovative culture of continuous improvement. Actionable recommendations include developing a strategic talent management plan aligned with business goals, and leveraging technology to enhance efficiency and effectiveness in talent management processes.

III. RESEARCH METHODOLOGY

SAMPLING TECHNIQUE

The sampling design used in this project is simple random sampling.

SAMPLE SIZE

A sample unit of 86 respondents is selected for the study.

POPULATION OF THE STUDY

The study is carried in an organization with a total population of 110.

SOURCES OF DATA COLLECTION

- **Primary Data**

The primary data is collected by the means of a Questionnaire through online survey method. The Questionnaire containing 25 questions was formulated keeping in mind the Objectives of the research study.

- **Secondary Data**

Secondary data is collected by the means of data that is already available, they refer to data which has already been collected and analyzed by someone else. This study includes the data collected from various sources such as company websites, Literatures, manuals and journals.
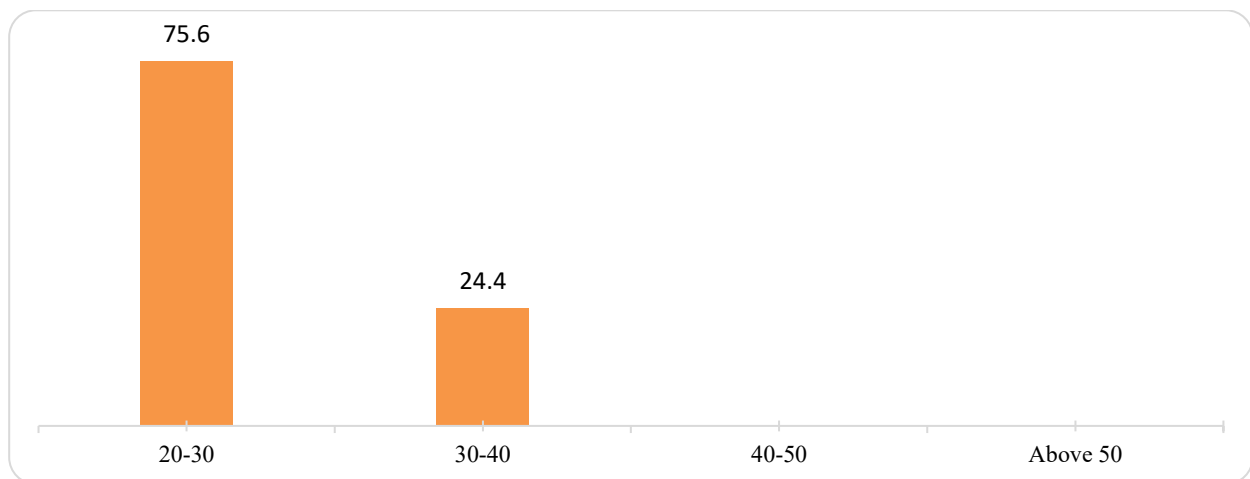
IV. DATA ANALYSISAND INTERPRETATION

DESCRIPTIVE ANALYSIS

Table showing Age group of the respondents

S.NO	Options	No of respondents	Percentage
1	20-31	65	75.6
2	31-40	21	24.4
3	41-50	0	0
4	Above 50	0	0
TOTAL		**86**	**100**

Chart showing Age group of the respondents
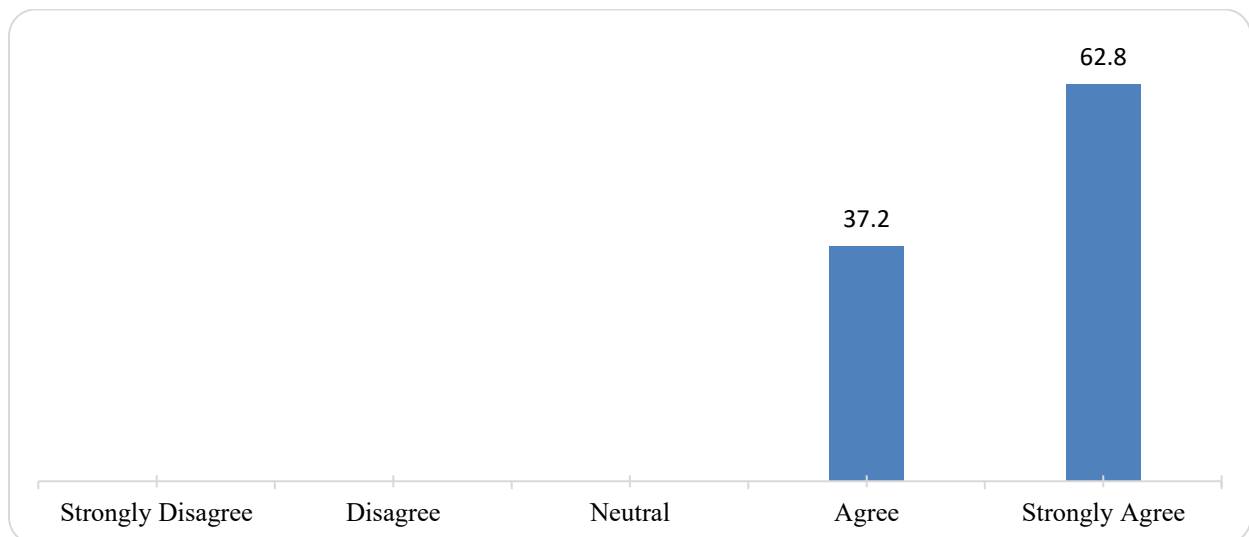

Source: Primary Data

Inference:

From the above table, the participants accounting for 75.6%, are within the age group of 20-30. This suggests that the survey predominantly engaged younger individuals. The next largest age group, those between 30 to 40 years, makes up 24.4% of the respondents, indicating a substantial but smaller representation. Notably, there were no respondents aged above 40 years. This distribution highlights a strong skew towards younger demographics in the survey sample, with a notable absence of middle-aged participants.

Table showing Flexible interviews process

S.NO	Options	No of respondents	Percentage
1	Strongly Disagree	0	0
2	Disagree	0	0
3	Neutral	0	0
4	Agree	32	37.2
5	Strongly Agree	54	62.8
TOTAL		86	100

Chart showing Flexible interviews process
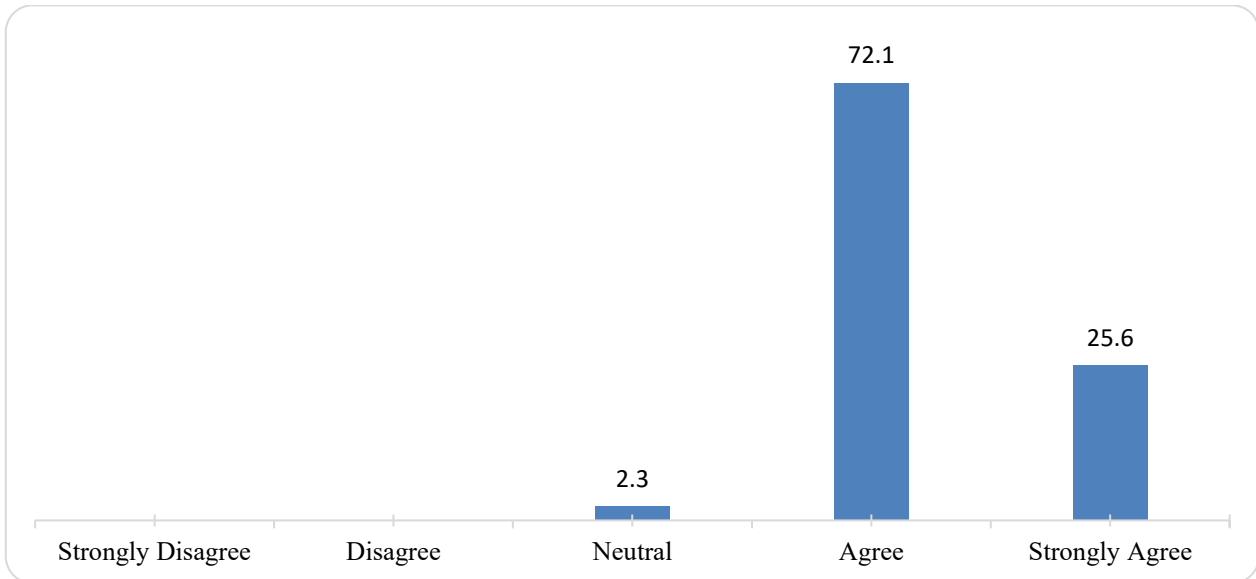

Source: Primary Data
Inference:
A majority, around 62.8%, strongly agreed that the scheduling of interviews was flexible and convenient. Approximately 37.2% of participants agreed with the same sentiment. There are no negative responses. In summary, most respondents found the interview scheduling process to be highly flexible and convenient.

Table showing Professional communication

S.NO	Options	No of respondents	Percentage
1	Strongly Disagree	0	0
2	Disagree	0	0
3	Neutral	2	2.3
4	Agree	62	72.1
5	Strongly Agree	22	25.6
TOTAL		86	100

Chart showing professional communication

Source: Primary Data

Inference:

In summary 25.6% of respondents strongly agreed with the clarity and professionalism of the initial communication.72.1% of respondents agreed that the initial communication from the recruitment team was clear and professional and about 2.3% of respondents had a neutral opinion. This positive feedback suggests that the team's efforts were well-received by the majority of participants.

INFERENTIAL ANALYSIS

I) SPEARMAN CORRELATION COEFFICIENT

Hypothesis Statement II:

Null Hypothesis (H0): There is no significant relationship between the interview process and the frequency of communication with candidates throughout the recruitment process.

Alternate Hypothesis (H1): There is a significant relationship between the interview process and the frequency of communication with candidates throughout the recruitment process.

Table showing Relationship between the interview process and communication process

Recruitment Process		Interview Process	Communication Process
Interview Process	Correlation Coefficient	1.000	.761**
	Sig. (2-tailed)	.	.000
	N	86	86
Communication Process	Correlation Coefficient	.761**	1.000
	Sig. (2-tailed)	.000	.
	N	86	86

Note:** Correlation is significant at the 0.01 level (2-tailed)

Source: Primary Data

Inference:

The correlation coefficient 0.761** suggests a strong positive relationship between the Interview process and the Communication. The p-value is below the 0.01 threshold. Therefore, the null hypothesis is rejected at 1% significance level. Hence proving there is apositively strong significant relationship between the Interview process and the frequency Communication process.

FINDINGS

1. Majority of respondents are male, constituting 55.8% of the total.
2. Most of the respondent's accounting for a75.6%, are within the age group of 20-30.
3. A majority of around 62.8% strongly agreed that the scheduling of interviews was flexible and convenient.
4. A maximum of 72.1% of respondents agreed that the initial communication from the recruitment team was clear and professional
5. A maximum of 60.5% of respondents felt that the onboarding process helped them quickly adapt to their new role

SUGGESTIONS

1. Since the majority of respondents strongly agree that the interview process was fair and unbiased, maintaining the same will encourage more candidates to have a positive view on the company in general.
2. Continue fostering an environment where open communication is valued by encouraging regular team meetings, brainstorming sessions, and feedback mechanism.
3. Based on the findings, it may be beneficial to implement training programs aimed at supporting employees who are struggling to adapt to the organizational culture.
4. Develop cultural orientation programs to help new employees understand and adapt to the company's values and norms.

V. CONCLUSION

An in-depth study has been conducted on learning about importance the talent acquisition process of a company that plays a major role in bringing the most talented candidates to the workplace. The project found that these practices are instrumental in attracting the talents to join the company. By implementing a smooth on-boarding process the new hires can be introduced to their roles and the team members, which helps them integrate with the company culture, effectiveness of a talent acquisition process lies in its ability to strategically attract and retain top talent.. It is found that job role influences the candidate's decision in joining a company. By introducing various growth and career development opportunities, employee benefits, organizations can make employees build trust and positive thoughts about the company.

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