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TO ANALYSE PERCEPTION OF EMPLOYEES ON TALENT MANAGEMENT STRATEGIES OF GAYATRI MINERALS AND METALS AND K.B MINERALS & METAL.

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Abstract: If the volume of literature in the popular and practitioner press is any guide, practitioners in the field of human resources are now primarily in the business of talent management. But what is talent management and what basis does it have in scientific principles of human resources and management? In this paper we address this question by reviewing problems with the definition of talent management and the lack of data supporting many practitioner claims. We then outline research that supports a systems-oriented definition of talent management that focuses on the strategic management of talent. We then outline future avenues of research to further develop the field of talent management and tie it more closely to the large volume of work in strategic human resources management.

Keywords: Talent management, Strategic Human resources, Organization

Introduction of Talent Management

Managing talent is a challenge to all organizations in the context of globalization irrespective of the country. Organizations around the world are competing for the same pool of talents. This is seen as a global labor market for talents. Trend of global integration shows organizations' standardization in talent recruitment, development and management, to ensure their competitive position and consistency. Therefore, organizations

have to adapt global best practices of talent management and at the same time adapt the local requirements and local labor market.

Human Resources and talent management professionals with the right strategic skill sets and mindsets are uniquely positioned to enable organizations to do this.

Gayatri Minerals and Metals & KB Minerals and Metals

KB Minerals was established in the year 1998 in Halol (Gujarat) INDIA.

K B Minerals Private Limited is a Private incorporated on 13 February 2007. It is classified as non-govt company.

K B Minerals Private Limited's Annual General Meeting (AGM) was last held on 28 December 2020 and as per records from Ministry of Corporate Affairs (MCA), its balance sheet was last filed on 31 March 2020. They are professionally managed Manufacturer, Supplier & Exporter of superior quality Natural Mineral Powder, Non-metallic Mineral and Micronized Minerals, which are widely used for their excellent metallurgical properties.

They have a team of experts who have relevant credentials and immense industry experience. Backing on their in-depth knowledge we have served to the varied needs of many clients across the world. Further, they try to understand the requirements of our clients and process the minerals with the similar properties. The minerals we manufacture are best in terms of purity, micron sizes, and whiteness and are available in different mesh and grades. There products have gained wide acceptance because of which they have carved a niche for their selves in the industry. It has further led then to their association with some top most organizations.

Literature Review

Sr. No.	Researcher (Year)	Study Title	Place	Perception of study
1.	Fang lee Cook (2004)	advantages of a diverse workplace	India	the management should have such a talent management strategy or programs, which enhance the talent of the employees
2.	K. Donnells,	on the relationship of hidden talents and training programs	India	harnessing the hidden skills of potential employees, employers can transfer not only their business but also maximize their employee's full potential.
3.	Sunit Chugh, (2006).	to explore the use of strategic Human Resource Management	India	discussed the core issues emerging in the case let and the linkage with high-performance work practices in this study paper. Implications drawing on the logical domain of talent management in HR practice and research are further addressed by the author.

4.	Amiri, M. and Nobakht, A.	performance management is an essential the learning environment.	India	talent management among HR professionals and managers is more essential for improving the circumstance of the organization for achieving the goals.
5.	Amiri, M (2015)	Also increasingly recognized that wasted unused or hidden talent can literally shrink a person's brain	Europe	, how can a person develop more talent given the complexity of the brain to recognize such hidden or unused talent and the rigidity of some workplace to value unique capabilities of its workers?

Research Methodology

Objective of the study: -

- To assess the development of interpersonal relationship
- To identify the extent of participation of talented employees in the organization
- To assess level of decision making, growth, and communication of employees in the organization
- To study the motivational level of the employees
- To study the talent drivers of the organization

DATA COLLECTION

Data can be collected by 2 methods.

- Primary Data:
- Secondary Data

PRIMARY DATA: When secondary data is not sufficient for the purpose the first-hand data i.e., Primary Data is to be collected. Following are the instruments of primary data are given as follows:

- * Observation
- * Personal Interview
- * Telephone Interview
- * Questionnaire

I have collected Primary Data through **Structured Questionnaire**.

SECONDARY DATA: This data has been collected through Websites, Project Reports, and etc.

SAMPLING PLAN

- **Sample Unit**
 - Gayatri Metals & KB Minerals Employee.
- **Sample Size**
 - 44 Employees.
- **Sampling Methods**
 - Non- probability sampling: 1) Judgmental Method 2) Convenience Method

The sampling procedure carried out in this project was Convenience Method.

FIELD AREA: - Employees working in Gayatri Metals & KB Minerals.

Limitation of Study

- The project was conducted in limited time duration.
- The study is limited to Gayatri Metals & KB Minerals employees only.
- The responses of the questionnaire are as per the limited understanding of the respondents.
- The size of sample was limited because of limited time factor.
- The analysis and conclusions are as per our limited understanding of the concern subject.
- Conclusions made are highly debatable.
- Generally, the respondents were busy in their work and were often found less interested in responding rightly.

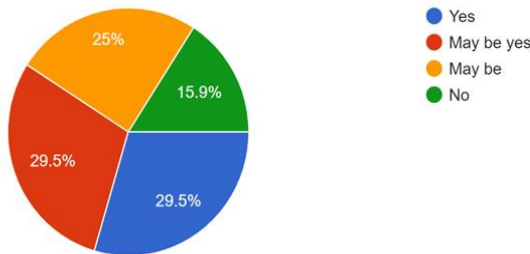
Data Analysis:

1. Does your organization have any specific Talent Management initiatives in place?

Particular	Percentage (%)
Yes	29.5
May be yes	29.5
May be	25
No	15.9

6. Does your organization have any specific Talent Management initiatives in place?

44 responses



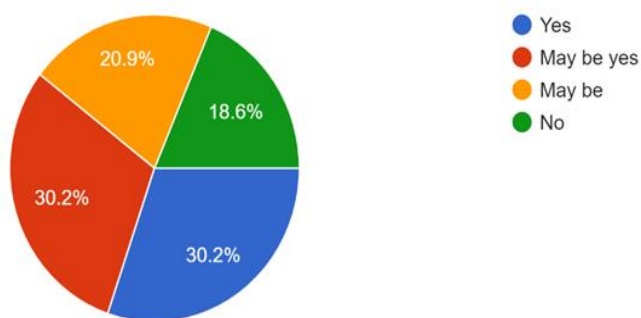
- It is clear, that 29.5% of the organizations are having specific talent management initiatives.
- This implies that now companies are moving out of traditional mindset and are actually trying to understand the importance of talent management.
- Many organizations are actually in midway of the process to start this initiative.

2. Does your organization have the ability to adapt quickly to unanticipated changes?

Particular	Percentage (%)
Yes	30.2
May be yes	30.2
May be	20.9
No	18.6

7. Does your organization has the ability to quickly adopt quickly to unanticipated changes?

43 responses



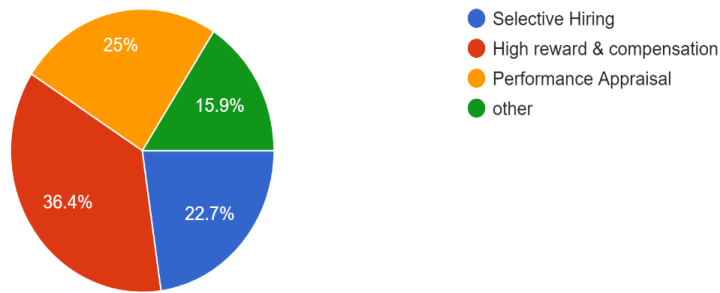
- organizations have the ability to adapt to the changes as it is clearly seen that 31% of people felt that their organization can adapt to the changes very quickly.
- Change can be of any kind. It was found out in the surveys that now organization is very flexible to adapt to the business strategy at any point of time.

3. What are the most three influencing Talent Management factors to reduce absenteeism of employees?

Particular	Percentage (%)
Selective hiring	22.7
High reward and compensation	36.4
Performance appraisal	25
Other	15.9

12. What are the three-most influencing Talent Management factors to reduce absenteeism of employees?

44 responses



- For reducing the absenteeism of employee most of the organization focuses on work information, performance appraisals, good succession planning etc.
- These are the factors, which actually motivates employees to give their best and increase productivity on their own part. Incentives are the part of these phenomena

Finding:

- Now a days most of the organization are actually taking initiative to manage talent still lot of companies are yet to adapt that.
- It has been found that most of the organizations are dynamic in nature thus adopt the changes rapidly.
- Organizations are actually focusing on the practical learning of employees.
- Main focuses of organization is on hiring new talent as well as retain the potential employees.
- Potential of an employee is a factor along with a teamwork and result are the main factor to identify talented employees.
- Talent management is directly co-related with the level of efficiency of an employee for future development.
- Main factors which help to reduce absenteeism of employees are to satisfy their self-esteem need by involving them in decision making

Suggestion:

- To attract and bring the right talent to your organization
- To ensure that employees are well informed and feel engaged
- Talent management initiatives such as social media, LinkedIn, job boards and career sites are the main responsibilities that fall under this talent management function
- To ensure that employees are the right fit for the organization
- Set employees for success with proper onboarding (familiarizing a new client with one's product and services)
- Continuously invest in employee engagement
- Don't neglect employee offboardings
- Go beyond regular performance appraisals
- To maintain relation with employees
- To provide good service to the employees

Conclusion:

- This study on Talent management has given insights on various aspects of the talent management. Various ways to retain talent develop talent and incentives came into light.
- It has been made clear in research that Indian organization are actually moving towards a healthy work place environment.
- Organizations have been open enough to understand the importance of talent management and employee satisfaction. Thus, talent management is yet to be understood by many organizations, some are still in process to develop that.
- On a concluding note, this can be observed that talent management has actually helped organizations to increase productivity.
- Organization can provide good working culture environment through talent management.

References:

Fang lee Cook, (2004 Advantages of a diverse workplace.

Douglas J. Novona, (2005) the author has highlighted the factors, which are responsible for the success of talent management activities

Sunita Chugh, (2006) to explore the use of strategic Human Resource Management

K. Donnells, (2008) focused on the relationship of hidden talents and training programs

A. Berger and Dorothy Berger. (2008) A talent management model based on the practice of high performing organizations

