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A Study On Effectiveness Of Talent Acquisition Process

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ABSTRACT

Talent acquisition has a significant impact on an organization's performance and competitiveness, particularly in the ever-changing digital sector. The purpose of this study is to evaluate the effectiveness of Team Lease Digital Private Limited's talent acquisition procedure. The primary objectives are to assess how effectively the current hiring practices meet organizational needs and identify areas for improvement. A systematic questionnaire was used to collect data from 196 respondents, who were a sample of recruiters, HR professionals, and recently hired employees. Hiring procedures, diversity and inclusion policies, time-to-hire, cost-effectiveness, applicant experience, and technology integration are among the significant aspects of the hiring process that are examined in this study. The findings indicate that although the company has a good hiring procedure, there is still opportunity to enhance candidate engagement, speed up the onboarding process, and better utilize digital resources. Based on the study, the paper makes actionable recommendations to improve hiring practices generally and alignment with business goals. With the aid of the information acquired, Team Lease Digital intends to improve its talent acquisition strategy in order to draw in and keep top talent in a cutthroat industry.

Keywords: Talent Acquisition, Recruitment process, Employee referrals, Recruitment agencies, Screening, Interview techniques, Candidate experience, Onboarding, Workforce planning, Job Analysis, Employer branding, Talent pool, ATS, AI in hiring, HR Analytics, Cost-per-hire, Time-per-hire, Diversity and inclusion, Digital transformation.

1.INTRODUCTION

Today's highly competitive business world makes attracting and retaining top talent one of the most crucial components of achieving organizational success. The significance of hiring qualified personnel has increased as companies expand and adapt to the changing demands of the market. A company's talent acquisition process involves finding, attracting, assessing, and hiring candidates for various roles. Talent acquisition is the process of finding, organizing, assessing, hiring, and integrating qualified and competent individuals into appropriate positions within the organization. The process applies to all types of employment contracts, including those with full-time and part-time employees, contract workers, contingent individuals, and outsourced workers. Attracting talented workers to the organization is the method's principal purpose.

The study's primary focus will be on the following subjects:

- How employee performance and retention are affected when fresh talent is hired.
- Assessing the challenges and inadequacies of the present hiring process.
- A review of the degree to which career development programs promote employee satisfaction and progress.
- The strategies and tactics used by the company to find talent at various career levels.

2.OBJECTIVES FOR THE STUDY

- To understand the current recruitment and selection talent acquisition process of the company.
- To know the preferred sourcing methods at Team Lease Digital Private Limited.
- To identify the factors influencing the Talent Acquisition process at Team Lease Digital Private Limited.
- To assess employee satisfaction with recruitment and selection.
- To recommend strategies to enhance the effectiveness of talent acquisition.

3.SCOPE OF THE STUDY

The study will concentrate on Team Lease Digital's present talent acquisition strategy, which includes sourcing channels, recruitment strategies, selection processes, and onboarding procedures. This includes looking at many methods and approaches to attract candidates, including as job postings, employee referrals, online resources, agency recruitment, social media, etc. knowing how to use job boards, professional networks, Linked In, and other platforms to find and connect with potential candidates. In order to attract and retain talent, the application and onboarding processes for applicants should be examined with a focus on creating good experiences. being conscious of the importance of diversity and inclusion while recruiting new staff members and investigating strategies to attract and retain a varied workforce.

4. REVIEW OF LITERATURE

Abi Tova, G., Serikov, A., Nikulin, V., Rakhimzhanova, M., Shuteyeva, G., & Kulniyazova, K. (2024, February): System for Talent Acquisition Integrating AI, Automation, and Data Analysis in HR. In 2024 International Conference on Artificial Intelligence in Information and Communication. This article introduces a new approach for human resources (HR) firms that uses cutting-edge IT techniques to analyse resumes and forecast a person's personality.

K. Likhitha and D. M. Pasha (2023). Research on Exchange's Talent Acquisition Methods. Research in Applied Science and Engineering Technology International Journal: The term "talent acquisition" is new to many of us, but it is not new to HR professionals. "A strategic approach to identifying, attracting, and onboarding top talent to efficiently and effectively meet dynamic business needs" refers to talent acquisition.

Opada, F. M. M., Ibrahim, M. B. H., Irawan, A., Akbar, M. A., & Rasyid, A. (2020). Talent Acquisition Strategies: A Comprehensive Examination of Recruitment Policies for Organizational Success: The purpose of this study is to examine the talent acquisition tactics used by businesses in a variety of sectors and industries, with an emphasis on how well they match corporate goals, regulatory needs, and diversity programs.

Jose, S., & Asha, P. (2019). Innovation in recruitment and talent acquisition: A study on technologies and strategies adopted for talent management in IT sector: The processes of hiring and acquiring talent are ongoing and crucial to the business, but they have also made it difficult for the company to use social media, promote its employment brand, and hire new staff members on a daily basis.

5. RESEARCH METHODOLOGY

In this Study, Descriptive research design is the kind of research design employed in this work which centres on examining the factors that influence the efficiency of training in order to elucidate the underlying patterns of interactions between variables. This study employed a simple random sampling technique to acquire a representative sample of 196 students from Chennai city, hence optimising efficiency in terms of time financial resources, and labour. Normality tests help to show that data are not normally distributed; thus, non-parametric methods are used. This study employed a questionnaire that was adapted from existing literature and previous studies pertaining to the subject matter, specifically focusing on talent acquisition process.

5.1.1 DATA COLLECTION:

Data collection is a systematic process of gathering observations or measurements. In this study responses are collected through two different sources. The sources of data collection are:

- Primary data collection •
- Secondary data collection

5.1.2 SAMPLE SIZE:

The sample size for the study is 196 and the population is 400, is determined using Morgan's table, was deemed appropriate for this study.

5.1.3 SAMPLE DESIGN:

In this study Simple random sampling (SRS) has been used. it is a probability sampling method where every member of a population has an equal chance of being selected for the sample. It's designed to minimize bias and ensure that the sample is representative of the larger population.

5.1.4 DATA ANALYSIS TECHNIQUES USED

NORMALITY TEST

The Kolmogorov – Smirnov test of normality was conducted and it is found that the data deviates from normal distribution. So, the non-parametric tools and tests were used.

6. DATA ANALYSIS AND INTERPRETATION

6.1 DEMOGRAPHIC PROFILE:

TABLE 1: Table showing the demographic profile about the respondents

FACTORS	CATEGORIES	PERCENTAGE
Gender	Male	59
	Female	41
Experience	Less than 1 year	23
	2-3 years	37
	4-5 years	33
	6 years & above	7
Annual Income	Below 20,000	4
	20,000-50,000	32

	50,000-1,00,000	41
	1,00,000-2,00,000	17
	Above 2,00,000	6

SOURCE: Primary data (March 2025)

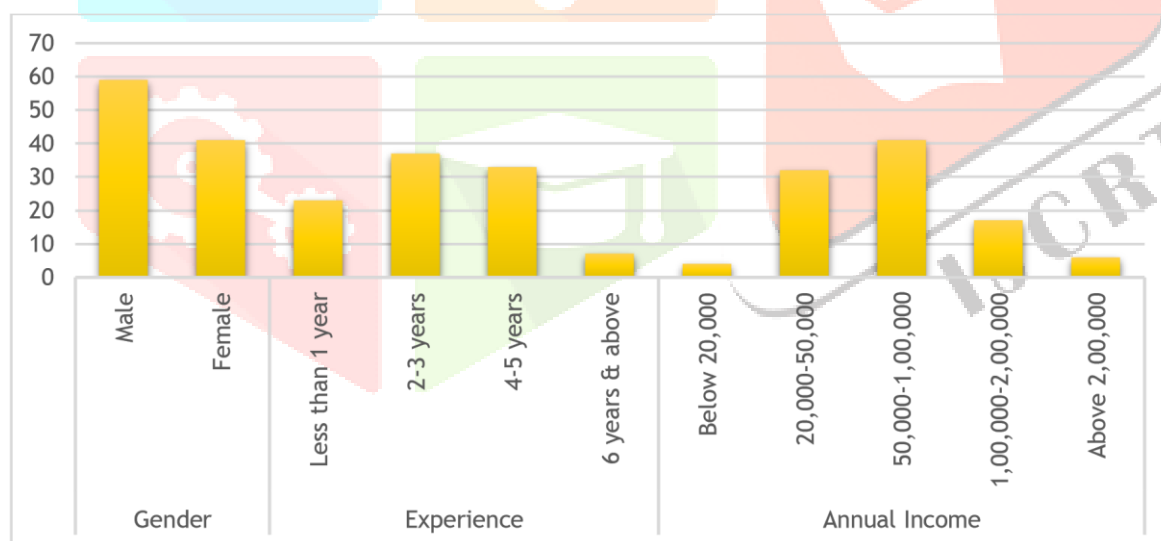
6.1.1 FINDINGS:

From the gender category it is found that 59% of the respondents are male and 41% of respondents are female. From the experience category it is found that 23% of respondents are comes under less than 1 year; 37% of the respondents are comes under 2-3 years; 33% of respondents are comes under 4-5 years; 7% of respondents are comes under 6 years & above experience and from the annual income it is found that the 4% of the respondents are comes under below 20,000, 32% of respondents are comes under 20,000-50,000, 41% of respondents are comes under 50,000-1,00,000, 17% of respondents are comes under 1,00,000-2,00,000, and 6% of respondents are under above 2,00,000.

6.1.2 INFERENCE:

- The majority of the respondents are 59% male.
- The majority of the respondents are 37% 2-3 years of experiences.
- The majority of the respondents are 41% 50,000-1,00,000 of annual income.

CHART 2: Chart showing the demographic profile of Gender, Experience & Annual Income



6.2 CHI SQUARE

Hypothesis:

H0: There is no significant relationship between years of experience and the perception of how beneficial partnering with recruitment.

H1: There is a significant relationship between years of experience and the perception of how beneficial partnering with recruitment.

Experience Partner with recruitment Crosstabulation							
Count							
		Partner with recruitment					
		Very beneficial	Beneficial	Neutral	Not beneficial	Not sure	Total
Experience	Less than 1	14	14	9	4	4	45
	2-3	14	26	23	9	0	72
	4-5	10	19	12	20	3	64
	6 & above	3	6	4	2	0	15
Total		41	65	48	35	7	196

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	23.435 ^a	12	.024
Likelihood Ratio	24.637	12	.017
Linear-by-Linear Association	2.366	1	.124
N of Valid Cases	196		

a. 8 cells (40.0%) have expected count less than 5. The minimum expected count is .54.

INFERENCE:

The study was conducted on the sample data, and it is found that the significance value (P value) for all the variables is more than 0.05 i.e., $P < 0.05$. According to the Chi-Square value (23.435) and p-value of 0.024, there is a statistically significant correlation between experience level and the belief in the importance of partnering with recruiting. Given that the p-value is below the conventional significance level of 0.05, we reject the null hypothesis and come to the conclusion that views of recruitment partnerships are influenced by experience.

6.3 MANN-WHITNEY U TEST

Hypothesis:

H0: There is no significant difference between males and females on the respective variables (Most important factor, Overall quality, Private limited).

H1: There is a significant difference between males and females on at least one of the variables (Most important factor, Overall quality, Private limited).

Ranks

	Gender	N	Mean Rank	Sum of Ranks
Most important factor	Male	116	103.01	11949.50
	Female	80	91.96	7356.50
	Total	196		
Overall quality	Male	116	102.69	11911.50
	Female	80	92.43	7394.50
	Total	196		
Private limited	Male	116	94.39	10949.00
	Female	80	104.46	8357.00
	Total	196		

Test Statistics

	Most important factor	Overall quality	Private limited
Mann-Whitney U	4116.500	4154.500	4163.000
Wilcoxon W	7356.500	7394.500	10949.000
Z	-1.410	-1.294	-1.260
Asymp. Sig. (2-tailed)	.158	.196	.207

a. Grouping Variable: Gender

INFERENCE:

The Mann-Whitney U test was conducted on the sample data and it is found that the significance value (P value) for all the variables is more than 0.05 i.e., $P < 0.05$. Therefore, the null hypothesis (H0) is rejected. The p-value is higher than 0.05, at 0.158. As far as the most crucial component is concerned, this suggests that there is no discernible difference between males and females.

7. FINDINGS

- The majority of the respondents are 59% male.
- The majority of the respondents are 37% 2-3 years of experiences.
- The majority of the respondents are 41% 50,000-1,00,000 of annual income.
- Research was done on the sample data, and it was discovered that all of the variables had significance values (P values) greater than 0.05, or $P < 0.05$. The p-value of 0.024 and the Chi-Square value of 23.435 indicate that experience level and the perception of the benefit of collaborating with recruiting are statistically correlated. We conclude that experience influences perceptions of recruitment partnerships and reject the null hypothesis since the p-value is less than the traditional significance level of 0.05.
- The Mann-Whitney U test was conducted on the sample data and it is found that the significance value (P value) for all the variables is more than 0.05 i.e., $P < 0.05$. Therefore, the null hypothesis (H_0) is rejected. The p-value is higher than 0.05, at 0.158. As far as the most crucial component is concerned, this suggests that there is no discernible difference between males and females.

8. SUGGESTIONS

- ✦ General improvements to the recruitment process should be prioritized, as most variables show no significant group differences.
- ✦ Insights from experience-based data should be used to develop predictive recruitment models.
- ✦ Future research should include additional demographic variables like education and industry background.
- ✦ Onboarding programs should be structured based on the candidate's prior experience.
- ✦ Regular statistical analysis should be integrated into recruitment process evaluations.

9. CONCLUSION

This study highlights that employee experience levels significantly influence perceptions of the recruitment process, particularly in terms of collaboration and satisfaction. While gender does not impact these perceptions, a need for overall process improvement is evident across all groups. Most respondents are moderately satisfied with current recruitment practices but point to delays, unclear communication, and compensation concerns as key areas for enhancement. Tailored strategies based on experience, consistent communication, and data-driven improvements can strengthen talent acquisition effectiveness.

10. BIBLIOGRAPHY

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