



A Study On Effectiveness Of Talent Acquisition Strategies At Jk Maini Global Aerospace, Bangalore

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Abstract

In today's competitive business environment, talent acquisition has become a critical function of Human Resource Management. Organizations, especially in technology-driven industries like aerospace manufacturing, require highly skilled professionals to maintain productivity, innovation, and quality standards.

The present study aims to evaluate the effectiveness of talent acquisition strategies adopted by JK Maini Global Aerospace, Bengaluru. The research focuses on recruitment sources, selection procedures, employee perceptions, and the role of HR in hiring practices.

The study adopts a descriptive research design using both primary and secondary data. Primary data was collected through structured questionnaires from employees across different departments. Statistical tools such as percentage analysis were used to interpret the data.

The findings reveal that online job portals, employee referrals, and structured recruitment processes significantly contribute to effective talent acquisition. The study also highlights that transparency, HR support, and candidate experience positively influence employee satisfaction.

The study concludes that strategic and technology-driven recruitment practices play a vital role in attracting and retaining talent, thereby enhancing organizational performance.

Keywords: Talent Acquisition, Recruitment Strategies, HR Practices, Employee Satisfaction, Aerospace Industry

1. Introduction

Human Resource Management plays a crucial role in organizational success, with talent acquisition being one of its most important functions. Talent acquisition refers to the process of identifying, attracting, selecting, and onboarding skilled employees who can contribute to achieving organizational objectives.

In modern organizations, recruitment is no longer a routine activity but a strategic function that directly impacts productivity, innovation, and competitive advantage. This is especially important in industries like aerospace manufacturing, where technical expertise and precision are essential.

JK Maini Global Aerospace, located in Bengaluru, operates in a highly specialized sector requiring skilled engineers and technical professionals. Therefore, effective talent acquisition strategies are essential for ensuring that the organization hires the right candidates for the right roles.

This study focuses on analyzing the effectiveness of recruitment strategies used by the organization and understanding employee perceptions regarding the hiring process.

2. Objectives of the Stud

Primary Objective

- To study the effectiveness of talent acquisition strategies at JK Maini Global Aerospace

Secondary Objectives

- To analyze recruitment and selection processes
- To evaluate recruitment sources
- To understand employee perceptions of recruitment practices
- To assess HR support during hiring
- To suggest improvements in talent acquisition strategies

3. Literature Review

Previous studies in Human Resource Management emphasize that effective talent acquisition is essential for organizational success.

Researchers highlight that structured recruitment processes improve hiring quality and reduce employee turnover. The use of multiple recruitment sources such as job portals, employee referrals, and campus hiring increases the chances of attracting qualified candidates.

Studies also indicate that employer branding and candidate experience play a significant role in influencing job applicants. Organizations with strong HR practices and transparent recruitment systems tend to attract better talent and achieve higher employee satisfaction.

Furthermore, technological advancements such as online recruitment platforms and HR analytics have transformed traditional hiring practices, making recruitment more efficient and data-driven.

4. Research Methodology

Research Design

Descriptive research design

Data Collection

- **Primary Data:** Structured questionnaire from employees
- **Secondary Data:** Books, journals, company reports, websites

Sampling Method

Convenience sampling

Sample Size

100 respondents

Tools Used

- Percentage analysis
- Charts and tabulation

5. Findings and Analysis

The study reveals the following key findings:

- Majority of employees belong to the **26–30 age group**, indicating a young workforce
- Most employees are **degree holders**, showing a technically qualified workforce
- **Online job portals (42%)** are the most effective recruitment source
- **Employee referrals (28%)** play a significant role in hiring
- Majority of employees believe the recruitment process is **transparent and fair**
- Most respondents rate the **interview process as moderate**, indicating balanced evaluation
- Employees reported **good HR support during recruitment**
- A large percentage of employees are **satisfied with recruitment practices**

These findings indicate that the organization follows structured and effective hiring strategies.

6. Discussion

The findings clearly show that talent acquisition strategies at JK Maini Global Aerospace are effective and well-structured. The use of digital recruitment platforms and employee referral programs has significantly improved hiring efficiency.

Transparency in recruitment processes and strong HR support positively influence employee satisfaction. The organization's ability to attract young and skilled professionals indicates successful recruitment planning.

However, there is still scope for improvement in areas such as diversity hiring, employer branding, and advanced recruitment technologies. Enhancing these aspects can further strengthen talent acquisition strategies.

7. Suggestions

- Increase campus recruitment programs
- Strengthen employer branding strategies
- Use advanced digital recruitment tools
- Improve candidate communication and feedback
- Promote diversity hiring initiatives
- Enhance employee referral programs with incentives
- Implement data-driven recruitment strategies

8. Limitations

- Limited sample size
- Time constraints
- Possible respondent bias
- Study limited to a single organization

9. Conclusion

The study concludes that talent acquisition strategies play a vital role in organizational success. JK Maini Global Aerospace follows effective recruitment practices that ensure transparency, efficiency, and employee satisfaction.

Online job portals and employee referrals are the most effective recruitment sources, while structured hiring processes contribute to better candidate selection.

By adopting modern HR practices, improving employer branding, and leveraging technology, the organization can further enhance its talent acquisition strategies and maintain a competitive advantage in the aerospace industry.