



A Study on Talent Acquisition And Recruitment Strategies Towards Aspino Hr Services Pvt. Ltd. In Coimbatore

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Date of Submission: 13-05-2024

Date of Acceptance: 25-05-2024

ABSTRACT: Acquiring exceptional individuals is a crucial procedure for organisations aiming to have a high-achieving and competitive workforce. Utilising efficient strategies in recruitment guarantees that the organisation attracts, evaluates, and employs the most competent individuals. Talent Acquisition is the deliberate and purposeful process of discovering, attracting, and obtaining highly competent personnel to fulfil an organization's present and future requirements. It surpasses conventional recruitment methods by integrating a thorough approach that is in harmony with the organization's objectives, culture, and long-term plan. Talent Acquisition is primarily concerned with establishing a pool of highly skilled individuals and ensuring a favourable experience for these prospects. 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 on-going 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 long-term business objectives.

KEYWORDS Recruitment, HR, Talent Acquisition, Hiring, Talent

I. INTRODUCTION

Talent acquisition refers to the process of identifying and acquiring skilled workers to meet your organizational needs. The talent acquisition team is responsible for identifying, acquiring, assessing, and hiring candidates to fill open positions within a company. Employer branding, future resource planning, diversifying a company's

labor force, and developing a robust candidate pipeline are the cornerstones of talent acquisition.

In order to recruit and hire the best talent, companies must align their planning and talent acquisition strategy across departments in order to identify, target, and attract the most qualified candidates for a given role.

The talent acquisition process involves several complex steps. The most essential of those include:

- Lead generation
- Recruiting and attracting top candidates
- Interview and Assessment
- Evaluating references
- Selecting the best candidate(s)
- Hiring and Onboarding

Recruitment is the process of attracting qualified candidates for a job role and Selection is the process of identifying and selecting the right candidate for that job. The contributions of each employee play a pivotal role in the sustenance and growth of a business. Hence it is extremely important to select the right person for the job. The same way as a square peg does not fit in a round hole, a bad hire can affect the overall business outcomes. Recruiting involves multiple stakeholders including senior level employees in your company and can cost a lot in terms of time and money. Hence one needs to ensure that the process is well defined and optimized to meet the needs of all stakeholders.

II. REVIEW OF LITERATURE

Jerin Thomas Varghese (2019) The success of any organisation lies in the pool of talent of its workforce. Sourcing and engaging the right talent are a big challenge even in India where unemployment is quite high. The overall successful operations and growth of any organisation lies in giving importance to talent acquisition. This study is aimed at giving a solution to the problems involved in their talent acquisition process. The



objective is to study the current talent acquisition process in the organisation and identify areas for improvement and to study the extent of adoption of best practices in the firm.

(Bauer et al., 2019) The study also aims to examine the implementation of new and innovative methods in job analysis, recruitment, screening and selection processes in the organisation. A descriptive research approach is applied in the study. Primary data is collected by means of direct interviews. Secondary data is collected from available books, publications, research studies, articles and websites. The market for HR is expanding day by day and thus a company or an individual should be aware about different opportunities and threats which may arise in future. Thus, it is important to understand the end-to-end process involved while acquiring the candidates for the job and therefore becomes imperative in the sector.

Lockwood (2019) In today's competitive arena retaining a talented workforce is the greatest challenge for the Human Resource Department. Now more than ever in the history of business, it is imperative for the organisations to manage people well. The shift from industrial age to the knowledge worker's age is sweeping the country, in fact the whole world. In today's information economy, people's knowledge, skills and relationships are an organisation's biggest asset and main source of competitive advantage. In order to have a sustainable competitive advantage, organisations should have a highly talented workforce. Many surveys say that on any given day, 76% of the workforce is seeking other employment opportunities.

Huselid (2020) There are many arguments which say that talent acquisition is more difficult than retention & vice versa. But in our opinion Talent retention is a more difficult task as organisations must create loyalty among employees. People related costs have risen to more than two thirds of organisational spending. Increasingly, talent attraction and retention are viewed as a significant driver of shareholder value and bottom-line results.

Yllner and Brunila (2020) carried out a study on talent management and the way companies work towards retaining and managing technical specialists in a technical career. The researchers found out that Talent management is of great importance especially in the ever changing contemporary world as a strategic and competitive tool. In addition, when associated with corporate strategy, talent management becomes a motivating

factor in realising greater ports in the corporate world. A qualitative method was employed. Furthermore, there was a comparison between the Norway industry and another in Sweden. The two were compared as they had similarity in variables used which were size and technical capabilities.

STATEMENT OF THE PROBLEM

Talent Acquisition has extensively grown over the years with a lot of innovative changes. The world is getting ready for a talent hunt with all its innovative strategies from a global perspective. In developing countries, there is a huge potential. It is important to be able to attract the right talent when required. This would help all organisations compete globally. Companies capitalise on talent management to select and retain the best candidate for each job since they say that business success is mechanical by the total talent quality of their workforce. There are several challenges in talent acquisition such as cost for acquiring the talent, source of the talent pool, delays in the hiring process and covering qualified talent etc. Sourcing the talents and retaining the same are difficult tasks. Hence the study is undertaken to analyse the findings and frame suggestions for the challenges in the industry.

OBJECTIVES

- Determine the primary channels and methods utilized for candidate sourcing and attraction.
- Determine the preferred channels and methods for candidate sourcing as perceived by employees.
- Identify any innovative or unique recruitment approaches implemented by Aspino HR Solutions.
- Investigate employee satisfaction levels with the talent acquisition and recruitment process and identify areas for improvement.

III. RESEARCH METHODOLOGY

To make the research systemized the researcher has to adopted certain method. The method adopted by the researcher for completing the project is called research methodology. Research is a process in which the researcher wishes to find out the end result for a given problem and thus the solution helps in future course action. The research has been defined as "A careful investigation or enquire especially through search for new facts in any branch of knowledge". To give more additional to the old research new ones are conducted.



Convenient sampling techniques has been used to get the data from employees. By using this technique, the response from the employees has been collected in a random manner.

METHODS OF COLLECTION

Primary data

Primary data was collected through face to face interviews while filling up questionnaires (118 respondents). The questionnaire is designed to gather insights into perceptions, opinions, and experiences regarding Aspino's Talent acquisition and Recruitment Strategies.

The Commonly used statistical tools for analysis of collected data are:

- Simple Percentage Method
- Chi-Square
- Correlation
- Anova

SIMPLE PERCENTAGE ANALYSIS

In this project percentage analysis test was use. The percentage method is used to know the accurate percentage of the data we took. The following formula was used

CHI-SQUARE

The Chi- square test is one of the simplest and most wickedly used non-parametric tests in statistical work. The quantity χ^2 describes the magnitude at the discrepancy between theory and observation.

CORRELATION

Correlation is computed into what is known as the correlation coefficient, which ranges between -1 and +1. Perfect positive correlation

(a correlation co-efficient of +1) implies that as one security moves, either up or down, the other security will move in lockstep, in the same direction. Alternatively, perfect negative correlation means that if one security moves in either direction the security that is perfectly negatively correlated will move in the opposite direction. If the correlation is 0, the movements of the securities are said to have no correlation; they are completely random.

ANOVA

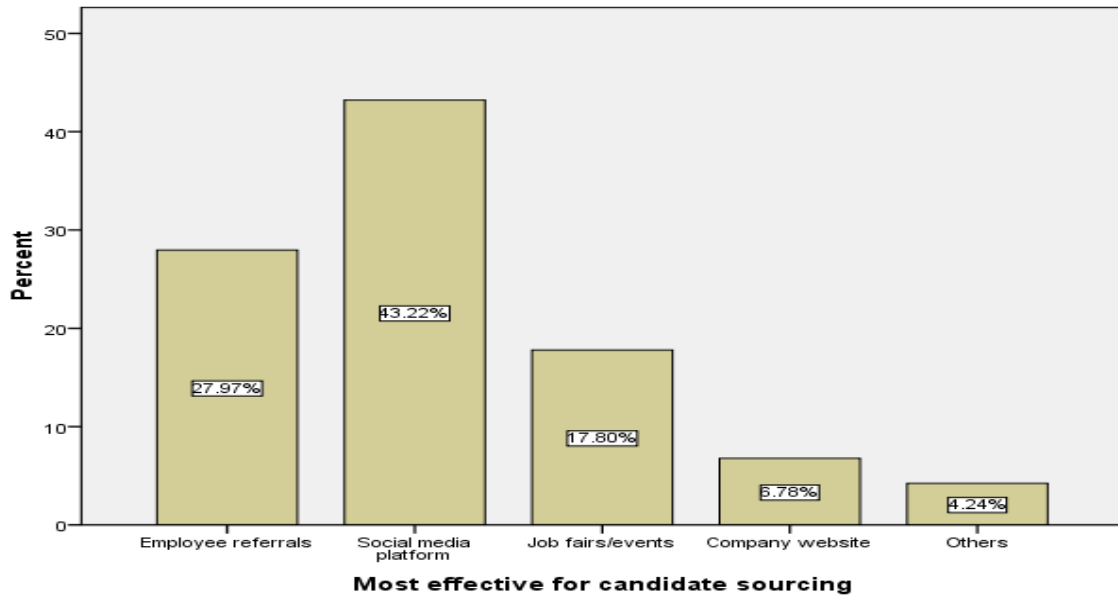
Analysis of variance, or ANOVA, is a strong statistical technique that is used to show difference between two or more means or components through significance tests. It also shows us a way to make multiple comparisons of several population means. The Anova test is performed by comparing two types of variation, the variation between the sample means, as well as the variation within each of the samples.

LIMITATIONS

- Due to lack of awareness, the respondents how give only limited information
- Due to busy, respondents were not given complete data.
- Collecting data properly from employees becomes difficult due to the time constraint.
- There is a chance for bias in the information given by the respondents.
- The study was based on a sample hence results were not fully absolute.
- Whatever the data had been gathered is based on suggestive study but not exhaustive study.

IV. DATA ANALYSIS AND INTERPRETATION PERCENTAGE ANALYSIS

EFFECTIVE	RESPONDENTS	PERCENTAGE
Employee referrals	33	28.0%
Social media platform	51	43.2%
Job fairs/events	21	17.8%
Company website	8	6.8%
Others	5	4.2%
TOTAL	118	100.0%



INTERPRETATION

The above chart clearly shows that nearly 28.0% of the respondents are most effective for Employee referrals, 43.2% of the respondents are most effective for Social media platform, 17.8% of the respondents are most effective for Job fairs/events, 6.8% of the respondents are most effective for Company website, and 4.2% of the respondents are most effective for Others. Majority 43.2% of the respondents are most effective for Social media platform.

CHI-SQUARE TEST

Null hypothesis

H₀: There is no significance relationship between Department of the respondents and Prefer the most effective for candidate sourcing.

Alternative hypothesis

H₁: There is a significance relationship between Department of the respondents and Prefer the most effective for candidate sourcing.

Chi-Square Tests

	Value	Df	Asymp. Sig. (2-sided)
Pearson Chi-Square	16.218 ^a	16	.438
Likelihood Ratio	18.599	16	.290
Linear-by-Linear Association	1.317	1	.251
N of Valid Cases	118		

a. 17 cells (68.0%) have expected count less than 5. The minimum expected count is .41.

RESULT

Hence the value is greater than 0.05, we failed to accept null hypothesis and accept alternate hypothesis. So there is significant relationship between Department of the respondents and Prefer the most effective for candidate sourcing.



CORRELATION

The table shows that the relationship between Designation and Overall talent acquisition and recruitment process.

Correlations

		Designation	Overall talent acquisition and recruitment process
Designation	Pearson Correlation	1	-.181
	Sig. (2-tailed)		.050
	N	118	118
Overall talent acquisition and recruitment process	Pearson Correlation	-.181	1
	Sig. (2-tailed)	.050	
	N	118	118

Nonparametric Correlations

Correlations

			Designation	Overall talent acquisition and recruitment process
Kendall's tau_b	Designation	Correlation Coefficient	1.000	-.155*
		Sig. (2-tailed)	.	.050
		N	118	118
	Overall talent acquisition and recruitment process	Correlation Coefficient	-.155*	1.000
		Sig. (2-tailed)	.050	.
		N	118	118

*. Correlation is significant at the 0.05 level (2-tailed).

RESULT

This is a negative correlation. There are relationships between Designation and Overall talent acquisition and recruitment process.

ANOVA

Null hypothesis

H₀: There is no significant relationship between Education qualification of the respondents and Interviewing process and other selection instruments.

Alternative hypothesis

H₁: There is a significant relationship between Education qualification of the respondents and Interviewing process and other selection instruments.

Descriptives

Education Qualification

	N	Mean	Std. Deviation	Std. Error	95% Confidence Interval for Mean		Minimum	Maximum
					Lower Bound	Upper Bound		
Excellent	34	2.03	.797	.137	1.75	2.31	1	4
Good	65	1.95	.738	.092	1.77	2.14	1	4



Moderate	12	2.25	.866	.250	1.70	2.80	1	4
Poor	7	2.57	.976	.369	1.67	3.47	1	4
Total	118	2.04	.789	.073	1.90	2.19	1	4

ANOVA

Education Qualification

	Sum of Squares	Df	Mean Square	F	Sig.
Between Groups	2.992	3	.997	1.629	.187
Within Groups	69.796	114	.612		
Total	72.788	117			

RESULT

From the above analysis, we find that calculated value of the F-value is a positive 1.629 value, so H1 accept. Since the P value 0.187 is greater than > 0.05 regarding there is significant relationship between Education qualification of the respondents and Interviewing process and other selection instruments.

V. FINDINGS, SUGGESTION AND CONCLUSION

FINDINGS

- Majority 43.2% of the respondents are most effective for Social media platform.
- The value is greater than 0.05, we failed to accept null hypothesis and accept alternate hypothesis. So there is a significant relationship between Department of the respondents and Prefer the most effective for candidate sourcing.
- The result is negative correlation. There are relationships between Designation and Overall talent acquisition and recruitment process.
- From the analysis, we find that calculated value of the F-value is a positive 1.629 value, so H1 accept. Since the P value 0.187 is greater than > 0.05 regarding there is significant relationship between Education qualification of the respondents and Interviewing process and other selection instruments.

SUGGESTION

Online job portals such as Indeed, LinkedIn, and Naukri are the primary channels used for candidate sourcing. Social media platforms like Facebook and Twitter are also utilized for attracting candidates. Employee referrals and internal job postings are common methods for attracting candidates within the organization. According to employee perceptions,

social media platforms and employee referrals are preferred channels for candidate sourcing. Employees often express a preference for direct communication with HR representatives for job opportunities. Overall, employees express moderate satisfaction with the talent acquisition and recruitment process. Areas for improvement include clearer communication regarding job requirements and expectations, more streamlined application processes, and enhanced feedback mechanisms for rejected candidates.

CONCLUSION

Recruiting is challenging and ever-changing, but you can stay one step ahead and identify outstanding applicants for their business with the appropriate and proper technology. The recruiting process should be designed to draw top talent to their firm. The recruiting strategy is a component of the intricate battle for talent. Safeguarding excellent personnel means securing their company's future. HRM focuses on an organisation's overall strategic aim and manages its human capital. It also assists in keeping track of globalisation and its advantages while also monitoring and upgrading the organisation's HR policies and processes.

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