A Comprehensive Study on Talent Acquisition Practices at Achieve Resource and Solutions

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Semester : 5th
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Introduction

Talent Acquisition is a strategic function of Human Resource Management that goes beyond short-term recruitment. While recruitment focuses on filling immediate vacancies, talent acquisition aims to build a long-term pipeline of skilled professionals who align with organizational culture, values, and vision. It includes employer branding, workforce planning, sourcing, assessment, selection, onboarding, and retention, making it a proactive and continuous process.

This topic was chosen due to the growing importance of human capital in today's knowledge-driven economy, where people are the key differentiators of success. Organizations increasingly recognize that attracting and retaining the right talent creates sustainable competitive advantage, especially in HR consulting firms.

During my internship at Achieve Resources and Solutions, I observed talent acquisition processes, gaining insights into customized hiring strategies, employer–candidate relationships, and alignment of recruitment with business goals through literature review methods.

Objectives of the Study:

- To study the talent acquisition practices adopted by Achieve Resources and Solutions – This objective aims to understand the methods and practices the firm uses to source, attract, and hire suitable candidates for its clients.
- To analyze the role of technology and social platforms (such as LinkedIn) in the recruitment process – This seeks to evaluate how digital platforms, networking tools, and online resources contribute to modern recruitment and improve efficiency.
- To examine how client requirements shape the firm's recruitment strategies – This objective explores the extent to which the company customizes its hiring process based on the unique needs of its diverse clientele.
- To evaluate the changing role of HR professionals due to technological adoption.

Scope of the Study:

The scope of this study is clearly defined and revolves around the activities carried out during my internship at Achieve Resources and Solutions. The functional area of focus is Human Resource Management, with specific emphasis on Talent Acquisition.

The study is confined to the following parameters:

Period of Study: The research corresponds to the duration of my internship, ensuring that the findings are based on real-time and practical exposure.

Data Collection: The study relies on a mix of practical experiences, company documents, and relevant literature review to ensure both academic and professional perspectives are incorporated.

Recruitment Focus: The core processes studied include candidate sourcing, resume screening, conducting interviews, shortlisting, and final selection.

Client Orientation: The scope includes analyzing how the firm adapts its strategies to meet client-specific requirements and how it manages employer–candidate relationships.

Geographical Coverage: The study is primarily centered around the operations of the company in Gurgaon, Haryana, which is the headquarters and main area of functioning of Achieve Resources and Solutions.

In summary, the scope ensures that the study remains focused on practical exposure, covers the HR consulting firm's recruitment strategies, and provides insights into its strengths and challenges while staying within the academic requirements of the internship project.

Review of Literature

The Review of Literature forms the foundation of any research study by examining existing theories, studies, and practices and by identifying gaps in current knowledge. This study reviews Talent Acquisition and Human Resource practices with a specific focus on HR consultancy firms. Literature has been sourced from textbooks, academic journals, industry reports, and official publications to understand evolving recruitment strategies, emerging challenges, and best practices in modern HR management.

Researchers such as Dessler (2020) define talent acquisition as a systematic and continuous process involving the attraction, selection, development, and retention of employees to improve organizational productivity and reduce employee turnover. Armstrong (2019) highlights the importance of strategic sourcing methods such as campus recruitment, employee referral programs, and digital recruitment platforms in achieving competitive advantage. Brewster et al. (2018) emphasize the growing role of HR consultancies in providing value-added services including talent mapping, headhunting, and structured onboarding to support organizational growth.

Further studies suggest that HR consultancies offer specialized expertise, ensure compliance with labour laws, and increasingly adopt technology-driven tools such as Applicant Tracking Systems (ATS), AI-based screening, and virtual interviews. Emerging trends like employer branding, diversity and inclusion initiatives, data-driven recruitment, and improved candidate experience indicate that strategic, ethical, and technology-enabled talent acquisition plays a vital role in strengthening organizational performance and competitiveness.

Research Methodology

Research Design: The study follows a descriptive research design, aiming to analyze current recruitment trends influenced by AI and automation.

Nature of Study: Quantitative in nature, supported by both primary and secondary data.

Sampling Method: Convenient sampling was used due to accessibility and limited time constraints.

Sample Size: Data was collected from 50 respondents, including HR professionals, recruiters, and job seekers from various industries.

Data Sources:

- *Primary Data:* Structured questionnaire distributed through Google Forms.

- *Secondary Data:* Journals, HR research articles, corporate reports, AI adoption surveys, and online publications.

Data Collection Tools: Likert scale, multiple-choice questions, demographic questions, and open-ended responses.

Data Analysis Techniques: Percentage analysis, graphical representation using MS Excel, and interpretation of response patterns.

Data Analysis & Interpretation

The data collected from 50 respondents reveals several key insights into the process of recruitment:

- Recruitment activities mainly rely on digital platforms such as LinkedIn, Naukri, and WhatsApp, ensuring wide reach and quick candidate engagement.

- Most vacancies are filled within one to two weeks, reflecting an efficient and well-structured recruitment cycle.

- A high level of satisfaction is observed in screening and selection processes due to standardized evaluation and client-specific hiring criteria.

- LinkedIn is perceived as the most effective recruitment source because of its professional networking and targeted sourcing capabilities.

- Challenges such as client delays, skill mismatches, and market competition are commonly faced in consultancy-based recruitment.

- These challenges are effectively managed through proactive follow-ups, diversified sourcing channels, and strong client coordination.

- Overall recruitment practices are transparent, professional, and adaptable to changing client requirements.

- Gradual adoption of advanced recruitment technologies can further improve efficiency, tracking, and candidate experience.

Findings

The study titled *"A Comprehensive Study on Talent Acquisition Practices at Achieve Resources and Solutions"* aimed to understand and analyse the recruitment practices followed by the firm. The results derived from the data and analysis presented in earlier chapters are summarized below in alignment with the objectives of the study:

1. **To study the talent acquisition practices adopted by Achieve Resources and Solutions:**
   The company primarily uses **Naukri.com, LinkedIn, and WhatsApp** as its main sourcing channels. These platforms enable the firm to reach a broad pool of candidates and maintain effective communication with potential hires. The recruitment process is systematic, combining both online sourcing and personalized follow-ups.
2. **To analyse the role of technology and social platforms in recruitment:**
   The study reveals that the organization efficiently utilizes digital tools like **LinkedIn and job portals**, but the use of advanced automation tools such as **Applicant Tracking Systems (ATS)** or **AI-driven screening** remains limited. However, this also provides an opportunity for future improvement in operational efficiency.

3. **To examine how client requirements shape recruitment practices:**
The recruitment process is largely client-driven. The company tailors its sourcing, screening, and selection strategies based on the job description and expectations provided by clients. This flexibility helps maintain strong client relationships and enhances the firm's credibility in the consulting market.

4. **To identify challenges and limitations in the current process:**
The main challenges observed include **client feedback delays, limited candidate availability, and skill mismatches**. Despite these, the company ensures consistent performance through proactive communication and time management.

5. **To suggest measures for improving efficiency in talent acquisition:**
It is recommended that the firm gradually integrate **ATS or digital analytics tools**, expand its social media outreach, and build a larger internal candidate database to handle multiple client requirements simultaneously.

Conclusion

The study concludes that **Achieve Resources and Solutions** follows structured, client-focused, and efficient talent acquisition practices. The firm effectively combines digital platforms like Naukri and LinkedIn with personal communication tools such as WhatsApp to source and recruit candidates swiftly. Despite operating on a smaller scale, the company demonstrates a high level of professionalism, client satisfaction, and adaptability to dynamic market needs.

The findings confirm that all stated objectives have been successfully achieved. By integrating more automation, enhancing employer branding, and expanding its candidate database, the firm can further strengthen its competitive advantage in the HR consultancy sector. The overall outcome of the study highlights the organization's potential to evolve as a technologically empowered and strategically agile HR partner in the future.

Suggestions

1) Adoption of Technology:
The implementation of advanced recruitment technologies such as Applicant Tracking Systems (ATS) and digital recruitment dashboards can significantly enhance the efficiency of hiring operations. An ATS helps automate candidate tracking, resume parsing, interview scheduling, and follow-ups, thereby reducing manual effort and errors. Digital dashboards enable real-time monitoring of recruitment metrics such as time-to-hire, source effectiveness, and candidate status, improving reporting accuracy and data-driven decision-making. The adoption of such tools will allow HR professionals to focus more on strategic recruitment activities rather than administrative tasks.

2) Database Expansion:
Developing and maintaining a centralized, well-structured, and regularly updated candidate database can help reduce turnaround time in recruitment. A strong talent pool enables recruiters to quickly identify suitable candidates for recurring or urgent requirements, improving the quality of candidate-job matching. Database expansion through consistent sourcing, referrals, and past applicant records also enhances long-term hiring efficiency and reduces dependency on external platforms.

3) Enhanced Employer Branding:
Strengthening employer branding on professional platforms like LinkedIn can significantly improve candidate attraction. Regular posting of company achievements, employee testimonials, hiring success stories, and industry insights helps build a positive organizational image. A strong employer brand increases candidate trust, engagement, and application rates, making it easier for the firm to attract high-quality talent in a competitive market.

4) Regular Training for Recruiters:
Conducting regular training sessions and workshops for recruiters on communication skills, negotiation techniques, and client handling can improve overall recruitment effectiveness. Continuous skill development helps recruiters manage candidate expectations, build stronger client relationships, and close positions efficiently.

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- Articles, websites, HR journals, and academic publications related to AI in recruitment.

Annexure — Questionnaire

Questionnaire Used for Data Collection

Name of the Organization: Achieve Resources and Solutions

Department: Human Resources

Purpose: The questionnaire aims to understand the recruitment and talent acquisition practices adopted by the organization.

Note: Responses will be kept confidential and used for academic purposes only.

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Section A: General Information

1. How long have you been associated with Achieve Resources and Solutions?
   - Less than 6 months
   - 6 months – 1 year
   - 1–3 years
   - More than 3 years
2. What is your role within the organization?
   - HR Executive / Recruiter
   - Manager / Team Lead
   - Intern / Trainee
   - Other (please specify)

Section B: Talent Acquisition Practices

3. Which platforms are most commonly used by your organization for sourcing candidates?
   - Naukri.com
   - LinkedIn
   - WhatsApp / Referrals
   - Other Job Portals (please specify)
4. What type of hiring does your organization focus on?
   - Permanent Hiring
   - Contractual / Project-based Hiring
   - Both
5. What is the average time taken to close a position?
   - Less than 1 week

- o   1–2 weeks
- o   2–4 weeks
- o   More than 1 month

6. Which stages are included in the company's recruitment process? *(You may select more than one)*
   - o   Resume Screening
   - o   Telephonic Interview
   - o   Technical / Skill Assessment
   - o   HR / Client Interview
   - o   Final Selection and Offer

7. How do you rate the effectiveness of the company's screening and selection process?
   - o   Excellent
   - o   Good
   - o   Average
   - o   Needs Improvement

8. What are the main challenges faced during the recruitment process?
   - o   Limited candidate availability
   - o   Client delays in feedback
   - o   Skill mismatch
   - o   High competition in the market

9. How do you communicate with candidates during the recruitment process?
   - o   Email
   - o   WhatsApp
   - o   Phone Calls
   - o   LinkedIn Messaging
   - o   Other

10. How satisfied are you with the overall recruitment and hiring process followed by the company?
    - o   Highly Satisfied
    - o   Satisfied
    - o   Neutral
    - o   Dissatisfied