

A Study on Effectiveness of Talent Acquisition Strategies in Blugreen Angle Pearl PVT. LTD.

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Abstract – This study examines the effectiveness of talent acquisition strategies at Blugreen Angel Pearl Pvt. Ltd., a retail and e-commerce company specializing in pearl jewelry. It analyzes recruitment methods, hiring challenges, and key factors influencing talent acquisition. The research highlights the role of employer branding, work culture, and workforce planning in attracting and retaining skilled employees. Findings suggest that strategic hiring improves workforce quality, reduces costs, and enhances business growth. Challenges such as talent shortages and competition are identified, with recommendations for optimizing recruitment. This study provides insights for businesses to refine hiring strategies and improve employee retention.

Keywords: Talent Acquisition, Recruitment Strategies, Hiring Challenges, Employee Retention, Workforce Planning, Employer Branding, Business Growth

1. INTRODUCTION

Talent acquisition strategies help organizations attract, recruit, and retain skilled employees to meet workforce needs. Effective hiring enhances business performance and long-term success by incorporating employer branding and workforce planning. This study focuses on Blugreen Angel Pearl Pvt. Ltd., a retail and e-commerce company specializing in pearl jewelry. It aims to evaluate recruitment methods, identify hiring challenges, and explore key factors influencing talent acquisition. The findings will help improve hiring processes, employee retention, and business growth.

2. METHODOLOGY

Descriptive research design is used in this research work. Employees who work at Blugreen Angle Pvt. Ltd. are our target population in the research work. Data collected through questionnaire using Google forms. Secondary data is collected from websites, journals and research papers. Analytical tools such as chi-square, Anova and

Percentage Analysis are used for data analysis. SPSS software was used to conduct the tests.

Sample size:

It includes 106 employees of proconnect supply chain

Sampling technique:

The sampling technique used is Convenience sampling

Objectives:

- To identify the best strategies for attracting and hiring talented employees.
- To assess the challenges faced by organizations in talent acquisition and retention.
- To identify the key factors influencing hiring decisions in organizations.

3. DATA ANALYSIS AND INTERPRETATION

CHI-SQUARE

Null Hypothesis (H_0): There is no significant association between gender and factors considering hiring decision.



Alternative Hypothesis (H_1): There is no significant association between gender and factors considering hiring decision.

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	1.787 ^a	3	.618
Likelihood Ratio	1.791	3	.617
Linear-by-Linear Association	.014	1	.905
N of Valid Cases	106		
a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 9.91.			

Figure 1: Chi-square

The Sig. value is 0.618 which is much greater than 0.05. Hence, H_0 is accepted. There is no significant relationship between the variables under study.

ANOVA

Null Hypothesis (H_0): There is no significant difference between how long working in organization and attracting top talents.

Alternative Hypothesis (H_1): There is a significant difference between how long working in organization and attracting top talents.

ANOVA					
top talent					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	3.094	3	1.031	.827	.482

Groups					
Within Groups	127.255	102	1.248		
Total	130.349	105			

Figure 2: Anova

The Sig. value is 0.482 which is greater than 0.05. Hence, H_0 is accepted. There is no significant difference in the perception regarding top talent among the different groups.

ANOVA

Null Hypothesis (H_0): There is no significant difference between how long working in organization and recruitment methods

Alternative Hypothesis (H_1): There is a significant difference between how long working in organization and recruitment methods

ANOVA					
recruitment method					
	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	7.606	3	2.535	1.405	.246
Within Groups	184.017	102	1.804		
Total	191.623	105			

Figure 3: Anova

The Sig. value is 0.246 which is greater than 0.05. Hence, H_0 is accepted. There is no significant difference in the perception regarding recruitment methods among the different groups.

PERCENTAGE ANALYSIS FOR GENDER

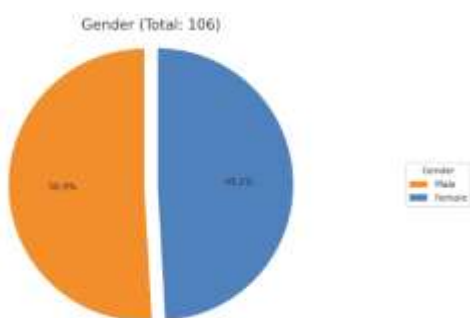


Figure 4: Pie Chart for gender

The pie chart displays the gender distribution of a group of 106 individuals. It shows that 50.9% are male, represented by the orange section, and 49.1% are female, represented by the blue section. The distribution is nearly equal, with only a slight male majority of 1.8%.

Figure 5: Pie chart for recruitment methods

Inference: The chart shows how companies hire people. Most hiring is done through job portals and social media (both 23.6%). Employee referrals are also common (21.7%). Campus recruitment is used sometimes (17.9%), while internal promotions are the least used method (13.2%). This means companies mostly look outside for new employees.

PERCENTAGE ANALYSIS FOR Experience

EXPERIENCE					
		Frequency	Per cent	Valid percent	Cumulative percent
Valid	Less than 1 year	21	19.8	19.8	19.8
	1-3 year	27	25.5	25.5	45.3
	3-5 years	31	29.2	29.2	74.5

	More than 5 years	27	25.5	25.5	100.0
	Total	106	100.0	100.0	

Figure 6: Percentage Table for Experience

The experience distribution among the 106 respondents shows that the largest group, 29.2%, has 3 to 5 years of experience, followed closely by those with 1 to 3 years and more than 5 years of experience, each representing 25.5% of the total. Meanwhile, 19.8% of respondents have less than 1 year of experience

Hiring factor					
		Frequency	Per cent	Valid Percent	Cumulative Percent
Valid	work experience	32	30.2	30.2	30.2
	adaptability and learning potential	26	24.5	24.5	54.7
	cultural fit	21	19.8	19.8	74.5
	education qualification	27	25.5	25.5	100.0
	Total	106	100.0	100.0	

Figure 7: Percentage Table for hiring factors

Inference: The survey reveals that work experience is the most emphasized hiring factor, cited by 30.2% of respondents. This is followed closely by education qualification at 25.5%, and adaptability and learning

potential at 24.5%. Cultural fit is considered slightly less critical, mentioned by 19.8% of respondents.

4. RESULTS AND DISCUSSIONS

The study on talent acquisition at Blugreen Angel Pearl Pvt. Ltd. reveals that the company primarily uses job portals and social media for recruitment, with employee referrals being the next most common method. A balanced gender distribution and a diverse range of experience levels among employees (from less than 1 year to over 5 years) were observed. The analysis indicates that there is no significant relationship between gender and hiring decisions or between work experience and perceptions of top talent and recruitment methods. This suggests that the company's hiring practices are relatively neutral, and there is consistency in how employees, regardless of experience, perceive talent acquisition strategies.

Company should make better use of internal promotions to motivate existing employees and help them grow within the organization. They can also explore different recruitment methods like employee referrals and social media to reach a wider range of candidates. Building a strong employer brand by showcasing the company's work culture and growth opportunities will help attract more job seekers. Offering incentives for employee referrals can encourage current employees to recommend qualified candidates.

5. CONCLUSION

This study highlights the importance of effective talent acquisition strategies at Blugreen Angel Pearl Pvt. Ltd. The company's recruitment methods, including job portals, social media, and employee referrals, are crucial in attracting potential candidates. While gender and work experience do not significantly influence hiring decisions or perceptions of recruitment methods, the company can benefit from enhancing internal promotions and workforce planning. By diversifying recruitment channels, strengthening employer branding, and encouraging employee referrals, the company can attract skilled talent and foster employee loyalty. This study provides valuable insights for refining recruitment strategies, which can contribute to long-term growth and business success.

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