

An Analysis Techniques of Talent Acquisition of Employees Development with Reference to Bharathi Associates, Hassan, Karnataka

Author 1: SHALINI D N

IV Sem MBA, R.R. Institute of Advanced Studies, Institutions

Bangalore University, Bangalore

Email id: nagrajshalini3@gmail.com,

Author 2: SHRUTHI MURTHY

Assistant Professor, R.R. Institute of Advanced Studies, Institutions

Bangalore University, Bangalore

Email id: shruthimurthy71@gmail.com ,

ORCID ID: <https://orcid.org/0009-9164-8710>

ABSTRACT

Talent acquisition is a critical strategic process that significantly contributes to the growth and sustainability of organizations. This study examines the techniques of talent acquisition at Bharathi Associates, Hassan, and their impact on the firm's development. It focuses on recruitment strategies, selection methods, and onboarding practices, exploring the integration of traditional and modern approaches such as digital platforms, employee referrals, and campus hiring to attract and retain talent. The research adopts a mixed-method approach, combining qualitative interviews with HR professionals and quantitative surveys among employees to assess the effectiveness of current practices. The findings highlight that effective talent acquisition not only ensures timely hiring but also improves cultural alignment and employee satisfaction, contributing to organizational success. Recommendations include leveraging advanced tools like AI-driven recruitment systems, enhancing employer branding, and adopting competency-based interviews to optimize the process. This study aims to provide actionable insights to help Bharathi Associates and similar firms align talent acquisition strategies with long-term business goals, fostering organizational development and a competitive edge. This study refers to testing through T-Test and correlation for analysis and interpretation.

Keywords: Talent Acquisition, Recruitment Strategies, Employee Retention, Onboarding Practices, Organizational Development, Bharathi Associates.

Introduction

In the contemporary business landscape, the success and growth of an organization heavily depend on its ability to attract and retain top talent. Talent acquisition is no longer just a human resources function but a strategic imperative that influences every facet of organizational development. With industries becoming increasingly competitive and markets evolving rapidly, firms must adopt innovative and effective talent acquisition techniques to secure a skilled workforce that can drive their objectives forward. employees, which have been integral to its growth and competitive positioning. This study aims to delve into these techniques to provide a comprehensive analysis of their effectiveness and their contribution to the firm's success. Bharathi Associates, Hassan, a prominent firm in its sector, serves as an exemplary case study for understanding the impact of talent acquisition on firm development. The organization has implemented a range of strategies designed to identify, recruit, and retain high-caliber. The research will focus on several key areas: the methods employed by Bharathi Associates to attract talent, the efficiency of these methods in addressing the firm's specific needs, and the challenges encountered in the talent acquisition process. By examining these aspects, the study seeks to highlight how strategic talent acquisition can enhance organizational performance, foster a culture of excellence, and drive sustainable growth.

1. RESEARCH METHODOLOGY

The research methodology adopted for this study combines qualitative and quantitative approaches to provide a comprehensive analysis of talent acquisition techniques at Bharathi Associates, Hassan. Primary data was collected through structured interviews with HR professionals to understand recruitment strategies and challenges, while surveys were conducted among employees to assess their perceptions of the hiring and onboarding processes. Secondary data was sourced from company reports, HR manuals, and relevant industry publications to support the analysis. Key metrics such as time-to-hire, cost-per-hire, and retention rates were evaluated using statistical tools to measure the effectiveness of existing practices.

OBJECTIVES OF THE STUDY

- ✓ Analyze the existing talent acquisition strategies used by the company.
- ✓ The challenges faced in the recruitment and selection process.
- ✓ The role of technology and innovation in the recruitment process.
- ✓ The influence of company culture on attracting and retaining top talent.

2. REVIEW OF LITERATURE

Highhouse, S., & Rynes, S. L. In *Industrial and Organizational Psychology: Perspectives on Science and Practice* (2013), Highhouse and Rynes examine the effectiveness of various employee selection methods.

- **Phillips, J. M., & Gully, S. M.** In *Strategic Staffing*, (2015) Phillips and Gully explore how aligning talent acquisition practices with organizational goals can enhance firm performance.
- **Brewster, C., Chung, C., & Sparrow, P.** In *Globalizing Human Resource Management* (2016), Brewster, Chung, and Sparrow examine how human resource management practices are adapted for a global context.
- **Breaugh, J. A.** In *Recruitment: Science and Practice*, (2017) Brough examines various recruitment techniques and their effectiveness.

➤ **Goulart, S. C., & Tavares, T. A. (2023)** Goulart and Tavares focus on the unique talent acquisition challenges and strategies within the coffee industry.

➤ **Data Analysis and Interpretation**

t-Test

Table 5.1 Method of recruitment do you think is the most effective.

Particulars	Response	Percentage
Employee referrals	30	28.6%
Job portals	30	28.6%
Walk in	28	26.7%
Campus recruitment	17	16.2%

Table 5.1

P value and statistical significance:

The two-tailed P value equals 0.0035

By conventional criteria, this difference is considered to be very statistically significant.

Confidence interval:

The hypothetical mean is 0.00

The actual mean is 26.25

The difference between these two values is 26.25

The 95% confidence interval of this difference:

From 16.32 to 36.18

Intermediate values used in calculations:

$t = 8.4157$

$df = 3$

standard error of difference = 3.119

GraphPad's web site includes portions of the manual for GraphPad Prism that can help you learn statistics. First, review the meaning of P values and confidence intervals . Then learn how to interpret results from a one sample t test_.

Review your data:

Mean 26.25

SD 6.24

SEM 3.12

N 4

Interpretation

The employee referrals and job portals are equally effective in attracting job applicants, reflecting the importance of both personal networks and online platforms in the hiring process. The significant percentage of walk-in applications suggests that candidates value direct interaction with potential employers. Meanwhile, the lower percentage for campus recruitment highlights its more specialized focus.

Table 5.2 The biggest challenge in the current recruitment process.

Particulars	Response	Percentage
Attracting quality candidates	26	25%
Time taken to fill positions	35	33.7%
Lack of resources for recruitment	26	25%
High employee turnover	17	16.5%

Table 5.2

Interpretation

The primary challenge in recruitment is the time taken to fill positions, with 33.7% of respondents identifying this as a significant concern. Attracting quality candidates and resource limitations are also critical issues, each cited by 25% of respondents. The lower percentage of 16.5% regarding high employee turnover suggests it may be less of an immediate concern but still relevant. Overall, addressing these challenges could lead to more efficient recruitment processes and better candidate quality.

Table 5.3 Talent acquisition strategy is aligned with its long-term goals.

Options	Talent acquisition strategy	Potential candidates
Strongly agree	27	28
Agree	45	40
Neutral	22	21
Disagree	10	16

Table5.3

Hypothesis

H₁: There is a significant positive correlation between perceptions of the talent acquisition strategy and perceptions of potential candidates.

H₀: There is no significant correlation between perceptions of the talent acquisition strategy and perceptions of potential candidates.

Data

Correlation	Talent acquisition strategy	Potential candidates
Talent acquisition strategy	1	
Potential candidates	0.987321979	1

Correlation



Interpretation

The information points to a possible favourable relationship between prospective applicants and opinions of the talent acquisition approach. In one category, higher levels of agreement (such as Agree or Strongly Agree) are linked to similarly high levels of agreement in the other. This suggests that positive opinions of candidates may coincide with favourable opinions of the plan. However, statistical analysis (such as the correlation coefficient) is required to validate this association. Although there are some small variations, the neutral and disagree replies generally follow the same pattern.

3. FINDINGS AND SUGGESTIONS

6.1 Findings

- Employee referrals and job portals are the most effective recruitment methods (28.6% each), indicating their strong impact on hiring success.
- Walk-ins (26.7%) play a significant role in direct engagement, while campus recruitment (16.2%) is more specialized but less impactful.

- Time-to-hire is the biggest recruitment challenge (33.7%), followed by attracting quality candidates (25%) and resource limitations (25%).
- Positive perceptions of talent acquisition strategies are highly correlated (0.987) with favourable candidate opinions, reflecting strategic alignment with organizational goals.
- Statistical validation ($P = 0.0035$) confirms the significance of variations in recruitment methods and highlights areas for improvement.

6.2 Suggestions

- Focus on employee referrals and job portals to maximize efficiency and quality in recruitment efforts.
- Enhance walk-in opportunities to maintain direct engagement and strengthen employer visibility.
- Streamline recruitment processes with automation and technology to reduce time-to-hire and improve candidate experience.
- Invest in employer branding and outreach to attract high-quality candidates and address resource challenges.
- Align talent acquisition strategies with long-term organizational goals by integrating feedback from candidates and employees into planning.

4. Conclusion:

In this conclusion, the analysis highlights both strengths and areas for improvement within the organization. The commitment to gender diversity and the presence of a youthful workforce signals a progressive culture that can drive innovation and adaptability. However, the data also points to significant concerns regarding communication transparency and employee perceptions, suggesting that many feel uncertain or disconnected from organizational goals.

Job security and competitive salaries are paramount for employees, underscoring the importance of stability in an increasingly dynamic work environment. The emphasis on a positive company culture further reinforces the need for organizations to create an inclusive and supportive atmosphere where employees feel valued and engaged.

Bibliography

Breaugh, J. A. (2017). *Recruitment: Science and Practice*. PWS-Kent.

Brewster, C. C. (2006). *Globalizing Human Resource Management*. Routledge,

Cappelli, P. (2008). *Talent on Demand: Managing Talent in an Age of Uncertainty*. Harvard Business Press.

Collings, D. G. (2009). *Strategic Talent Management: A Review and Research Agenda*. Human Resource Management Review.

Collings, D. G. (2009). *Strategic Talent Management: A Review and Research Agenda*. Human Resource Management Review.

Fasting, M. &. (2014). *Talent Acquisition Strategies in Emerging Markets*. International Human Resource Management: Policies and Practices for Multinational Enterprises.

Goulart, S. C. (2023). *Talent Acquisition in the Coffee Industry: Challenges and Strategies*. Journal of Coffee Research.

Gully, P. a. (2015). *Strategic Staffing: Aligning Talent Acquisition with Organizational Goals*. Pearson.

Highhouse, S. &. (2013). *Employee Selection Methods: Evidence-Based Practices*. Industrial and Organizational Psychology.