



A STUDY ON STRATEGIC TALENT ACQUISITION IN KEVEEL CORP AT MADURAI

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Abstract:

Many successful organizations realize their employees as their greatest asset. Therefore, most HRs within the organization must recruit valuable candidates for the organization. The main purpose of the research is to research the activities of the sources of recruitment, performance appraisal, and employee retention activities taken by the talent acquisition team within the case of primary data, a structured questionnaire was prepared to know the importance of Talent Acquisition activities, which might be qualitative data, and send across 80 respondents randomly from all the HRs working in various IT services. In secondary data to assess the importance of sourcing the candidates, evaluation of Performance appraisal, Employee Retention activities and Employers mindset about Experience, The responses that we got from the varied HRs are collected and that we had taken out the results through percentage analysis, Correlation Tests, Regression Tests and Chi-Square Tests during which all the tests had been wiped out SPSS tools. Through these tests, we had some findings on the Talent Acquisition Activities of HRs working in various IT Sectors.

Key Words: Talent acquisition, Recruitment, Performance Appraisal, Employee Retention.

Introduction:

Strategic Talent Acquisition is a forward-looking approach to recruiting and retaining skilled individuals aligned with an organization's long-term goals. It integrates workforce planning, employer branding, and data analytics to build a strong talent pipeline. This method ensures continuous alignment with business objectives and fosters a positive candidate experience.

Importance of Strategic Talent Acquisition:

Alignment with Business Goals:

One of the primary benefits of STA is its alignment with the broader business strategy. By understanding the company's long-term goals, STA ensures that the talent being brought into the organization possesses the skills and potential necessary to drive these objectives forward. This proactive approach means that talent acquisition is not just about filling current vacancies but about anticipating future needs and ensuring the organization is prepared to meet them.

Competitive Advantage:

In an increasingly competitive global market, having the right talent can be a significant differentiator. STA allows organizations to attract top talent who can bring innovative ideas, advanced skills, and a fresh perspective to the company. This strategic alignment of human resources can lead to superior product development, better customer service, and more efficient operations, thereby giving the organization a competitive edge.

Cost Efficiency:

While the initial investment in a strategic talent acquisition process might seem high, it results in significant cost savings in the long run. Traditional recruitment often leads to high turnover rates, which can be costly due to the constant need for rehiring and retraining. STA focuses on retaining talent by ensuring a good fit between the employee and the organization, thereby reducing turnover rates. Additionally, by building a strong employer brand and creating a positive candidate experience, organizations can attract high-quality candidates more easily, reducing the cost and time associated with hiring.

Feature of Strategic Talent Acquisition:

- Alignment with Business Strategy
- Workforce Planning
- Employer Branding
- Candidate Experience
- Use of Technology and Data Analytics
- Diversity and Inclusion
- Talent Pipelines
- Collaboration with Other Departments
- Continuous Improvement
- Focus on Employee Retention

Alignment with Business Strategy:

Ensures that talent acquisition efforts support and drive the organization's long-term goals and objectives.

Workforce Planning:

Involves analyzing current workforce capabilities and predicting future needs to proactively fill skill gaps. Develops and promotes a strong employer brand to attract high-quality candidates by showcasing company culture, values, and career opportunities.

Candidate Experience:

Focuses on creating a positive and engaging recruitment process for candidates, enhancing the company's reputation and appeal. Regularly evaluates and refines talent acquisition strategies based on feedback and changing business needs.

Use of Technology and Data Analytics:

Leverages advanced recruitment technologies and data analytics to streamline hiring processes and make data-driven decisions. Builds and maintains relationships with potential candidates to ensure a steady flow of qualified talent for future needs.

Importance of Strategic Talent Acquisition:

Strategic Talent Acquisition is crucial for aligning recruitment with an organization's long-term goals, ensuring a competitive edge by attracting top talent. It reduces costs through improved retention and streamlined hiring processes, enhances employee engagement, and boosts overall organizational performance. By building a diverse and robust talent pipeline, leveraging technology and data analytics, and fostering a positive employer brand, STA prepares companies for future growth and adaptability. This forward-thinking approach not only meets immediate hiring needs but also supports sustained success and innovation in a dynamic business environment.

Function of Strategic Talent Acquisition:

- Training and Development
- Budget Management
- Compliance and Legal Considerations
- Succession Planning
- On boarding Process Design
- Competitor Analysis
- Recruitment Marketing
- Candidate Relationship Management (CRM)

Strategic Talent Acquisition involves workforce planning to align with organizational goals, sourcing talent through diverse channels, and promoting employer branding to attract top candidates. It emphasizes candidate engagement, effective screening and selection, and fostering diversity and inclusion. Building talent pipelines and leveraging technology and data analytics are key components, alongside collaboration with internal departments. Continuous improvement and evaluation ensure adaptability, while candidate relationship management and recruitment marketing enhance long-term relationships. The process includes competitor analysis, effective on boarding, succession planning, developing an Employer Value Proposition (EVP), ensuring legal compliance, budget management, team training, and market research to stay competitive.

Statement of the Problem:

The problem in strategic talent acquisition lies in effectively identifying, attracting, and retaining top talent in a competitive market. Companies struggle with aligning recruitment strategies with organizational goals, resulting in skill gaps and high turnover rates. Traditional methods often fail to address the dynamic needs of modern businesses, including diversity, remote work, and technological advancements at the KEVEEL CORP, Madurai. In many problems regarding their employees that talent acquisition are fail to hiring the employees for their organization and they are not bring any progress with themselves and not stay long in their organization.

Objectives of the Study:

Primary Objectives:

- To analyze current recruitment practices and identify areas for improvement.

Secondary Objective:

- To evaluate the effectiveness of current talent acquisition strategies in aligning with the organization's long-term goals at KEVEEL CORP, Madurai.
- To assess the impact of employer branding initiatives on attracting and retaining top talent at KEVEEL CORP, Madurai.
- Investigate the role of technology and data analytics in streamlining the recruitment process and improving candidate quality at KEVEEL CORP, Madurai.
- To explore methods for enhancing diversity and inclusion within the talent acquisition process at KEVEEL CORP, Madurai.
- To examine the relationship between candidate experience and organizational performance metrics, such as retention rates and employee satisfaction at KEVEEL CORP, Madurai.
- To investigate best practices for building and maintaining talent pipelines to meet future workforce needs at KEVEEL CORP, Madurai.
- To develop strategies for aligning talent acquisition with organizational goals and enhancing candidate engagement at KEVEEL CORP, Madurai.

Need of the Study:

The study of Strategic Talent Acquisition (STA) is essential due to its pivotal role in shaping the success and sustainability of organizations in today's dynamic business environment. Firstly, STA facilitates the alignment of recruitment efforts with overarching organizational goals and strategic objectives. By forecasting future talent needs and analyzing existing workforce capabilities, organizations can proactively source and attract the right talent to drive their long-term vision forward.

Scope of the Study:

The scope of studying Strategic Talent Acquisition (STA) encompasses a broad range of areas critical to understanding and implementing effective talent acquisition strategies within organizations. This includes delving into workforce planning methodologies to anticipate future talent needs and align recruitment efforts with overarching business objectives. Analysis of talent sourcing techniques and channels, along with the development of employer branding strategies, forms another essential aspect.

- Analyze current talent acquisition practices and their effectiveness in meeting organizational goals.
- Assess the impact of technological advancements, such as AI and data analytics, on recruitment processes.
- Evaluate strategies for enhancing diversity, equity, and inclusion in hiring practices.
- Identify methods to improve candidate experience and engagement throughout the recruitment cycle.
- Evaluate current talent acquisition practices and identify gaps in aligning with organizational goals and market demands.

Hypothesis of the Study:

It means tentative generalization of the validity of which remains the tested. In short it deals with certain assumptions made in the study

Null Hypothesis:

A hypothesis which assumes that there is significant difference between sample statistics and population parameter is called null hypothesis. It is denoted by H₀.

Alternative Hypothesis:

A hypothesis which assumes that there is significant difference between sample statistics and population parameter is called alternative hypothesis. It is denoted by H₁.

Research Design:

Research design is the strategic framework that guides the process of collecting, analyzing, and interpreting data in a systematic and logical manner. It defines the study type, research problem, hypotheses, variables, and data collection methods. A well-crafted research design ensures that the research question is addressed effectively, providing valid and reliable results. It encompasses various methodologies, including qualitative, quantitative, or mixed methods, depending on the research objectives. By detailing the procedures and techniques used, the research design enables reproducibility and facilitates a clear understanding of the study's structure and approach, ultimately contributing to the integrity and coherence of the research findings.

Research Methodology:

Research design is the strategic framework that guides the process of collecting, analyzing, and interpreting data in a systematic and logical manner. It defines the study type, research problem, hypotheses, variables, and data collection methods. A well-crafted research design ensures that the research question is addressed effectively, providing valid and reliable results. It encompasses various methodologies, including qualitative, quantitative, or mixed methods, depending on the research objectives. By detailing the procedures and techniques used, the research design enables reproducibility and facilitates a clear understanding of the study's structure and approach, ultimately contributing to the integrity and coherence of the research findings.

Population:

The study will be carried out among employees, working KEVEEL CORP 150.

Sample Size:

KEVEEL CORP male and female is included in the survey. The sample size of the survey around people.

Method of Data Collection:

Data collection methods are techniques used to gather information for research purposes. These methods can be broadly categorized into qualitative and quantitative approaches. Qualitative methods include interviews, focus groups, and observations, which provide in-depth, detailed insights into participants' behaviors and perspectives. Quantitative methods involve surveys, experiments, and secondary data analysis, which generate numerical data that can be statistically analyzed. The choice of data collection method depends on the research objectives, the nature of the study, and the type of data required. Effective data collection ensures the accuracy, reliability, and validity of the research findings, enabling informed conclusions and decisions.

Primary Data:

Primary data can include surveys, interviews, and focus groups with HR professionals, recruiters, and employees. It gathers firsthand insights on recruitment strategies, candidate experiences, skill requirements, and the effectiveness of various sourcing channels and assessment methods in attracting top talent.

Secondary Data:

Secondary data in talent acquisition involves analyzing existing sources such as industry reports, academic studies, HR databases, and company records. It provides insights into hiring trends, recruitment strategies, and candidate preferences, helping to inform and optimize.

Tool for Data Collection:

Surveys are a powerful tool for data collection. They gather quantitative and qualitative data from targeted respondents, providing insights into behaviors, preferences, and opinions. Online platforms like Survey Monkey or Google Forms streamline the process, offering easy distribution, real-time analytics, and comprehensive reporting capabilities.

Analytical Tool for Study:

The common used statistical tools for analysis of data collection for

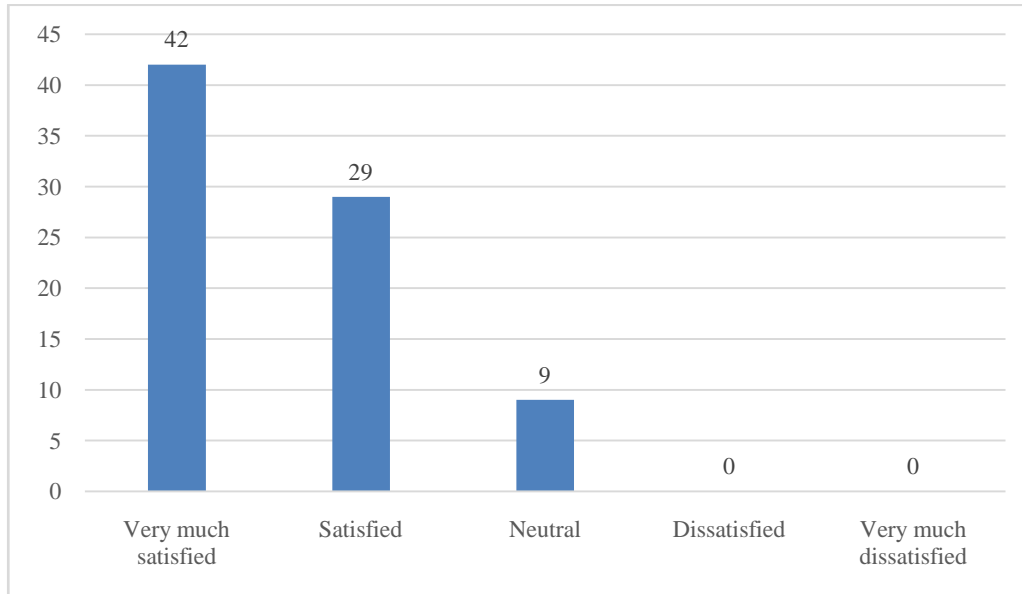
- Percentage analysis
- Chi square
- Correlation

Company Profile:

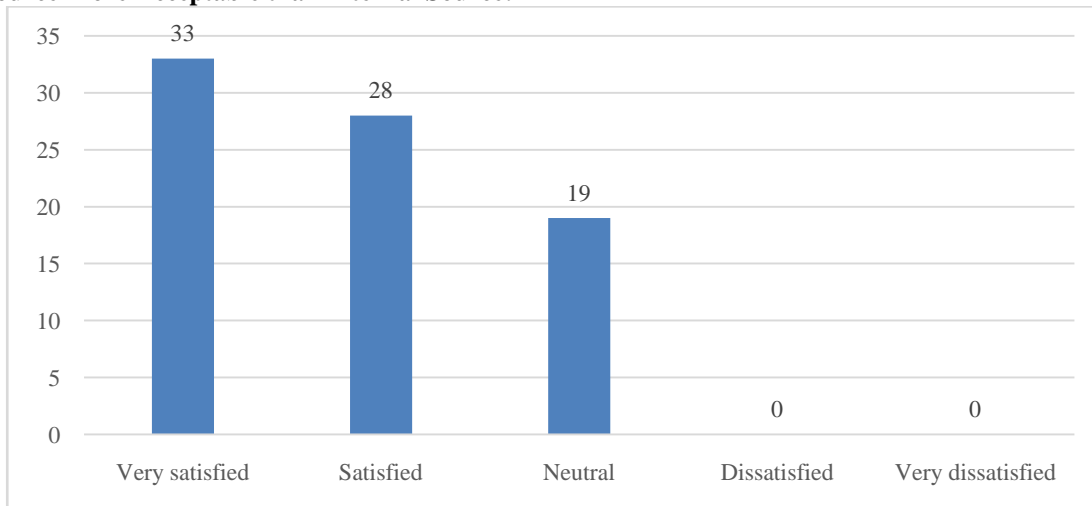
Established in the year 2014, we "Kevell Guru" are the leading Manufacturer of a wide range of Food Processing Machines, Water Level Controller and Vada Making Machine etc. Our presented products are extremely admired for their sturdiness, longer life, top quality and nominal costs. Moreover, we work under the direction of our mentor Mr. Kesavan Karthikeyan Under his headship; we have achieved a prominent place in the market. Kevell Guru is a leading enterprise service and consulting company. We have proven our capabilities in delivering both on-shore and off- shore services to global clients with emerging technologies. Kevell Guru in recent years has become a name to reckon with in the indigenous and international markets alike. We are second to none in the IT business solutions. Kevell Gurus has taken an oath to provide its clientele with a holistic requirement on IT developments & approaches. We comprise of a robust team that are imaginative and creative architects with a trendy outlook to a growing technology. Relationship management are the cornerstone to our benchmark achievements. Kevell Gurus is the Vanguard to applied science & ingenious technology. The upcoming slides will give you an insight & take you on a guided tour of our expansion.

Data Analysis and Interpretation:

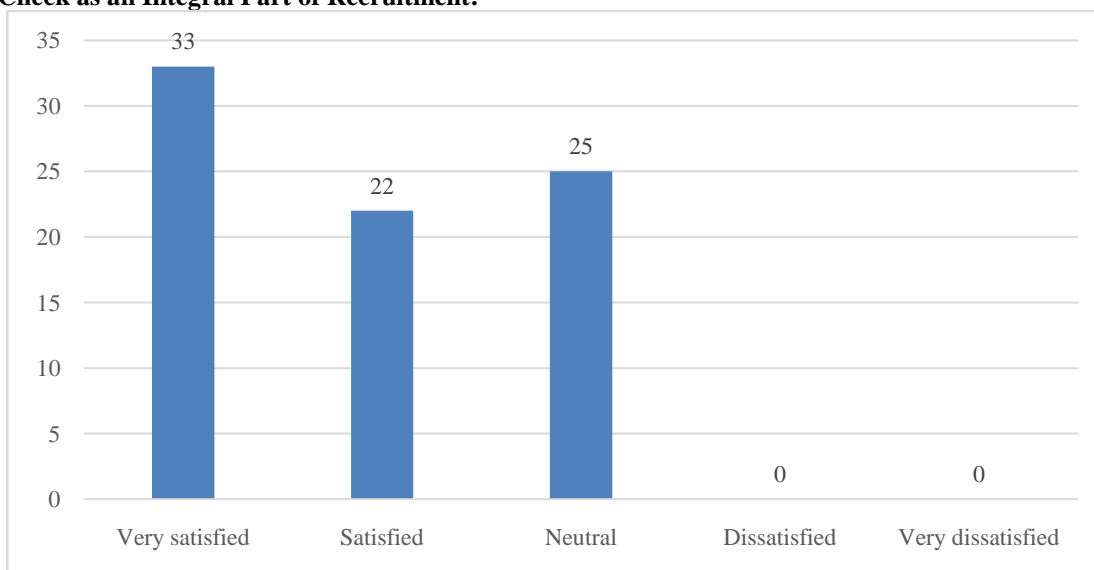
HR Recruitment Process:



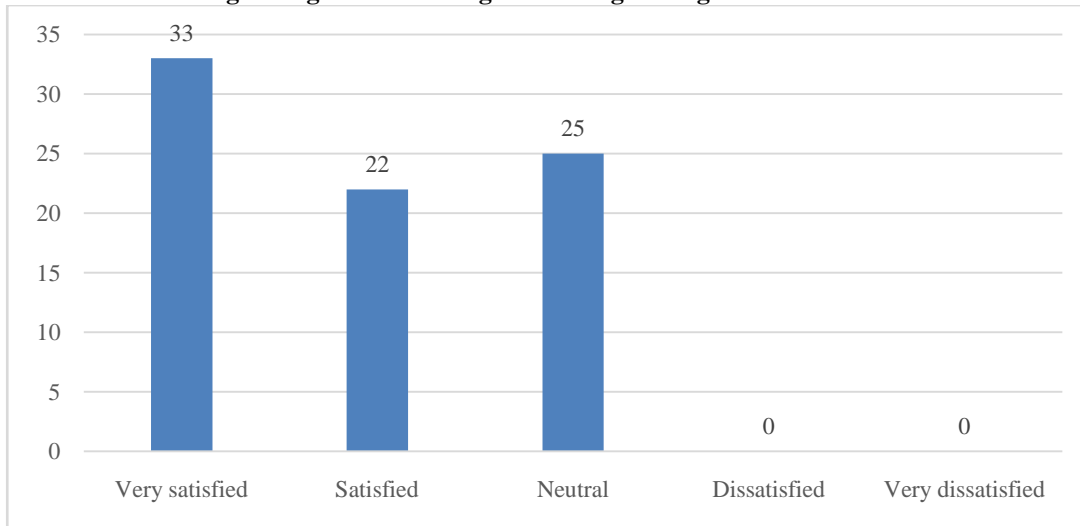
External Source More Acceptable than Internal Source:



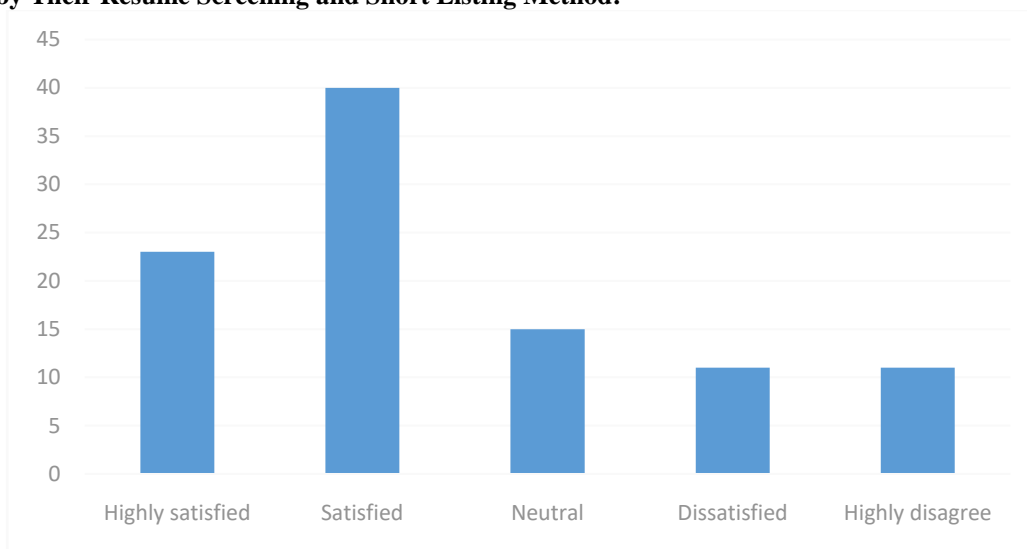
Reference Check as an Integral Part of Recruitment:



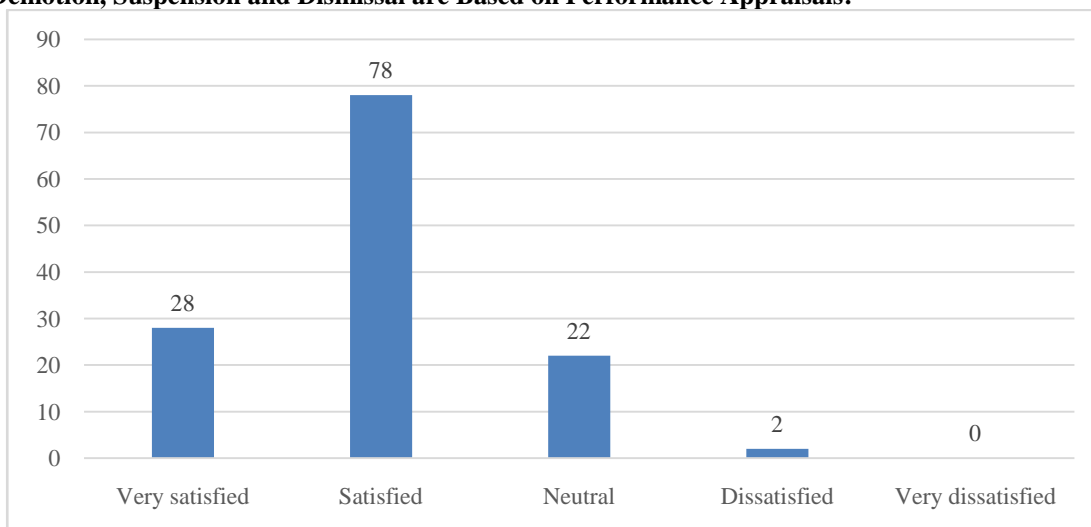
Communication Channel Strong Enough in Promoting and Strengthening:



Respondents by Their Resume Screening and Short Listing Method:



Transfer, Demotion, Suspension and Dismissal are Based on Performance Appraisals:



Correlations:

		Possess a good overall knowledge of HR recruitment process and policies	Believe that cash incentives have more of the contribution
Possess a good overall knowledge of HR recruitment process and policies	Pearson Correlation	1	.783**
	Sig. (2-tailed)		.000
	N	80	80
Believe that cash incentives have more of the contribution	Pearson Correlation	.783**	1
	Sig. (2-tailed)	.000	

	N	80	80
**. Correlation is significant at the 0.01 level (2-tailed).			

Suggestions:

- The company is having less no. of female employees which should be improved.
- The company should hire more of experienced candidates.
- The health care policies of the company should be improved.
- The on board and technical training of the company should be improved.
- The company should also conduct regular performance appraisal.
- The company should implement some new HR Practices according to the Current market situation.

Conclusion:

The objective of the study was to find out the employee strategic talent acquisition towards organization among employees at KEVEEL CORP. The study found that workers of garment sector in do near are not satisfied with leave policy; and behavior of the owner. The study also found that the workers in garment sector are satisfied with working environment; present health care facility and overtime benefits. It is known that strategic talent acquisition is a matter of perception and that perception may or may not be accurate. There are many factors that influence satisfaction of employees. It is identified that it is a multidimensional factor such as talent acquisitionn, adequate pay, work environment, organizational culture these factors affects on the employee performance, productivity, absenteeism, retention rate etc. These human factors may affect employee commitment. People’s acceptance of change initiates employee commitment to change. This acceptance leads to the evolution of different forms of commitment to change which involves individuals, not organisation. Therefore, employee commitment is an individual level concept, not a group-level concept. The ever important top management sanction for investment in time and resources towards employee commitment is also at an all-time high. This is particularly because of the present recessionary times where the pressures of change and adaptation have amplified the difficulties in and importance of harnessing and sustaining employee commitment.

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