

## **A STUDY ON TALENT ACQUISITION PROCESS WITH REFERENCE TO TOPPAZ INDUSTRIES**

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**ABSTRACT** - This project report, titled “Talent Acquisition Process with Reference to Topaaz Industries,” examines the company’s strategic approach to acquiring top talent. Unlike traditional recruitment, talent acquisition is an ongoing, data-driven process involving workforce planning, employer branding, sourcing, assessment, and onboarding. The study highlights that while the process is generally effective, external market competition and internal practices impact its success. Statistical analyses show the importance of continuous improvement, inclusive hiring, and a candidate-focused strategy to enhance recruitment outcomes and support long-term organizational growth.

### **INTRODUCION:**

Talent acquisition is a strategic, long-term approach to identifying, attracting, and hiring qualified candidates, distinct from traditional recruitment, which focuses on filling immediate vacancies. It involves stages like employer branding, sourcing, screening, assessment, and onboarding. This study explores the current talent acquisition process at the organization, its adoption of best practices, and potential areas for improvement. Using a descriptive research approach with primary and secondary data, the project emphasizes the importance of innovative methods and strategic alignment in talent acquisition to support organizational growth.

### **REVIEW OF LITERATURE:**

**Abhinaya Rangaraj, 2023**, This study looks at how people who look for jobs (job seekers) feel about using the internet to find jobs. The study found that people are more likely to use the internet to find jobs if they find it easy to use and helpful. This means that websites that list jobs need to be easy to navigate and offer helpful features for job seekers. Overall, the internet is a great way for both businesses and job seekers to connect.

**Rajesh Kumar Pandey, 2023**, This study talks about how to hire and keep good employee’s talent management. It focuses on finding the right people talent acquisition and keeping them happy talent retention. The authors explore the challenges companies face in hiring and offer solutions based

on industry insights. This case study is especially helpful for business students and new entrepreneurs.

**Ritika Surin etc, 2023**, This research aims to understand how moonlighting affects HR practices and how employers and employees can deal with it. The study will involve surveying employees and HR managers from various industries to understand their perspectives on moonlighting. The goal is to find solutions that work for both employers and employees.

**Channabasamma , 2022**, This article proposes a system to automatically match job seekers with the perfect job. It uses natural language processing to understand resumes and job descriptions. The system also recommends new job opportunities based on a candidate's skills and interests. This can help both job seekers find the right fit and companies find the best talent.

**Saqib Rehman,2022**, This research studies how social media can be used for recruitment in Pakistan. Social media has become a popular tool for companies to find and hire new employees. The looks at the benefits of using social media recruiting technology (SMART) and how it can help organizations be more successful. The findings can be used by Pakistani companies to improve their recruitment strategies and find the best talent.

**Seema Wadhawan ,2020**, This study looked at how well LinkedIn works by surveying recruiters in Delhi. The study found that recruiters are more likely to use LinkedIn if they find the information on it useful and relevant.

**Sadique Shaikh, 2019**, This research explores a new way to understand human talent using formulas and models. The key idea is that human talent is not a limited resource, but rather a source for discovering new resources. Since talent is unpredictable, the study also proposes methods to identify talent through observing behaviors and intelligence. The conclusion is that human talent is adaptable and can be applied to various tasks, unlike machines or AI which are limited to repetitive functions. Overall, this research can be valuable for Human Resource Management and Organizational Behavior practices.

**Anisur Rahaman and Nirmal Chandra Roy 2017** Talent acquisition is a dynamic process which shapes the perception of employers in the market. There is a market shift in its outlook over a period of time from work force to human capital to talent which is a much more comprehensive description of individuals with attributes they possess. Talent acquisition strategies are particularly critical for companies that face the greatest skill shortage. However, the best talent due to its role in achieving faster growth besides helping in finding the right talent in a short of time to lead that growth forward.

**Gopa Das, 2017**, This research looks at how to build a strong strategy for attracting talent, especially in tough economic times. It covers things like recruitment trends, marketing strategies, and using the internet to find people. The research also talks about the challenges companies face when finding talent and suggests ways to overcome them by creating new strategies.

**Likhitha ,2017**, This study looks at how one company hires people and see if they can improve their process. Companies spend a lot of time and effort on this because everyone wants the best workers.

**Tafti, Mahmoudsalehi, and Amiri (2017)** in their article titled "Critical success factors, challenges and obstacles in talent management" published in Industrial and Commercial Training aimed to identify the critical success factors, challenges, and obstacles faced in talent management. The study highlighted that the success of talent management relies on factors such as top management support, effective communication, a well-defined process, and a positive organizational culture. Challenges such as a lack of resources, resistance to change, and difficulties in measuring the effectiveness of talent management were identified. The study suggested that organizations should focus on developing a talent management strategy that aligns with their organizational goals, provides appropriate training and development opportunities for employees, and promotes employee engagement. In conclusion, the authors emphasized the importance of effective talent management in achieving organizational success and recommended that organizations should continuously evaluate their talent management practices to ensure they remain relevant and effective.

**Gloria Phillips-Wren, 2016**, This research explores how social media can be used effectively in hiring, considering different models and real-life examples. Hiring talented people has become more complex because of social media. Companies can't just post jobs anymore. There's a new generation of workers who care about a company's values, and companies need to find new ways to reach them. Social media

allows companies to connect with potential employees directly and personalize their messages.

**Dr. Venkatesh. J, Mrs. Dhibiya. P, Thenmozhi. S, Manjula Gandhi. Sep- 2014** In the past periods there has been a great development in the level of social organizations in India. The movement is in fact a replication of a change in the government policies for outgoing gradually from social development policies. This vast space is being enclosed by social organizations. The 'war for talent' has ended in recruiters managing a broad range of ways to find talented candidates: an activity that, shared with rigid confines, has seen them search for the most effective means for their requirements. Moreover, new technology is beginning up opportunities for recruiters that are not simply cost-efficient, but are also battered, registered and successful.

## NEEDS OF STUDY

In today's competitive talent market, organizations must go beyond traditional recruitment methods to attract and retain top talent.

- HR professionals and organizations need to understand the challenges and develop effective strategies to address them to ensure that they can attract and retain the best talent.
- This project aims to address this need by providing a comprehensive analysis of the challenges in talent acquisition and offering practical solutions to HR professionals and organizations.

## SCOPE OF THE STUDY

- Focus on the challenges faced by the organisation in recruiting a diverse and inclusive of force and examine the impact of aggressive and stereotype in the electrophoresis and explore the Strategies for improving diversity and inclusion in talent acquisition.
- Focus on specific on the talent acquisition challenges faced by the organisation in technology industry and analysing shortage of skilled worker the competition for top talent and the impact of energy technology on the recruitment process
- Examine the challenges faced by the organisation in recruiting top talent on a scale analyse Trends and patterns in the Talent Acquisition across different region and explore these strategies used by the industry to address these challenges.

## LIMITATIONS OF THE STUDY

- Manufacturing often requires specialized skills (e.g., CNC operation, robotics, maintenance technicians), but there's a shrinking pool of qualified candidates due to aging workforces and a lack of vocational training among younger generations. This makes it difficult to fill critical roles efficiently.
- The study was conducted only at the four main regional office in India, due to time constraints and lack of accessibility.
- Many manufacturing roles, particularly on the production floor, experience high turnover due to physically demanding work, repetitive tasks, or lack of career advancement opportunities. This creates a constant need for rehiring and retraining, straining HR resources.
- Many data and information were collected only through observations and focused group discussions.

## OBJECTIVES OF STUDY

### Primary objectives:

- A study on talent acquisition process with reference to topaz industries.

### Secondary Objectives:

- To understand about the existing talent acquisition practice in their company
- To analyse the candidate feedback and experience about the Talent acquisition practice in the organisation.
- To examine the extent to which the firm has adopted and implemented the best practices.
- Identify and analyse the various challenges faced by organization in recruiting and retaining top talent.

## METHODOLOGY:

Research methodology refers to the systematic and organized approach used by researchers to conduct a study, gather data, analyze information, and draw valid conclusions. It outlines the techniques, procedures, tools, and strategies that researchers employ to address their research questions or objectives. The chosen research methodology depends on the nature of the study, the type of data required, and the scope of the research project.

## DESCRIPTIVE RESEARCH

Descriptive research is a research method describing the characteristics of the population or phenomenon studied. This descriptive research focuses more on the “what” of the research subject than the “why” of the research subject.

## SAMPLING TECHNIQUES

Simple random sampling is a technique where each member of a population has an equal chance of being selected.

## POPULATION SIZE

The survey conducted among 283 people the target group was a mix of employees.

## SAMPLE SIZE

The sample size taken for the study is of 200 respondents.

## DATA ANALYSIS AND INTERPRETATION:

**Table no.2.1-Table showing the company regularly evaluates and updates its recruitment practices to ensure they align with industry best practices**

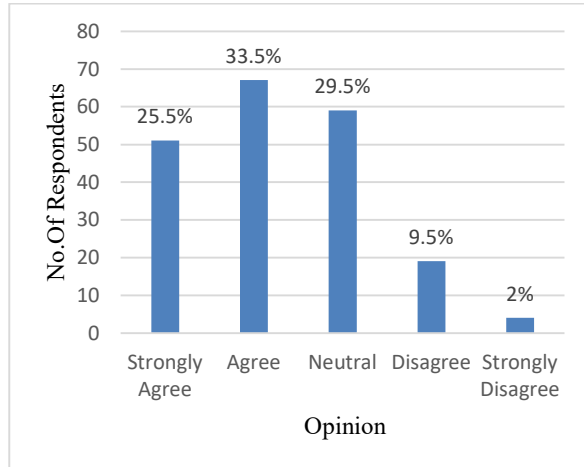
Si.no	Opinion	No. Of the respondents	Percentage of the respondents
1	Strongly Agree	51	25.5%
2	Agree	67	33.5%
3	Neutral	59	29.5%
4	Disagree	19	9.5%
5	Strongly Disagree	4	2%
	<b>Total</b>	<b>200</b>	<b>100%</b>

### Interpretation:

From the above table, it can be inferred that **33.5%** of the respondents agree that the company regularly evaluates and updates its recruitment practices to align with industry best practices, while **25.5%** strongly agree with this statement. **29.5%** of respondents are neutral about the company's efforts in this area. **9.5%** disagree, and **2%** strongly disagree that the company regularly reviews and updates its recruitment practices to align with industry standards.

**Chart no.2.1(a)-Chart showing the company regularly evaluates and updates its recruitment**

practices to ensure they align with industry best practices



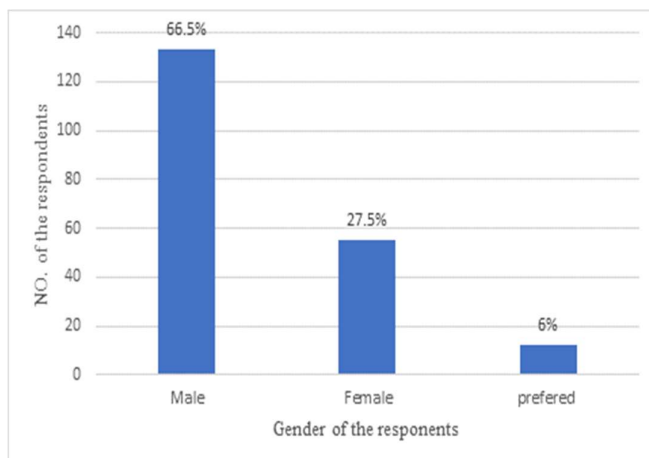
**Table no.2.2-Table showing Gender of the respondents**

Si.no	Gender of respondents	No. Of the respondents	Percentage of the respondents
1	Male	133	66.5%
2	Female	55	27.5%
3	Preferred not to say	12	6%
	<b>Total</b>	<b>200</b>	<b>100%</b>

#### Interpretation:

From the above table it is inferred that 66.5% of respondents are male, 27.5% of respondents are female and 6% of the respondents are not preferred to say.

**Chart no.2.2 (a)- Chart showing Gender of the respondents**



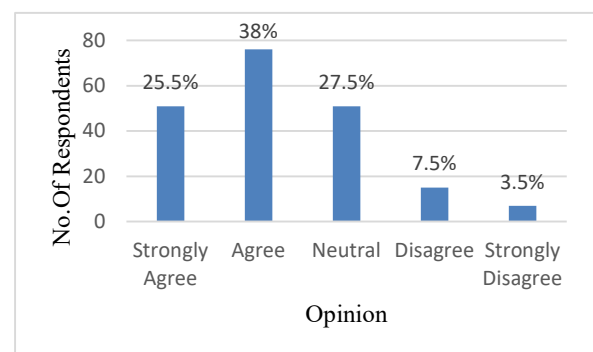
**Table no.2.7-Table showing structured onboarding process in your company of the respondents**

Si.no	Opinion	No. Of the respondents	Percentage of the respondents
1	Strongly Agree	51	25.5%
2	Agree	76	38%
3	Neutral	51	25.5%
4	Disagree	15	7.5%
5	Strongly Disagree	7	3.5%
	<b>Total</b>	<b>200</b>	<b>100%</b>

#### Interpretation:

From the above table, it can be inferred that 38% of the respondents agree that their company has a structured onboarding process, 25.5% strongly agree with the statement, 25.5% are neutral about the presence of a structured onboarding process, 7.5% disagree, and 3.5% strongly disagree that their company has a structured onboarding process.

**Chart no.2.7(a)-Chart showing structured onboarding process in your company of the respondents**



**CORRELTION BETWEEN THE COMPANY EVALUATES AND UPDATES ITS RECRUITMENT PRACTICES TO ENSURE THEY ALIGN WITH INDUSTRY BEST PRACTICES AND OUR INTERVIEW PROCESS ACCURATELY ASSESS CANDIDATE'S SKILLS, EXPERIENCE AND CULTURAL FIT.**

**NULL HYPOTHESIS(H0):** There is no significant difference between the company regularly evaluates and updates its recruitment practices to ensure they align with industry best practices and Our interview process accurately assess candidate's skills, experience and cultural fit.

**ALTERNATIVE HYPOTHESIS(H1):** There is a significant between the company regularly evaluates and updates its recruitment practices to ensure they align with industry best practices and Our interview process accurately assess candidate's skills, experience and cultural fit.

**Descriptive Statistics**

	Mean	Std. Deviation	N
The company regularly evaluates and updates its recruitment practices to ensure they align with industry best practices.	2.53	1.248	200
Our interview process accurately assesses candidate's skills, experience and cultural fit.	2.71	1.287	200

**Correlations**

		The company regularly evaluates and updates its recruitment practices to ensure they align with industry best practices.	Our interview process accurately assess candidate's skills, experience and cultural fit.
The company regularly evaluates and updates its recruitment practices to ensure they align with industry best practices.	Pearson Correlation	1	.236**
	Sig. (2-tailed)		.001
	N	200	200
Our interview process accurately assesses candidate's skills, experience and cultural fit.	Pearson Correlation	.236**	1
	Sig. (2-tailed)	.001	
	N	200	200

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

**INTERPERTATION:**

The data shows a strong positive correlation between the company's regular evaluation of recruitment practices and the effectiveness of its interview process in assessing candidates. With a significance level of 0.001, H1 is accepted, indicating a meaningful relationship between these variables.

**RESULT:**

From above table there is a person correlation value is 1. So, it is a perfect positive correlation.

**CHI-SQUARE TEST FOR GENDER OF THE RESPONDENTS AND THE TALENT ACQUISITION**

**PROCESS WAS SMOOTH AND EFFECTIVELY MANAGED IN YOUR ORGANISATION.**

**NULL HYPOTHESIS(H0):**

There is no significant difference between gender of the respondent and the employee's opinion on smooth and effectiveness of the talent acquisition process.

**ALTERNATIVE HYPOTHESIS(H1):**

There is a significant difference between gender of the respondent and the talent acquisition process was smooth and effectively managed in your organization.

Gender			
	Observed N	Expected N	Residual
Female	55	66.7	-11.7
Male	133	66.7	66.3
Prefer not to say	12	66.7	-54.7
Total	200		

**The talent acquisition process was smooth and effectively managed in your organization.**

	Observed N	Expected N	Residual
Agree	79	40.0	39.0
Disagree	23	40.0	-17.0
Neutral	47	40.0	7.0
Strongly agree	46	40.0	6.0
Strongly disagree	5	40.0	-35.0
Total	200		

**Test Statistics**

Gender		The talent acquisition process was smooth and effectively managed in your organization.	
Chi-Square	112.870 <sup>a</sup>		78.000 <sup>b</sup>
df	2		4
Asymp. Sig.	.000		.000

- 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 66.7.
- 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 40.0.

**INTERPRETATION:**



From the above table is observed that there is a strong positive statistical correlation between the variables. Hence the significant occurs  $p < 0.01$ . so H1 is accepted.

## RESULTS:

There is a significant difference between gender of the respondent and the talent acquisition process was smooth and effectively managed in your organization.

## ONE WAY ANOVA DIFFERENCE BETWEEN EXPERIENCE OF THE RESPONDENTS AND TALENT ACQUISITION PROCESS MEETS OR EXCEEDS TO OTHER ORGANISATION

### NULL HYPOTHESIS(H0):

There is no significant variance between Experience and company's talent acquisition process meets or exceeds to its competitors.

### ALTERNATIVE HYPOTHESIS(H1):

There is a significant variance between Experience and company's talent acquisition process meets or exceeds to its competitors.

#### ANOVA

The company's talent acquisition process meets or exceeds to other organization i have plied to.

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	6.842	3	2.281	1.382	.2
Within Groups	323.378	196	1.650		
Total	330.220	199			

The company's talent acquisition process meets or exceeds to other organization i have plied to.

Duncan<sup>a,b</sup>

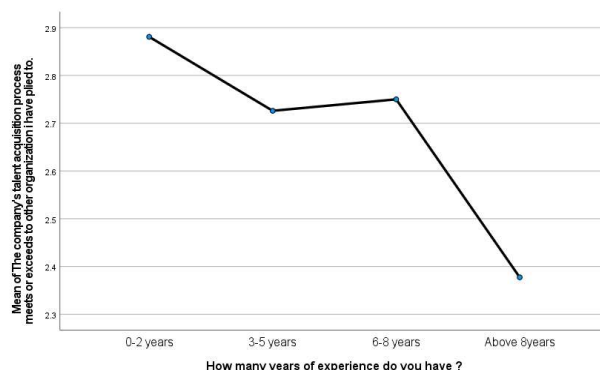
How many years of experience do you have ?		Subset for alpha = 0.05	
	N		
Above 8years	53		2.38
3-5 years	73		2.73
6-8 years	32		2.75
0-2 years	42		2.88

Sig.		.089
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Means for groups in homogeneous subsets are displayed.

a. Uses Harmonic Mean Sample Size = 45.649.

b. The group sizes are unequal. The harmonic mean of the group sizes is used. Type I error levels are not guaranteed.



## INTERPRETATION:

From the above table is observed that there is a strong statistical ONE ANOVA between the variables. Hence the significant occurs p-value  $> 0.05$ . so H1 is accepted.

## RESULT:

There is a significant variance between Experience and company's talent acquisition process meets or exceeds to its competitors.

## SUGGESTION:

- Strengthen employer branding to attract top talent in a competitive market.
- Implement automation and digital tools to streamline the recruitment process.
- Use standardized interview assessments and maintain clear communication for fair evaluations.
- Continuously update recruitment practices and tailor strategies to different experience levels.
- Enhance diversity and inclusion efforts and train hiring managers to ensure unbiased hiring.

## FINDINGS:

From percentage analysis, we have found out the following observations;

- The study found that 30% of the employees are age ranged between 25-35 years.

- Majority 66.5% of the employees are Male respondents.
- Majority of respondents **36.5%** hold an **Undergraduate degree**, making it the most common qualification.
- Majority of respondents **32%** are work in the **Sales and Marketing** department, making it the largest represented group.
- 36.5% of the respondents are had 3-5 years of experience range are there in a company.
- 38% of the respondents are agreed that effective is the job portal in attracting a top talent.
- 38% of the respondents are agreed that have a structured onboarding process in their company.
- 38.5% of the respondents are agreed that their received timely communication during the onboarding process.
- 36.5% of the respondents are agreed that their received adequate mentorship and support since joining the company.
- 36% of the respondents are agreed that their training and development programs enhanced their job performance.
- Majority 55% of the respondents are giving positive feedback about believes the company value promotes diversity and inclusivity.
- 28.5% of the respondents are agreed on feel confident in their ability to meet your job objectives.
- 34.5% of the respondents are agreed on feel that the organization provides adequate resources and support for talent acquisition professionals to achieve their career goals.
- Majority 34.5% of the respondents are agreed associate their organization with a strong employer brand.
- 34.5% of the respondents are agreed is their organization's leadership vision for attracting and retaining a top talent.
- 34% of the respondents are agreed on their recruitment agency understands their talent acquisition needs well.
- 33.5% of the respondents are agreed on importance to think recruitment agency understands their talent acquisition needs well.
- Majority 39.5% of the respondents are agreed to their company effectively think the employee engagement activities helps in retaining a top talent.
- 32% of the respondents are effectively think the employee engagement activities helps talent acquisition strategies helps attracting top talents.
- 32.5% of the respondents are our agreed on think their organization's culture fosters diversity, equity and equity.
- 28% of the respondents are agreed on believe their talent acquisition process is transparent.
- 34.5% of the respondents are agreed on have easy access the information regarding the next steps in talent acquisition process.
- 30.5% of the respondents are strongly agreed on the interaction with the HR and hiring team during the talent acquisition process was clear and supportive.
- 37.5% of the respondents are agreed on the HR and hiring team were responsive to my quires and concerns during the talent acquisition process.
- 39.5% of the respondents are agreed on the talent acquisition process was smooth and effectively managed in your organization.
- 29.5% are agreed on the company uses modern recruitment technologies (e.g, ATS, LinkedIn, etc) effectively now a days.
- 28% are agreed on their interview process accurately assess candidate's skills, experience and cultural fit.
- Majority 29% of the respondents are strongly agreed on the company's talent acquisition process meets or exceeds to its competitors.
- 33% of the respondents are agreed to the company regularly evaluates and updates its recruitment practices to ensure they align with industry best practices.
- 42.5% of the are respondents are agreed to the competition for top talent in their industry makes it challenging to hire best candidates.

## CONCLUSION:

The findings of this study highlight key insights into the effectiveness and perception of the talent acquisition process within the organization. While the process is generally viewed as smooth and well-managed, certain factors—such as industry competition for top talent and candidate experience levels—play a role in shaping perceptions. Statistical analyses, including ANOVA, correlation, and regression, revealed that external market challenges and internal recruitment practices both influence the overall effectiveness of talent acquisition. Although some differences across demographic groups were not statistically significant, continuous evaluation and targeted improvements remain essential. To remain competitive and attract the best

candidates, organizations must focus on strategic employer branding, process efficiency, standardized assessments, and inclusive hiring practices. Overall, a data-driven, candidate-cantered approach will strengthen the recruitment process and support long-term organizational growth.

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