

A Study On Employee's Perception Towards Talent Acquisition Process In It Industries With Reference To Vistonsoft Technologies, Chennai

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Abstract

Human Resource Management is one of the important aspects in today's modern business world. HRM first started as Personnel Management which only dealt with recruiting employees Management has evolved itself from one-dimensional activity to multi-dimensional and nothing more than that. But with the emergence of Human Resource Management, Personnel activity.

Human Resource Management deals with planning, recruiting, selecting, training of employees along with handling of their income and allowances, warnings and terminations, employee relations, etc. In this project, the concept of Talent Acquisition of Human Resource Management is taken into account with reference to Vistonsoft Technologies, Chennai to study the process of Talent Acquisition process in IT industries.

This project focuses on studying the process followed by the company to hire talents, the employee's perception towards the company's process, their experience and feedback regarding the process have been collected, analyzed and interpreted for the reader's perusal.

Keywords: *Management, Human Resource, Talent acquisition, employee's perception, IT industries.*

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I. INTRODUCTION

The research project and the concerned article titled as "A study on effectiveness of Talent acquisition Process in IT industries" with reference to Vistonsoft Technologies, Chennai aims to find out the process of talent acquisition of Vistonsoft Technologies and the employees' opinion and feedback on that process. Talent Acquisition mainly consist of two parts namely Recruitment and Selection.

1.1 Factors influencing recruitment

- Strategic plans
- Organizational policies
- Manpower requirement
- Recruitment Criteria

1.2 Industry Profile

The Indian Information Technology industry is one of the fastest growing industry sectors in India. The IT industry contributes as India's largest employment hub and has over half population employed in the particular sector. The IT industry contributes largely to the Indian Economy as well as the Global economy. Foreign countries see India as an investment hub and as a result, India is one of the largest countries with many MNCs. **Figure1: Linear alkylbenzene flow diagram (UOP 2009[2])**

1.3 Company Profile

Vistonsoft Technologies established in the year 2005, having its Head office in Chennai and a branch office in Coimbatore. The company specializes in consulting and staff augmentation, IT project developing and manufacturing, providing on time software development client ased services, and unique Information Technology management of projects. With a special Global Projects Delivery Model, effective personnels and software development services, the organization commits to provide services to its customers by building highly qualitative, timely delivered and cost-effective services. Hence Vistonsoft technologies being a startup has evolved itself into one of the known contributors to the biggest companies as a client sourcing by performing the activities and requirements of the vendors on time without affecting the quality of work.

Figure 2: Aspen HYSYS linear alkylbenzene Column Plant View

II OBJECTIVES OF THE STUDY

The following are the various objectives of this study:

- The focus point of the research project is to study the process of Talent Acquisition followed and processed in Vistonsoft Technologies.
- The next set of objective is to assess the perception of the employers regarding recruitment process they have undergone.
- To analyze the effectiveness of Talent Acquisition followed and processed in Vistonsoft Technologies.
- To identify the various factors and reasons for the need of talent acquisition process in the particular company.
- To identify methods of improvising the existing talent acquisition process carried on in the company.

III REVIEW OF LITERATURE

The project was conducted to evaluate the effectiveness of recruitment and selection process conducted in the above-mentioned organization and is presented as a proper research article. Deep research has been made about the recruitment and selection process.

Kristina Potocnik (2021) states the ways paved that resulted in the evolution of talent acquisition process over the years in her article *Paving the way for research in recruitment and selection: recent developments, challenges and future opportunities*

Karin Proost Et.al (2020) discusses about the applicants' perception towards video interviews and online processes in their article *Applicants' pre-test reactions towards video interviews: the role of expected chances to demonstrate potential and to use nonverbal cues*.

B.B.Mahbub (2020) discuss about the internship experience of the author in the mentioned bank and the process of talent acquisition in his journal *Internship report on recruitment and selection process in BRAC Bank*.

Sahara Sadik (2019) discusses about the policies regarding recruitment followed by the corporate companies and the hierarchy of graduate employability in India in her article *Corporate recruitment practices and the hierarchy of graduate employability in India*.

Sitalakshmi.V et.al (2019) discuss about the various challenges faced by an organization during the process of recruitment and selection in their article *Challenges in Recruitment and Selection Process: An Empirical Study*.

Usmani.S (2019) deals with the various physical and emotional perspective of recruitment and selection process at a workplace in his article *Recruitment and Selection Process at Workplace: A Qualitative, Quantitative and Experimental Perspective of Physical Attractiveness and Social Desirability*.

IV. RESEARCH METHODOLOGY

Research methodology is the way to solve the research problem using statistics and science. It is a scientific method of studying how well the particular research has been made and executed using scientific analysis. The various steps that are generally followed by a researcher in conducting and analyzing the research problem along with proper study method and research method which are followed for this purpose are studied in the research methodology.

4.1 RESEARCH DESIGN:

Research design is the design that needs to be framed in order to analyse the research in a proper manner to derive the desired results for the research conducted. A researcher should have a clear idea regarding the research design and the project to derive the most accurate results.

4.2 DATA COLLECTION:

In this particular research study, the primary data has been collected directly from the participants who cooperated for this study (employees of Vistonsoft Technologies, Chennai) using a questionnaire while the secondary data was collected from external secondary pre-published or pre-used sources like articles, the internet and some books.

4.3 RESEARCH INSTRUMENTS:

Questionnaire: The questionnaire is one of the research tools used by the researchers to obtain data or opinion or answers directly from the public or participants or volunteers to contribute to the research purpose. A questionnaire is a great example for primary data as the responses or data have been directly collected from the respondents.

4.4 SAMPLING METHOD:

Sampling is the process of selecting proper and justifiable number of persons or proportion out of the given population, so that the study shall represent a majority impact of the results out of the given population so that the entire group of researchers can accept the results generated in the final conclusion of the project. Hence the sampling method is very crucial for the effectiveness of the research. There are more types in methods of sampling and there are many to list it out. But for this study, a peculiar method has been selected and applied. So hence, in this study stratified sampling technique is used. *Stratified Random Sampling* follows the process of division or segregation from a population and is followed by random selection of subjects or participants from each separated group. The population is divided into exclusive groups which consists of a major number of subjects so that the study can represent a majority opinion and prove to be the decisive context for the study and can justify the research in a way that all audiences can accept the conclusive decision. The various stratum of this study is

- Recruitment & Interview process
- Selection
- Training and Development

4.5 SAMPLE SIZE:

The sample size is a very important aspect of a research project. A sample size is nothing but a proportion taken out of a proposed population to gather opinions or to conduct the desired research on them. A sample size should be of a considerable amount in order for the research to have a clear conclusion that can be accepted by others. If in case the sample size is less, it would reflect the minority opinions and not the majority. A common research and public research should only represent the majority population for the research to be accepted widely.

- The population size is (Company's total employee strength) = 220
- The sample size for the study is (Number of respondents or active participants) = 120

4.6 HYPOTHESIS/ANALYTICAL TOOLS:

The analytical tools used for the project are of qualitative variables (words and letters) and the use of quantitative variable is used only for measuring the level of satisfaction on the survey using rating scale of 1-10. Also, the method used to arrive at a conclusion in this project is sampling – where the survey is sent to the participants directly to request for their response for the pre-determined questions and options included in the questionnaire. The following questions were considered to conduct Hypothesis tests using One-way ANOVA and Chi-square test.

4.7 LIMITATIONS OF THE STUDY:

The following are the various limitations of the study:

- The feedback which is received from the participants in the study just functions as a representative purpose of the entire population.
 - It only showcases the opinion of a few participants related to the particular sample size and it did not cover the entire population of the industry which is relatively huge than the sample size.
 - The another major limitation was the study time as more time is required along with more participants to arrive at a strong conclusion.
 - The all participants were not approachable
 - The Sample size estimation for this research, though reasonable for study, but is small when compared to the whole population.
 - While collecting the data from the employees, they had fear to reveal the negative aspects of the organization as they thought it would affect their career in that particular organization.
- The responses collected and updated in the research are the present data. But considering the constant changes in the global level, the opinion pointed out here may be irrelevant in future.

V. DATA ANALYSIS AND DATA COLLECTION:

Que 1: Gender of the respondent: Option A: Male Option B: Female

Table 1: Table representing Gender of the respondents:

Gender	No. of Responses	Percentage of responses
Male	43	35.8%
Female	77	64.2%
TOTAL	120	100%

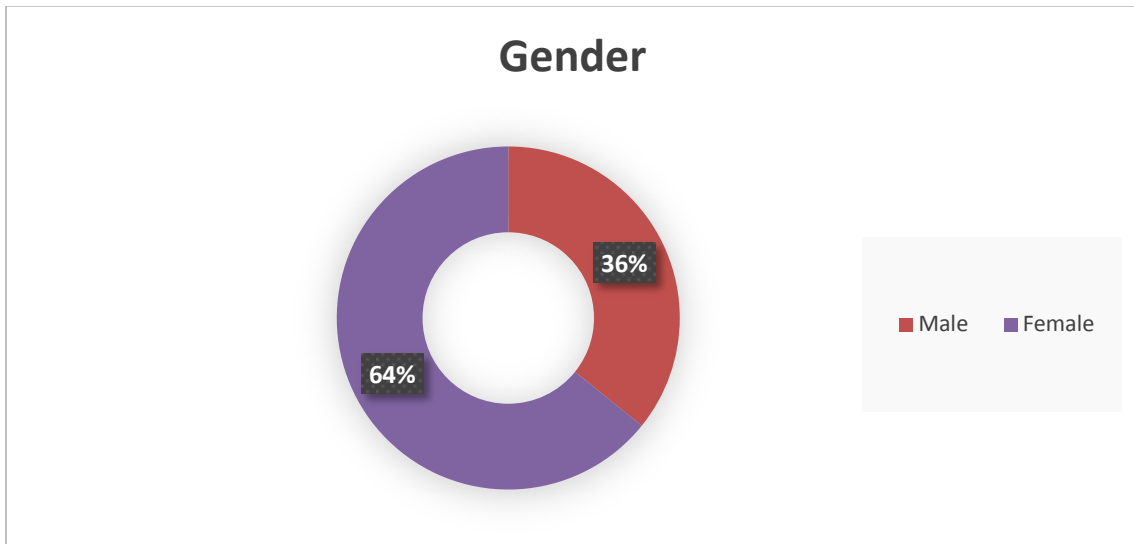


Fig 1: Chart representing Gender wise classification of the respondents:

Que 2: What is the marital status of the respondents? Option A: Married Option B: Unmarried

Table 2: Table representing marital status of the respondents:

Gender	Marital Status	
	Married	Unmarried
Male	12	20
Female	30	38

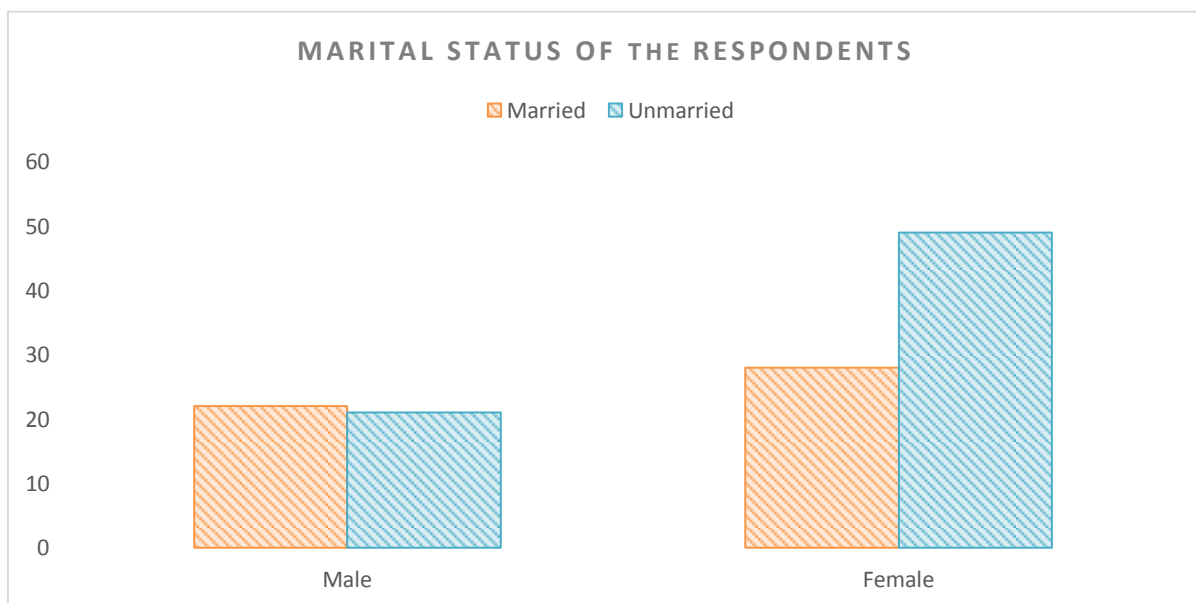


Fig 2: Chart representing Marital Status of the respondents:

Chi-square Test Solution: (Significance level 0.5)

Null Hypothesis (H0): There is no significant difference between employees in their marital status (The company will hire all sorts of employees irrespective of their marital status)

Alternate Hypothesis (H1): There is a significant difference between employees in their marital status. (The company will give preference to marital status)

Output:

Results						
	Married	Unmarried				Row Totals
Male	12 (13.44) [0.15]	20 (18.56) [0.11]				32
Female	30 (28.56) [0.07]	38 (39.44) [0.05]				68
Column Totals	42	58				100 (Grand Total)

The chi-square statistic is 0.3912. The p-value is .531674. The result is *not* significant at $p < .05$.

Conclusion:

Since p value (0.532) is greater than 0.05 at 5 percent level of significance, the null hypothesis is accepted and alternate hypothesis is rejected. Hence, we can conclude that generally the company recruits employees irrespective of their marital status.

Que 3: What is the experience (in years) of the respondents?

Option A: <1 year Option B: 1-2 years

Option C: 3-4 yearsd. Option D: 5-6 years

Table 3: Table representing experience of the respondents:

Gender	Experience (in years)			
	0-2	3-6	7-10	>10
Male	22	10	8	3
Female	55	16	6	-

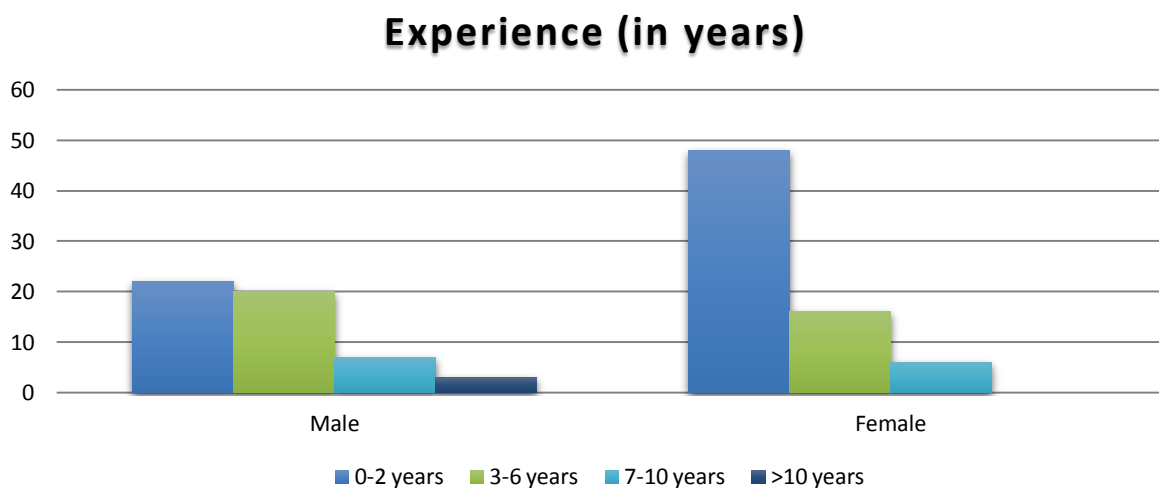


Fig 3: Chart representing Experience wise classification of the respondents:

One-way ANOVA Test Solution: (Significance level 0.5)

Null Hypothesis (H0): There is no significant difference between employees' experience (The company has all sort of employees irrespective of their experience)

Alternate Hypothesis (H1): There is a significant difference between employees' experience (The company will give preference to experience)

Output:

Analysis of Variance Results

F-statistic value = 1.88621

P-value = 0.273

Data Summary				
Groups	N	Mean	Std. Dev.	Std. Error
Group 1	2	30	25.4558	18
Group 2	2	15	7.0711	5
Group 3	2	4.5	0.7071	0.5
Group 4	2	1.5	2.1213	1.5

ANOVA Summary					
Source	Degrees of Freedom	Sum of Squares	Mean Square	F-Stat	P-Value
	DF	SS	MS		
Between Groups	3	994.5	331.5	1.8862	0.273
Within Groups	4	702.9981	175.7495		
Total:	7	1697.4981			

Conclusion:

Since **p value (0.273)** is greater than 0.05 at 5 percent level of significance, the null hypothesis is accepted and alternate hypothesis is rejected. Hence the difference between the averages of groups (experience) is not big enough to be statistically significant and hence there is no significant difference between employees' experience (The company has all sort of employees irrespective of their experience).

Que 4: Kindly rate this questionnaire on basis of relevance: Rate from (1-10) – Rating based question

Table 4: Table representing the ratings received for the questionnaire:

Rating	No. of responses	Percentage of responses
1	-	-
2	-	-
3	2	1.7%
4	7	5.8%
5	20	16.7%
6	4	3.3%
7	14	11.7%
8	40	33.3%
9	20	16.7%
10	13	10.8%
TOTAL	120	100%

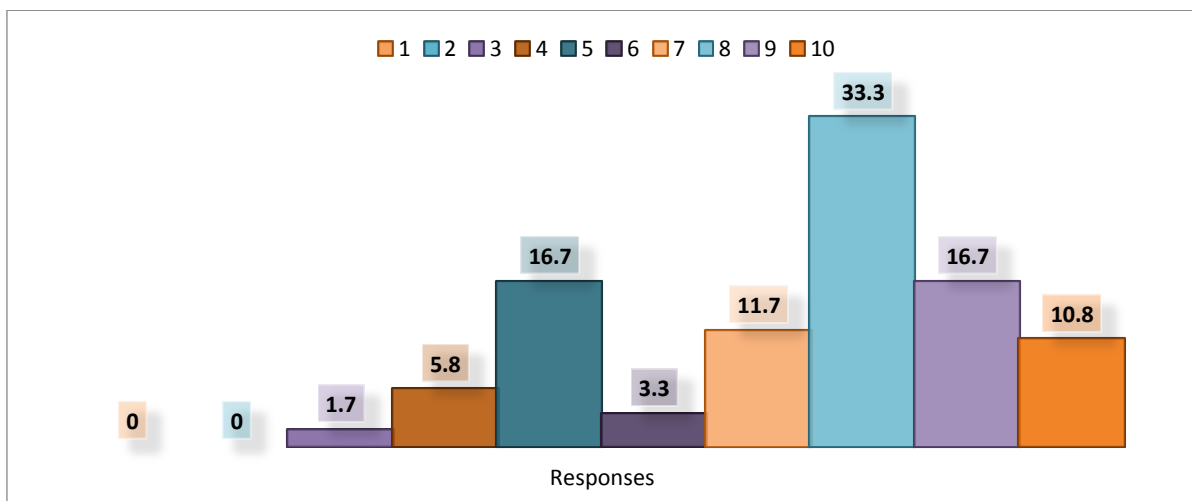


Fig 4: Chart representing the ratings for the questionnaire

VI. FINDINGS OF THE STUDY:

- i) **64.2%** of the respondents are women working persons.
- ii) Majority - **54.2%** of the participants belong to the age group of 21-30.
- iii) Majority - **58.3%** of the sample size are bachelors/single.
- iv) Majority - **39.2%** of the sample population earn between Rs.10,001-30,000 monthly.
- v) Majority - **65%** of the people in the company are Under Graduates.
- vi) Majority - **56.7%** of the persons who are hired have 0-2 years of experience.
- vii) Majority - **60.8%** of the respondents belong to the category of full-time employee; non-executive.
- viii) Majority - **56.7%** of the employees of the organization wish to perform work in office premises
- ix) All the **100%** of the working persons have said that the company provides training to its employees.
- x) Majority - **65%** of the respondents rated Very Good for the training provided by the company.
- xi) Majority - **44.2%** of the employees feel that mix of both Internal and External recruitment would be optimal for the company.
- xii) Majority - **50%** of the participants in the survey were hired through Campus Placement
- xiii) Majority - **60.8%** of the employees have rated the selection process of the company as Very Good.
- xiv) Majority - **72.5%** of the respondents have felt that the questions of personal and professional were well-balanced.
- xv) Majority - **72.5%** of the respondents have rated Very Good regarding the interview panel.
- xvi) **75%** of the respondents have said that the average time for interviewing a candidate last for about 10-15 minutes.
- xvii) **100%** of the respondents have said that the selection process differs for different grades of employees.
- xviii) **100%** of the respondents have mentioned that there is reference policy in the organization.
- xix) **100%** of the respondents have said that there are referral benefits in the company.
- xx) **100%** of the respondents have said that there is no need to make change in the talent acquisition process of Vistonsoft Technologies.
- xxi) **47.5%** of the respondents felt that more than 70% of the companies follow e-recruitment process.
- xxii) **100%** of the employees mention that Vistonsoft Technologies follow e-recruitment.
- xxiii) **Preference regarding job portals:**
 - a. **38.9%** of the respondents have rated Naukri as Very Good.
 - b. Majority - **62.5%** of the participants have given high ratings for LinkedIn
 - c. **41.9%** of the participants have given average ratings for Internshala.
 - d. **38.5%** of the participants have given average ratings for Monster.
 - e. **53.3%** of participants have given poor ratings for Facebook in terms of job searching.
- xxiv) **100%** of the respondents have mentioned that the company collects candidate's feedback after interview.
- xxv) **60%** of the respondents have rated the company's talent acquisition process as Very Good.
- xxvi) **76.6%** have responded that the questionnaire covered the talent acquisition process of the company.
- xxvii) **33.3%** of the respondents have rated the questionnaire 8 out of 10 on basis of relevancy.

VII. SUGGESTIONS:

- 1) The company can increase its talent pool if it concentrates even more on internal recruitment.
- 2) The company acquire a decent number of candidates but the numbers would increase if the company focus on expanding its coverage of selection.
- 3) The company maintains a decent level of timings regarding the average time spent on interview and they should keep up the same and can even try to reduce it a bit more.
- 4) Most of the employees are Under Graduates and I suggest the company should also focus on hiring Post Graduates also.
- 5) The company should give flexibility to the employees regarding work from home option.
- 6) Though the employees are satisfied with the current talent acquisition process, I suggest that the company should continue to implement more innovation to their process.
- 7) The company should accept any ideas or suggestions form the employee's side which will be useful for the company as well as build a good employer-employee relationship.

VIII. CONCLUSION

The conclusion is obtained/declared from the study and survey of the organization regarding the Talent Acquisition process carried out in the Vistonsoft Technologies, Chennai. This study has brought out several statistics about the company's talent acquisition process. Using the results and findings obtained from the research, the researcher was able to identify the recruitment and selection – talent acquisition processes followed in the organization, various factors and methods that were adopted for the recruitment and selection process and the satisfaction level of the respondents – the working persons regarding the Recruiting and selection methods followed in the organization. Most of the participants of the survey felt that the organization replied with a positive reaction towards the current acquisition methods but few improvisations are required accordingly to the updating and changing standards prevailing over the world as recruitment and its modern methods will surely have a great and positive impact on the working of the company as a young and energetic fresher with fresh blood and with new ideas and concepts enters in the company. Selection process is termed as satisfactory but the same cannot be done and followed in the long run. The modifications are to be made in such a way that the job profile and requirements can be achieved effectively in case of selection of the candidate.

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