ORIGINAL RESEARCH PAPER

Education

TALENT ACQUISITION PROCESS

Akhila Tunkimitla	Koneru Lakshmaiah Education Foundation Hyderabad
Pavan*	Koneru Lakshmaiah Education Foundation Hyderabad*Corresponding Author
Pradeep	Koneru Lakshmaiah Education Foundation Hyderabad

ABSTRACT

The increased competitiveness in the recruitment market has led to organizations spending more time, effort and resources on developing their talent acquisition strategy. This paper addresses the concerns associated with talent acquisition and how employer can overcome some of them first stage sequential mixed method exploratory research, the paper summarises and aggregates the results of a pilot study conducted on a section of prospective employees of India. talent acquisition usually refers to the talent acquisition department or team within the Human Resources department. The talent acquisition team within a company is responsible for finding, acquiring, assessing, and hiring candidates to fill roles that are required to meet company goals and fill project requirements.The current study develops employee skills in Organization, Talent acquisition is the process of finding and acquiring skilled human resources for Organizational requirements. It's a unique function and the department is a relatively new development. In a few companies, recruiting itself is still an indistinct function of an hr generalist. A separate designation of talent acquisition is required to meet the advanced and unique functions. Modern talent acquisition is a strategic function of an organization, encompassing talent procurement, but also workforce planning functions such as organizational talent forecasting, talent pipelining, and strategic talent assessment and development.To attain company objectives, it is essential to recruit people with skills, qualifications, and experience keeping the present and future requirements in mind. The study exami

nes and assesses the organization's strategy for recruitment and selection. The study also aims at understanding the extent of adoption of best practices, implementing new and innovative methods in recruitment and selection, and recommending improvements based on the information gathered at corporate levels. Competition among organizations for recruiting the best potential has increased focus on innovation, management and decision-making. My study is aimed at giving a solution to the problems involved in their talent acquisition process. The study is conducted for a period of 10 weeks at the Hyderabad Works of India training which includes 110 employees. Given the importance of talent acquisition in the overall successful training and growth of any organization, this project is aimed at a study on talent acquisition process at VIRAL FISSION HYDERABAD.

INTRODUCTION

Talent acquisition is the process of planning, sourcing, assessing, hiring, and onboarding qualified and talented individuals into appropriate positions in the organization. A strategic approach to the early stages of talent management, Talent Management is beneficial to both the organization and the employees. The organization benefits from increased productivity and capability a better linkage between individual's efforts and business goals; commitment of valued employees reduced turnover increased bench strength and a better fit between people's jobs and skills. Employees benefit from higher motivation and commitment to career development increased knowledge about and contribution to company goals sustained motivation and job satisfaction. the process employers use in hiring, deploying, and organization as a desirable place to work, reinforcing the brand and gathering leads, including passive candidates who aren't actively looking. Employees participate in the marketing campaign through referrals, video testimonials, and social media. talent acquisition is the process of identifying organizational staffing needs, recruiting qualified candidates, and selecting the candidates best suited for the available position.

The process applies to all types of employment relationships including full-time and part-time employees, contract employees, contingent staff, or outsourced worker relationships. The focus of the process is on attracting talented workers to the organization The current business environment is marked by challenges of intense global competition, rapid technological changes, growth of the knowledge economy, and the need for flexibility and expertise in the workplace, Acquiring and retaining the best talent acts as a competitive advantage, but it is equally important and difficult to find the right person for the right job.

Literature Review

As in the initial stage of the decision-making process, the information about the organization is limited. Talent acquisition is here to stay for a long haul and it may change way HR departments function. increasingly technologies are getting more evolved and may further bloster talent management in more ways than one. for HR professionals, talent management initiatives could be the magic wand that will help them to hone their skills and raise their profile to find their pride of place on the board and increase their elbow room with top management.in viral fission process of employee to encourage the good relationship with boss,

- Build a learning culture where creativity, new skills and self-development
- Provide opportunities for growth and advancement of employees.
- Introducing employee engagement and branding programme.
- Work with awareness new brands and experience with lot.
- Involve them in decision-making process.

The purpose of the project is to study the current talent acquisition process in the organization and identify areas for improvement. Concomitantly, due to the pressures of a

changing demographic base, the demand for intellectual capital of highly skilled, independent, internationally marketable, and mobile individuals is exceeding the available supply (Ewing et al., 2002; Ployhart, 2006). Dr. Ewing's research focuses primarily on advertising and website evaluation, Internet strategy, cross-cultural measurement equivalence, agency-client relationships, and brand management his work has appeared in the Journal of Advertising Research. particular areas of interest in research and teaching involve marketing and the new electronic media, the staging of consumer experiences, and marketing strategy. Internet strategy, cross-cultural measurement equivalence, agency-client relationships, and brand management. The tight labor market gives highly competent employees many choices (Srivastava and Bhatnagar, 2008), especially in professional, information/knowledge-based, technical and service-driven organizations. The focus of the process is on attracting talented workers to the organization. Acquiring and retaining the best talent acts as a competitive advantage, but it is equally important and difficult to find the right person for the right job in the organization. The increased competitiveness in the recruitment market has led to organizations spending more time, effort, and resources on developing their recruitment strategy.India, one of the world's largest economies, has made a giant leap in its economic and social development in the past two decades and has proven itself to be a major economic and intellectual power (Kapur and Ramamurti, 2001). Indian human skills are in great demand (Nath, 2008).Indian workforce is most sought after by multinational giants because of the global recognition of its people, management capabilities, and innovativeness. The availability of new jobs for Indian talent resulting in a higher turnover (Budhwar et all, 2006), has made the organizations sit back and revamp their recruitment strategy to attract and retain the top talent. A consequence of the anticipated permanent shortage of competent workforce referred above is the need for a strong recruitment strategy after finding out what differentiates the organizations from the competitors and then market the unique employment proposition it can offer (Ewing et al., 2002; Keefe, 2007) Recruitment a subset of the talent acquisition process is almost central to the human resource management process and failure in recruitment can create difficulties for any company including adverse effect its profitability and inappropriate levels staffing or skills. Better recruitment and Selection strategies result in improved organizational outcomes. Only a talent resourcing process that is well-defined and executed from start to finish yields consistent and compliant results which will in turn yield a competitive advantage in the war for talent. Thus, the domain of talent management focuses not only on the development of an individual's intrinsic capacities but also on culture building and change management. It is the job of the Management, particularly the HR Department, "The sum of a company to place candidates with prudence and caution. A wrong fit will result in further hiring, re-training, and other wasteful activities. No matter how inspiring the Leaders are, they are only as effective as their team. A team's output is healthy only if the members are aligned. To achieve such harmony, the key ingredient is "putting the right people in the right jobs".While there is no magic formula to manage talent, the trick is to locate it and encourage it. Only a talent resourcing process that is well-defined and well-executed from start to finish yields consistent and compliant results which will in turn yield a competitive advantage in the war for talent. The purpose of to study the current talent acquisition process of methods, sources of recruitment, staffing, and selection procedure in the organization and identify areas for improvement. The study examines and assesses the organization's strategy for recruitment and selection.

Objectives of the study :
1. To study the talent acquisition process and for improving the organisational performance.
2. To examine the extent to which the firm has adopted and implemented the best practices.

3 .To reduce the lead time process from sourcing to onboarding.

Scope of the study
The scope of the study is confined to the practices adopted by Viral Fission at Hyderabad. is a platform that bridges the gap between India's most capable youth and the brands. My study is aimed at giving a solution to the problems involved in their talent acquisition process.The study is conducted for a period of four weeks at the Hyderabad Works of training which includes 110 employees VF is a youth marketing company that gives *A to Z* a platform to connect with brands they love via engagements and experiences both online and offline, I have get my certificates wit various brands,VF is a youth marketing firm with a unique hands-on approach to helping clients with all aspects of youth. provide services in marketing, digital marketing strategy, social media marketing, branding & design, mobile marketing, and network marketing. The branches of the viral fission has cities in like Mumbai, Kolkota , Bangalore etc.

Research Methodology
Talent management implies recognizing a person's inherent skills, traits, and personality and offering him a matching job. Every person has a unique talent that suits a particular job profile and the position will cause discomfort. Beneficial to both the organization and employee and off-HR executives in terms of their ability to yield high-quality, high-performing employees were employee talent acquisition "this is what talent management is all about gathering information talent, analyzing career interests and organizational business needs ,developing talking skills, Heightened competition for skilled workers.

Sampling this study depends on secondary data sources only. We collected data from company websites and magazines and company records whichever available to me during my visit to the company.No specific sampling technique has been used for processing the data as it is my own observation and findings are drawn arbitrarily. The qualitative study comprised of several methods namely open-ended questionnaire, semi-structured interviews, focus group discussions and content analysis of the main page and career section of official websites of different organizations, to identify the key variables that represent the construct of the employer brand. The second phase comprised scale development in the form of a survey.This paper focuses on the second phase of the research work and is only exploratory in nature which would help in developing the scale of the employer brand to be tested later.The initial set of scale items was generated based on insights from existing literature and information gained through a qualitative study. Since the employer brand is a multidimensional construct (Bergeron, 2001a) it was not possible to study every aspect of it. Hence we depended on the findings of our qualitative research to narrow down on variables to be included in our study. To define any research problem and give a suitable solution for any research, a sound research plan is inevitable. This chapter includes an overall research design, the sampling procedure, the data collection 9 method, and analysis procedure. Out of the total of 110 employees, 30 respondents have been taken. analyses the findings from the interviews conducted with the HR executives and other managerial staff of viral fission .The assesses and evaluates the organization's talent acquisition process.

Primary data:
- Company websites produce more hires than any online sources
- Highlighting the importance of a strong, mobile-friendly company web page career site.

Secondary data :
For Secondary data collection the following methods are

used:
- Websites
  Published articles
- Other Sources: Appropriate journals,
- magazines such as Human Capital
- newspaper articles,
- company brochures and articles on web sites are also used to substantiate the identified objectives.

About Talent Acquisition

Talent acquisition is defined as a strategic approach to identifying, attracting, and onboarding top talent to efficiently and effectively meet dynamic business needs. The term Talent Acquisition (TA) is often used synonymously with Recruiting. A competent and skilled talent acquisition or recruiting professional can attract, recruit, select, and facilitate the retention of candidates using effective methodologies and strategies. Strong talent acquisition skills are paramount to the success of a company as they ensure finding and investing in the right talent for growth.

1. Workforce planning: it is described in detail in research. has developed a workforce planning process which asks each line manager to develop an roi model for each hire.this model is built on the company's existing knowledge about the finances in different roles.

Planning for business and general changes, including t he older workforce and currenet/ future skills shortages.

2. Talent Acquisition Practices: Demographic trends in the United States are changing and will continue to do so during the next four decades. There are now five generations of employees with unique work-related values and attitudes toward learning and career development, Most organizations segment their workforce on either a job level or hierarchical organizational basis, or a job cluster/family basis.
However, these segmentation approaches are potentially flawed or limited for a variety of reasons.

3. Talent Acquisition Planning & Strategy

Ensures business alignment examines workforce plans, requires an understanding of the Labour markets, and looks at global considerations.

4. Employment Branding

As in the initial stage of the decision-making process, the information about the organization is limited. Therefore initial application decisions are heavily based on the general impression of the attractiveness of the organization Any information that job seekers view builds their impressions of the employer organization and can become cues for what it would be like to work An exploration of the literature revealed little research on theory development, scale development in Employer Branding

5. Metrics & Analytics

is the continuous tracking and use of key metrics to drive continuous improvement and to make better recruitment decisions, to ultimately improve the quality of hire. If your marketing organization is looking to develop a sophisticated metrics and analytics system of its own, you need these essential platforms to begin measuring and adjusting impact.

Recruitment and Selection

The lead time to complete the recruitment and selection process will be an average of 82 working days to complete. generally accepted to involve the processes of best-in-class firms, industries, or competitors as benchmarks towards which other organization may align their practices in a bid to become more competitive and close the performance gap Increasing the number of quality referrals, through LinkedIn's Referral Engine. The typical components of best practice include the adoption of quality programs such as

total quality management; the implementation of teamwork-based organization, a continuous improvement philosophy, the adoption of just-in-time systems and the development and implementation of close supplier-customer relationships (Oliver and Wilkinson, 1992).

Adoption of a multi-method approach and using more sophisticated, reliable, and valid selection methods such as cognitive ability tests, personality questionnaires, structured Interviews, and tests: Barclay (2001) suggested that behavior questioning is more flexible than situational questioning as it allows candidates to explain their skills in real events from their own experience rather than having to imagine hypothetical situations which may be outside their experience and probing questions can be used as appropriate to each candidate.

Finally, another interesting area for future research would be to study the impact of adopting best practices in recruitment and selection on the organization's financial performance.

Choice of screening and selection technique

1. Initial screening

A number of factors affect the choice of the most effective screening and selection techniques such as costs, accuracy, time involved, level of vacancy and type of job, the ability of the staff, or economies of scale. A part of the job selection process used by employers to determine if a candidate has the qualifications to do the job for the company is hiring.

2. Selection Techniques

The advertisement attracts applicants, who return an application form and applicants with satisfactory references are shortlisted and invited for an interview the predictive accuracy of these methods is not very convincing and best practice in assessment would refer to adopting a multi-method approach' and more sophisticated, reliable and valid selection methods such as Biodata, cognitive ability tests.

Corporate Responsibility

Under the aegis viral fission the firm supports a wide range of initiatives such as:
1. Managing the social media posts
2. Accomplishing the weekly tasks assigned.
3. Actively participated in recruitment cycle.
4. Assisted hiring manage for the intern hiring process
5. participated in team building activities to enhance teams among the different teams

Talent acquisition practices at company

A talent management stataegy generally covers an organization's approach towards recruitments and retention assessment and evaluation compensation and benefits, performance management,I have learn in this internship lot of experience career succession planning development planning and talent profiles various platforms, company work Recruitment,hiring ,applicant tracking , Crunchbase has developed partnerships with a diverse range of companies and investors across the globe. Rather than relying on web searching or scraping the web, the vast majority of our data comes directly from our venture partners and our active community of contributors.

The human touch

Our in-house team of data experts provides manual verification for our daily updates. Our team of data analysts provides live data verification 24 hours a day, 365 days a year.

AI and machine learning

Over 400+ algorithms search for and validate our data on a daily basis. We follow over 2,000 of the top news publications to ensure we are capturing every notable funding round, acquisition, and exit.

The largest venture program network
Crunchbase has the largest partnership with the venture community with 4,000+ members in our Venture Program. These firms submit monthly portfolio updates to Crunchbase in exchange for access to our data.

findings
- The development programme of talent acquisition must start from the root level
- Pointing out the real-time talent b using proper HR tools.
- Helpful in administrating management processes.
- Placing them in the most appropriate workplace
- Giving them appropriate growth.
- Ensuring that decision about recruiting, selection, promotion and staffing are made with best information.
- Helpful in career and succession planning.

1. Based on the findings from the interviews conducted with the employees at viral fission , a process flow diagram of the talent acquisition process is made. The process is studied in depth and recommendations are made for improvement like reducing the process lead time. Also, the study aims at benchmarking the process with the best practices in the industry level, for improvement. Further an attempt is made to benchmark the talent acquisition process at viral fission with industry best practices.

Talent Acquisition at viral fission Process Description
The information gathered from the interviews conducted with the HR Manager and executives are compiled and the process flow diagram for different stages in talent acquisition process (requisitioning and approval, recruitment phase and selection phase) The Recruitment Managers / HR will be facilitating and supporting the entire processes of Talent Acquisition.

Job Analysis
1. Use of competency based approach in job analysis
2. Job analysis is a strategic HRM practice
3. Proactive job analysis as a company-wide practice leads to higher performance.
4. Helpful in evaluating performance.

CONCLUSION
Develop a succession plan for VIRAL FISSION, this means get committed to a process of internal management and talent development. Identifying individuals within the organization who have the to move into leadership positions. Everyone requires real talent for the organization without talented hands it is very difficult to survive in the marketplace. Though our effort is still in the primary stage the development of this scale will imply theoretical contributions which may result in theory building within the staffing domain. Earlier studies have mainly been to trace the roots of talent development this study also includes working managers as prospective employees, As "practical implications," practitioners in the world of HR, marketing, and communications will find this research of immense importance as it will help define the prospective employee expectations and would help the industry in the global arena to build their human capital strategies of staffing to suit the changing needs of the employable talent pool. Talent acquisition is the most play role in the organization.

Although an emerging body of research is exploring the importance of employer brand on attraction, far less attention has been devoted to discovering how employer brand perceptions are formed.

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