A Study on Talent Acquisition Practices for Enhanced Talent Management at Namlatech India Private Limited

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Abstract

This research examines the talent acquisition practices at Namlatech India Private Limited and their role in enhancing overall talent management. As a dynamic IT solutions provider with a global presence, Namlatech operates in a competitive environment where strategic recruitment is pivotal for sustained growth. The study adopts a descriptive research methodology, collecting data from 103 employees through structured questionnaires. Statistical techniques, including Chi-square, ANOVA, regression analysis, and correlation, were applied to derive meaningful insights. Findings indicate that strategic talent acquisition practices significantly influence employee retention, learning and development opportunities, and satisfaction with compensation. Advanced recruitment tools and data-driven analytics have improved hiring efficiency but challenges such as limited resources, skill mismatches, and high market competition remain significant obstacles. The study emphasizes the need for a holistic approach to align recruitment strategies with organizational goals. The research provides actionable recommendations to enhance Namlatech's talent acquisition framework. These include strengthening employer branding, integrating advanced analytics for decision-making, and fostering a robust recruitment pipeline. By addressing current challenges and leveraging innovative strategies, Namlatech can optimize its workforce to meet dynamic industry demands.

KEYWORDS: Talent Acquisition, Talent Management, Employer Branding, Talent Analytics, Strategic Recruitment.

1. INTRODUCTION

In today's competitive global market, organizations recognize human capital as their greatest resource. Talent acquisition plays a crucial role in ensuring a steady pipeline of skilled professionals who align with organizational goals. The advent of digital transformation and data analytics has significantly reshaped recruitment processes, allowing companies to make strategic hiring decisions. For medium-sized IT companies like Namlatech India Private Limited, effective talent acquisition is essential to maintaining a competitive edge in the rapidly evolving industry.

This study explores how Namlatech's recruitment practices influence its talent management strategies, focusing on critical elements such as employer branding, resourcing strategies, and talent analytics. It also

identifies challenges faced by the organization and suggests actionable solutions.

OBJECTIVES:
1. To evaluate the effectiveness of talent acquisition practices in the study organisation.
2. To analyze the relationship between talent acquisition and key talent management outcomes.

2. REVIEW OF LITERATURE

Bersin by Deloitte(2016) research found that 29 percent of organisations surveyed globally have mature talent strategies & processes inplace.The study also reveals that high-maturity organizations have clear talent strategies aligning to business strategy, a visible culture of leadership and learning, a deep understanding of and dialogue with talent and practices that embrace diversity and inclusion.

Groves, Kevin S (2016) explains that difficult economic conditions and powerful workforce trends pose significant challenges to managing talent in health care organizations. Although robust research evidence supports the many benefits of maintaining a strong commitment to talent management practices despite these challenges, many organizations compound the problem by resorting to workforce reductions and limiting or eliminating investments in talent management

Chaffey and Smith (2017) highlighted how data-driven recruitment empowers organizations by transforming raw candidate data into actionable insights.

Balducci & Marinova (2018) emphasized that integrating analytics with recruitment processes enhances decision-making and improves employee retention rates.

Schmidt and Hunter (1998) has shown that on their own, the ability of assessment centres to predict how well someone will perform (predictive validity) is lower than that of intelligence tests combined with structured interviews. Assessment centres are expensive and time-consuming and their use tends to be restricted to large organizations for managerial positions or for graduates**.**

Tim Ambler and Simon Barrow (1996) refer to employer branding in terms of benefits, calling it the packages of functional, economic and psychological benefits provided by employment and identified with the employing company.

Backhaus & Tikoo (2004) define employer branding as the image of the firm, with the purpose of generating its identity in job seekers as a knowledge based organisation.

Priyadarshini P (2011) propounded that employer branding is being increasingly used for attracting prospective employees.

3. RESEARCH METHODOLOGY

The study employs a descriptive research design to explore the relationship between talent acquisition practices and talent management outcomes. A sample of 101 employees from Namlatech was selected using convenience sampling. A structured questionnaire comprising 30 questions was distributed. The study comes under non-probability convenient sampling. This sampling allows the researcher to carry out his research based on his convenience and respondents' availability. This research sampling studies every respondent's response according to time, place, and situation.Statistical tools such as Chi-square, ANOVA, regression analysis, and correlation were used to interpret the data.

The research challenge can be approached methodically using research. It is a detailed outline of how data will be gathered and analyzed for a research endeavor. Research methodology can be thought of as the scientific study of how research is conducted. It might include a wide range of research projects, from

straightforward description and examination to the design of complex experiments. A clear objective provided the basis of design of the project. Since the main objective of this study is to study the Artificial Intelligence data-driven marketing strategies it was decided to use descriptive research design including, survey and fact-finding enquires of different kinds, which found out the most suitable design in order to carry out the project.

This study is descriptive in nature. Descriptive research is an exploration of certain existing phenomenon. It is mostly done when a researcher wants to gain a better understanding of the topic. Primary data is collected through a survey. The survey is carried out by the means of self-administered, structured questionnaire and secondary data is collected from articles, research papers of various journals.

4. DATA ANALYSIS AND INTERPRETATION

CHI-SQUARE ANALYSIS: EMPLOYER BRANDING VS RETAINING TALENT

1. NULL HYPOTHESIS: If there is no association between the dependent and independent variable, Ho<0.05 thus Null hypothesis accepted

2. ALTERNATIVE HYPOTHEIS: If there is association between the dependent and independent variable, Ho>0.05 thus alternative hypothesis accepted

TABLE 1 EMPLOYER BRANDING VS RETAINING TALENT

Chi-Square Tests			
	Value	df	Asymptotic Significance (2sided)
Pearson Chi-Square	88.627[a]	16	<.001
Likelihood Ratio	70.955	16	<.001
Linear-by-Linear Association	29.621	1	<.001
N of Valid Cases	101		
a. 20 cells (80.0%) have expected count less than 5. The minimum expected count is .69.			

SOURCE: SPSS 25.0 OUTPUT

INTERPRETATION

The Pearson Chi-Square value is 88.627 with 16 degrees of freedom, and the p-value is less than 0.001. Since the p-value is below 0.05, the result is statistically significant. This indicates a strong association between the recruitment timeline and satisfaction with roles and responsibilities. **Thus Alternative hypothesis is accepted.**

RESULT:

Strong Employer Branding is closely linked to higher Employee Retention

REGRESSION ANALYSIS:

1. NULL HYPOTHESIS: There is no association between the dependent and independent variable Ho<0.

05 thus Null hypothesis accepted

2. ALTERNATIVE HYPOTHEIS: There is a association between the dependent and independent variable Ho>0.05 thus alternative hypothesis accepted

TABLE 2 REGRESSION ANALYSIS ON LEARNING AND DEVELOPMENT

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	.468	.326		1.433	.155
Employer Brand	.322	.069	.415	4.635	<.001
Talent Assessment	.007	.091	.006	.072	.943
Talent Analytics	.057	.070	.072	.817	.416
Resourcing Strategy	.353	.111	.281	3.191	.002

SOURCE: SPSS 25.0 OUTPUT

INTERPRETATION:

Employer branding significantly boosts employee growth support (B = 0.322, p < 0.001). Resourcing strategy also has a positive impact (B = 0.353, p = 0.002). In contrast, assessment methods (B = 0.007, p = 0.943) and tools for predicting success (B = 0.057, p = 0.416) show no significant effect.

RESULT:

Employer branding and resourcing strategy significantly boost employee growth support, fostering learning and development.

5. FINDINGS AND SUGGESTIONS

Findings:

CHI SQUARE:

The Pearson Chi-Square value of 88.627 with 16 degrees of freedom and a p-value less than 0.001 indicates a statistically significant result. This suggests a strong association between employer branding and retaining talent, meaning that a strong employer brand is closely linked to higher employee retention. Since the p-value is below the 0.05 threshold, the null hypothesis is rejected, and the alternative hypothesis is accepted, confirming that employer branding significantly influences talent retention.

REGRESSION:

Employer branding (B = 0.322, p < 0.001) and resourcing strategy (B = 0.353, p = 0.002) significantly enhance employee growth support, emphasizing their role in fostering learning and development. However, talent assessment (B = 0.007, p = 0.943) and talent analytics (B = 0.057, p = 0.416) do not show a meaningful influence in this context.

6. CONCLUSION

The study concludes that talent acquisition practices significantly contribute to enhancing talent management outcomes. By integrating advanced analytics, strengthening employer branding, and addressing existing recruitment challenges, the organization can ensure a skilled and motivated workforce aligned with its strategic objectives. The findings serve as a foundation for future research and practical improvements in recruitment strategies. The regression analysis highlights that employer branding and resourcing strategies significantly enhance employee growth support, underlining their importance in fostering learning and development. In contrast, assessment methods and predictive tools currently lack meaningful impact, indicating areas for refinement. This emphasizes the need for strategic investment in branding and resourcing to drive employee development aligned with organizational goals.

7. REFERENCES

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