

A Study on Talent Acquisition as A Strategy Among it Employees

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ABSTRACT:

This research explores the strategic role of talent acquisition among IT employees, focusing on how recruitment practices influence employee satisfaction, inclusivity, and alignment with personal career objectives. In today's competitive IT landscape, organizations are moving beyond traditional hiring methods to adopt strategies that reflect fairness, transparency, and diversity. A quantitative research design was employed, utilizing structured questionnaires distributed among IT professionals. Statistical tools such as T-tests and ANOVA were applied to analyze employee perceptions regarding internal training, promotion opportunities, and inclusivity. The findings reveal that employees value recruitment processes that are fair and transparent, and that inclusive hiring significantly contributes to a stronger sense of belonging within the organization. However, many respondents felt that their long-term career goals were not always considered during internal movements. The study concludes that companies should refine their talent acquisition strategies to not only attract skilled individuals but also support employee development and long-term retention.

Keywords: Talent acquisition, strategic HRM, employee perception, diversity and inclusion, IT industry workforce.

INTRODUCTION:

In the dynamic world of IT, where innovation drives progress, talent acquisition has emerged as a vital strategic function. It's no longer about simply filling vacancies, but about securing individuals who align with the company's vision and long-term goals. Organizations are increasingly leveraging technology, branding, and inclusive practices to attract top talent. According to Ningule (2024), integrating innovation and aligning recruitment strategies with business objectives is key to staying competitive. Praba (2023) supports this by linking effective talent acquisition to employee performance and job satisfaction. Sekolah (2023) emphasizes retention through cultural fit, growth opportunities, and a positive work environment. Meanwhile, AI is transforming recruitment processes, though concerns around bias and fairness remain (Mujtaba & Mahapatra, 2024). In India's IT sector, a significant rise in diversity hiring signals a broader shift toward inclusive talent strategies. This article examines how talent acquisition serves as a strategic pillar in the IT industry.

OBJECTIVES:

This study explores how talent acquisition serves as a strategic tool within the IT sector by focusing on employees' perspectives. It examines whether internal training programs effectively prepare individuals

for new roles and responsibilities. The research also investigates if recruitment strategies are supporting diversity and inclusivity in the workplace. Additionally, it looks into how well employees feel their skills and career goals are considered in hiring and internal movement decisions. Lastly, the study seeks to understand employee perceptions of fairness and transparency in promotion and transfer opportunities, aiming to uncover gaps and areas for improvement in current practices.

RESEARCH METHODOLOGY:

To explore how talent acquisition strategies influence IT employees, this study used a quantitative research design. A structured questionnaire was developed to gather insights on areas such as fairness in recruitment, inclusivity, internal training, and alignment with career goals. The participants, selected through convenience sampling, included IT professionals from various departments. Data was collected both online and offline for broader reach. Statistical tools like T-test and ANOVA were used to analyze the responses, helping to identify significant patterns and relationships. This approach enabled a deeper understanding of how employees experience and evaluate their organization's talent acquisition practices.

HYPOTHESIS

Hypothesis statement 1:

H1: Employees who perceive the organization's talent acquisition strategies as transparent and fair will demonstrate higher levels of job satisfaction.

H0: Employees' perceptions of transparency and fairness in talent acquisition strategies do not affect their job satisfaction.

Hypothesis statement 2:

H1: Employee perception of talent acquisition strategies that promote diversity and inclusion will be positively associated with their feeling of belonging within the organization.

H0: Employee perception of diversity and inclusion in talent acquisition does not affect their feeling of belonging.

The analysis of the first hypothesis indicates that employees who perceive talent acquisition processes as fair and transparent tend to report higher job satisfaction. This suggests that clarity and consistency in hiring positively impact how valued employees feel. For the second hypothesis, the findings show a strong link between inclusive recruitment practices and employees' sense of belonging. When diversity is actively promoted, individuals feel more accepted and connected to their workplace. Together, these results highlight that strategic, equitable, and inclusive talent acquisition not only attracts top talent but also strengthens employee engagement and retention within the IT sector.

LIMITATIONS:

This study is limited by its use of convenience sampling, which may not fully represent the broader IT workforce. Additionally, relying on employee perceptions introduces subjectivity, and external factors may have influenced responses. Despite this, the research offers meaningful insights into strategic talent acquisition practices.

FINDINGS AND SUGGESTION:

The study revealed that IT employees deeply value fairness, transparency, and inclusivity in talent acquisition. Many felt that clear hiring practices and diversity-driven strategies enhanced their job satisfaction and sense of belonging. However, some expressed concerns about limited consideration of

their career goals during internal movements. Based on these insights, organizations are encouraged to strengthen communication around growth opportunities, personalize recruitment to align with employee aspirations, and invest more in inclusive practices. By doing so, companies can not only attract top talent but also retain and empower a workforce that feels genuinely valued and supported in their career journeys.

CONCLUSION:

This study highlights that in the fast-paced IT industry, talent acquisition is no longer just about hiring—it's a strategic process that shapes employee satisfaction and organizational success. Employees expressed that fairness, transparency, and inclusion in recruitment positively influence their sense of belonging and motivation. While many value internal training and opportunities, some feel their career goals are not fully considered. These insights suggest that organizations must continuously refine their talent strategies, ensuring alignment with employee aspirations. By doing so, companies can build stronger, more engaged teams that not only stay longer but also contribute meaningfully to long-term growth.

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