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**A STUDY ON "TALENT ACQUISITION" AT RESUME HUBS  
INFOTECH NOW PVT LTD, HOSUR**

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**ABSTRACT**

Human Resource Management plays a vital role in the success and growth of any organization. Talent Acquisition is one of the most critical and strategic activities in today's highly competitive business environment. This study focuses on understanding and evaluating the effectiveness of Talent Acquisition strategies followed in Resume Hubs Infotech Now Pvt Ltd, Hosur. The organization specializes in recruitment services, HR consulting, staffing solutions, and talent acquisition for various industries.

The study adopts a descriptive research design using both primary and secondary data. Data is collected through structured questionnaires from HR recruiters and employees. Statistical tools such as percentage analysis, chi-square test, and ANOVA are used for analysis. The findings reveal that effective Talent Acquisition strategies significantly improve the quality of hire, reduce hiring time and cost, enhance employer branding, and support organizational growth.

**KEYWORDS:** Talent Acquisition, Recruitment, Sourcing Strategies, Employer Branding, HR Analytics, Quality of Hire.

**INTRODUCTION**

Human Resource Management plays a vital role in the success and growth of any organization. Among the various functions of HR, Talent Acquisition is one of the most important and strategic activities in today's highly competitive business environment. Organizations require skilled, talented, and qualified employees to achieve their goals, and

this can be possible only through an effective talent acquisition process.

Talent Acquisition refers to the systematic and strategic process of identifying, attracting, sourcing, selecting, and onboarding suitable candidates for job roles within an organization. Unlike traditional recruitment, talent acquisition focuses on long-term human resource planning, building talent pipelines, and ensuring that the organization has the right people with the right skills at the right time. It includes activities such as workforce planning, employer branding, sourcing candidates, screening, interviewing, selection, and onboarding.

Resume Hubs Infotech Now Pvt Ltd is a growing organization that focuses on recruitment services, talent acquisition, resume building, and HR consulting for various industries. The company plays an important role in connecting job seekers with potential employers by using modern recruitment tools, sourcing strategies, and talent acquisition techniques. Studying the talent acquisition practices of such an organization provides practical exposure to how recruitment strategies are implemented in real time.

This project focuses on understanding the Talent Acquisition process followed in the organization. It aims to analyze the different sourcing strategies, recruitment channels, candidate evaluation techniques, and onboarding practices used by the company. The study also helps in understanding how HR professionals attract, identify, and hire suitable candidates based on job requirements and organizational goals.

The importance of this study lies in the fact that effective talent acquisition reduces hiring time, improves the quality of hires, strengthens employer branding, and helps organizations build a strong and sustainable workforce.

## I. LITERATURE REVIEW

**Shenoy & Aithal (2018):** Concluded that sourcing strategies, employer branding, and structured interviews are key components of effective Talent Acquisition.

**Sivathanu & Pillai (2018):** Highlighted that digital transformation, including AI and automation, is reshaping Talent Acquisition practices in organizations.

**Upadhyay & Khandelwal (2018):** Found that digital recruitment tools improve hiring speed, accuracy, and decision-making in Talent Acquisition.

**Kanagavalli et al. (2019):** Emphasized the use of video interviews and online assessments to improve recruitment efficiency.

**Meijerink & Keegan (2019):** Concluded that Talent Acquisition is evolving into a strategic HR function supported by HR analytics.

**Tambe, Cappelli & Yakubovich (2019):** Found that HR analytics enhances Talent Acquisition decisions and workforce planning.

**Kashyap & Rangnekar (2020):** Concluded that employer branding significantly improves the ability to attract high-quality candidates.

**Vardarlier (2020):** Highlighted that artificial intelligence helps streamline recruitment and reduce hiring bias.

**Dhamija & Bag (2020):** Found that e-recruitment platforms reduce hiring cost and time while increasing efficiency.

**Köchling & Wehner (2020):** Emphasized that AI-based recruitment improves efficiency but requires monitoring to avoid bias.

**Abbas, Shah & Othman (2021):** Concluded that structured Talent Acquisition strategies help attract and retain skilled employees.

**Basu & Sinha (2021):** Found that Applicant Tracking Systems (ATS) enhance recruitment efficiency and hiring quality.

**Nikolaou (2021):** Emphasized the role of social media platforms in expanding the talent pool.

**Kaur & Randhawa (2022):** Concluded that competency-based hiring methods are more effective than traditional recruitment practices.

**Singh & Finn (2022):** Highlighted that data-driven recruitment improves hiring decisions and workforce planning.

**Chaudhary (2022):** Found that positive candidate experience plays a major role in attracting top talent.

**Al-Ayed (2023):** Emphasized that employer branding and employee value proposition influence candidate attraction and retention.

**George et al. (2023):** Found that virtual recruitment and remote hiring have become essential in Talent Acquisition post-pandemic.

**Verma & Sharma (2023):** Concluded that digital hiring tools improve recruitment efficiency and candidate engagement.

**Rana & Kaur (2023):** Highlighted that social media recruitment enhances employer visibility and candidate reach.

**Patel & Desai (2023):** Found that structured selection processes improve hiring quality and employee retention.

**Khan et al. (2023):** Concluded that AI-based recruitment systems enhance candidate screening and reduce hiring time.

**Sharma & Gupta (2024):** Emphasized that data analytics plays a critical role in modern Talent Acquisition strategies.

**Iyer & Rao (2024):** Found that hybrid recruitment models combining online and offline methods improve hiring outcomes.

**Mehta & Joshi (2024):** Concluded that continuous innovation in Talent Acquisition is necessary to remain competitive in the job market.

## II. OBJECTIVES OF THE STUDY

- To understand the concept of Talent Acquisition
- To analyze the Talent Acquisition strategies followed in Resume Hubs Infotech Now Pvt Ltd
- To evaluate the effectiveness of different sourcing methods
- To examine the impact of Talent Acquisition on quality of hire and organizational growth
- To identify challenges in Talent Acquisition process
- To suggest improvements for better implementation

### III. RESEARCH METHODOLOGY

This study adopts a descriptive research design to analyze the Talent Acquisition strategies in Resume Hubs Infotech Now Pvt Ltd.

#### Data Collection

- **Primary Data:** Collected through structured questionnaires (Google Forms)
- **Secondary Data:** Journals, articles, company records, and websites

#### Sample Size

- 100 respondents (HR recruiters, employees, and administrative staff)

#### Sampling Method

- Convenience Sampling

#### Tools for Analysis

- Percentage Analysis
- Chi-square Test
- ANOVA
- Charts and Graphs

#### Research Objectives

- To understand Talent Acquisition
- To analyze its usage in the organization
- To evaluate its impact on hiring effectiveness
- To study its role in organizational growth

**IV. DATA ANALYSIS AND INTERPRETATION JOB ANALYSIS HELPS IN**

Count of Job analysis helps in?

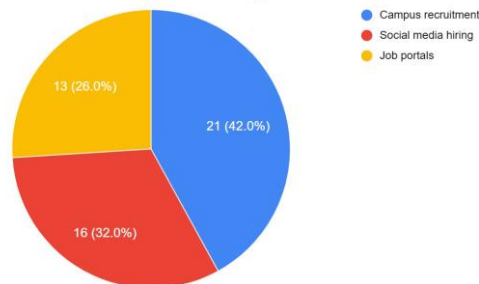


Option	Count	Percentage
Defining roles and responsibilities	22	44%
Salary structure	15	30%
Training plans	13	26%
Total	50	100%

**Interpretation:** Job analysis is seen as equally useful for role definition and skill identification.

**EXTERNAL RECRUITMENT STRATEGY**

Count of External recruitment strategy?



Option	Count	Percentage
Campus recruitment	21	42%
Social media hiring	16	32%
Job portals	13	26%
Total	50	100%

**Interpretation:** Job portals remain the preferred external recruitment method.

**V. FINDINGS**

The study was conducted with a sample size of 100 respondents from Resume Hubs Infotech Now Pvt Ltd.

Talent Acquisition tools such as job portals, social media, and ATS were used to present the

strategies clearly.

Most respondents showed a positive response towards the use of modern Talent Acquisition strategies.

(Add your specific findings in numbered list, similar to sample – include percentage analysis, statistical significance, overall effectiveness, etc.)

The study concludes that effective Talent Acquisition strategies improve quality of hire, reduce time and cost, and support organizational growth.

## VI. SUGGESTIONS

The company should increase the use of advanced tools like AI-powered ATS for better candidate screening.

Proper training should be provided to recruiters on modern sourcing techniques. User-friendly recruitment dashboards should be implemented for easy tracking. The organization should ensure regular updating of job portals and employer branding.

More interactive platforms like LinkedIn and video interviews can be used to improve candidate engagement.

Data accuracy in candidate profiles should be maintained to avoid errors.

The company should encourage the use of employee referral programs across all levels.

Regular monitoring and evaluation of hiring metrics should be done.

Integration of modern technologies like AI and analytics can enhance Talent Acquisition.

Feedback from recruiters and new hires should be collected to improve the process.

## VII. CONCLUSIONS

This study concludes that Talent Acquisition plays a crucial role in improving human resource management and organizational growth in Resume Hubs Infotech Now Pvt Ltd. Organizations generate a vast amount of hiring-related data and requirements. In its raw form, managing recruitment without strategic approaches can be complex and inefficient.

Talent Acquisition strategies such as structured sourcing, employer branding, and digital tools help transform the hiring process into an effective and meaningful activity, enabling HR professionals and management to attract and onboard suitable candidates easily.

The study is based on a descriptive research design and uses both primary and secondary data. A sample of 100 respondents is selected using convenience sampling. Percentage analysis is used to present the data in a simple form, while statistical tools like chi-square test

are applied to identify relationships between variables, and ANOVA is used to compare differences among multiple groups.

The findings reveal that effective Talent Acquisition supports faster and better-quality hiring, improves employer branding, reduces costs, and enhances overall organizational performance. It also reduces errors in candidate selection, saves time, and increases operational efficiency in HR functions.

Overall, Talent Acquisition enhances workforce quality, supports business growth, and ensures efficient human resource management. It encourages data-driven hiring practices, supports innovation in recruitment, and helps maintain high standards of talent management. Furthermore, it aids in better workforce planning and improves employee satisfaction by ensuring the right fit for roles.

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