A STUDY ON TALENT ACQUISITION IN RECRUITEMENT AND SELECTION SOFTWARE INDUSTRY, BANGALORE

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1. ABSTRACT:

Talent acquisition is a critical component of human resource management, particularly in the dynamic and competitive technology industry. This abstract delves into the talent acquisition strategies employed by SoftwarePro Technologies Pvt Ltd, a leading software development company, to attract, identify, and select top talent.

The success of a technology company largely depends on its ability to recruit and retain skilled professionals. SoftwarePro Technologies Pvt Ltd has recognized this necessity and developed a comprehensive approach to talent acquisition that encompasses various stages of the recruitment and selection process.

The key aspects of SoftwarePro Technologies' talent acquisition strategy, including job requisition and analysis, sourcing methods, candidate assessment, and on boarding. It discusses the company's commitment to diversity and inclusion, highlighting efforts to create a workplace that fosters innovation through a diverse workforce. The use of technology in talent acquisition at SoftwarePro Technologies. Leveraging modern HR technologies and data analytics, the company streamlines its hiring processes, assesses the effectiveness of recruitment channels, and continuously refines its approach to stay competitive in the rapidly evolving tech sector.

The success of SoftwarePro Technologies in talent

CC License CC-BY-NC-SA 4.0	acquisition is a testament to the company's commitment to aligning its recruitment efforts with its long-term business goals. This abstract provides a brief overview of the multifaceted talent acquisition practices adopted by SoftwarePro Technologies Pvt Ltd to remain at the forefront of the software development industry.

INTRODUCTION:

SoftwarePro Technologies, a leading software development company, understands the importance of talent acquisition in today's competitive business environment. With a major emphasis on recruitment and selection, SoftwarePro Technologies implements robust strategies to recognize and acquire exceptional talent to maintain their competitive edge. Talent acquisition plays a critical role in SoftwarePro Technologies' ability to deliver innovative software solutions and provide exceptional services to clients. The company recognizes that hiring the right talent enhances productivity and fosters a collaborative work environment that promotes growth and innovation. SoftwarePro Technologies employs a comprehensive recruitment process that begins with analyzing required skill sets and job requirements. The talent acquisition team works closely with hiring managers to create detailed job descriptions, ensuring a thorough understanding of the positions to be filled. By engaging in proactive workforce planning, the company establishes a strong foundation for successful recruitment.

To attract top talent, SoftwarePro Technologies utilizes various channels and platforms, including online job boards, professional networks, and social media. The company actively participates in industry events, job fairs, and campus recruitment programs to connect with promising candidates and showcase its commitment to nurturing talent. The selection process involves rigorous assessments, interviews, and technical evaluations to evaluate candidates' skills, knowledge, and cultural fit. SoftwarePro Technologies values diversity and inclusivity, considering these factors during the selection process to create a dynamic workforce. Oncethe most suitable candidates are identified, SoftwarePro Technologies extends competitive offers and provides comprehensive on boarding programs for seamless integration into the organization. The company recognizes the importance of investing in employee growth and development. SoftwarePro Technologies' dedication to talent acquisition in recruitment and selection sets the stage for building a strong and capable workforce. By attracting and retaining exceptional individuals, the company ensures its ability to deliver cutting-edge software solutions and thrive in the fast-paced technology industry.

LITERATURE REVIEW:

1. **Gethe, R. K. (2022):** Artificial intelligence enhances the applicant experience and the efficiency of the firm by replacing the repetitive, time-consuming process of sourcing and screening candidates. This paper's investigation of

AI's influence on the hiring and talent acquisition process is one of its main goals. This report shows various AI hiring strategies that businesses are utilising. The utilisation of secondary sources of information forms the basis of the study.

2. **Vanderpal, G., & Brazie, R. (2022):** Although overt forms of prejudice have considerably decreased, implicit versions still inhibit organizations from performing at their best. Employee turnover is high and the economy suffers as a result of implicit and explicit prejudices creating a hostile work environment. Waste of corporate resources. Despite these flaws, the study suggests a number of methods for reducing bias and discrimination during the hiring and selection of employees. The most successful strategies focus on the issue's organisational, group, and individual components.

3. **Mehrotra, S., & Khanna, A. (2022):** It attempts to clarify companies' attitudes towards automation in human resource administration and the extent to which recruiters may utilise AI to make hiring decisions. The study uses a theme analysis technique, and four IT industry professionals were interviewed in semi-structured interviews to gather data from primary sources. This research would be beneficial for HR managers and recruiters to take into account the management and application of AI to benefit from technological advancements that save costs.

4. **Koivunen, S., Sahlgren, O., Ala-Luopa, S., & Olsson, T. (2023):** Due to the expansion of information tools that assist decision-making, such as applicant tracking systems and recruiting chatbots, organisational talent acquisition practices are fast changing. With reference to the multidisciplinary literature on digital ethics, we examine the drawbacks and tensions of digitalization in this field. We examined qualitative data from 47 interviews with Finnish HRM professionals, including team-assembly facilitators and recruiting specialists, using three pertinent seminal publications.

4. OBJECTIVES:

1. Examine the existing talent acquisition processes and practices at Software ProTechnologies Pvt.
2. Investigate the effectiveness of various recruitment channels and sources in attracting qualified candidates.
3. Assess the criteria and methods used for candidate selection, including interviews, assessments, and reference checks, to determine their effectiveness identifying in top talent.
4. Analyze efforts to promote diversity and inclusion in the recruitment and selection process and assess their impact on the composition of the workforce.

5. Research Methodology:

The study is to accomplish the aforementioned goals, the study will be descriptive in character and entail in-person interviews that will follow a questionnaire style. A research methodology outlines the goals set forth for doing the research study, how it will be carried out, how to track progress, and what constitutes success. Denave uses a special approach to provide the service. Data collection Following

the identification of a research topic and the formulation of the study design, the work of data gathering begins. The researcher should take into account two types of data. while choosing the data gathering strategy for the study:

Sources of primary data collection:

- Questionnaires technique

Sources of Secondary Data:

- ➢ Company broacher
- ➢ Internet
- ➢ Websites
- ➢ Organizational reports and records

6. Limitations of the study:

- Competition for talent is intense in the software industry.
- Skills shortages make finding qualified candidates difficult.
- Bias and discrimination can affect the process.
- Develop a strong employer brand.
- Invest in employee development and training.

7. ANALYSIS AND INTERPRETATION:

**Table shows that does the business use a timely recruiting and selection process?**

Opinion	Frequency	Percent	Valid percent	Cumulative percent
Yes	91	88.3	88.3	88.3
No	12	11.7	11.7	100.0
Total	103	100.0	100.0	

Analysis:

The above table shows that, it represents that Does the business use a timely recruiting and selection process, where has out of 103 respondents, 91 respondents are responded Yes, and 12 respondents are responded No. The majority of the responses falls to Yes.

Interpretation:

The above chart represent that, Does the business use a timely recruiting and selection process? Out of the total respondents 88.3% of the respondents are

Does the business use a timely recruiting selection process?
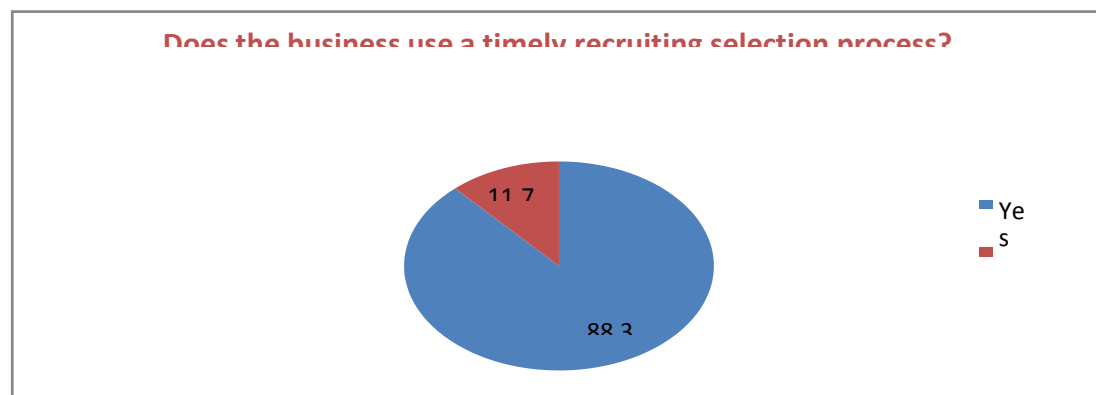
agreed as Yes and remaining 11.7% of the respondents are agreed as No, the vast majority of responses fall to the Yes with highest percentage of 88.3%.

Table shows that Do you think your talent acquisition manager gets back to you quickly?

Opinion	Frequency	Percent	Valid percent	Cumulative percent
Yes	85	82.5	82.5	82.5
No	18	17.5	17.5	100.0
Total	103	100.0	100.0	

Analysis:
The above chart shows that, Do you think your talent acquisition manager gets back to you quickly? Out of 103 responses, where has 85 of the respondents responded as Yes, and 18 of the respondents responded as No. Major portion of responses fall to Yes.

Interpretation:
The above chart represent that, Do you think your talent acquisition manager gets back to you quickly? 82.5% of the responses fall in to Yes, and 17.5% of the responses fall in to No. The majority of the responses fall in to Yes with 82.5%.

8. FINDINGS :

- The above survey found that majority of the respondents was Female.
- In the above survey, we can see that most of the respondents are between 20 and 25 of age.
- In the above survey, it is found that most of the respondents are Post graduates.
- The major portion of the responses occupied by the 0-3 years of experience.
- As shown in the table most of the responses falling under the crucial component of hiring is Agree.
- The majority of the responses falling under the Adequate portion.
- Timely recruiting and selection process placed the majority portion as YES.
- The major portion occupied by the Campus portion in source of learned about the position.
- 87.4 of the respondents Are satisfied with hiring procedures.
- 29.1 respondents are interested in performing in Regular in nature.

Chi square test:

- ❖ There is no significant association between Qualification of the respondents with regards to hiring procedures. So null hypothesis is accepted.
- ❖ There is no significant association between Gender of the respondent of

the respondents with regards to A rigid recruitment process cannot helps in recruiting the best candidate. So null hypothesis is accepted.

ONE WAY ANOVA:

❖ There is no significant association between Gender of the respondent of the respondents with regards to The hiring procedures is supported by the hiring policy. So null hypothesis is accepted.
❖ There is no significant association between Age of the respondent of the respondents with regards to A significant issue when employing lateral candidates is relocation. So null hypothesis is accepted.

9. SUGGESTION:

❖ The Softwarepro technologies pvt ltd can refine its recruitment strategies, reach a wider range of candidates, and improve the overall effectiveness of its hiring process.
❖ The company can strengthen its commitment to affirmative action, improve perceptions of its efforts, and create a more inclusive and diverse hiring process.
❖ The company can better understand and address the challenges faced during the talent acquisition process and present the data in a clear and informative manner.
❖ The company can ensure that its candidate evaluation process is transparent, fair, and aligned with its hiring goals and company culture.
❖ The company can gain insights into employees' preferred methods of learning and development, leading to the design of more effective and engaging professional development programs.

10. CONCLUSION:

The in-depth study on talent acquisition in recruitment and selection at SoftwarePro Technologies Pvt Ltd underscores the pivotal role of a comprehensive strategy in building a high-performing workforce. The findings highlight the multifaceted nature of talent acquisition, emphasizing the need to balance multiple factors.

Effective recruitment and selection processes are instrumental in securing skilled individuals who contribute to the company's growth. The study underscores the importance of attracting qualified candidates through diverse means, such as workshops, conferences, online courses, webinars, and hands-on experiences. Streamlining the hiring process addresses the candidates'expectations and ensures an efficient transition from selection to on boarding.

The significance of factors like cultural fit and technical skills in the hiring process becomes apparent, as they directly impact employee performance and team dynamics. Additionally, creating opportunities for continuous learning and development through reading materials and practical experiences further enriches the workforce's skill set.

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