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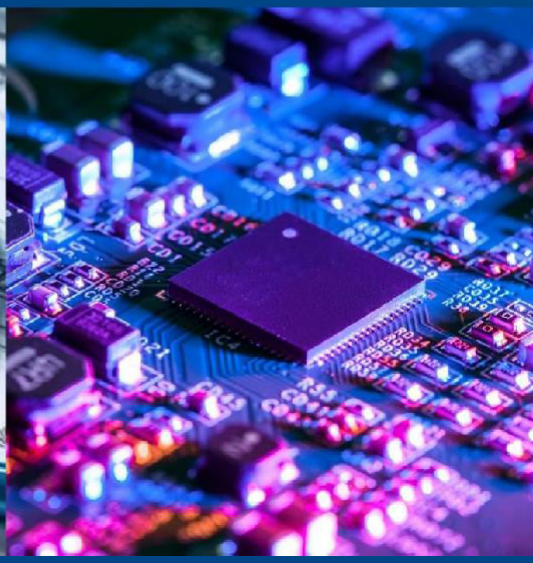

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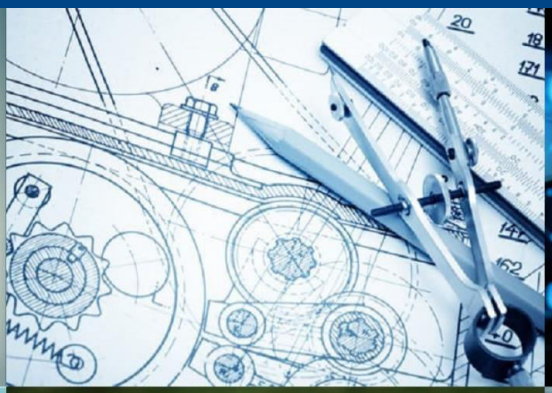

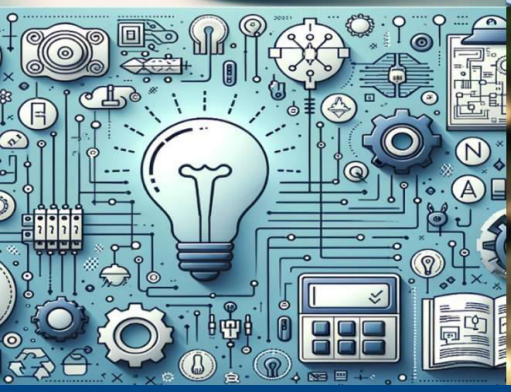

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A Study on Talent Acquisition of IT Employees

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ABSTRACT: This study is about talent acquisition; talent is the success for any organization. Sourcing and engaging the right talent is a big challenge where unemployment is so high. The purpose of the project is to know about the talent acquisition process in recruitment, screening and the selection process in the organization and to know about the extent of adoption of practices in the firm. In today's rapidly evolving digital economy, the Information Technology (IT) sector has emerged as a cornerstone of innovation, transformation, and economic growth across the globe. With the widespread adoption of digital platforms, cloud computing, artificial intelligence, machine learning, and other disruptive technologies, organizations—both in the private and public sectors—are increasingly relying on IT solutions to enhance operational efficiency, customer satisfaction, and competitive advantage. Consequently, the demand for highly skilled IT professionals has surged, placing immense pressure on companies to attract, recruit, and retain top talent. The process of identifying, sourcing, and securing qualified individuals for IT roles is known as talent acquisition, and it has become a strategic function of paramount importance in the human resource management landscape. Talent acquisition, particularly within the IT industry, goes beyond the traditional recruitment process.

I. INTRODUCTION

Talent acquisition 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 role of the talent acquisition function should not only be to recruit and hire employees to fill open positions but to make sure that the right talent with the right skills is hired for the right roles in the right places at the right times. A separate designation of talent acquisition was 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. Talent acquisition professionals are usually skilled not only in sourcing tactics, candidate assessment, and compliance and hiring standards, but also in employment branding practices and corporate hiring initiatives.

OBJECTIVES OF THE STUDY

PRIMARY OBJECTIVES

- **To analyze the current talent acquisition practices** adopted by IT companies for sourcing, attracting, and hiring skilled professionals.
- **To identify the key challenges** faced by IT organizations and HR professionals during the recruitment process.
- **To evaluate the effectiveness of modern recruitment tools and technologies** such as applicant tracking systems (ATS), AI-powered screening, coding assessments, and social media platforms in IT hiring.

SCOPE OF THE STUDY:

This study focuses on understanding the various aspects of talent acquisition specifically within the Information Technology (IT) sector. The scope includes examining the strategies, tools, and practices employed by organizations to attract, identify, and onboard skilled IT professionals in a highly competitive and dynamic environment. The research investigates both traditional and modern recruitment methods, including the use of digital platforms, employee referrals, campus hiring, and recruitment process outsourcing (RPO). It also explores the growing role of technology in talent acquisition—such as Artificial Intelligence (AI), Applicant Tracking Systems (ATS), and predictive analytics—and how these tools have transformed hiring practices in the IT industry.

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NEED FOR THE STUDY:

This study is essential to understand the current talent acquisition strategies used in the IT sector and to identify the gaps and challenges HR professionals face in the recruitment process. With the shift towards remote work, the growing role of Artificial Intelligence (AI) in hiring, and the competitive job market, organizations must continuously evolve their recruitment practices. By conducting this research, organizations can better align their talent acquisition processes with industry trends and workforce expectations, leading to improved hiring outcomes and sustained business growth.

II. REVIEW OF LITERATURE

Huselid (2015), Talent acquisition leaders should create a technology road map that will work in tandem with human resources and IT road maps. Talent acquisition leaders still don't typically get to pick the technologies they use, but that is changing.

Haslinda (2009), Employees voluntarily engage in profit making activities for social progression adhering to a high ethical standard. The non-profit concerns face numerous challenges in terms of declining in charitable contributions, reduction in government funds, competition from for-profit providers of certain services, and demands for a progressive change in the grass root levels.

Harris (2002), It is not easy to classify voluntary organizations from social organizations. 'Third Sector' organizations may be similar with respect to their purpose and existence, they do have their differences in terms of their objectives, leadership and implementation paces.

Schultz (1961) and further elaborated by **Becker (1964),** emphasizes the importance of investing in people as a means of enhancing organizational productivity. In the context of IT, human capital encompasses technical skills, problem-solving capabilities, adaptability, and innovation potential.

(**Barney, 1991**) posits that firms can achieve sustained competitive advantage through the effective utilization of valuable, rare, inimitable, and non-substitutable (VRIN) resources.

III. RESEARCH METHODOLOGY

The primary and the secondary data are used in the data collection required for the study. The data is collected by interview method to obtain information from the officers and workers. The questionnaire is filled by the respondents for the research. Secondary data is collected from the available books, articles and websites. Sample size*:* The total number of sample size was 100 which have given the detailed report.

STATISTICAL TOOL

ANOVA

To find the ANOVA between AGE & job opportunity Intention

HYPOTHESIS:

H_0 (NULL HYPOTHESIS): There is no significant correlation between AGE and job opportunity.

H_1 (ALTERNATIVE HYPOTHESIS): There is a significant correlation between AGE and job opportunity.

TABLE SHOWING THE ANOVA BETWEEN AGE & JOB OPPORTUNITY

S Source	Sum of Squares	df	Mean Square	F	Sig. (p-value)
Between Groups	0.267	1	0.267	0.32	0.573

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Within Groups	82	98	0.837		
Total	82.267	99			

Interpretation
p-value = 0.573 → greater than 0.05. This means there is no statistically significant difference in satisfaction scores between males and females. So, gender does not significantly influence satisfaction in your sample.

CHI SQUARE
To find Source of Job Opportunity and Qualification.

HYPOTHESIS:
H_0 (NULL HYPOTHESIS): There is no significant correlation between Qualification and job opportunity.
H_1 (ALTERNATIVE HYPOTHESIS): There is a significant correlation between Qualification and job opportunity.

TABLE SHOWING THE CHI SQAURE BETWEEN QUALIFICATION & JOB OPPORTUNITY.

Chi-Square Test Output			
Test	**Value**	**df**	**Asymp. Sig. (2-sided)**
Pearson Chi- Square	12.34	15	0.65

Interpretation
The p-value (0.65) is greater than 0.05, so we fail to reject the null hypothesis. This means there is no statistically significant association between Source of Job Opportunity and Qualification. In simpler terms, the distribution of qualifications is similar across different job sources in this sample.

SUGGESTIONS:
The evolving dynamics of the IT industry and the competitive nature of the global job market demand continuous refinement of talent acquisition strategies. Based on the findings of this study, the following suggestions are proposed to enhance the efficiency and effectiveness of talent acquisition in IT organizations. One of the primary challenges in IT recruitment is the mismatch between the skills required by employers and those possessed by job applicants, particularly fresh graduates. To address this issue, IT companies should establish strong partnerships with academic institutions. These partnerships can involve:

Curriculum development: Industry experts should work with academic bodies to design and update curricula that reflect the latest technological advancements.

Guest lectures and workshops: Inviting IT professionals to conduct lectures, workshops, and seminars can provide students with practical exposure.

Internships and live projects: Encouraging students to work on real-time industry projects during their academic tenure can significantly enhance their employability.

Certification programs: Collaborating with educational platforms to offer industry- recognized certifications in cloud computing, AI/ML, DevOps, etc., will equip students with market-relevant skills.

This collaboration ensures a steady pipeline of job-ready talent and reduces the time and resources required for post-recruitment training.

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IV. CONCLUSION

The study on talent acquisition of IT employees reveals the critical importance of strategic hiring practices in the ever-evolving information technology sector. As the demand for skilled IT professionals continues to rise, organizations are compelled to adopt innovative and effective talent acquisition strategies to attract, recruit, and retain top-tier talent. Through this research, it has been observed that companies that align their recruitment processes with organizational goals, leverage technology in hiring, and prioritize employer branding tend to outperform their competitors in securing skilled professionals. The analysis also highlights the growing role of data-driven decision-making, employee value propositions, and candidate experience in shaping successful talent acquisition outcomes. Furthermore, the research indicates that challenges such as high turnover rates, skill mismatches, and intense competition for talent necessitate a more agile and proactive recruitment approach.

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