A Study On Effectiveness Of Talent Acquisition At Integra Software Service Pvt .Ltd (Puducherry)

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Abstract- *The effectiveness of talent acquisition plays a crucial role in ensuring organizational success by attracting and retaining qualified professionals. This study, titled "A Study on Effectiveness of Talent Acquisition at Integra Software Services Pvt. Ltd. (Puducherry)," examines the efficiency of the company's recruitment practices and their impact on organizational outcomes. The objectives include analyzing the current talent acquisition strategies, identifying key challenges faced by HR professionals, evaluating the influence of employer branding and organizational culture, and recommending strategies to enhance workforce quality.*
Primary data was collected through a structured questionnaire administered to employees across various departments, roles, and levels of experience. The responses were analyzed using statistical tools such as correlation, chi-square test, and ANOVA in SPSS. The findings indicate that, while Integra has adopted modern recruitment tools and continuously updates its strategies, challenges remain in areas such as competition for talent, limited resources, and managing diversity. The results also highlight that employer branding and organizational culture significantly influence candidate attraction, while effective talent acquisition practices positively impact employee performance and retention.

The study concludes with strategic recommendations, including strengthening employer branding, leveraging data analytics, building academic collaborations, and promoting continuous skill development. These measures are expected to improve the overall effectiveness of the talent acquisition process and support the organization in achieving its long-term goals.

Keywords*- Talent Acquisition, Recruitment Strategies, Human Resource Challenges, Employer Branding, Organizational Culture, Workforce Quality, Employee Retention, Organizational Performance, HR Analytics, Integra Software Services.*

I. INTRODUCTION

Human resources are widely recognized as the most valuable asset of modern organizations, especially in knowledge-based industries. Unlike physical resources, employee skills, creativity, and commitment form the intellectual capital that drives innovation and long-term competitiveness. As business environments evolve, traditional recruitment has transformed into strategic talent acquisition, emphasizing workforce planning, employer branding, and cultural alignment. In the IT and service sectors, where human intellect fuels performance, effective talent acquisition is essential. This study examines the talent acquisition practices of Integra Software Services Pvt. Ltd., Puducherry, and analyzes how strategic hiring supports organizational growth and a future-ready workforce.

OBJECTIVES OF THE STUDY

- To identify the challenges faced by HR professionals in talent acquisition
- To evaluate how employer branding and organizational culture influence the talent acquisition at integra Software Services.

II. REVIEW OF LITERATURE

Abill Roberttalent acquisition strategies in human resource management(2024):

The study finds that employer branding, workforce planning, technology, and diversity initiatives arekey to attracting top talent. AI, analytics, and predictive tools enhance sourcing, screening, and decision-making while improving candidate experience

Ramezannia & Chenarianalyze talent acquisition challenges in competitive industries(2023):

The study identifies barriers such as skill shortages, wage competition, high turnover, and evolving employee expectations.It stresses the need for employer branding, technology-driven recruitment, and agile talent pipelines over traditional methods

Dr. V. Kanimozhi and Mr. Surya Prasad T.K studied how negotiations shape talent acquisition strategies(2022)

The study warns that misalignment between employer offers and candidate expectations increases hiring costs and delays. It concludes that effective, candidate-centric negotiations are essential for successful talent acquisition and long-term workforce stability

Dr. Mousumi Bhattacharjee Jamesstudied talent acquisition and management(2021)

The research highlights challenges in attracting and retaining highly skilled educators amid rapid technological changes. It emphasizes digital recruitment tools, AI-based hiring, and industry collaborations as key enablers of global talent access

Smith, Johnson, Brown, Garcia, and Patel (2020) examine the challenges of talent acquisition in a highly competitive and dynamic environment(2020)

The study identifies key barriers such as competition for skilled professionals, changing candidate expectations, diversity needs, and rapid technological shifts

Shaikh Sadique and Dr. M.V. Waykoleanalyze the link between talent acquisition and situational leadership in HRM implementation(2019)

The study argues that acquiring the right talent is crucial not only for filling roles but also for enabling adaptive leadership. Situational leadership, which adjusts to employee competence and motivation, requires a workforce with adaptability, emotional intelligence, and collaboration skills

III. RESEARCH METHODOLOGY

Research Design:

This study uses a descriptive research design.

Data Collection:

Primary Data:

- It Primary data was collected directly from employees:
- Structured questionnaire
- Included close-ended and Likert-scale questions
- Collectedfrom297employeesacrossdepartments

Secondary Data:

Company website, Policy documents, Online sources, Journals.

Sampling Method:

- Population: Total Employees-297
- Sample Size: Employees–1500

Statistical Tools:

- CORRELATION
- ANOVA

DATA ANALYSIS AND INTERPRETATION

CORRELATION ANALYSIS:

Aim:

To determine whether there is a significant relationship between Recruitment challenges and attracting skilled candidates using correlation.

HYPOTHESIS:

1. NULL HYPOTHESIS(H0): There is no significant relationship between Recruitment challenges and attracting skilled candidates.

2. ALTERNATIVE HYPOTHEIS(H1): There is a Significant relationship between Recruitment challenges and attracting skilled.

RECRUITMENT CHALLENGES VS ATTRACTING SKILLED CANDIDATES

		Recruitment challenges	skilled candidates
Recruitment challenges	Pearson Correlation	1	.550[**]
	Sig. (2-tailed)		.000
	N	297	297
Attracting skilled candidates	Pearson Correlation	.550[**]	1
	Sig. (2-tailed)	.000	
	N	297	297

INTERPRETATION:

From the above table, it is inferred that the calculated correlation coefficient (r = 0.550) with 16 degrees of freedom is greater than the critical value. The significance level (p = 0.000 < 0.05) demonstrates a significant difference between the variables analyzed. As a result, the null hypothesis (H₀) is rejected, and the alternative hypothesis (H₁) is accepted, confirming that there is a significant relationship between Recruitment challenges and attracting skilled candidates.

ANOVA:

Aim:

To determine whether there is a significant difference between talent assessment and performance management using ANOVA.

HYPOTHESIS:

1. NULL HYPOTHESIS (H0): There is no significant difference between talent assessment and performance management

2. ALTERNATIVEHYPOTHEIS(H1): There is a significant difference between talent assessment and performance management.

TALENT ASSESSMENT VS PERFORMANCE MANAGEMENT

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	81.834	3	27.278	22.272	.000
Within Groups	358.860	294	1.225		
Total	440.694	297			

INTERPRETATION:

F-value =5.029 and p-value=0.002 (<0.05)indicate a From the above table, it is inferred that the calculated ANOVA (F=22.272) with 16 degrees of freedom is greater than the critical value. The significance level (p = 0.000 < 0.05) demonstrates a significant difference between the variables analyzed. As a result, the null hypothesis (H₀) is rejected, and the alternative hypothesis (H₁) is accepted, confirming that there is a significant difference between talent assessment and performance management.

IV. FINDINGS

CORRELATION

From the correlation analysis, it is found that there is a significant relationship between Recruitment challenges and attracting skilled candidates.

ANOVA:

From the ANOVA, it is found that there is a significant difference between talent assessment on performance management**.**

V. SUGGESTIONS

- Plan and manage the budget carefully so that talent-related activities (like hiring and training) fit within financial limits
- Make the hiring process better so that the right people with the right skills are chosen and there's always a steady flow of good candidates.
- Keep using and upgrading new software, systems, and technology to make work faster, smarter, and more innovative.
- Regularly update how employees are evaluated and supported so they perform well and want to stay longer in the company.

VI. CONCLUSION

This study examines the interplay between organizational culture, policies, and productivity at Integra Software Services Pvt. Ltd. (Integra), emphasizing their influence on employee behavior and engagement. The findings demonstrate significant positive correlations between talent acquisition strategies, employer branding, and enhanced productivity. Employees who felt valued and supported by Integra's talent-focused initiatives reported higher satisfaction and performance levels.However, the research also identifies gaps, such as a misalignment between organizational culture and employee expectations, infrequent training sessions, and inadequate communication of company policies. These shortcomings suggest opportunities for Integra to improve its practices and create a more cohesive and supportive work environment.The statistical analyses underscore the need for Integra to prioritize fostering awareness of its talent acquisition practices and improving the effectiveness of its training initiatives. Additionally, the study recommends addressing disparities related to age and other demographics while promoting inclusivity to enhance employee morale and productivity further. Refining organizational culture and

policies to adapt to employee needs and expectations is crucial for long-term success.