**Title: “**A STUDY ON AN IMPACT OF TALENT ACQUITION AND RECRUITMENT THROUGH SOCIAL MEDIA.”

# ABSTRACT

Social media plays a pivotal role in modern recruiting, with 76 percent of businesses utilizing it to develop and market their employer brands. Effective branding requires authenticity, credibility, and relevance to attract suitable candidates. Recruiters leverage social platforms to engage with job seekers, fostering two-way communication and reducing recruitment costs. However, little is known about job seekers' social media usage during the application process and their commitment to businesses post-hiring. To address this gap, a proposed study aims to survey job seekers to understand their perceptions of employer brands, corporate websites, and applicant appeal. Additionally, it will investigate the extent to which job applicants are dedicated to businesses once hired, aiding in the acquisition, evaluation, and hiring of suitable candidates to meet project objectives and company goals.

# INTRODUCTION

Talent acquisition has evolved into a distinct profession, blending HR, PR, and marketing expertise. It focuses on strategic hiring, workforce planning, and talent development. Effective talent acquisition requires innovative branding, employee referrals, competitive benefits, on-site events, attention to current candidate pools, consideration of part-time workers, and the use of predictive analytics.

Innovative Branding: Employing marketing collateral like videos, blog posts, and social media to showcase the company as an attractive workplace.

Employee Referrals: Establishing programs that incentivize current employees to refer suitable candidates.

Competitive Benefits: Offering competitive compensation and benefits packages to attract top talent.

On-site Events: Hosting events where prospective candidates can meet with senior management and experience the company culture.

Focus on Current Pools: Cultivating relationships with existing groups like alumni networks and community boards.

Hiring Part-time Workers: Recognizing the value of part-time employees and branding the company accordingly.

Predictive Analytics: Using historical data and analytics to refine recruitment strategies and optimize hiring processes.

Recruitment, on the other hand, encompasses the process of seeking, selecting, and hiring qualified individuals for various positions within an organization. It can involve multiple stakeholders, including managers, HR professionals, recruitment experts, and external agencies. Modern recruitment processes often leverage internet-based technologies for efficiency.

The recruitment process typically involves five steps:

Recruitment Planning: Identifying staffing needs and developing a strategy to attract suitable candidates.

Strategy Development: Creating plans for sourcing, screening, and evaluating candidates.

Searching: Actively seeking out potential candidates through various channels.

Screening: Reviewing applications, conducting interviews, and assessing candidate suitability.

Evaluation and Control: Assessing the effectiveness of the recruitment process and making adjustments as necessary.

By combining effective talent acquisition techniques with a well-structured recruitment process, organizations can attract and retain the best talent to drive their success.

# LITERATURE REVIEW

Steel Authority of India Limited (SAIL), a prominent player in the Indian steel industry, has a rich history dating back to its establishment on January 24, 1973. Headquartered in New Delhi, SAIL operates as a government-owned public sector enterprise. With an annual turnover of INR 44,452 Crore (US$6.83 Billion) in the fiscal year 2016–17, SAIL is the largest steel producer in India, boasting an annual production of 14.38 million metric tonnes. Under the leadership of Sri Anil Kumar Chaudhary, SAIL has emerged as a key contributor to India's industrial landscape.

SAIL's journey began with the establishment of the Rourkela Steel Plant (RSP) in 1959, with subsequent plants being set up in Bhilai, Durgapur, Bokaro, and Burnpur. These integrated steel plants, along with unique facilities like the Durgapur Alloy Steel Plant and Salem Steel Plant, form the backbone of SAIL's operations. Additionally, SAIL operates refractory units and central units focused on engineering, research, and consultancy.

With a workforce of over 93,000 employees as of March 31, 2015, SAIL has been continually enhancing its productivity and infrastructure. The company's strategic focus includes expanding its production facilities, upgrading raw material supplies, and investing in infrastructure development. SAIL aims to elevate its annual production capacity from 14.6 million metric tonnes to 26.2 million metric tonnes of Hot Metal.

SAIL's future plans include the establishment of new production facilities and infrastructure projects, such as a railway wagon factory and integrated steel plant in Andhra Pradesh or Telangana. These initiatives are expected to generate substantial employment opportunities and contribute to the economic development of the regions.

Driven by its vision to be a reputable global organization and a leader in quality, productivity, profitability, and customer satisfaction, SAIL operates based on a strong credo. Upholding ethical standards, fostering a culture of adaptability and learning, and providing growth opportunities for employees are integral to SAIL's ethos.

In summary, SAIL stands as a testament to India's industrial prowess, playing a pivotal role in the steel sector's growth and contributing significantly to the nation's economic development.

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# RESEARCH OBJECTIVE

The objective of this study is to comprehensively investigate the various aspects of human resource management (HRM) with a specific focus on the recruitment and selection processes within organizations. Through qualitative and quantitative analysis, the research aims to achieve the following objectives:

1. To evaluate the significance of human resource management in modern business environments and its impact on organizational performance and success.
2. To examine the role of talent management and HRM practices in developing a skilled and motivated workforce that contributes to the achievement of business goals.
3. To assess the effectiveness of recruitment strategies, both internal and external, in attracting and retaining qualified candidates for vacant positions within organizations.
4. To analyze the selection process and its components, including interviews, employment tests, reference checks, and medical examinations, in identifying the most suitable candidates for employment.
5. To explore the importance of proper selection and placement of personnel in enhancing productivity, reducing industrial injuries, and fostering employee satisfaction and morale.
6. To identify challenges and areas for improvement in the recruitment and selection processes and propose recommendations for enhancing their efficiency and effectiveness.
7. To provide insights and recommendations for HR practitioners and organizational leaders to optimize their recruitment and selection practices, ultimately contributing to the overall success and competitiveness of their organizations.

By addressing these objectives, this research seeks to advance understanding of HRM practices related to recruitment and selection and provide practical guidance for organizations to improve their talent acquisition processes and achieve strategic HR goals

# RESEARCH METHODOLOGY

**RESEARCH DESIGN**

As a Research method, I have used Descriptive Research in my Study.

**DATA SOURCE**

The research is based on primary as well as secondary data.

* **PRIMARY DATA-** Structured questionnaires
* **SECONDARY DATA-** From various websites, journals, magazines, research papers

**SAMPLING METHOD**

In my study, I have used convenience method of sampling.

**SAMPLE SIZE-** 100 Research Design: The study utilizes a descriptive research method focusing on talent acquisition and recruitment through social media. Data collection includes both primary (structured questionnaires) and secondary (various sources like websites, journals) data.

Sampling Method: Convenience sampling is employed, with a sample size of 100 individuals from Gurugram, Haryana.

Research Study Overview:

Talent Acquisition Definition: Talent acquisition refers to the process of identifying, recruiting, evaluating, and hiring skilled labor to fulfill organizational needs. It's a strategic function involving workforce planning and development.

Evolution of Talent Acquisition: Talent acquisition has evolved into its own profession, distinct from general recruitment. It involves employment branding, sourcing strategies, compliance, and aligning with HR, marketing, and PR.

Role of Talent Acquisition Specialists: They focus on creating corporate messages around hiring and employee development. This includes talent forecasting, pipeline building, and strategic assessment.

Recruiters in Talent Acquisition: Successful recruiters excel in relationship-building, strategic thinking, and have a sales background. They need to think like hunters, constantly seeking top talent.

Talent Acquisition vs. Recruiting: While recruiting fills short-term needs, talent acquisition is a long-term strategy focusing on an organization's objectives. It's a continuous process evaluating qualified applicants for various positions.

Talent Acquisition Process:

Lead Generation and Sourcing: Utilize social networks, conferences, and online forums to create a pool of qualified candidates.

Recruiting and Attracting: Build a strong company brand, promote culture, and design competitive compensation packages to attract talent.

Questioning and Evaluating: Develop interview questions to assess candidates' problem-solving abilities and skills.

Verifying References: Contact references to confirm candidates' qualities and character.

Finalizing Decisions: Use internal grading systems to select the best applicants.

Hiring and Orientation: Ensure a smooth onboarding process for new hires.**.**

# LIMITATION

Employee selection process in the IT sector faces several limitations, stemming from the unique nature of the industry and its rapidly evolving landscape. Here's an overview of some key challenges:

* + - Technical Skills Assessment: One of the primary challenges in the IT sector is accurately assessing candidates' technical skills. Traditional methods like resume screening and interviews may not provide a comprehensive understanding of a candidate's abilities. Moreover, the fast-paced nature of technological advancements means that skills required today might become obsolete tomorrow, making it difficult to predict future job requirements.
		- Talent Shortage: The IT sector often faces a shortage of skilled talent, particularly in specialized fields such as artificial intelligence, cybersecurity, and data science. This scarcity intensifies competition among companies, leading to a prolonged hiring process and increased pressure to attract and retain top talent.
		- Cultural Fit: In addition to technical skills, cultural fit is crucial for success in the IT sector. However, assessing cultural fit can be subjective and prone to bias. Moreover, the industry's culture is constantly evolving, with diverse teams collaborating across geographical boundaries and time zones, making it challenging to define and evaluate cultural fit accurately.
		- Diversity and Inclusion: Achieving diversity and inclusion in the IT sector remains a significant challenge. The industry has historically been dominated by male professionals, and there is a lack of representation among women, ethnic minorities, and individuals with disabilities. Overcoming biases in the selection process and implementing inclusive hiring practices require concerted efforts from organizations.
		- Retention: Retaining skilled employees is as crucial as hiring them. However, the IT sector is notorious for high turnover rates due to factors such as intense competition, demanding work environments, and opportunities for career advancement. Organizations must invest in employee engagement initiatives and create a conducive work culture to improve retention rates.
		- Candidate Experience: The candidate experience during the selection process can significantly impact an organization's employer brand. Lengthy and cumbersome hiring processes, lack of communication, and impersonal interactions can deter top candidates from accepting job offers. Providing a positive candidate

experience requires streamlining the selection process and maintaining transparent communication with applicants.

* + - Remote Work Challenges: The widespread adoption of remote work in the IT sector introduces new challenges to the employee selection process. Conducting virtual interviews, assessing candidates' remote collaboration skills, and ensuring alignment with organizational values and goals become more complex in a distributed work environment.
		- Data Privacy and Security: Given the sensitive nature of data handled in the IT sector, ensuring candidates' data privacy and security during the selection process is paramount. Compliance with data protection regulations such as GDPR and CCPA adds another layer of complexity to recruitment practices, requiring organizations to implement robust data management protocols.
		- Cost Constraints: Hiring in the IT sector can be expensive, particularly for specialized roles requiring niche skills. Recruiting, onboarding, and training new employees entail significant costs, which may strain organizations operating under tight budgets or financial constraints.
		- Lack of Predictive Analytics: While advancements in HR technology enable data-driven decision-making in the selection process, the IT sector still lacks robust predictive analytics tools tailored to its specific needs. Predicting job performance, cultural fit, and long-term retention of IT professionals remains challenging without comprehensive data analytics capabilities.

# FINDINGS

The analysis of the questionnaire data reveals several key findings regarding the perceptions of employees regarding the recruitment and selection processes within the organization. Firstly, a significant majority of respondents, 93.1%, believe that their organization conducts proper task evaluation before the selection process commences, indicating a strong foundation for effective hiring decisions. Moreover, the majority of respondents, 89.7%, feel that job responsibilities and descriptions are clearly communicated to them, ensuring transparency and clarity in role expectations.

Interestingly, approximately 79.3% of employees perceive that the organization prioritizes referred candidates, highlighting a potential bias towards internal recommendations in the selection process. However, it is noteworthy that a similar proportion, 79.3%, also view the selection process as reliable, indicating a level of confidence in the organization's hiring practices.

Furthermore, a substantial percentage, 82.8%, believe that the organization conducts recruitment and selection in a timely manner, suggesting efficiency in the hiring process. Additionally, the majority of respondents, 86.2%, express confidence in the HR department's ability to provide a pool of quality candidates, underscoring the perceived effectiveness of talent acquisition efforts.

Regarding the effectiveness of interviewing and selection methods, opinions are divided, with approximately 51.7% of respondents rating it as adequate and 48.3% considering it excellent. This indicates a need for potential improvement or standardization in the selection criteria and processes.

Moreover, the overwhelming majority, 86.2%, affirm that the organization effectively identifies suitable candidates from non-traditional sources when necessary, reflecting adaptability and resourcefulness in talent sourcing strategies.

Overall, the findings suggest a generally positive perception of the organization's recruitment and selection processes among employees. However, there are areas identified for potential enhancement, such as ensuring fairness in candidate selection and further optimizing selection methods to improve effectiveness and consistency. These insights can inform HR strategies aimed at refining recruitment practices and fostering a more efficient and equitable hiring process.

# RECOMMENDATION

Enhancing worker choice involves several steps to attract high-quality candidates and increase productivity and

satisfaction within the organization:

Firstly, the HR department should create comprehensive job overviews outlining location details, technology requirements, daily tasks, and job expectations. Thorough descriptions help weed out unqualified candidates, saving time and resources.

Secondly, offering competitive salaries is essential to attract top talent. Researching competitor offerings and aligning salary packages accordingly ensures the organization remains attractive to qualified candidates.

Thirdly, posting job descriptions in industry-specific periodicals and websites targets qualified applicants and avoids sifting through large volumes of unqualified resumes. Platforms like Craigslist should only be used as a last resort.

Fourthly, pay careful attention to the interview process, inviting candidates for multiple rounds to assess cultural fit and qualifications. Pose questions that delve beyond achievements to reveal candidates' personalities and assess their sincerity and self-awareness.

Lastly, prioritize candidates whose skills and long-term goals align with the organization's objectives. Consider their potential for growth within the company, positive references, relevant experience, and ability to collaborate effectively with existing employees.

By implementing these steps, organizations can enhance their recruitment process, attract high-quality talent, and ultimately contribute to long-term success and satisfaction within the company.

# CONCLUSION

The principal goal of this takes a look at is to enhance the worker choice procedure through locating the simplest manner to enhance the pleasant of worker choice is to enhance hiring procedure altogether. A great quantity of money and time is needed to discover the proper candidate for an open position, however many supervisors placed maximum in their attention on the incorrect components of the procedure.

From the overall research it can be concluded that:

The selection procedure used by the organization will decide the caliber of new personnel and can have an effect on everyday operations and the long-term performance of the business.

According to survey and semi-structured interview result the company should improve their selection process to make their workforce more productive and to increase the satisfaction level of their employees.

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