Master’s Thesis

On

AN IMPACT OF TALENT ACQUISITION AND RECRUITMENT THROUGH SOCIAL MEDIA

***FOR THE PARTIAL FULFILLMENT OF THE REQUIREMENT***

***FOR THE AWARD OF***

***MASTER OF BUSINESS ADMINISTRATION***

**UNDER THE GUIDANCE OF**

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**SCHOOL OF BUSINESS**

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**Certificate**

This is to certify that the Master’s Thesis “ **AN IMPACT OF TALENT ACQUISITION AND RECRUITMENT THROUGH SOCIAL MEDIA**” has been prepared by NITIN SHARMA (22GSOB2010770) , under my supervision and guidance. The project report is submitted towards the partial fulfillment of 2 year, Full time Master of Business Administration.

Signature of Faculty

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**DECLARATION**

I, **NITIN SHARMA (22GSOB2010770),** student of School of Business, Galgotias University, Greater Noida, hereby declare that the Master’s Thesis on “ **AN IMPACT OF TALENT ACQUISITION AND RECRUITMENT THROUGH SOCIAL MEDIA**” is an original and authenticated work done by me.

I further declare that it has not been submitted elsewhere by any other person in any of the institutes for the award of any degree or diploma.

**NITIN SHARMA (22GSOB2010770)**

Signature of the Student

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**NITIN SHARMA (22GSOB2010770 )**

**ABSTRACT**

Social media can be used in the SAIL industry as a recruiting tool. Social networking sites are able to provide a method for recruiters to build two-way communication and engage job candidates. The appeal of lower costs for corporations also makes social media an attractive recruiting method. However, there is a lack of information about how job candidates perceive social media in the job search process and their ability to examine job openings. This proposed study will survey job applicants and examine their reaction to an organization’s employment brand, the company website, and the applicant attraction to a company. In addition, it will study job applicants’ expected commitment to the company after hire for finding, acquiring, assessing, and hiring candidates to fill roles that are required to meet company goals and fill project requirements.



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***CHAPTER-1***



**INTRODUCTION**

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**Talent acquisition** as a unique function and department is a relatively new development. In many companies, recruiting itself is still an indistinct function of an HR generalist. Within many corporations, however, recruiting as a designation did not encompass enough of the duties that fell to the corporate recruiter. 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** is quickly becoming a unique profession, perhaps even distinct from the practice of general recruitment. 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. Talent acquisition as a function has become closely aligned with marketing and PR as well as Human Resources. As global organizations need to recruit globally with disparate needs and requirements, effective recruiting requires a well thought out corporate messaging around hiring and talent development. Talent acquisition professionals often craft the unique company message around the approach the company takes to hiring and the ongoing development of employees. The employment brand therefore encompasses not only the procurement of human capital, but the approach to corporate employee development. The unique needs of large companies especially to recruit and hire as well as attract top talent led to the development of a unique talent acquisition practice and career.



Recruiting professionals often move between agency recruiting and corporate recruitment positions. In most organizations, the recruitment roles are not dissimilar: the recruitment role is responsible for sourcing talent and bringing qualified candidates to the company. However, modern talent acquisition is becoming a unique skill-set. Because talent acquisition professionals many times also handle post-hire talent issues, such as employee retention and career progression, the talent acquisition role is quickly becoming a distinct craft. Some recruitment industry advisors even advocate for a talent department unique from the HR department, because talent acquisition and development is so intertwined with a company’s ultimate success and effectiveness.

As a craft, **talent acquisition** is of course not new; it is the simple process of recruiting good talent to meet company needs. As a profession, however, talent acquisition is quickly evolving into a unique and important job function.



* **TALENT ACQUISITION TECHNIQUES**

#### 1. Create an Unprecedented Company Brand

A well-proven talent acquisition strategy is to use marketing materials to brand the company as a great place to work. These such marketing materials can include social media/sharing, videos, and blog posts that contain positive testimonials about the workplace from current employees. Whenever potential hires view these marketing materials, they will be reminded of the company’s great work environment.

#### 2. Encourage Employees Referrals

One of the more traditional talent acquisition strategies is an employee referral program. Employees represent the brand of the company, so they are more likely to know other qualified candidates like them. According to a Society for Human Resource Management or SHRM benchmarking study, most small and large companies reported that referrals were their primary source of successful new hires. Despite the obvious positive impact of employee referrals, there are a vast number of companies that only offer mediocre bonuses of $500 to $1,000 to their employees. In order to generate more referrals, businesses need to offer generous rewards to urge employees to reach out to their contacts.

#### 3. Promote a Competitive Compensation Package

A competitive compensation package should be a direct reflection of the culture and brand of the company. When companies present potential hires with competitive pay, the hiring manager can be prepared to negotiate less. Other workplace benefits that businesses should offer in addition to the attractive compensation package include employee flexibility and autonomy. The ultimate goal is to present a company that has many perks to employment while deflecting attention from the workplaces’ undesirable aspects.

#### 4. Consider Adding Part-Time Employees to the Workplace

Human resources directors and recruiters should also consider branding their company with the addition of part-time workers. The advantages to part-time contributors is that they are often paid less and maintain flexible schedules whereas quality full-time employees can be difficult to find and costly to the company’s bottom line. Talent acquisition leaders should also understand that part-time workers are prone to switch careers quickly, so when they decide to move on, human resources recruiters should offer them grace. The grace that is extended to part-time workers will be a reflection of the company’s unique brand.

#### 5. Implement Predictive Analytics

For the best talent acquisition results, companies should frequently monitor the effectiveness of their recruiting efforts with former data. By using predictive analytics, businesses can understand the probability of recruiting at certain locations, demographics, and even salary points. After accessing the results, employers can then change the placement and content of marketing materials. Managing the recruitment efforts will ultimately optimize hiring time as the marketing will be continually targeted to the right candidates and companies will avoid prospecting to time wasters.

#### 6. Focus on Pre-Candidate Engagement

Maximizing hiring time can also be accomplished by focusing on pre-candidate engagement and not just candidate experience. In other words, employers should be building strong talent networks among potential new hires long before certain job openings are posted. Developing communities of engagement through social media, in-person events, and community boards like Reddit will offer candidates the opportunity to learn about the company and employee experiences in a slow pace. When companies focus on pre-candidate engagement in this manner, hiring managers are more likely to recruit the best of the best since they will be using excellent sourcing strategies.

#### 7. Develop an Attractive Mobile Presence

Successful talent acquisition is not complete without a branded mobile presence. Many potential candidates are using their smart phones for researching career options and completing job applications. Most competitor employees have also used their mobile devices to obtain their current job. One study noted that over half of all candidates are searching for jobs exclusively on their mobile devices. Not surprisingly, a company without a sophisticated mobile recruiting platform is unlikely to attract well-qualified candidates. Most companies should be able to develop a noteworthy online presence quite easily as the cost for implementing this talent acquisition strategy has fallen in the past few years.

#### 8. Make Easier Job Applications

If an application cannot be completed on a mobile device like a smartphone or iPad, the process to apply for a job is not easy enough. Most potential new hires avoid applications that are long and tedious. In fact, a recent study reported that roughly 60 percent of all applicants did not complete the online job application. The completion rate can be substantially increased by reducing the total application process to just five minutes or less. There is no doubt that creating a simple, fast, and mobile-friendly application is the best way to attract qualified candidates.

#### 9. Recruit Remote Employees

Many companies can also use technology to their advantage when they make use of remote employees. A recent report indicated that approximately 80 percent of professionals in today’s workforce would prefer to work from home as this type of work atmosphere allows for much flexibility. There are also many benefits to employers as well. Along with expanding the company’s global footprint and applicant pool, remote workers are able to complete important tasks by simply using their mobile devices. The best remote workers are those with managers who create realistic goals for relying on technology to tackle key work projects.

#### 10. Build Relationships with Colleges and High Schools

There are many advantages to finding top applicants through the use of technology, but mobile applications shouldn’t replace face-to-face interaction. Not only will the relationships with colleges and high schools retain the personal touch to recruiting, but the partnership will also help to produce the talent that companies need. Many companies use this valuable partnership to develop the potential of students by offerings prestigious internships and co-ops.

#### 11. Host Onsite Meet and Greet Events

In order to retain the personal touch to talent acquisition, hosting onsite meet and free events may be necessary. At these events, prospective employees will have the opportunity to meet the senior management team in a social setting. The purpose of these professional gatherings is to determine the candidates that would blend well in the culture of the organization. A cocktail party or a career fair where executive leaders describe the unique benefits of the work environment is also a good option.

#### 12. A Clear a Focus on Existing Candidate Pools

One way that talent acquisition leaders can build successful relationships is to focus on existing candidate pools and communities. Some examples of these previously established groups include college alumni, employer alumni, retired military, community boards, and other similar associations. By using strategic marketing, employers can cultivate meaningful relationships with members of these communities to ultimately support a better candidate to employee ratio.

#### 13. Hire More Recruiters

The businesses that attract the top candidates understand that great talent acquisition should be viewed as an investment in the future. Since many in-house recruiters are often overworked, underappreciated and underpaid, many of the best professionals in this field transition to jobs that offer contract recruiting. If CEO’s want to recruit and retain top talent, the businessmen may want to consider hiring more recruiters as independent contractors.

Known as the leading provider of job video solutions, Digi-Me can help human resources directors and recruiters improve campaign performance. The company’s video job ads can feature understandable information about the recruitment process from the moment a potential hire submits an application to the moment a candidate is made an attractive offer and hired. The video job ads presented at Digi-Me should always be a great option for recruiters as the videos can be seamlessly integrated into a company’s current talent acquisition techniques and strategies.

* **RECRUITMENT**

**Recruitment** refers to the overall process of attracting, short listing, selecting and appointing suitable candidates for jobs (either permanent or temporary) within an organization.

**Recruitment** can also refer to processes involved in choosing individuals for unpaid roles. Managers, human resource generalists and recruitment specialists may be tasked with carrying out recruitment, but in some cases public-sector employment agencies, commercial recruitment agencies, or specialist search consultancies are used to undertake parts of the process. Internet-based technologies which support all aspects of recruitment have become widespread.

# Recruitment Process:

The five steps involved in recruitment process are as follows:

(i) Recruitment Planning

(ii) Strategy Development

(iii) Searching

(iv) Screening

(v) Evaluation and Control.



***CHAPTER-2***

**TALENT ACQUISITION AND RECRUITMENT THROUGH SOCIAL MEDIA.**



**Talent Acquisition**

Talent acquisition is the process of finding and acquiring skilled human labor for organizational needs and to meet any labor requirement. When used in the context of the recruiting and HR profession, talent acquisition usually refers to the talent acquisition department or team within the Human Resources department. The [talent acquisition](https://www.recruiter.com/talent-acquisition.html) 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. Recruiters, sourcers, HR professionals, hiring managers. Combined, these powerhouse functions make up Talent acquisition (TA) — the organizational task of, quite simply, finding the right person for the job. In a corporate setting, it’s often placed under the human resources (HR) umbrella, and involves sourcing, attracting, interviewing, hiring, and onboarding employees.

**Talent acquisition** as a unique function and department is a relatively new development. In many companies, recruiting itself is still an indistinct function of an HR generalist. Within many corporations, however, recruiting as a designation did not encompass enough of the duties that fell to the corporate recruiter. 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.

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* **Recruiters in Talent Acquisition**

Since the bulk of a successful TA team relies on recruiters, let’s break down what it takes to be a rock star one. First, it helps to be a people person. You’re comfortable cultivating and maintaining relationships, especially across jobs, industries, and personality types. People who tend to do well in this role are also good at thinking big-picture about the needs of their company, and how to fulfill them. And since you want to always be signing top talent, a background in sales can be tremendously helpful, as you’re ultimately in the business of selling jobs to promising candidates—and promising candidates to top stakeholders.

But maybe most importantly, talent acquisition professionals need to think like hunters: always on the prowl for top talent and relentless in their pursuit

* **Talent Acquisition vs. Recruiting**

It’s easy to confuse these two. In many ways, they share the same goals: placing people into open positions.

But, there are differences. Job recruiting addresses a company’s short-term headcount needs. Talent acquisition, on the other hand, is an overall business and HR strategy that factors in an organization’s long-term goals, and acknowledges that people (or talent) can play a huge role in a company’s future successes. Unlike simply filling seats, talent acquisition is an ongoing process that tends to identify and vet appropriate candidates for executive-level positions, leadership roles, and jobs that require specialized training.

* **The Talent Acquisition Process**

The process of hiring talent often involves many steps over several months. But generally, it can be organized into 6 steps:

**1. Sourcing and Lead Generation**

Starting with a [irresistible job description](https://business.linkedin.com/talent-solutions/product-update/recruiting-and-candidate-search-tool), you’d start identifying social networks, industry events and conferences, online forums, and communities where specialists in your industry gather. There, you can network and schmooze, build relationships, and make your talent needs widely known. In doing so, you’ll generate a large pool of promising candidates, and an even stronger pipeline of potential hires.

**2. Recruiting and Attracting**

Building a strong company brand, [promoting your unique company culture](https://business.linkedin.com/talent-solutions/company-career-pages), and designing a competitive compensation package are key components of attracting and retaining stars in your industry. Candidate relationship management is as well, which means: creating a positive candidate experience, courting leads, and keeping in touch with those who aren’t a perfect fit now, but could be in the future.

**3. Interviewing and Assessing**

Identify the 3-5 most essential tasks that the position requires and the key performance indicators that will help define success. Then, you can [build your interview questions](https://business.linkedin.com/talent-solutions/recruiting-tips/behavioral-interview-questions-smb) based around behaviors, such as, "What have you done that is like this...?"  Aim for questions that out a candidates ability to solve problems, be resourceful, and think on their feet. You can also assess candidates using other tools: a skills test (like a sample writing or programming task), a personality or cognitive evaluation, or a demonstrated pitch or close.

**4. Checking References**

Many hiring managers skip this step, but checking a candidate’s references can solidify your gut feeling about a candidate’s fit. Validate your choice by checking references to see if there are any final concerns or impressions you may have missed. If the reference agrees the candidate has the character and qualifications you’re looking for, you’re set to start making offers.

**5. Making Final Selections**

Have a system for selecting from your strongest candidates. Use people tracking and evaluative software or an internal grading system — both for your own talent team, but also any other stakeholders involved in the decision making. Assuming your C-suite and other employees are as busy as you are, make this final selection process as clear and hassle-free as possible.

**6. Hiring and Onboarding**

Although hiring and onboarding doesn’t necessarily fall under the responsibilities of the talent acquisition team, it’s certainly the last and final step of hiring top talent. Note that [a strong onboarding process](https://business.linkedin.com/content/dam/me/business/en-us/talent-solutions/cx/2017/PDFs/top-10-onboarding-mistakes-to-avoid.pdf) can make or break a new employee relationship, so prepare for and streamline this process as much as possible before your new employee starts.

**Tips for Effective Talent Acquisition**

Here are some general best practices to help you and your recruitment team score top talent:

**Tip 1: Forecast**

Identify which roles at your company are hardest to hire for — and prioritize them. Niche skills, highly-specific experience, tech or engineering jobs, and senior leadership all fall into positions that can take 3-6 months or longer to fill. Hiring just the right person for the job, or building an entire team on short notice, are much easier with some forward thinking.

**Tip 2: Build a Pipeline**

Keep track of the candidates you find, whether in a simple spreadsheet at a smaller company, or organized via specialized software or platform (such as [LinkedIn Recruiter](https://business.linkedin.com/talent-solutions/recruiter)) if your organization has larger talent needs. Make sure to also carve out and schedule time — daily or weekly — for talent acquisition activities: networking, outreach, inputting and updating candidate details, and most importantly, building relationships that could be useful when you have a future role to fill.

**Tip 3: Get Everyone On Board**

Don’t silo the efforts of your HR and talent acquisition team and keep an open mind about where quality candidates can come from. Get the department or even entire company involved. Consider introducing employee referral programs, monetary rewards for key hires, etc. If employees at your company know what roles you’re hiring for, what kinds of people you’re looking to fill those roles, and your vision about where the company is headed, you’ll likely find great candidates faster.

**Tip 4: Spend the Time**

Interviewing is a hugely important part of the talent acquisition process. You want to see how a candidate will act in a “formal” setting, and how they’ll think and perform under fire. But often, some of your best intuitions about people, performance, and cultural fit comes from outside the conference room. Casual phone conversations, lunch meetings, even an informal negotiation over a cocktail are ways to get to know your prospective hire that won’t be evident from a one standard interview. And if the team needs more face-to-face time with a potential candidate, don’t hesitate to bring them back in to meet with multiple stakeholders. High performers will probably like the extra chance to size everyone up as well.

* **Examples of Talent Acquisition Strategies**

Talent acquisition strategies vary widely. But here are a few common tactics for finding and hiring great employees:

**1. Boost your Brand**

[A strong brand](https://business.linkedin.com/talent-solutions/employer-brand/employer-branding-essentials-top-attractors-tip-sheet) can be your greatest strength in recruiting quality candidates, so make sure your organization’s website, social profiles, and company culture speak not only to your target customer, but also to potential career-seeking candidates. Your branding efforts, often led by marketing, communications, or HR departments, are hugely important in grabbing the attention of top talent and making them want to apply.

**2. Get Niche**

It may seem counterintuitive, but the more specific you can get about the past experience and projects you’re looking for from candidates, the more success you’ll have finding exactly what you need. Niche roles in specialty industries can narrow the pool of candidates way down—particularly in the fields of technology, cyber security, medicine, law, and financial management. And, a smaller talent pool can often make outreach and networking efforts more manageable

**3. Do Some Succession Planning**

This business and HR strategy grooms and promotes employees internally, instead of going outside your company to fill open positions. lt starts with identifying peak performers within the company, and taking the time to train and prepare them to take on more responsibility and leadership. An organization can work towards this months or even years ahead by offering regular and detailed feedback, internal mentorship programs, high-quality employee training, stretch assignments, and offering interim / trial runs for qualified candidates. Circulate a list of your open roles on a regular basis via an internal wiki or email so employees can be aware.

* **Talent Acquisition Using Linkedin**

**LinkedIn Recruiter**

[Recruiter](https://business.linkedin.com/talent-solutions/recruiter) is LinkedIn’s all-encompassing platform for talent professionals and is the ultimate resource for finding, connecting with, and managing the best talent during your team’s hiring process.

* **Step 1.**

Find and get in touch with the right people. With [LinkedIn Recruiter](https://business.linkedin.com/talent-solutions/recruiter), you can zero in on the skills that are essential to your open role and quickly find matching profiles for people who are the most likely to be interested in your role based on their behavior. Then, contact your top candidate with personalized InMail, or use the batch-InMail feature with a templated message.

* **Step 2.**

Build a solid pipeline. Armed with data from our search insights tool, project folders and tags, you’ll soon become an expert in the market you’re searching in.

* **Step 3.**

Integrate your Applicant Tracking System (ATS). Software allows you to [integrate your own ATS](https://business.linkedin.com/talent-solutions/product-update/recruiting-and-candidate-search-tool), adding candidate records, collaboration tools, even more applicant data with Recruiter.

* **Pipeline Builder**

[Pipeline Builder](https://business.linkedin.com/talent-solutions/pipeline-builder) is a LinkedIn tool that works seamlessly with Recruiter and gives you the ability to create and edit custom landing pages, as well as track views, and even communicate with interested leads.

* **Step 1.**

Reach out. Use sponsored content and/or recruitment ads to target members based on job function, region, skills, seniority, or other criteria.

* **Step 2.**

Attract talent. Get candidates excited with personalized landing pages sharing more information about the role, team, company or recruiter, and can feature rich and exciting media such as photos, videos, or slideshows.

* **Step 3.**

Engage your candidates. Interested leads, such as those who had indicated interest via the landing page members who have indicated interest, all our recruiting team or hiring managers can follow up directly with person

* **Career Pages**

[Career Pages](https://business.linkedin.com/talent-solutions/company-career-pages) lets you create custom pages that shows off your culture, brand, and current opportunities — and ultimately drives quality applications.

* **Step 1.**

Go ahead, show-off. No one can tell your company story better than you and your colleagues. Highlight your unique culture with videos, photos, and tailored messaging to grab the right candidate.

* **Step 2.**

Get the word out. Use targeted recruitment ads to drive eyeballs to your customized, branded Career Pages.

* **Step 3.**

Measure your results. Take advantage of robust analytics to track, improve, and share the impact of your brand on your recruitment goals.

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**RECRUITMERNT**

Recruitment refers to [the overall process](https://en.wikipedia.org/wiki/Recruitment#Process) of attracting, shortlisting, selecting and appointing suitable candidates for [jobs](https://en.wikipedia.org/wiki/Job_(role))(either permanent or temporary) within an organization.[]](https://en.wikipedia.org/wiki/Recruitment#cite_note-1) Recruitment can also refer to processes involved in choosing individuals for unpaid roles. Managers, human resource generalists and recruitment specialists may be tasked with carrying out recruitment, but in some cases public-sector employment agencies, commercial recruitment agencies, or specialist search consultancies are used to undertake parts of the process. Internet-based technologies which support all aspects of recruitment have become widespread.

The process of finding and hiring the best-qualified candidate (from within or outside of an organization) for a job opening, in a timely and cost effective manner. The recruitment process includes analyzing the requirements of a job, attracting employees to that job, screening and selecting applicants, hiring, and integrating the new employee to the organization.  
Recruitment is a positive process of searching for prospective employees and stimulating them to apply for the jobs in the organisation. When more persons apply for jobs then there will be a scope for recruiting better persons.

Recruitment is a positive process of searching for prospective employees and stimulating them to apply for the jobs in the organisation. When more persons apply for jobs then there will be a scope for recruiting better persons.

The job-seekers too, on the other hand, are in search of organisations offering them employment. Recruitment is a linkage activity bringing together those with jobs and those seeking jobs. In simple words, the term recruitment refers to discovering the source from where potential employees may be selected. The scientific recruitment process leads to higher productivity, better wages, high morale, reduction in labour turnover and enhanced reputation. It stimulates people to apply for jobs; hence it is a positive process.

Recruitment is concerned with reaching out, attracting, and ensuring a supply of qualified personnel and making out selection of requisite manpower both in their quantitative and qualitative aspect. It is the development and maintenance of adequate man- power resources. This is the first stage of the process of selection and is completed with placement.

**Definition:**

According to Edwin B. Flippo, “It is a process of searching for prospective employees and stimulating and encouraging them to apply for jobs in an organisation.” He further elaborates it, terming it both negative and positive.

He says, “It is often termed positive in that it stimulates people to apply for jobs, to increase the hiring ratio, i.e. the number of applicants for a job. Selection, on the other hand, tends to be negative because it rejects a good number of those who apply, leaving only the best to be hired. ”

In the words of Dale Yoder, Recruitment is the process to “discover the sources of manpower to meet the requirements of the staffing schedule and to employ effective measures for attracting that manpower in adequate numbers to facilitate effective selection of an efficient working force.”

Kempner writes, “Recruitment forms the first stage in the process which continues with selection and ceases with the placement of the candidates.”

In personnel recruitment, management tries to do far more than merely fill job openings. As a routine the formula for personnel recruitment would be simple i.e., just fill the job with any applicant who comes along.

Joseph J. Famularo has said, “However, the act of hiring a man carries with it the presumption that he will stay with the company-that sooner or later his ability to perform his work, his capacity for job growth, and his ability to get along in the group in which he works will become matters of first importance.” Because of this, a critical examination of recruitment methods in use should be made, and that is the purpose of this chapter.

**Process of Recruitment:**

**Recruitment Process Passes through the Following Stages:**

(i) Searching out the sources from where required persons will be available for recruitment. If young managers are to be recruited then institutions imparting instructions in business administration will be the best source.

(ii) Developing the techniques to attract the suitable candidates. The goodwill and reputation of an organisation in the market may be one method. The publicity about the company being a professional employer may also assist in stimulating candidates to apply.

(iii) Using of good techniques to attract prospective candidates. There may be offers of attractive salaries, proper facilities for development, etc.

(iv) The next stage in this process is to stimulate as many candidates as possible to apply for jobs. In order to select a best person, there is a need to attract more candidates.

**Factors Influencing Recruitment:**

All enterprises, big or small, have to engage themselves in recruitment of persons. A number of factors influence this process.

**Some Of The Main Factors Are Being Discussed Below:**

**1. Size of the Enterprise:**

The number of persons to be recruited will depend upon the size of an enterprise. A big enterprise requires more persons at regular intervals while a small undertaking employs only a few employees. A big business house will always be in touch with sources of supply and shall try to attract more and more persons for making a proper selection. It can afford to spend more amounts in locating prospective candidates. So the size of an enterprise will affect the process of recruitment.

**2. Employment Conditions:**

The employment conditions in an economy greatly affect recruitment process. In under-developed economies, employment opportunities are limited and there is no dearth of prospective candidates. At the same time suitable candidates may not be available because of lack of educational and technical facilities. If the availability of persons is more, then selection from large number becomes easy. On the other hand, if there is a shortage of qualified technical persons, then it will be difficult to locate suitable persons.

**3. Salary Structure and Working Conditions:**

The wages offered and working conditions prevailing in an enterprise greatly influence the availability of personnel. If higher wages are paid as compared to similar concerns, the enterprise will not face any difficulty in making recruitments. An organisation offering low wages can face the problem of labour turnover.

The working conditions in an enterprise will determine job satisfaction of employees. An enterprise offering good working conditions like proper sanitation, lighting, ventilation, etc. would give more job satisfaction to employees and they may not leave their present job. On the other hand, if employees leave the jobs due to unsatisfactory working conditions, it will lead to fresh recruitment of new persons.

**4. Rate of Growth:**

The growth rate of an enterprise also affects recruitment process. An expanding concern will require regular employment of new employees. There will also be promotions of existing employees necessitating the filling up of those vacancies. A stagnant enterprise can recruit persons only when present incumbent vacates his position on retirement, etc.

**STAGES OF RECRUITMENT**

**Recruitment Process: 5 Steps Involved in Recruitment Process (with diagram)**

The five steps involved in recruitment process are as follows:

* 1. Recruitment Planning
  2. Strategy Development
  3. Searching
  4. Screening
  5. Evaluation and Control.

**1. Recruitment Planning:**

The first step involved in the recruitment process is planning. Here, planning involves to draft a comprehensive job specification for the vacant position, outlining its major and minor responsibili­ties; the skills, experience and qualifications needed; grade and level of pay; starting date; whether temporary or permanent; and mention of special conditions, if any, attached to the job to be filled ”

**2. Strategy Development:**

Once it is known how many with what qualifications of candidates are required, the next step involved in this regard is to devise a suitable strategy for recruiting the candidates in the organisation.

The strategic considerations to be considered may include issues like whether to prepare the required candidates themselves or hire it from outside, what type of recruitment method to be used, what geographical area be considered for searching the candidates, which source of recruitment to be practiced, and what sequence of activities to be followed in recruiting candidates in the organisation.

**3. Searching:**

This step involves attracting job seekers to the organisation. There are broadly two sources used to attract candidates.

These are:

1. Internal Sources, and

2. External Sources

**4. Screening:**

Though some view screening as the starting point of selection, we have considered it as an integral part of recruitment. The reason being the selection process starts only after the applications have been screened and shortlisted. Let it be exemplified with an example.

In the Universities, applications are invited for filling the post of Professors. Applications re­ceived in response to invitation, i.e., advertisement are screened and shortlisted on the basis of eligibility and suitability. Then, only the screened applicants are invited for seminar presentation and personal interview. The selection process starts from here, i.e., seminar presentation or interview.

Job specification is invaluable in screening. Applications are screened against the qualification, knowledge, skills, abilities, interest and experience mentioned in the job specification. Those who do not qualify are straightway eliminated from the selection process.

The techniques used for screening candidates vary depending on the source of supply and method used for recruiting. Preliminary applications, de-selection tests and screening interviews are common techniques used for screening the candidates.

**5. Evaluation and Control:**

Given the considerable cost involved in the recruitment process, its evaluation and control is, therefore, imperative.

The costs generally incurred in a recruitment process include:

(i) Salary of recruiters

(ii) Cost of time spent for preparing job analysis, advertisement

(iii) Administrative expenses

(iv) Cost of outsourcing or overtime while vacancies remain unfilled

(v) Cost incurred in recruiting unsuitable candidates.

In view of above, it is necessary for a prudent employer to try to answer certain questions like: whether the recruitment methods are appropriate and valid? And whether the recruitment process followed in the organisation is effective at all or not? In case the answers to these questions are in negative, the appropriate control measures need to be evolved and exercised to tide over the situa­tion.

However, such an exercise seems to be only rarely carried out in practice by the organisations employers. Having discussed recruitment process, it will be now relevant to have an idea about recruitment practices in India. The following section delineates the same.

**ABOUT SOCIAL MEDIA AND ITS USAGE IN HIRING**

**Social media** are interactive [computer-mediated](https://en.wikipedia.org/wiki/Computer-mediated_communication) technologies that facilitate the creation and sharing of [information](https://en.wikipedia.org/wiki/Information), ideas, career interests and other forms of expression via [virtual communities](https://en.wikipedia.org/wiki/Virtual_community) and [networks](https://en.wikipedia.org/wiki/Social_network).[[1]](https://en.wikipedia.org/wiki/Social_media#cite_note-Kietzmann-1) The variety of stand-alone and built-in social media services currently available introduces challenges of definition; however, there are some common features.

1. Social media are interactive [Web 2.0](https://en.wikipedia.org/wiki/Web_2.0) [Internet](https://en.wikipedia.org/wiki/Internet)-based applications
2. [User-generated content](https://en.wikipedia.org/wiki/User-generated_content), such as text posts or comments, [digital photos](https://en.wikipedia.org/wiki/Digital_photo) or videos, and data generated through all online interactions, is the lifeblood of social media
3. Users create service-specific profiles for the website or [app](https://en.wikipedia.org/wiki/Mobile_app) that are designed and maintained by the social media [organization](https://en.wikipedia.org/wiki/Organization).
4. Social media facilitate the development of online [social networks](https://en.wikipedia.org/wiki/Social_network) by connecting a user's profile with those of other individuals or groups.

Users typically access social media services via [web-based](https://en.wikipedia.org/wiki/World_Wide_Web) technologies on [desktops](https://en.wikipedia.org/wiki/Desktop_computer) and [laptops](https://en.wikipedia.org/wiki/Laptop), or [download](https://en.wikipedia.org/wiki/Download) services that offer social media functionality to their mobile devices (e.g., [smartphones](https://en.wikipedia.org/wiki/Smartphone) and [tablets](https://en.wikipedia.org/wiki/Tablet_computer)). As users engage with these [electronic](https://en.wikipedia.org/wiki/Electronics) services, they create highly interactive platforms through which individuals, communities, and organizations can share, co-create, discuss, and modify user-generated content or pre-made content posted online.

Networks formed through social media change the way groups of people interact and communicate. They "introduce substantial and pervasive changes to communication between organizations, communities, and individuals."[[1]](https://en.wikipedia.org/wiki/Social_media#cite_note-Kietzmann-1) These changes are the focus of the emerging fields of [technoself](https://en.wikipedia.org/wiki/Technoself) studies. Social media differ from paper-based media (e.g., magazines and newspapers) and traditional electronic media such as [TV broadcasting](https://en.wikipedia.org/wiki/TV_broadcasting) in many ways, including quality [reach](https://en.wikipedia.org/wiki/Reach_(advertising)), [frequency](https://en.wikipedia.org/wiki/Frequency), interactivity, usability, immediacy, and performance. Social media outlets operate in a dialogic transmission system (many sources to many receivers) This is in contrast to [traditional media](https://en.wikipedia.org/wiki/Traditional_media) which operates under a monologic transmission model (one source to many receivers), such as a newspaper which is delivered to many subscribers, or a radio station which broadcasts the same programs to an entire city. Some of the most popular social media websites, with over 100 million registered users, include [Facebook](https://en.wikipedia.org/wiki/Facebook) (and its associated [Facebook(Messenger](https://en.wikipedia.org/wiki/Facebook_Messenger)), [YouTube](https://en.wikipedia.org/wiki/YouTube), [WeChat](https://en.wikipedia.org/wiki/WeChat), [Instagram](https://en.wikipedia.org/wiki/Instagram), [QQ](https://en.wikipedia.org/wiki/Tencent_QQ), [QZone](https://en.wikipedia.org/wiki/Qzone), [Weibo](https://en.wikipedia.org/wiki/Sina_Weibo), [Twitter](https://en.wikipedia.org/wiki/Twitter), [Tumblr](https://en.wikipedia.org/wiki/Tumblr), [Telegram](https://en.wikipedia.org/wiki/Telegram_(software)), [Reddit](https://en.wikipedia.org/wiki/Reddit), [Baidu Tieba](https://en.wikipedia.org/wiki/Baidu_Tieba), [LinkedIn](https://en.wikipedia.org/wiki/LinkedIn), [LINE](https://en.wikipedia.org/wiki/Line_(software)), [Snapchat](https://en.wikipedia.org/wiki/Snapchat), [Pinterest](https://en.wikipedia.org/wiki/Pinterest), [Viber](https://en.wikipedia.org/wiki/Viber), and [VK](https://en.wikipedia.org/wiki/VK_(social_networking)).

**Most popular social networks**

The following list of the leading social networks shows the number of active users as of July 2018.

| **#** | **Network Name** | **Number of Users**  **(in millions)** |
| --- | --- | --- |
| 1 | [Facebook](https://en.wikipedia.org/wiki/Facebook) | 2,270 |
| 2 | [YouTube](https://en.wikipedia.org/wiki/YouTube) | 1,900 |
| 3 | [WhatsApp](https://en.wikipedia.org/wiki/WhatsApp) | 1,500 |
| 4 | [Facebook Messenger](https://en.wikipedia.org/wiki/Facebook_Messenger) | 1,300 |
| 5 | [WeChat](https://en.wikipedia.org/wiki/WeChat) | 1,040 |
| 6 | [Instagram](https://en.wikipedia.org/wiki/Instagram) | 1,000 |
| 7 | [QQ](https://en.wikipedia.org/wiki/Tencent_QQ) | 806 |
| 8 | [QZone](https://en.wikipedia.org/wiki/Qzone) | 563 |
| 9 | [Tik Tok](https://en.wikipedia.org/wiki/Tik_Tok_(app)) | 500 |
| 10 | [Sina Weibo](https://en.wikipedia.org/wiki/Sina_Weibo) | 411 |
| 11 | [Twitter](https://en.wikipedia.org/wiki/Twitter) | 336 |
| 12 | [Reddit](https://en.wikipedia.org/wiki/Reddit) | 330 |
| 13 | [Baidu Tieba](https://en.wikipedia.org/wiki/Baidu_Tieba) | 300 |
| 14 | [Skype](https://en.wikipedia.org/wiki/Skype) | 300 |
| 15 | [LinkedIn](https://en.wikipedia.org/wiki/LinkedIn) | 294 |
| 16 | [Viber](https://en.wikipedia.org/wiki/Viber) | 260 |
| 17 | [Snapchat](https://en.wikipedia.org/wiki/Snapchat) | 255 |
| 18 | [Line](https://en.wikipedia.org/wiki/Line_(software)) | 203 |
| 19 | [Discord](https://en.wikipedia.org/wiki/Discord_(software)) | 200 |
| 20 | [Pinterest](https://en.wikipedia.org/wiki/Pinterest) | 200 |
| 21 | [Telegram](https://en.wikipedia.org/wiki/Telegram_(software)) | 200 |
| 22 | [Tinder](https://en.wikipedia.org/wiki/Tinder_(app)) | 100 |

**Use by organizations**

Mobile social media tools can be used for [marketing research](https://en.wikipedia.org/wiki/Marketing_research), communication, [sales promotions](https://en.wikipedia.org/wiki/Sales_promotion)/discounts, informal employee learning/organizational development, relationship development/[loyalty programs](https://en.wikipedia.org/wiki/Loyalty_program) and e-Commerce. Other applications include [marketing research](https://en.wikipedia.org/wiki/Marketing_research), communication, sales promotions and discounts, relationship development and loyalty programs, and informal employee learning/organizational development is facilitated by the social media. Social media will provide a business with common trends and stay up to date with the rest of the world. Trends change all the time, which is crucial for businesses to have a set of guidelines that can be used for many social media platforms

Companies are increasingly using [social media monitoring](https://en.wikipedia.org/wiki/Social_media_monitoring) tools to monitor, track, and analyze online conversations on the Web about their brand or products or about related topics of interest. This can be useful in [public relations](https://en.wikipedia.org/wiki/Public_relations) management and [advertising campaign](https://en.wikipedia.org/wiki/Advertising_campaign) tracking, allowing the companies to measure [return on investment](https://en.wikipedia.org/wiki/Return_on_investment) for their social media ad spending, competitor-auditing, and for public engagement. Tools range from free, basic applications to subscription-based, more in-depth tools.

Social media becomes effective through a process called "building social authority". One of the foundation concepts in social media has become that you cannot completely control your message through social media but rather you can simply begin to participate in the "conversation" expecting that you can achieve a significant influence in that conversation

**Social media mining**

Social media "mining" is a type of [data mining](https://en.wikipedia.org/wiki/Data_mining), a technique of [analyzing data](https://en.wikipedia.org/wiki/Data_analysis) to detect patterns. Social media mining is a process of representing, analyzing, and extracting actionable patterns from data collected from people's activities on social media. Google mines data in many ways including using an [algorithm](https://en.wikipedia.org/wiki/Algorithm) in [Gmail](https://en.wikipedia.org/wiki/Gmail) to analyze information in emails. This use of information will then affect the type of advertisements shown to the user when they use Gmail. Facebook has partnered with many data mining companies such as [Datalogix](https://en.wikipedia.org/wiki/Datalogix) and [BlueKai](https://en.wikipedia.org/wiki/BlueKai) to use customer information for [targeted advertising](https://en.wikipedia.org/wiki/Targeted_advertising). Ethical questions of the extent to which a company should be able to utilize a user's information have been called "big data".Users tend to click through Terms of Use agreements when signing up on social media platforms, and they do not know how their information will be used by companies. This leads to questions of privacy and surveillance when user data is recorded. Some social media outlets have added capture time and [Geotagging](https://en.wikipedia.org/wiki/Geotagged) that helps provide information about the context of the data as well as making their data more accurate.

**Use in hiring**

Some employers examine job applicants' social media profiles as part of the hiring assessment. This issue raises many ethical questions that some consider an employer's right and others consider [discrimination](https://en.wikipedia.org/wiki/Discrimination). Many Western European countries have already implemented laws that restrict the regulation of social media in the workplace. States including Arkansas, California, Colorado, Illinois, Maryland, Michigan, Nevada, New Jersey, New Mexico, Utah, Washington, and Wisconsin have passed legislation that protects potential employees and current employees from employers that demand that they provide their usernames and/or passwords for any social media accounts.[[53]](https://en.wikipedia.org/wiki/Social_media#cite_note-Marche2012-53) Use of social media by young people has caused significant problems for some applicants who are active on social media when they try to enter the job market. A survey of 17,000 young people in six countries in 2013 found that 1 in 10 people aged 16 to 34 have been rejected for a job because of online comments they made on social media websites

**CHAPTER-3****

**LITERATURE REVIEW**

**LITERATURE REVIEW**

Allen, Van Scotter, and Otondo (2004) completed a study on recruitment communications. Through a study conducted on 989 undergraduate students, they found that media and media features have a direct effect on communication outcome Conveying a constant recruiting message and utilizing media features such as two-way, attitudes, intentions, and behaviours related with potential employees for an organization.

communication, personal focus, social presence, symbolism, and including a proper amount of organization, led to a positive opinion of the organization. In addition, these features were positively connected to the communication process. The findings show that media and media features have a significant effect on potential employees.

Moreover, with a sample of 175 undergraduates, Braddy, Foster, Wuensch, and Grossnickle (2003) completed a study on Internet recruiting. Their research found that maintaining a favourable recruitment image is related to being successful when attracting potential employees. The navigational ease of a website led to a favourable notion of the company versus websites that were difficult to navigate. The study addresses the potential of the Internet and the recruitment opportunities a company has through a userfriendly site.

Overall, the Internet can be used to increase communication outlets and influence potential employees. Using the Internet for communication purposes can lead to an increase in the number of job applicants a company can receive. In addition, an applicant can develop a lasting positive impression of the organization through the company’s official web page. Although these studies address traditional Internet websites, the forms of communication mentioned are exercised on social networking sites.

**OBJECTIVES OF THE STUDY**

**The specific objectives of the study are :-**

* This project is an attempt to study Talent acquisition and recruitment through social media at SAIL India Pvt. Ltd.
* To understand the prevailing trends of talent acquisition and recruitment at SAIL India Pvt. Ltd.
* To understand the impact of social media on talent acquisition and recruitment process of the company



**SCOPE OF THE STUDY**

* The scope of this project is not too far stretching to the whole company rather it only covers the talent acquisition & recruitment activities conducted by SAIL India Pvt. Ltd. for its hiring, on boarding etc.
* The project covers the concept of Talent acquisition and recruitment held by the organization for hiring of people in the organization.
* To know the job descriptions, competency criteria required for there hiring i.e., Talent acquisition and recruitment process in the organization.



**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

**SAMPLING METHOD**

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

**SAMPLE SIZE-** 100

**SAMPLING AREA**- GURUGRAM, HARYANA

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**DATA ANALYSIS & INTERPRETATIONS**

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**SURVEY RESULTS AND INTERPRETATION**

1. **Since how many years your company is using talent acquisition and recruitment as attracting the talents?**

A) 0-5 years B) 5-10 years

C) 10-15 years D) More than 15

|  |  |  |
| --- | --- | --- |
| **PARTICULARS** | **NO. OF RESPONDENT** | **PERCENTAGE** |
| **0-5 YEARS** | **30** | **30** |
| **5-10 YEARS** | **50** | **50** |
| **10-15 YEARS** | **10** | **10** |
| **MORE THAN 15 YEARS** | **10** | **10** |
| **TOTAL** | **100** | **100** |

**INTERPRETATION:**

Above data state that 50% of the employees of the company agrees that they are using talent acquisition and recruitment as there hiring techniques for choosing the best candidates for there organization since 10 years.

1. **Your organization considers talent acquisition and recruitment as a part of organizational strategy .Do you agree with this statement?**

A) Strongly agree B) Agree

C) Disagree D) Strongly disagree

|  |  |  |
| --- | --- | --- |
| **PARTICULARS** | **NO. OF RESPONDENT** | **PERCENTAGE** |
| **STRONGLY AGREE** | **50** | **50** |
| **AGREE** | **30** | **30** |
| **DISAGREE** | **10** | **10** |
| **STRONGLY DISAGREE** | **10** | **10** |
| **TOTAL** | **100** | **100** |

**INTERPRETATION:**

Above data state that 50% of the employees agree that there company uses talent acquisition and recruitment as there organizational strategy because due to this they can get the best employees for there organization.

1. **What kind of talent acquisition and recruitment process does your organization use?**

A) Internal Methods B) External Methods

|  |  |  |
| --- | --- | --- |
| **PARTICULARS** | **NO. OF RESPONDENT** | **PERCENTAGE** |
| **INTERNAL TRAININGS** | **30** | **30** |
| **EXTERNAL TRAININGS** | **70** | **70** |
| **TOTAL** | **100** | **100** |

**INTERPRETATION:**

Above data states that 70% of the employees agrees that the organization uses external recruiting and talent acquisition methods to regain the best employees for the organization who will help to get best out of them for the orgnisation.

1. **Does social media helps in talent acquisition and recruitment for your company?**

A) Yes B) No

|  |  |  |
| --- | --- | --- |
| **PARTICULARS** | **NO. OF RESPODENT** | **PERCENTAGE** |
| **YES** | **70** | **70** |
| **NO** | **30** | **30** |
| **TOTAL** | **100** | **100** |

***INTERPRETATION:***

The above data states 70% of the employees agrees that the social media plays a very crucial role in talent acquisition and recruitment in there company because nowadays all information about every person we can get easily through social media and we can choose best employee for the organisation

1. **How often the talent acquisition and recruitment program are conducted in the organization?**

A) Every month B) Every quarter

C) Half yearly D) Once in a year

|  |  |  |
| --- | --- | --- |
| **PARTICULARS** | **NO. OF RESPODENT** | **PERCENTAGE** |
| **EVERY MONTH** | **50** | **50** |
| **EVERY QUARTER** | **30** | **30** |
| **HALF YEARLY** | **10** | **10** |
| **ONCE IN A YEAR** | **10** | **10** |
| **TOTAL** | **100** | **100** |

**INTERPRETATION*:***

The above data states 50% of the employees in the organization agrees the recruitment and talent acquisition programs are done on the basis of job posting i.e, it may be high for lower level but for higher level it might be low.

1. **Does talent acquisition and recruitment helps to increase the motivation level of employees?**

A) Yes B) No

|  |  |  |
| --- | --- | --- |
| **PARTICULARS** | **NO. OF RESPODENT** | **PERCENTAGE** |
| **YES** | **70** | **70** |
| **NO** | **30** | **30** |
| **TOTAL** | **100** | **100** |

***INTERPRETATION:***

The above data states that 70% of the employees agrees talent acquisitions and recruitment helps to increase the motivation level so that the employees do there work more effectively and efficiently.as because talent acquisition and recruitment itself is a positive process

1. **Does talent acquisition and recruitment through social media helped to increase the productivity in the organization both quality and quantity?**

A) Strongly agree B) Agree

C) Disagree D) Strongly disagree

|  |  |  |
| --- | --- | --- |
| **PARTICULARS** | **NO. OF RESPONDENT** | **PERCENTAGE** |
| **STRONGLY AGREE** | **50** | **50** |
| **AGREE** | **30** | **30** |
| **DISAGREE** | **10** | **10** |
| **STRONGLY DISAGREE** | **10** | **10** |
| **TOTAL** | **100** | **100** |

***INTERPRETATION:***

The above data states that 50% of the employee strongly agree that the people which are coming through social media talent acquisition and recruitment are good in performance and the help in increasing the productivity of the company.

1. **Does the talent acquisition and recruitment method focus on developing team work and leadership style in your company?**

A) Yes B) No

|  |  |  |
| --- | --- | --- |
| **PARTICULARS** | **NO. OF RESPONDENT** | **PERCENTAGE** |
| **YES** | **80** | **80** |
| **NO** | **20** | **20** |
| **TOTAL** | **100** | **100** |

***INTERPRETATION:***

The above data state that 80% of the employees in the company agrees the talent acquisition and recruitment helps in increasing the team work and leadership styles so that each and every employee can perform well.

**FINDINGS**

* The SAIL India Pvt. Ltd. follows an effective recruiting process by the help of social media
* The day to day information about the company are given on the company website
* Most of the people agree that the job posting on social media helps them to get to know about them easily.
* It is observed that mostly all the employees agrees that talent acquisition and recruitment through social media is a part of company strategy.
* It is revealed that most of the employee agrees skill learned employees are mostly approached for the higher level posts.
* It is revealed that the company uses recruitment and talent acquisition at least once in a year..

**CONCLUSIONS**

1. Under the noted few conclusions which can be taken as for implementation to further benefits.
2. Talent acquisition and recruitment is considered as a positive step towards augmentation of the knowledge base by the respondents.
3. Making recruitment and talent acquisition most of the time in house activity to reduce cost.
4. The recruitment programs through social media are always done to cater best employees.
5. The recruiting and talent acquisition aids used are helpful in improving the overall effectiveness of the company.
6. The recruiting programs were able to improve on the internal recruitment as well as external recruitment.

**LIMITATIONS OF THE STUDY**

* Shortage of time factor was one of the biggest constraints.
* Most stress was given to secondary data collection of the company.

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**RECOMMENDATIONS AND SUGGESTIONS**

1. The recruitment and talent acquisition programs should always be done in keeping in minds with the needs in the company and abilities of the person as it proves to be the major reason of success of the company as a whole
2. The applier should always fill a feedback form so that employer can check whether they are satisfied from the interview or not.
3. The company should not only do the job posting only on social media but also on news paper etc because not everybody uses social media for there hiring.
4. The internal recruitment and talent acquisition programs will be beneficial to the organization as well as employee since it will help 40% of the employees to attain there official work easily because they are already healthy with the organization behavior..
5. The company should always do the hiring, recruitment and talent acquisition for each department separately.

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**QUESTIONNAIRES**

1. **Since how many years your company is using talent acquisition and recruitment as attracting the talents?**

A) 0-5 years B) 5-10 years

C) 10-15 years D) More than 15

1. **Your organization considers talent acquisition and recruitment as a part of organizational strategy .Do you agree with this statement?**

A) Strongly agree B) Agree

C) Disagree D) Strongly disagree

1. **What kind of talent acquisition and recruitment process does your organization use?**

A) Internal Methods B) External Methods

1. **Does social media helps in talent acquisition and recruitment?**

A) Yes B) No

1. **How often the talent acquisition and recruitment program are conducted in the organization?**

A) Every month B) Every quarter

C) Half yearly D) Once in a year

1. **Does talent acquisition and recruitment helps to increase the motivation level of employees?**

A) Yes B) No

1. **Does talent acquisition and recruitment through social mdia helped to increase the productivity in the organization both quality and quantity?**

A) Strongly agree B) Agree

C) Disagree D) Strongly disagree

1. **Does the talent acquisition and recruitment method focus on developing team work and leadership style?**

A) Yes B) No

1. **Does the talent acquisition and recruitment activity helps the management in identifying, analyzing, forecasting and planning changes needed in company’s HR area?**

A) Yes B) No

1. **Does talent acquisition activities helps the organization to maintain employee retention rate?**

A) Yes B) No