

A Study On Key Aspects Of Talent Acquisition Practices In The IT Sector

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ABSTRACT

In the IT industry, the strategic goal of talent acquisition is to luring, employing, and keeping skilled personnel in a highly competitive industry. Unlike traditional recruitment, it emphasises long-term personnel planning, company branding, and proactive candidate involvement. Because of the rapid advancement of technology and the increasing demand for specialised skills, IT companies need to employ innovative employment techniques. Employers use a range of sourcing strategies, such as LinkedIn, job portals, college hiring, social media, and employee recommendations. By facilitating efficient applicant identification and selection, AI-driven technologies, predictive analytics, and applicant tracking systems (ATS) combine to maximise recruiting. During the candidate screening process, technical skills like as programming, cybersecurity, cloud computing, and data analytics are assessed with soft skills like communication and problem-solving. Despite the importance of IT talent acquisition, challenges include significant employee turnover, a lack of skilled workers, and shifting technology trends. To enhance employee engagement and retention, companies fund training programs, mentorship initiatives, and structured onboarding processes. Additionally, diversity and inclusion have become top priorities in the creation of high-performing teams. IT firms require a well-defined talent acquisition strategy supported by technology and continuous learning if they are to draw in and retain top personnel, foster innovation, and advance long-term corporate success.

Keywords: Talent Acquisition, IT Recruitment, Employer Branding, AI, ATS, Technical Skills, Soft Skills, Employee Retention.

INTRODUCTION

The objective of the IT industry's dynamic and strategic talent acquisition process is to attract, hire, and retain highly skilled personnel in an increasingly competitive area. Long-term workforce planning, employer branding, and proactive communication with potential applicants are all more important in talent acquisition than in traditional recruitment, which is primarily focused on addressing present shortages. As technology advances at an accelerated rate and the demand for specialised skills increases, IT companies must employ innovative hiring strategies to draw in top talent. In 2024, Sriram Preethi A range of sourcing techniques are employed by the industry, including university partnerships for on-campus hiring, social media, LinkedIn, recruitment portals, and employee recommendations. Additionally, the integration of artificial intelligence (AI), predictive analytics, and applicant tracking systems (ATS) expedites the hiring process by assisting companies in identifying and selecting the most qualified candidates. Soft abilities like communication, problem-solving, and adaptability are highly valued by IT firms in addition to technical talents like data analytics, cloud computing, cybersecurity, and programming. However, problems including a shortage of qualified personnel, high staff attrition, and evolving technology trends call for continual training and upskilling initiatives. In a highly competitive climate, IT organisations need a clear talent acquisition plan to build high-performing teams, foster innovation, and drive long-term business growth.

OBJECTIVES

- To reviews the Talent Acquisition Landscape in India's IT Industry.
- To explore Innovations and Strategies in Talent Acquisition.

SCOPE OF THE STUDY

The purpose of this research on hiring new employees in the IT sector is to better understand hiring methods, barriers, and tactics used by firms to attract and retain talented employees. It examines crucial issues such as the

industry's shifting skill requirements, harsh competition, and a scarcity of skilled labour. The study examines a range of selection techniques to find the optimal employment practices, including behavioural interviews, coding exams, and AI-driven recruitment. It also highlights the importance of corporate branding in attracting top talent, as well as retention strategies such as work-life balance initiatives, training courses, and opportunities for growth. It also looks at how automation and artificial intelligence (AI) could make hiring processes more efficient. The study also compares hiring practices in the US and elsewhere, highlighting regional differences and remote work arrangements. This study's general objective is to provide insights into improving recruiting effectiveness, reducing the time spent on recruitment, and ensuring that the most qualified applicants are placed in IT roles.

REVIEW OF LITERATURE

[1] (Riemsdijk, 2013) Defined in studies, Research and development units have been established in India by international corporations to take advantage of the country's sophisticated scientific and technological facilities and low-cost labour. Knowledge-intensive companies in India are more in need of skilled workers as they compete in the global innovation market. The information technology (IT) industry is based in Bangalore, India's Silicon Valley, and this article examines employment processes there. The article's conclusion discusses national and local institutional obstacles to hiring talent as well as impending labour disputes in India's IT industry.

[2] (Mohan Parthasarathy, 2014) Explained the term "talent acquisition" may be novel to many of us, it is not new to HR professionals. In order to successfully and efficiently fulfil changing company needs, Deloitte defines talent acquisition as "a strategic approach to identifying, attracting, and onboarding top talent." Worldwide, there is always a great deal of potential for highly skilled resources, and it has always been difficult for practitioners to find such talent. It is therefore essential to comprehend the various talent acquisition tactics used around the world and their ramifications. The study methodology employed here is entirely qualitative because the findings and recommendations are grounded in a grounded theory approach, and we might move forward with secondary data analysis by consulting and evaluating research publications of this kind.

[3] (Sanghamitra Chaudhuri, 2018) Suggested in study, A number of talent management and development concerns have surfaced in recent years as India has begun to establish itself as an IT (information technology) superpower and the source of IT-trained people capital for the West. This study uses the case study technique to investigate TD/TM methods in three distinct corporate organisations. The three entities are a smaller local business organisation, a foreign multinational corporation with subsidiaries in India, and a multinational corporation with its headquarters in India.

[4] (Sajin Jose, 2019) Defined the processes of talent acquisition and recruitment are ongoing and crucial to the organisation, but they have also made it difficult for the business to use social media, promote its employment brand aggressively, and hire new employees on a daily basis. By researching the technologies and tactics used by talent management in the IT industry, the study primarily focusses on innovation in hiring and talent acquisition. The study also explains the findings and discussion section, which contains the literature summary and denotes the main idea that can be understood from the study. Finally, the conclusion is also explained in this area.

[5] (Avik Ghosh, 2020) Found human resources aligning required skill sets with job descriptions is one of the issues that talent acquisition teams confront today. This is especially true for highly competitive industries like the Indian IT sector. The cost and advantages may differ depending on the channel used for talent acquisition. The dataset is analysed using specific supervised machine learning methods. With regard to important factors like estimated cost to company (CTC), candidate sourcing methods, and ideal joining term, the study is probably going to assist organisations in reevaluating their talent acquisition approach.

[6] (Deeba, 2020) Analysed the data analytics being incorporated into workforce management, the human resources field is going through a revolutionary time. It has several benefits, especially for attracting and keeping top people in a company. It does have several drawbacks, though, which prevent businesses—especially those in India—from utilising its full potential in terms of personnel management. It goes on to discuss the difficulties in applying data analytics and the creation of plans and methods for improving the use of talent management strategies in SMEs generally. Therefore, it provides insight into the technique's current level of adoption in India and analyses its scope.

[7] (Rajasekharan, 2020) Defined an organisation needs to strategically plan its business processes, talent acquisition practices are crucial. Most of the time, an organization's success is demonstrated by more than just its financial success. In the current dynamic environment, a company's market value surpasses its financial quality. A significant portion of the company's worth is derived from its intellectual capital. Additionally, modern technology is creating new options for recruiters that are not only cost-effective but also successful, registered,

and beaten. Furthermore, although there are similarities across the current IT skills taxonomies, their foundations are arbitrary selections of work domains, technologies, task types, career levels, and responsibility levels

[8] (N, 2020) Suggested Attracting, nurturing, and keeping the right talent to successfully harness it to create business outcomes is one of the largest issues facing corporate India today. Since people are the most valuable resource in service-oriented businesses like insurance, IT & ITES, medical, etc., attracting and keeping talent has become even more crucial. The company's growth has been significantly hindered by the sharp increase in attrition rates in the current business environment. Hiring poorly always costs businesses a lot of money. The lack of skilled workers at various levels and in many industries has been recognised. The focus of this paper is to illustrate the current state of the IT industry with regard to workforce, IT & ITeS retention tactics, and talent acquisition procedures.

[9] (Ghosh, 2021) Explored over the past 20 years, there has been a significant shift in the methods used for talent management and acquisition. In many organisations, the evolving role of talent management has played a significant role in raising employee engagement. The benefits program is undergoing dynamic modifications. The desire of people to maintain a respectable work-life balance has also gained attention. Most organisations have prioritised mental health. Businesses have had to adopt new talent acquisition and management strategies in order to meet the needs of the ever-changing IT workplace.

[10] (Ms. Nitya B, 2021) Studied explored digitisation in recent years has had a huge impact on the globe and its activities. One of the main tendencies of a dynamic economy, society, and business is digitisation, often known as digital transformation. Consequently, businesses are turning their attention to using business analytics and big data in their core operations, production, and business operations. The growth of the internet and the digital economy has led to the emergence of big data as a significant tech disruptor. Therefore, this paper's objective is to assess how much HR analytics are used across different HR departmental functions.

[11] (Saqib Rehman, 2022) This study's defined main goal was to draw attention to the use of social media and IT in hiring by offering a thorough recruitment model that includes theoretical underpinnings and empirical data on the causes and consequences of social media recruiting technology use. The results have the potential to assist Pakistani organisations and pertinent stakeholders in improving their hiring practices through the usage of social networking sites, which will increase staff retention and ensure the survival of the organisation.

[12] (Srivastava, 2023) Talent acquisition and retention are critical to the financial industry's survival. Evidence of this realisation may be seen in the growing consensus that financial sectors should employ the latest technologies to hire personnel. In addition to talent acquisition, the role in talent management is impacted by managing personnel after recruiting. According to the majority of respondents in both groups, financial industries employ state-of-the-art technologies for hiring and managing their workforce. The results of the study demonstrated that senior officials and human resource specialists shared a common view regarding the possibility of innovation in the financial industries' hiring and talent management practices.

[13] (Dr. Shital Deshmukh, 2023) Signified the crucial role that human resources (HR) play in the hiring and talent acquisition process is examined in this study, with a focus on the implementation of the best practices to draw in and keep top talent. Organisations recognise the strategic importance of hiring and keeping skilled employees in the present competitive business environment. The necessity of strategic personnel planning and the alignment of recruitment tactics with overall business goals are emphasised in the opening of the article. The deployment of robust onboarding programs and ongoing learning and development for HR professionals both contribute to the long-term success of talent acquisition initiatives. In order to remain competitive in luring and hiring top talent, the report highlights how important it is for companies to adapt to changing worker expectations, technological advancements, and new legal contexts.

[14] (Ramesh Sattu, 2024) The study researched two goals: (1) to look at how perceived value, which is based on perceived benefits and sacrifices, affects the adoption of AI in talent acquisition; and (2) to look into how human resource (HR) readiness affects the relationship between perceived value and AI adoption intention.

[15] (Edward Perekebina Agbai, 2024) Defined in his study tremendous growth and development, Nigeria's IT sector had a difficult time finding qualified personnel. The main issues and opportunities related to luring and keeping qualified IT workers in Nigeria are examined in this essay. Strong career path development and professional development opportunities will draw in potential workers, and new technology can be used to expedite the hiring, onboarding, and performance management procedures, which will make personnel management simpler.

REVIEW MATRIX

S No.	Author, Co- Author	Year	Key Aspects of Talent Acquisition Practices	Focused Sub Area of IT Sectors
1.	Riemsdijk, Micheline Van	2013	Human capital supply and demand in Silicon Valley	A Multi-Level Study on Talent Acquisition in Bangalore's IT Sector
2	Mohan Parthasarathy, Sameer Pingle	2014	Employer branding, social recruitment, e-recruitment, talent acquisition, and strategies.	An Examination of Talent Acquisition Methods from a Global Viewpoint.
3	Sanghamitra Chaudhuri, Malar Hirudayaraj, Alexandre Ardichvili	2018	India-based subsidiaries and numerous talent management	An Overview of Indian IT Organisations' Talent Development and Management Practices
4	Sajin Jose, P Asha	2019	Information technology, talent management, and recruitment	An analysis of the technologies and talent management tactics used in the IT industry focusses on innovation in hiring and talent acquisition.
5	Avik Ghosh, Bhaskar Basu	2020	Information technology, talent acquisition, people analytics, renewal, and classification issues	Using Analytics to Hire Talent: The Indian IT Sector's Example
6	Deeba, Farha	2020	Beneficial key aspects, retention, and utilisation	A conceptual study on the function of data analytics in hiring and retaining talent, with a focus on SMEs in India.
7	Rajasekharan, Bamini	2020	Recruitment, Talent Acquisition, Workers, HR Innovations, and Social Organisations	An analysis of the methods used by a few IT organisations in Chennai, Tamil Nadu, to measure their talent acquisition
8	Dr. Malini T N	2020	Talent acquisition, retention, strategies, and innovation	HR practices in the IT and IT-related businesses for talent acquisition and retention strategies
9	Ghosh, Akash	2021	Digitalisation in HR, AI and ML in Recruiting, Talent Acquisition in IT, and Talent Management in IT	Examining the Effects of the Changing Functions of Talent Management and Acquisition in the IT Sector
10	Ms. Nitya B, Ms. Ragini Bose, Dr. K. Subha	2021	Human resource analytics, talent acquisition, employee turnover, pay, and benefits are all included in HRA.	An investigation into how HR analytics are used in the Indian IT industry to improve employee turnover, pay and benefits, and talent acquisition
11	Saqib Rehman, Aman Ullah, Khakida Naseem, Ali Raza Elahi, Humaira Erum	2022	Hiring and retaining employees	Technology and talent acquisition: A step towards sustainable development
12	Srivastava, Shivi	2023	Modern technology, the financial sector, hiring, administration, and talent acquisition and retention	Creating the Conditions for Innovation: Using Technology to Hire and Develop Talent in the Financial Sector
13	Professor (Dr.) Meena Sharma, Dr. Shreevamsi, Dr. Shital Deshmukh, Dr. Anurag Joshi, and Dr. Shilpa C. Shinde	2023	Human Resources, Hiring, Top Talent, Best Practices, Strategic Personnel Planning, Recruitment Strategies, and Retention.	Best Practices for Hiring Top Talent: HR's Role in Talent Acquisition and Recruitment
14	Ramesh Sattu, Simanchala Das, Lalatendu kesari jena	2024	Perceived benefits, perceived worth, artificial intelligence,	Should I use AI while hiring new employees? Evidence from Indian IT companies' human resources personnel

			sacrifices that are perceived, HR preparedness	
15	Edward Perekebina Agbai, Ngozi U. Okechukwu	2024	Workplace culture, diversity and inclusion, talent acquisition, job satisfaction, and employee engagement	Overcoming Talent Acquisition Obstacles in Nigeria's IT Sector: Issues and Opportunities

Table No.1

RESEARCH METHODOLOGY

Using a descriptive and qualitative approach based on available reviews, the research technique for this paper examines talent acquisition in the IT industry. To learn about hiring practices, difficulties, and trends, information is obtained from books, research articles, industry reports, case studies, and business websites. Employer branding and hiring practices are examined by reviewing job marketplaces and firm career pages.

The study suggests best practices in IT hiring and interprets the data gathered using qualitative content analysis. Using trustworthy sources, avoiding bias, and preserving data credibility are ethical factors that help guarantee accuracy.

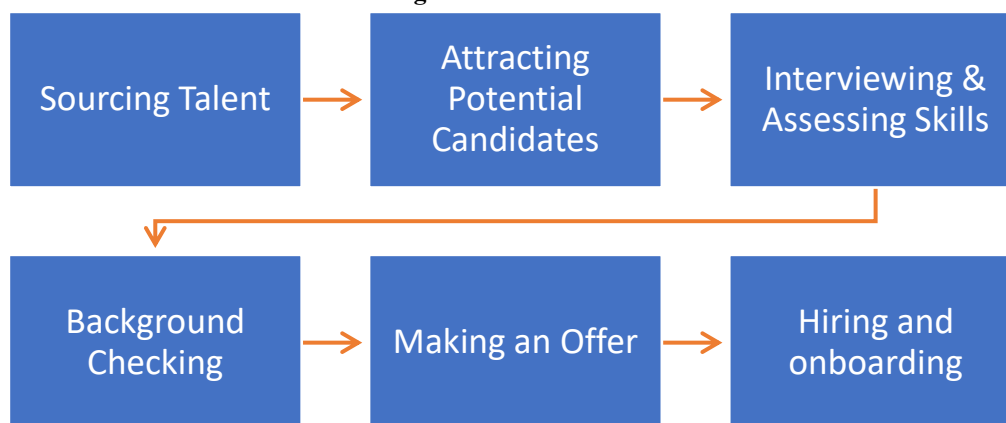
DISCUSSION AND ANALYSIS

In India's IT sector has emerged as a global leader in hiring skilled workers thanks to its extensive pool of qualified workers and technical innovations. Nonetheless, the industry faces several significant obstacles, such as a lack of skilled workers, institutional impediments, and intense competition among businesses. To maintain growth, both domestic and international businesses must manage these challenges while guaranteeing a consistent flow of excellent people.

Organisations are implementing creative talent acquisition tactics to improve hiring. Social media platforms, data analytics, and AI-powered tools are transforming hiring procedures by increasing their effectiveness and targeting. The effectiveness of hiring new employees has been further enhanced by employer branding, remote work choices, and alternative sourcing methods like hackathons and employee recommendations. These advances lower hiring expenses and time-to-fill vacancies while assisting businesses in attracting qualified individuals.

SUGGESTIVE KEY STEPS IN TALENT ACQUISITION

Fig No. 1



In addition to hiring, maintaining a competitive staff depends heavily on talent management and retention. To lower turnover, businesses are prioritising work-life balance, providing competitive pay, and funding employee development initiatives. Employee engagement and job happiness are increased by tactics like diversity initiatives, flexible work schedules, and mentorship programs. Long-term organisational performance is ensured by improving personnel stability with a strong emphasis on career development and ongoing learning.

CONCLUSION

The process of acquiring talent in the IT industry is dynamic and ever-changing, requiring strategic strategy, creativity, and flexibility. Rapid technological improvements and the growing need for qualified IT experts have made it imperative for businesses to implement effective hiring practices. Employers need to focus on attracting top talent by offering competitive compensation, opportunities for career growth, and a positive work environment. Additionally, by reducing hiring time and improving candidate selection, the use of technology, such as Applicant Tracking Systems (ATS), artificial intelligence (AI), and predictive analytics, has significantly increased the efficacy of the hiring process.

Building a great IT workforce also requires recognising and developing critical talents, which include cybersecurity, cloud computing, and programming in addition to soft skills like problem-solving, communication, and teamwork. In order to lower attrition and guarantee long-term worker stability, retention tactics such as flexible work schedules, ongoing education, and employee engagement initiatives are essential. In conclusion, the long-term success of IT organisations depends on a well-planned talent acquisition strategy that strikes a balance between technology, skill development, and employee engagement. Organisations can attract top personnel, spur innovation, and keep a competitive edge in the rapidly changing IT sector by concentrating on effective hiring, skill development, and long-term staff planning.

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