



A STUDY ON TALENT ACQUISITION AND RETENTION IN INFOSYS

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ABSTRACT

In today's competitive world technology, social and economic changes across the world are placing new challenges to the organizations. It sounds necessary to acquire and retain talented employees in the organization. This created the pressure on Human Resource department of the organization. Despite of Layoffs in IT industry retaining talent in the organization is must to survive in the competition. Talent acquisition and retention are the two major components of Talent management. This study focuses on Talent acquisition and retention practices of two major IT companies Infosys and Tata Consultancy Services. Sample of 100 employees are taken as respondents from both organizations.

Key words: Talent management, Acquisition, Retention, Talent Development

1. Introduction

Organizations these days recognize that their talent gives them the competitive edge and employ various ways to attract the right candidates. Especially this era employees are much concerned

about the organization values and beliefs that are aligned to their belief than the monetary packages.

Talent Acquisition is the process of attracting, finding, and selecting highly talented individuals those who align with the business strategy, possess required competencies, and who will integrate smoothly and productively into the organization and its culture to meet current and future employment needs.

Ways to Acquire the Talent into the Organization.

- Treat the talented individuals like customers.
- Understand their motivation,
- Have a systematic planned strategy to manage the recruitment process
- Ensure that your reward and recognition program is attractive and is performance driven
- Mark out organizations strengths and culture how supports growth of a company and the individuals in it.
- Showcase your leadership team and their congruence with the company vision

Talent retention refers to the various policies and practices which let the employees stick to an organization for a longer period of time. Talented individuals are on the radar of your competitors and recruiters. Retention of talent is no longer about keeping the talent with in your company as long as possible. It is more about how can you get optimum mileage from your relationship with employees.

Guidelines for Retaining Talented Employees

- Stay in touch
- Respect individually
- Build a conduit within your company that fast tracks talented individuals and gives them access to your leadership team
- Provide talented individuals a platform to discuss their views and provide challenges to showcase their capability. Keep them engaged

- Recognize achievement milestones besides remuneration. Talented people always do things for glory and appreciation.
- Be aware of your own teams push and pull factors

1.2 Objective of the study

- To present the conceptual frame work of Talent Acquisition and Retention
- To study the Talent Acquisition and Retention Practices of Infosys in Hyderabad

2. Research Methodology

2.1. **Research Type:** The research type is Analytical.

2.2. **Scope:** The scope of the study is limited to the study of the one IT company Infosys in Hyderabad only.

2.3. **Data Collection:** Data is collected from the both sources primary and secondary.

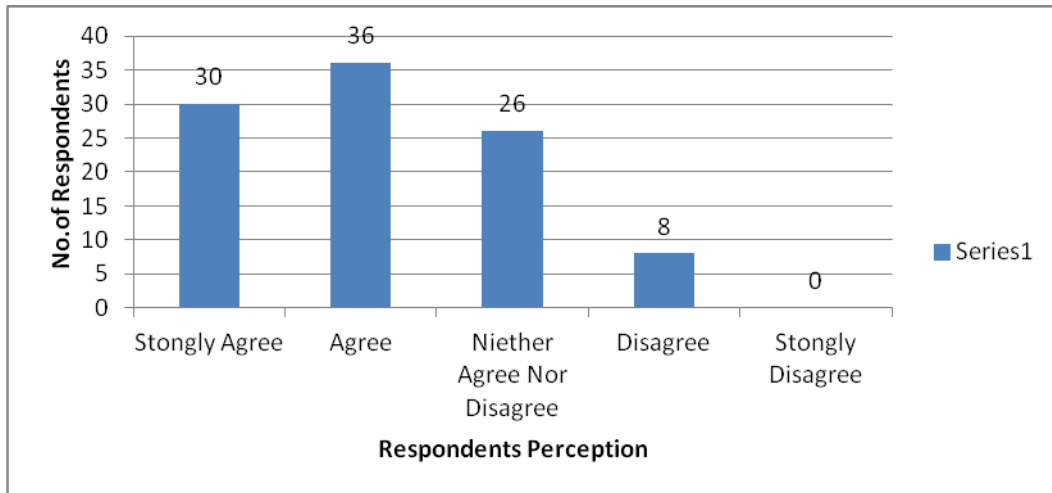
- Primary data is collected from employees by distributing the questionnaire
- Secondary data is collected from books, online journals and websites

2.4. **Sample:** 100 Respondents

3. Analysis

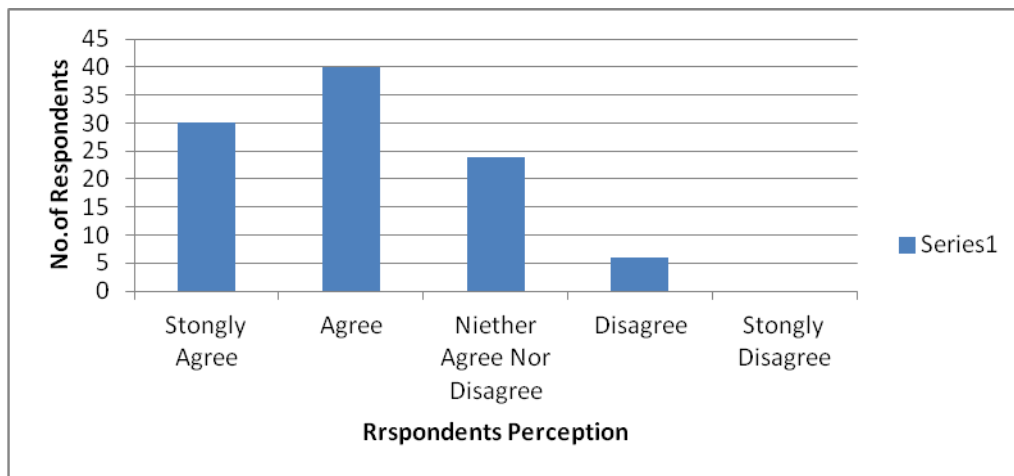
1.Gap between current place and talent required is Identified

Respondents Perception	Respondents
Stongly Agree	30
Agree	36
Niether Agree Nor Disagree	26
Disagree	8
Stongly Disagree	0



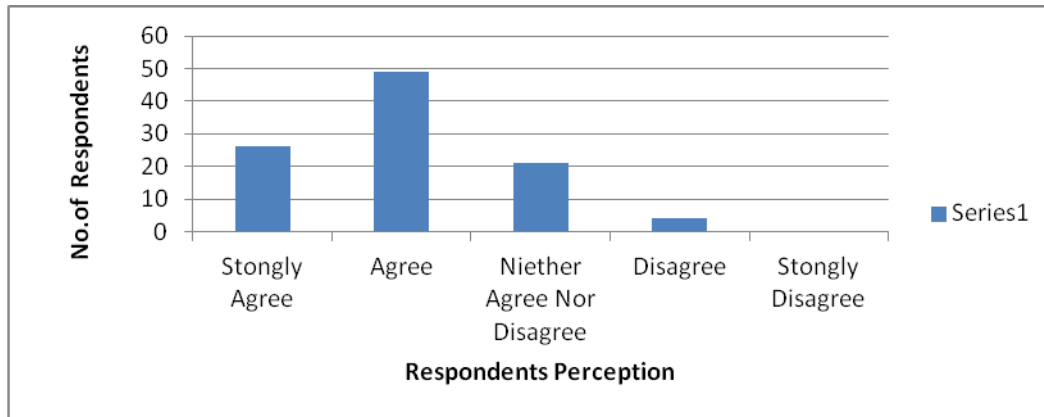
2.Right candidates are attracted who fits the organizational culture

Respondents Perception	Respondents
Stongly Agree	30
Agree	40
Niether Agree Nor Disagree	24
Disagree	6
Stongly Disagree	0



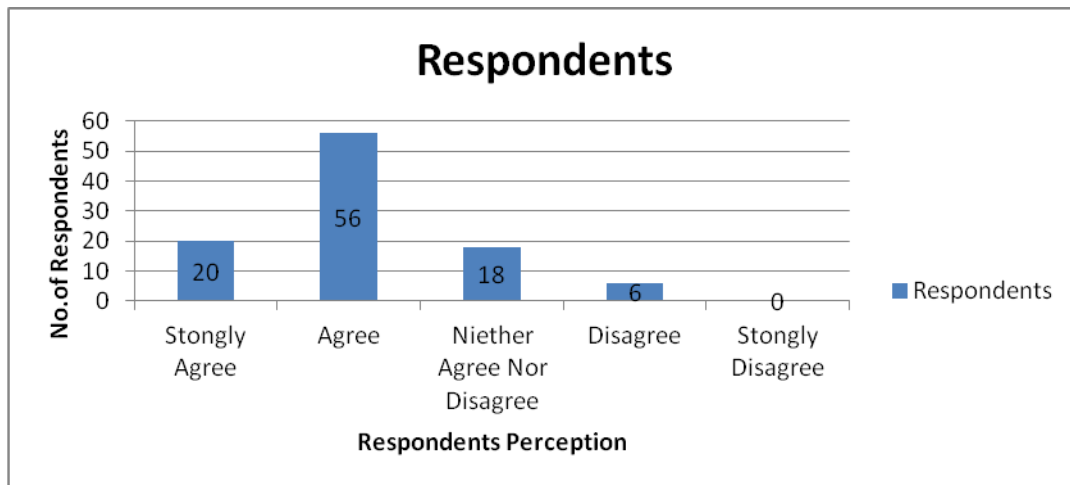
3.Both short term and long term workforce requirement are given equal importance

Respondents Perception	Respondents
Stongly Agree	26
Agree	49
Niether Agree Nor Disagree	21
Disagree	4
Stongly Disagree	0



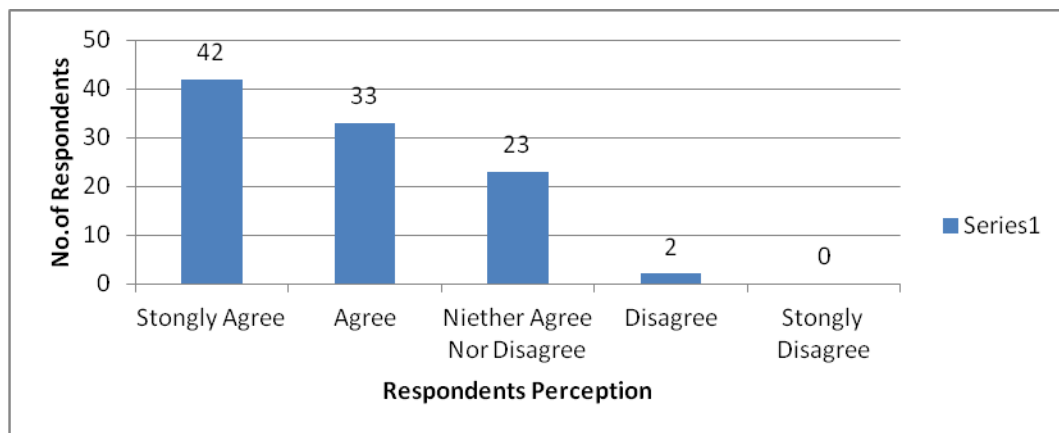
4. Participative leadership style is effective for a good leadership in my organization.

Respondents Perception	Respondents
Stongly Agree	20
Agree	56
Niether Agree Nor Disagree	18
Disagree	6
Stongly Disagree	0



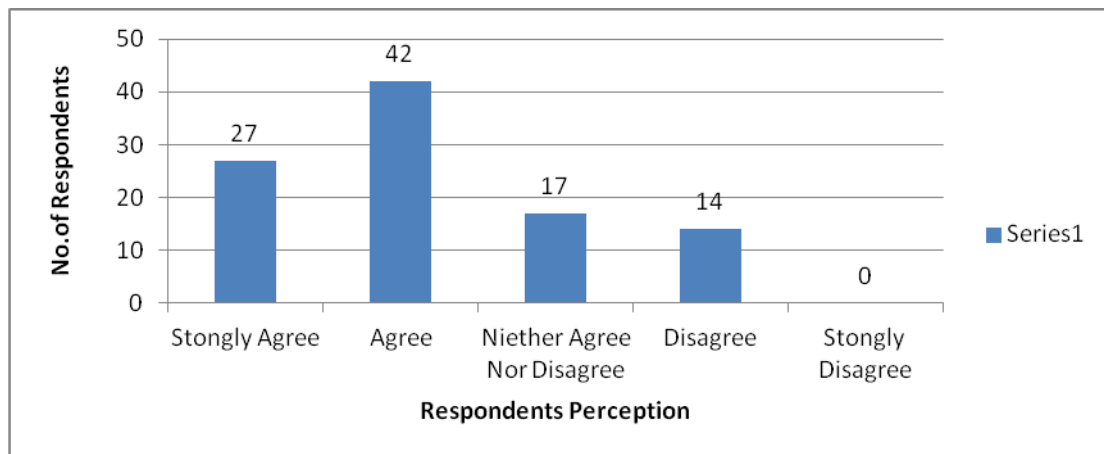
5. Pleasant work environment can increase Employees performance effectively

Respondents Perception	Respondents
Strongly Agree	42
Agree	33
Neither Agree Nor Disagree	23
Disagree	2
Strongly Disagree	0



6. Inadequate pay and benefits will make the person to relive from the organization.

Respondents Perception	Respondents
Stongly Agree	27
Agree	42
Niether Agree Nor Disagree	17
Disagree	14
Stongly Disagree	0



Results

1. Majority of the respondents expressed that their organization is identifying the gap between current and required Talent in the organization. Whereas few employees are not having proper idea or not agree
2. Majority of the respondents(40) agreed and 30 respondents strongly agreed that their organization is attracting the Right candidates who fits the organizational culture
3. Majority of the respondents(49) agreed and 26 respondents strongly agreed that their organization is giving equal importance to both short term and long term requirements
4. Majority of the respondents (56) agreed and 20 respondents strongly agreed that Participative leadership style is effective for a good leadership in the organization.
5. Majority of the respondents (42) strongly agreed and 33 respondents agreed that Pleasant work environment can increase Employees performance effectively in the organization.

6. Majority of the respondents (42) agreed and 27 respondents strongly agreed that inadequate pay and benefits will make the person to relive from the organization.

Conclusion

Talent acquisition and retention in IT sector is a crucial aspect to develop the talent in the organization. According to the study many respondents told that in both organizations talent is acquiring by emphasizing the future requirement of the organization. Even though many employees are not having exact knowledge of HR practices towards talent development in the organization. Organizations' can focus on creating the awareness among remaining all employees about talent development activities. This motivates the employees and leads to Retention of talent at higher rate in the organization.

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