

A study on Challenges in Talent Acquisition with special reference to Careernet Technologies

¹K. Prathipa, ²Dr.P. Vanitha

¹Student, ²Associate Professor
Department of Management Studies
M. Kumarasamy College of Engineering
Karur, Tamilnadu, India.

Abstract- Talent acquisition stands as a critical function in organizations, driving the process of identifying, attracting, and retaining skilled individuals to meet business objectives. This research investigates the challenges in talent acquisition in recruiting industry. This study aims to identify the primary challenges faced by organizations in talent acquisition, to investigate the role of emerging technologies in addressing talent acquisition challenges, to evaluate the influence of employer branding and candidate experience on talent acquisition challenges. It also explores the skill shortages and mismatches affecting talent acquisition efforts. It is a descriptive research design. The Primary data has been used to collect data with the help of questionnaire. A sample of 109 employees was randomly selected for data collection. Various statistical methods including Chi-Square test and Correlation were employed for data analysis. Statistical analysis was conducted using PSPP software. The result indicates that finding the candidates with the skills and knowledge is a challenge to keep pace with industry changes, and lengthy hiring timelines have resulted in candidate dissatisfaction and reduced interest during talent acquisition process are the major challenge faced by the organization.

Index Terms: Talent Acquisition, Skills and knowledge, Correlation, Candidate experience.

I. INTRODUCTION

Talent acquisition deals with the strategies, tactics and processes for identifying, recruiting and retaining the human resources a company needs. Talent acquisition, in today's dynamic business landscape, is fraught with multifaceted challenges that require adept navigation. One prominent challenge revolves around the ever-intensifying competition for top-tier talent. As industries evolve and new skills emerge, organizations find themselves in a perpetual race to secure individuals with the right expertise to drive innovation and maintain a competitive edge. Moreover, the evolving preferences and expectations of job seekers add another layer of complexity. Today's candidates prioritize factors such as work-life balance, career development opportunities, and organizational culture, compelling recruiters to adopt more holistic approaches to attract and retain talent. Additionally, the global nature of talent acquisition presents hurdles related to cultural differences, language barriers, and legal regulations, demanding a nuanced understanding and strategic planning. Furthermore, the rapid advancement of technology continually reshapes the recruitment landscape, with artificial intelligence, automation, and data analytics revolutionizing traditional practices while also posing challenges in terms of ethical considerations and the human touch in candidate engagement. In essence, talent acquisition professionals must navigate a complex interplay of factors to effectively identify, engage, and onboard the right talent for organizational success.

This study delves into the hurdles, exploring factors like a competitive job market, evolving skill requirements, and the ever-shifting expectations of candidates. By understanding these obstacles, organizations can develop comprehensive strategies to attract, engage, and ultimately, secure the skilled individuals they need to thrive in the ever-evolving business landscape.

II. OBJECTIVES OF THE STUDY

- To identify the primary challenges faced by organizations in talent acquisition.
- To investigate the role of emerging technologies in addressing talent acquisition challenges.
- To explore the skill shortages and mismatches affecting talent acquisition efforts.
- To evaluate the influence of employer branding and candidate experience on talent acquisition challenges.

Scope of the study

- Conduct a thorough review of literature, industry reports, and expert opinions to identify the primary challenges encountered by organizations in talent acquisition. This may include skill shortages, competition for talent, technological disruptions, regulatory compliance issues, and diversity and inclusion barriers.

- Investigate the role of emerging technologies, such as AI, automation, and digital platforms, in exacerbating or alleviating talent acquisition challenges. Analyze how organizations are leveraging technology to streamline recruitment processes and enhance efficiency.
- Explore the extent of skill shortages and mismatches in specific industries or regions and their impact on talent acquisition efforts. Assess strategies for addressing skill gaps through training, up-skilling, or strategic workforce planning
- Evaluate the influence of employer branding, reputation, and candidate experience on overcoming talent acquisition challenges. Examine how organizations differentiate themselves to attract and retain top talent in competitive markets.

Need for the study

- Talent acquisition challenges can impact an organization's ability to meet its strategic objectives and long-term goals.
- Talent acquisition challenges can result in increased recruitment costs, longer time-to-fill positions, and higher turnover rates.
- Effective talent acquisition is not just about finding the right candidates but also about ensuring their long-term engagement and retention within the organization.
- Talent acquisition challenges can also impact an organization's efforts to build a diverse and inclusive workforce.

Limitations

- The study was conducted only with limited respondents due to time constraints.
- The parameters taken in the questionnaire might be insufficient to represent all the issues.

III. REVIEW OF LITERATURE

Afrin Anika (2024): This research explores the challenges and opportunities associated with talent acquisition and recruitment. The study was conducted using a questionnaire-based survey, with a sample size of 120 participants comprising employees, HR managers, and recruitment specialists from various urban retail stores. The survey covered important aspects such as recruitment processes, challenges faced in attracting top talent, and strategies employed to improve talent acquisition. Findings from the research highlight several critical challenges faced by urban retail stores in talent acquisition.

Saqib Rehman, Aman Ullah, Khalida Naseem, Ali Raza Elahi, Human Erum (2022) have done a research work titled "Talent acquisition and technology: A step towards sustainable development", The purpose of the research is to highlight the use of social media and information technology in employee recruitment by providing a conceptual recruitment model in the aspects of theoretical foundations and empirical evidence on the factors and outcomes leading to the use of social media recruiting technology (SMART).

Chadni, Sharmin Akter (2019) A report on "Challenges of Young Talent Acquisition from Job Market" based on the recruitment and selection process of LOCUS and get the chance to find out the problems faced by employers when they want to recruit proper candidate in proper place and the fresh graduates who don't get their desire job after completing their graduation program.

Kabare Karanja, GS Namusonge, Charles Kireru (2018) have done a research work titled "Role of talent acquisition processes on competitive advantage of telecommunication firms", the purpose of this study was to determine the role of talent management processes on competitive advantage of telecommunication firms. The study recommended that Telecommunication firms should consider implementing the determinants of talent acquisition processes, namely talent resources plans to guide workforce planning, and talent placement methods to ensure talent is placed at the right job at the right time. Telecommunication firms should also consider implementing talent selection frameworks, and set up departments that focuses on talent management.

Meera Singh (2013) have done a research work titled "Talent Acquisition and Retention", This study focuses on the changing trends have clearly indicated that the transformation of management from regular routine recruitment process to focus towards intangible capital management. In knowledge oriented society human capital is a strategic resource in attainment of competitive advantage. Talent Acquisition and Retention is striking for numerous reasons as it is the best remedy to achieve the entire organizational goal with few employees who are the key players and best performers. The workforce development is necessary for upcoming challenges like again economy being hit by recession, Talent Acquisition and Retention makes it more enhanced wherein the worker's potential grows manifold. The following points are majorly considered in Talent Acquisition and Retention like the strategy of recruitment and retention, compensation and assessment review.

IV. RESEARCH METHODOLOGY

Research design

Research design refers to the overall strategy utilized to carry out research that defines a succinct and logical plan to tackle established research question through the collection, interpretation, analysis, and discussion of data.

The project study is descriptive research design. Research design is the specification of methods and procedures for acquiring the information needed. It is an overall operational pattern (or) framework of the project that stipulates what information is to be collected from which source and by what procedures.

Methods of data collection

This paper is solely based on the primary data. Primary data refers to the pure and the fresh data which are collected for first time. A well-structured questionnaire has been used to collect the data.

Sample size

The sample size of the study is 109 respondents.

Sampling Method

The Simple random sampling method was employed for the sampling of data collection.

Tools used for data analysis

- Chi-Square Test
- Correlation

V. DATA ANALYSIS AND INTERPRETATION

Data analysis encompasses a range of methodologies, including descriptive statistics, inferential statistics, predictive modeling, machine learning, and data visualization, to extract insights and derive meaningful conclusions from raw data. It explores descriptive statistics for summarizing and visualizing data, inferential statistics for making inferences and predictions, as well as advanced techniques such as regression analysis, factor analysis, and cluster analysis. The ultimate objective of data analysis is to uncover actionable insights that can drive informed decision-making, optimize processes, and solve complex problems across various domains and industries.

Chi-square Test

Chi Square test of homogeneity is used to determine if two or more independent sample vary by distribution on a single variable. A common use of this test is to compare two or more groups or conditions on a categorical result.

Hypothesis Statement

H0: There is no significance relationship between age and finding the candidates with the skills and knowledge is a challenge to keep pace with industry changes.

H1: There is a significance relationship between age and finding the candidates with the skills and knowledge is a challenge to keep pace with industry changes

Table No: 5.1

Age and Finding the candidates with the skills and knowledge is a challenge to keep pace with industry changes

	Value	df	Asymptotic Sig. (2-tailed)
Pearson Chi-Square	18.00	8	.021
Likelihood Ratio	22.31	8	.004
Linear-by-Linear Association	4.70	1	.030
N of Valid Cases	109		

Inference

From the above table 5.1 we infer that Pearson chi-square significant value is 0.021 which is less than 0.05 (5% significance level). Hence, the null hypothesis (H0) is rejected and the alternative hypothesis (H1) is accepted. There is significance relationship between age and finding the candidates with the skills and knowledge is a challenge to keep pace with industry changes.

Hypothesis Statement

H0: There is no significance relationship between experience and lengthy hiring timelines have resulted in candidate dissatisfaction and reduced interest during talent acquisition process.

H1: There is a significance relationship between experience and lengthy hiring timelines have resulted in candidate dissatisfaction and reduced interest during talent acquisition process.

Table No: 5.2

Experience and lengthy hiring timelines have resulted in candidate dissatisfaction and reduced interest during talent acquisition process

	Value	df	Asymptotic Sig. (2-tailed)

Pearson Chi-Square	26.63	8	.001
Likelihood Ratio	31.17	8	.000
Linear-by-Linear Association	6.26	1	.012
N of Valid Cases	109		

Inference

From the above table 5.2 we infer that Pearson chi-square significant value is 0.01 which is less than 0.05 (5% significance level). Hence, the null hypothesis (H0) is rejected and the alternative hypothesis (H1) is accepted. There is a significant relationship between experience and lengthy hiring timelines have resulted in candidate dissatisfaction and reduced interest during talent acquisition process.

Correlation

In research, correlation refers to a statistical measure used to describe the strength and direction of the relationship between two variables.

Hypothesis Statement

H0: There is no significant relationship between emerging companies and startups pose a significant threat to talent acquisition in the organization and finding qualified candidates for open position due to a lack of necessary skills is typical.

H1: There is a significant relationship between emerging companies and startups pose a significant threat to talent acquisition in the organization and finding qualified candidates for open position due to a lack of necessary skills is typical.

Table No: 5.3

Emerging companies and startups pose a significant threat to talent acquisition in the organization and finding qualified candidates for open position due to a lack of necessary skills is typical

		Emerging companies and startups pose a significant threat to talent acquisition in the organization	Finding qualified candidates for open position due to a lack of necessary skills is typical
Emerging companies and startups pose a significant threat to talent acquisition in the organization	Pearson correlation	1.000	0.528
	Sig. (2-tailed)		0.000
Finding qualified candidates for open position due to a lack of necessary skills is typical	Pearson correlation	0.528	1.000
	Sig. (2-tailed)	0.000	

Inference

From the correlation table 5.3, it can be seen that the correlation coefficient (i.e.) value of r is 0.528, there is a moderate level relationship between emerging companies and startups pose a significant threat to talent acquisition in the organization and finding qualified candidates for open position due to a lack of necessary skills is typical. Since p-value (0.000) < 0.01, we accept the hypothesis (H1). It can be concluded that there is a statistically significant moderate correlation between emerging companies and startups pose a significant threat to talent acquisition in the organization and finding qualified candidates for open position due to a lack of necessary skills is typical.

Hypothesis Statement

H0: There is no significant relationship between the mismatch between the skills demanded by employers and those possessed by job seekers contributes to longer talent acquisition cycle and technological advancements, such as automation and AI, have changed the skill requirements for roles within the organization..

H1: There is a significant relationship between the mismatch between the skills demanded by employers and those possessed by job seekers contributes to longer talent acquisition cycle and technological advancements, such as automation and AI, have changed the skill requirements for roles within the organization.

Table No: 5.4

The mismatch between the skills demanded by employers and those possessed by job seekers contributes to longer talent acquisition cycle and Technological advancements, such as automation and AI, have changed the skill requirements for roles within the organization

		The mismatch between the skills demanded by employers and those possessed by job seekers contributes to longer talent acquisition cycle	Technological advancements, such as automation and AI, have changed the skill requirements for roles within the organization
The mismatch between the skills demanded by employers and those possessed by job seekers contributes to longer talent acquisition cycle	Pearson correlation	1.000	0.361
	Sig. (2-tailed)		0.000
Technological advancements, such as automation and AI, have changed the skill requirements for roles within the organization	Pearson correlation	0.361	1.000
	Sig. (2-tailed)	0.000	

Inference

From the correlation table 5.4, it can be seen that the correlation coefficient (i.e.) value of r is 0.361, there is low level relationship between the skills demanded by employers and those possessed by job seekers contributes to longer talent acquisition cycle and technological advancements, such as automation and AI, have changed the skill requirements for roles within the organization. Since p-value (0.000) < 0.01, we accept the hypothesis (H1). It can be concluded that there is statistically significant low correlation mismatch between the skills demanded by employers and those possessed by job seekers contributes to longer talent acquisition cycle and technological advancements, such as automation and AI, have changed the skill requirements for roles within the organization

VI. FINDINGS

- There is significance relationship between age and finding the candidates with the skills and knowledge is a challenge to keep pace with industry changes.
- There is significance relationship between experience and lengthy hiring timelines have resulted in candidate dissatisfaction and reduced interest during talent acquisition process.
- There is statistically significant moderate correlation between emerging companies and start-ups pose a significant threat to talent acquisition in the organization and finding qualified candidates for open position due to a lack of necessary skills is typical.
- There is statistically significant low correlation mismatch between the skills demanded by employers and those possessed by job seekers contributes to longer talent acquisition cycle and technological advancements, such as automation and AI, have changed the skill requirements for roles within the organization.

VII. SUGGESTIONS

- Develop a strong employer brand that reflects the organization's values, culture, and commitment to employee development.
- Provide timely communication and feedback to candidates at every stage of the hiring process.
- Build and maintain relationships with potential candidates through talent pipelining initiatives.
- Use predictive analytics and AI-driven tools to assess candidate fit and make data-driven hiring decisions.
- Proactively identify and engage passive candidates through networking events, talent communities, and referral programs.

VIII. CONCLUSION

The primary objective of this study was to assess the challenges in talent acquisition. The study is successful in accomplishing the five research objectives. Thus, based on the findings of the study, the major challenge faced by the organization is the limited access to diverse talent pools is a barrier to recruiting a diverse workforce. By addressing the challenges in talent acquisition is essential for organizations to remain competitive in today's dynamic market. By

enhancing employer branding, improving candidate experience, investing in talent pipelining, leveraging technology, diversifying sourcing channels, refining recruitment marketing, and streamlining collaboration and communication, organizations can overcome these challenges and attract top talent. It's crucial for organizations to adopt a proactive and strategic approach to talent acquisition, continuously evolving their recruitment strategies to meet the changing needs of the workforce and the business environment. Through these efforts, organizations can build a strong employer brand, attract high-quality candidates, and ultimately drive organizational success in the long term.

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