



A Study on Recruitment Process with Reference to Talent Acquisition Strategies in Dongwoo Surfacetech India Pvt Ltd

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ABSTRACT

The recruitment process is a critical function of human resource management that directly influences the quality of talent within an organization. In the modern business environment, organizations are increasingly focusing on effective talent acquisition strategies to attract, select, and retain skilled employees. This study titled “A Study on Recruitment Process with Reference to Talent Acquisition Strategies” aims to analyse the existing recruitment practices and evaluate their effectiveness in meeting organizational goals.

The study examines various stages of the recruitment process, including sourcing, screening, selection, and on boarding, along with the strategies used to attract potential candidates. It also explores the role of digital platforms, employee referrals, and external recruitment agencies in enhancing the hiring process. Emphasis is placed on understanding how talent acquisition strategies contribute to improving the quality of hires, reducing recruitment time, and minimizing costs.

The research is based on both primary and secondary data. Primary data is collected through surveys and interactions with employees and HR personnel, while secondary data is gathered from company records, journals, and relevant literature. The findings highlight the strengths and weaknesses of the current recruitment system and identify challenges such as skill gaps, candidate dropouts, and delays in hiring.



1. INTRODUCTION

The recruitment process is one of the most critical functions of Human Resource Management, as it directly influences the quality of human capital within an organization. In today's highly competitive business environment, organizations are not only required to fill vacancies but also to attract, identify, and retain the most suitable talent. This has led to the evolution of traditional recruitment practices into more strategic and comprehensive approaches known as talent acquisition strategies. The present study,

titled "A Study on Recruitment Process with Reference to Talent Acquisition Strategies", aims to examine how modern recruitment practices and talent acquisition methods contribute to organizational effectiveness.

Recruitment is a systematic process of identifying, attracting, screening, and selecting qualified candidates for job positions. It involves various stages such as job analysis, sourcing candidates, screening applications, conducting interviews, and final selection. A well-structured recruitment process ensures that the organization hires candidates who possess the required skills, knowledge, and attitude to perform effectively. However, with the rapid advancement of technology and increasing competition for skilled professionals, organizations have started adopting innovative talent acquisition strategies to enhance their recruitment outcomes.

2. LITERATURE REVIEW

The recruitment process and talent acquisition strategies have been widely studied by researchers and HR professionals, as they play a crucial role in organizational success. Various studies highlight that effective recruitment practices help organizations attract qualified candidates and improve overall performance.

According to Edwin B. Flippo, recruitment is the process of searching for prospective employees and stimulating them to apply for jobs in an organization. His study emphasizes that a systematic recruitment process ensures the selection of suitable candidates and reduces employee turnover.

Gary Dessler explains that recruitment and selection are critical HR functions that directly impact organizational efficiency. He highlights the importance of aligning recruitment strategies with organizational goals and stresses the role of structured selection procedures in hiring competent employees.

A study by David A. DeCenzo and Stephen P. Robbins suggests that modern recruitment has shifted towards strategic talent acquisition, focusing not only on filling vacancies but also on long-term workforce planning. Their research indicates that organizations adopting innovative recruitment strategies gain a competitive advantage.

Research by Peter Cappelli highlights the growing importance of technology in recruitment. The study points out that the use of online job portals, social media, and applicant tracking systems has transformed traditional hiring methods, making recruitment faster and more efficient.

3. RESEARCH METHODOLOGY

RESEARCH DESIGN

The research design of the study "A Study on Recruitment Process with Reference to Talent Acquisition Strategies" is **descriptive and analytical in nature**. It aims to describe the existing recruitment practices and analyse their effectiveness within the organization.

4. DATA ANALYSIS AND INTERPRETATION

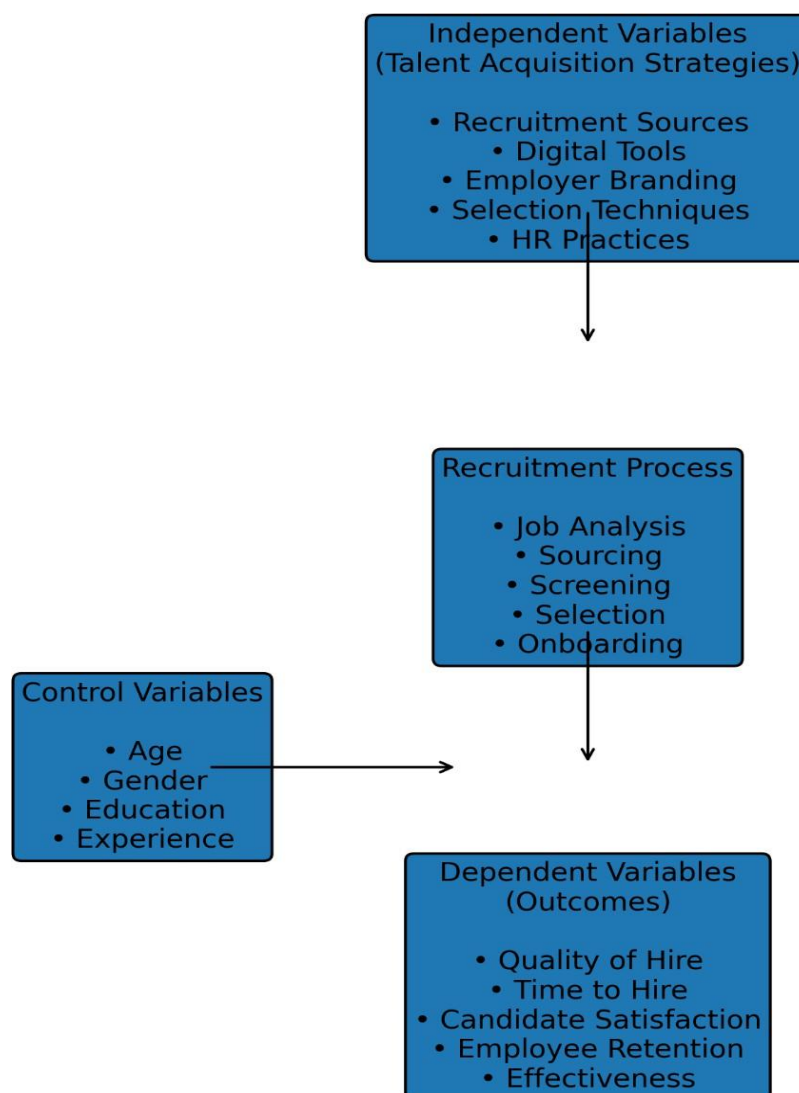
The data collected for the study indicates that the majority of respondents (68%) belong to the age group of 21–30 years, followed by 12% below 20 years, while only a small proportion falls in the higher age categories. This shows that the study is largely influenced by young professionals who are more actively involved in the recruitment process. In terms of experience, 44% of respondents have 0–1 years of experience and 40% have 1–3 years, indicating that most participants are early-career employees who have recent exposure to recruitment practices.



The analysis further reveals that the recruitment process in the organization is generally effective, with most respondents expressing agreement regarding its efficiency in selecting suitable candidates. The use of talent acquisition strategies such as multiple recruitment sources, digital platforms, and structured selection methods has positively contributed to improving the recruitment outcomes. Digital recruitment tools and timely notifications have also been found to play a significant role in ensuring smooth communication and timely completion of application procedures.

However, the study highlights that there is still scope for improvement in certain areas. While candidate experience is satisfactory for most respondents, some have indicated the need for better communication and feedback during the recruitment process. Additionally, the time taken to fill vacancies is perceived as moderate, suggesting the need for streamlining procedures to reduce delays.

5. CONCEPTUAL FRAMEWORK





EXPLANATION OF THE CONCEPTUAL FRAMEWORK

The conceptual framework of the study “A Study on Recruitment Process with Reference to Talent Acquisition Strategies” explains the relationship between different variables involved in the recruitment system. It shows how **talent acquisition strategies (independent variables)** influence the **recruitment process**, which in turn affects the **outcomes (dependent variables)**, while certain demographic factors act as **control variables**.

The **independent variables** in this study include talent acquisition strategies such as recruitment sources, digital recruitment tools, employer branding, selection techniques, and HR practices. These factors play a crucial role in attracting and identifying suitable candidates for the organization. Effective use of these strategies helps in improving the overall efficiency and quality of the recruitment process.

The **recruitment process** acts as a mediating factor in the framework. It includes various stages such as job analysis, sourcing, screening, selection, and on-boarding. The effectiveness of each stage determines how well the organization is able to convert potential candidates into successful employees. A well-structured recruitment process ensures that the right candidates are selected in a timely and efficient manner.

The **dependent variables** represent the outcomes of the recruitment process. These include quality of hire, time taken to fill vacancies, candidate satisfaction, employee retention, and overall recruitment effectiveness. These outcomes reflect the success of both the recruitment process and the talent acquisition strategies adopted by the organization.

The **control variables** such as age, gender, educational qualification, and work experience are used to analyse variations in responses. These variables help in understanding whether different groups of respondents have different perceptions regarding the recruitment process and talent acquisition strategies.

6. DISCUSSION

The present study on “A Study on Recruitment Process with Reference to Talent Acquisition Strategies” provides valuable insights into how modern recruitment practices influence organizational effectiveness. The findings indicate that the organization follows a fairly structured recruitment process, supported by various talent acquisition strategies such as the use of digital platforms, multiple sourcing channels, and systematic selection procedures. These practices have contributed positively to attracting and selecting suitable candidates.

The demographic analysis shows that a majority of respondents are young professionals with less work experience. This suggests that the study largely reflects the perspectives of individuals who have recently undergone recruitment processes. Their responses highlight the importance of efficient, transparent, and technology-driven hiring systems in today’s competitive environment.

The study further reveals that digital recruitment tools play a significant role in enhancing communication and ensuring timely completion of recruitment-related activities. This aligns with current trends where organizations increasingly rely on technology to streamline hiring processes and reduce time-to-hire. Additionally, the use of diverse recruitment sources has helped in reaching a wider talent pool, thereby improving the quality of candidates.

7. CONCLUSION

The study titled “A Study on Recruitment Process with Reference to Talent Acquisition Strategies” concludes that an effective and well-structured recruitment process plays a vital role in attracting and selecting the right talent for organizational success. The findings reveal that the organization adopts various talent acquisition strategies such as multiple recruitment sources, digital tools, and systematic selection procedures, which have positively influenced the overall recruitment effectiveness.



The analysis shows that most respondents, particularly young and early-career employees, perceive the recruitment process as efficient and satisfactory. The use of digital platforms and modern hiring techniques has improved communication, reduced manual efforts, and ensured timely completion of recruitment activities. These strategies have also contributed to enhancing the quality of candidates and overall hiring outcomes.

However, the study also identifies certain challenges such as delays in the recruitment process and the need for better communication and feedback mechanisms. Addressing these issues will help in improving candidate experience and increasing the efficiency of the recruitment system.

The results of the statistical analysis indicate that there is no significant difference in the perception of talent acquisition strategies among different demographic groups, suggesting a consistent and uniform opinion among respondents.

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