



A Study on Efficient Talent Acquisition Practices with Reference to D Log Studios – Chennai

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ABSTRACT

Talent acquisition and management are essential for organizational success, especially in creative and digital industries. This study analyzes the effectiveness of recruitment, employee engagement, employer branding, HR communication, and technology-based HR practices followed by D Log Studios, Chennai. The research uses descriptive methodology and analyzes employee perceptions regarding recruitment and talent management systems. The findings reveal that the organization follows structured recruitment practices and employee development initiatives that positively contribute to employee satisfaction and organizational growth.



INTRODUCTION

Human resources are considered one of the most valuable assets in every organization. Modern organizations depend heavily on skilled employees to improve productivity, innovation, and organizational growth. Talent acquisition refers to identifying, attracting, recruiting, and selecting suitable employees, while talent management focuses on employee development, engagement, performance management, and retention. D Log Studios is a creative and digital solutions company specializing in branding, content creation, digital marketing, media production, and graphic design. Since the company operates in a highly competitive industry, effective recruitment and workforce management practices are essential for organizational success.

This study focuses on understanding the effectiveness of talent acquisition and management practices followed at D Log Studios. It also examines employee perceptions regarding recruitment efficiency, HR communication, employer branding, learning opportunities, and technology-driven HR practices.

INDUSTRY PROFILE

The media and entertainment industry has experienced rapid growth due to technological advancements and increased digital media consumption. Social media platforms, OTT services, online advertising, and digital branding have significantly increased the demand for creative professionals and technical experts.

Organizations operating in this sector require employees with innovation, adaptability, teamwork, and communication skills. The use of AI-based editing tools, digital analytics, and virtual collaboration systems has transformed media production and recruitment practices.

India has become an important center for digital media and content creation. Chennai is recognized as a major hub for media production and creative industries, providing opportunities for companies like D Log Studios to grow and expand their services.

COMPANY PROFILE

D Log Studios is an emerging creative and digital solutions company located in Chennai. The company provides services related to media production, branding, video editing, digital marketing, content creation, and graphic design. The organization follows the tagline “Imagine – Create – Realize,” representing its focus on creativity and innovation. The organization employs skilled professionals such as content creators, editors, designers, and digital marketing specialists. D Log Studios emphasizes teamwork, professionalism, customer satisfaction, and employee engagement. Structured recruitment practices and employee development programs help improve workforce productivity and organizational performance.

OBJECTIVES OF THE STUDY

Primary Objective:

- To study the effectiveness of talent acquisition and management practices followed by D Log Studios.

Secondary Objectives:

- To analyze recruitment strategies used by the organization.
- To understand employee perceptions regarding HR communication.
- To examine the importance of employer branding.
- To evaluate learning and development initiatives.
- To study the role of technology in HR functions.
- To suggest improvements for talent acquisition and management systems.



REVIEW OF LITERATURE

David Miles Huber explained that organizations increasingly use technology-based recruitment systems to improve hiring efficiency. Mark Cunningham highlighted the importance of flexible and agile recruitment strategies in creative industries. Susan Schmidt Horning emphasized employee engagement and workplace communication as key factors contributing to organizational success.

Recent studies also show that organizations use online recruitment platforms such as LinkedIn and Naukri to attract suitable candidates. Technology-driven systems such as Applicant Tracking Systems (ATS), AI-based recruitment, and digital communication tools improve recruitment efficiency and employee management.

RESEARCH METHODOLOGY

The study adopts descriptive research design. Both primary and secondary data were used for analysis. Primary data was collected through structured questionnaires distributed among respondents associated with D Log Studios.

Sample Size:

110 respondents participated in the study.

Sampling Technique:

Convenience sampling method was used.

Tools Used:

- Percentage Analysis
- Correlation Analysis
- Chi-Square Test
- T-Test Analysis
- Tables and Charts

Secondary data was collected from books, journals, company reports, websites, and research articles related to HR management and recruitment practices.

DATA ANALYSIS AND INTERPRETATION

The analysis revealed that a majority of respondents had positive perceptions regarding recruitment and talent management practices followed at D Log Studios. Most respondents agreed that HR communication was effective and transparent during recruitment stages.

Employees also expressed positive opinions regarding learning and development opportunities, workplace support, and employee engagement activities. Technology-based recruitment systems were considered effective in improving recruitment speed and candidate management.

Correlation analysis revealed strong relationships between employer branding, recruitment channels, and talent management practices. The study also indicated that employee satisfaction positively influences retention and organizational performance.

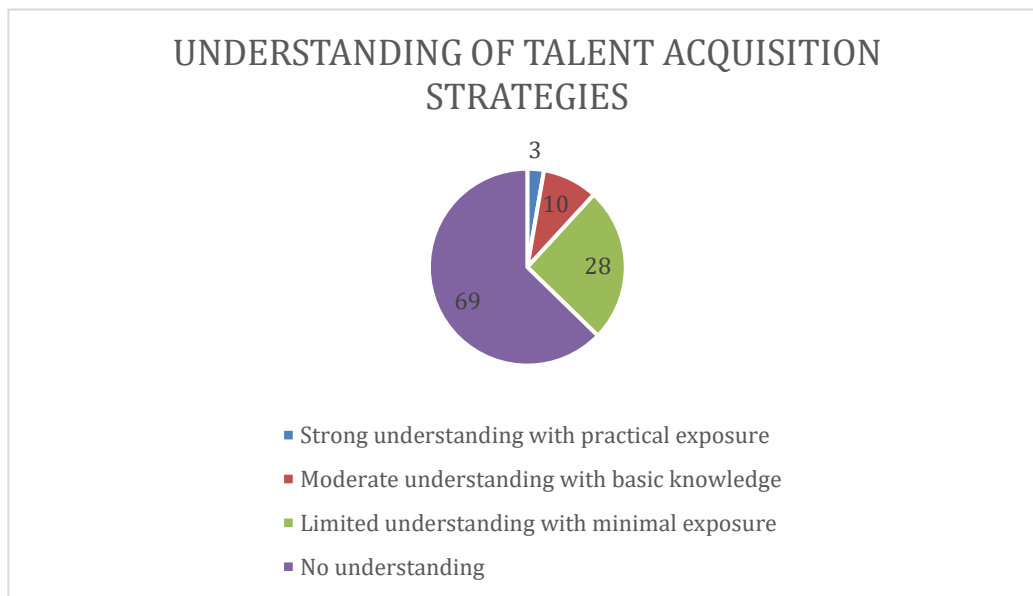


TABLE 4.1

1. UNDERSTANDING OF TALENT ACQUISITION STRATEGIES

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1	3	2.7	2.7	2.7
	2	10	9.1	9.1	11.8
	3	28	25.5	25.5	37.3
	4	69	62.7	62.7	100.0
	Total	110	100.0	100.0	

CHART 4.1



INTERPERTATION

The study reveals that 62.7% of respondents have a strong understanding of talent acquisition strategies, while 25.5% possess a moderate level of understanding. This indicates that the majority of participants are knowledgeable about talent acquisition practices used in organizations.

CHI-SQUARE SUMMARY

Variable	Chi-Square	p-value	Result
Q1 Talent Understanding	5.105	0.164	Not Significant



Q2 Recruitment Channel	1.021	0.796	Not Significant
Q3 Employer Branding	2.148	0.542	Not Significant
Q10 Talent Management Importance	10.151	0.017	Significant

Interpretation: Only talent management importance shows significant association with gender.

FINDINGS

- Most respondents believe the organization follows effective recruitment practices.
- Employer branding positively influences candidate attraction.
- HR communication is clear and transparent.
- Technology improves HR efficiency and recruitment effectiveness.
- Learning and development programs improve employee retention.
- Employee engagement initiatives positively influence workplace satisfaction.
- Talent management practices support organizational growth and productivity.

SUGGESTIONS

The organization should continue strengthening recruitment planning and workforce management strategies. Digital recruitment platforms and AI-based hiring tools should be used effectively to improve recruitment efficiency.

Regular employee training and development programs should be conducted to improve workforce capabilities. Transparent communication between management and employees should be encouraged to strengthen teamwork and collaboration. Employee retention strategies such as career growth opportunities, recognition programs, flexible work arrangements, and employee welfare initiatives should also be improved.

CONCLUSION

The study concludes that D Log Studios follows effective talent acquisition and management practices that positively contribute to employee satisfaction and organizational growth. Structured recruitment methods, digital hiring systems, employer branding, and employee development initiatives help the organization attract and retain talented employees.

Employees expressed positive opinions regarding recruitment transparency, workplace communication, learning opportunities, and employee engagement. Technology-driven HR systems also improve recruitment efficiency and organizational performance.

Overall, the study highlights the importance of effective talent acquisition and management practices in improving productivity, innovation, employee retention, and long-term organizational success.



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