



Talent Acquisition Strategies and Employer Branding in a Technology Firm: An Observational Study of ValueDX Technologies Pvt. Ltd.

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Abstract

The process of recruiting talent in technology companies goes beyond simply filling job vacancies; it also demands the use of appropriate sourcing channels, timely communication with candidates, coordinated assessment, and a company image that attracts people to think about joining the organization. This paper looks at the talent acquisition and employer branding practices at ValueDX Technologies Pvt. Ltd. in Pune during an On-the-Job Training (OJT) period that took place from 18 March to 19 June 2026. Based on the practical recruitment activities and the records described in the source OJT report, the study employs a descriptive, qualitative case-study method. The activities carried out included sourcing via LinkedIn and Naukri.com, placing job advertisements, making cold calls, contacting college authorities and Training and Placement Officers (TPOs), conducting recruitment drives, screening candidates, coordinating interviews, tracking candidates, and onboarding. Special attention is paid to VishwaVidya, an initiative linked to free technical training and internship opportunities, as an example of how learning-focused outreach can contribute to employer branding. The observations indicate that different recruitment sources have different functions and that it is better to use a multi-channel strategy than to rely on a single platform. The report also stresses the importance of consistent follow-up, accurate candidate records, coordination among stakeholders, and a structured onboarding procedure. Since there was no fixed survey sample or complete recruitment outcome data available, the findings are purely descriptive and cannot be taken as statistical evidence of effectiveness. The paper suggests the introduction of a standardized recruitment tracker, the collection of metrics by source, regular communication regarding employer branding, and a consistent process from selection through to onboarding. Keywords: talent acquisition; employer branding; candidate experience; technical recruitment; campus hiring; onboarding

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1. Introduction

Since the market for skills is constantly changing, organisations involved in technology have to have recruiters who can identify candidates with the appropriate abilities for roles in software development, data science, artificial intelligence, and automation. In this situation, recruitment is not merely a one-off action but rather a continuous process which starts with defining the need for hiring and then moves on to sourcing, screening, assessment, selection, and integration. The way candidates go through these stages can

affect their view of the company. Employer branding supports the process of talent acquisition by explaining to prospective employees what an organization has to offer and the image it gives of itself as a place to work. Backhaus and Tikoo (2004) see employer branding as the connection between an organization's identity in relation to employment and its capacity to attract and keep talent. Lievens and Slaughter (2016) also look at how an organization's image and branding affect the way job seekers view companies. These views are helpful when looking at how ordinary recruitment interactions and learning opportunities can contribute to an employer's reputation. The paper takes the OJT report titled "A Study of Talent Acquisition Strategies and Employer Branding at ValueDX Technologies Pvt. Ltd." and reorganises it in the form of a research paper. It examines the recruitment practices observed during the internship, looks at the use of multi-channel sourcing and communication with candidates, and considers the possible contribution to employer branding of the VishwaVidya initiative. The paper does not aim to establish causal effects or assess the company's overall hiring performance.

2. The aims of the research and a review of the literature

This study has three aims: first, to describe the talent acquisition and hiring practices that were observed at ValueDX Technologies; second, to look at the way recruitment communication and employer-branding activities might help to attract and engage candidates; and third, to identify the operational difficulties and practical improvements suggested by the on-the-job-training experience. Although recruitment and talent acquisition have areas in common, talent acquisition covers more than just filling a job vacancy; it involves forecasting future needs, building talent pipelines, evaluating suitability, and providing support to new employees as they join the organization. Dessler (2020) and Aswathappa (2021) describe recruitment and selection as fundamental human-resource activities which should be brought in line with the requirements of the organization. In reality, the value of any sourcing channel varies according to the position, the group of candidates, and the urgency and volume of the hiring. Employer branding refers to the impressions that candidates develop of an organisation as a place of work. Backhaus and Tikoo (2004) describe it as a strategic way of communicating the identity of the employer. Lievens and Slaughter (2016) point out that the employer image is the result of a number of signals and perceptions, which means that communication directed at candidates is relevant to the recruitment process. From these views it follows that job advertisements, clarity regarding the opportunities available, the responsiveness of recruiters, and a seamless selection process are not just ordinary administrative matters; they are also the points at which candidates come into contact with the organisation. Candidate experience covers the entire recruitment process, from the first point of contact through to screening, assessment, interview scheduling, giving feedback, documentation, and onboarding. If updates are inconsistent or expectations are unclear, this can lead to unnecessary uncertainty, but if communication is timely and respectful it makes the process easier to manage. Moreover, campus relationships and skills-development programmes can help increase access to early-career candidates and at the same time raise awareness of the organisation. The practical emphasis in the source report is such that it presents only a single example involving an organization rather than providing an extensive survey. Its worth is in illustrating how the concepts mentioned above were applied in ordinary recruitment work. A major limitation of the evidence available is the lack of a fixed questionnaire sample and complete outcome data, for example data on time-to-hire, source conversion, offer acceptance, or candidate satisfaction scores. Consequently, the analysis focuses on identifying patterns in practice and suggests specific indicators for use in future studies instead of making claims about measured effects.



3. Research Methodology

Research design. The study is based on a descriptive, qualitative case-study method, drawing on the OJT report as well as the records of the recruitment activities carried out during the internship. The setting was the Human Resources department at ValueDX Technologies Pvt. Ltd., located at the Global Port Building, Baner, Pune, Maharashtra. The OJT phase spanned from 18 March to 19 June 2026. The data used consists of the practical observations and records of activities set out in the source report, such as the recruitment trackers and databases, the sourcing and outreach activities, the screening and interview coordination, the recruitment drives, the follow-ups with candidates, and the documentation relating to onboarding. The study also makes use of the report's examination of the literature on employer branding and human resources. It does not include any new survey responses, interviews, or company metrics that are not found in the source material. The recruitment activities included the use of LinkedIn, Naukri.com, job advertisements, cold calling, internal records, contacts from colleges, and outreach to TPOs. The recruitment support consisted of carrying out screenings, administering screening tests, scheduling interviews, carrying out technical recruitment, hiring interns, conducting campus recruitment, carrying out bulk hiring, organising walk-in interviews, and communicating with both candidates and internal stakeholders. The exposure was related to Java development, data science, Robotic Process Automation (RPA), and IT Process Automation (ITPA). The report also mentions induction, orientation, the completion of joining formalities, and onboarding support. Regarding sampling, the source report states that a fixed sample size based on a questionnaire was not suitable since the project relied on practical on-the-job training exposure. The pool of candidates varied depending on the role and the hiring activity, and the number of candidates approached through cold calling and bulk hiring changed over time. For this reason, the paper takes the recruitment activities experienced during the internship as its unit of observation and does not give a fabricated sample size. The analysis procedure involved grouping the reported activities under the following themes: sourcing-channel fit, candidate engagement, coordination and recordkeeping, employer branding via learning opportunities, and the transition from selection to onboarding. These themes were then compared with the relevant conceptual literature concerning talent acquisition and employer branding. The analysis is purely descriptive and does not aim to estimate any statistical relationships or to prove that any one initiative led to an increase in applications or hires. There are ethical and evidentiary reasons why confidential details about the candidate and restricted company data are not included. The claims made refer only to the practices outlined in the OJT report. Because the study is based on a single organisation and involves only a limited period of practical experience, its results might not be applicable to all technology companies.

4. Findings and Discussion

4.1 A multi-channel approach met different recruitment needs.

The observations from the on-the-job training process show that no one sourcing channel was equally effective for meeting all the recruitment needs. LinkedIn and Naukri.com were employed in order to find individual candidates, including those required for specialized technical positions. Job ads were used to generate applications, while cold calling allowed for direct contact and was particularly used in large-scale hiring operations. Contacts through colleges and TPOs, together with campus recruitment drives and walk-in interviews, were applicable to the recruitment of students and early-careers. The practical consequence is to choose the channels depending on the type of role and the group of candidates, and then to record the results so that the relative effectiveness of the channels can be evaluated.

The recruitment process required coordination between the various stages.

The recruitment process consisted of a number of connected tasks, including clarifying the requirements, sourcing candidates, making the first contact, screening the applicants, carrying out the assessment, coordinating the interviews, carrying out follow-ups, selecting the candidates, documenting the process, and finally getting them to join. As is shown in the OJT account, delays or gaps at any one stage can have an effect on the later stages. Candidate databases and Excel-based trackers were used to record contact details, screening status, follow-up requirements, and progress in recruitment. Keeping the status definitions consistent and making sure that the records were updated promptly would aid in reducing missed follow-ups and improve visibility regarding open positions.

The candidate's experience was influenced by communication.

Candidate engagement was present at all stages of the outreach, screening, scheduling, follow-up, and the process of joining. Providing clear information about the opportunity and keeping applicants informed in a timely manner are practical methods of reducing their uncertainty. Coordination also included hiring managers, interviewers, college representatives, and TPOs; this underlines the fact that the quality of recruitment depends not just on the number of candidate profiles obtained but also on the reliability of the interactions and handovers.

VishwaVidya connected learning opportunities with employer branding.

The source report states that VishwaVidya is an initiative involving free technical training and internship opportunities. Carrying out outreach in the area of skills development can give potential candidates a clear reason to get involved with an organisation, especially when they are looking for their first work experience and need in-demand technical skills. It can also enable the organisation to show that it is interested in learning and in career development. Nevertheless, the OJT report does not offer any quantified evidence of increases in awareness, applications, or hiring as a result of this initiative. It must therefore be seen as a reasonable route for employer branding, not as a proven causal result.

Recruitment went on after selection.

The fact that recruitment doesn't come to an end when a candidate has been selected is clear from the candidate's exposure to the documentation, the completion of the formalities, the induction process and the orientation. A well-structured transition can assist new employees in understanding what is expected of them and the initial procedures. Furthermore, linking the recruitment records to the onboarding steps can make the handover clearer and contribute to a more consistent experience for candidates becoming employees.



5. Recommendations, Restrictions and Conclusion

Recommendations

First, establish a single recruitment tracker which includes details about the vacancy, the sourcing channel, the candidate's stage, the date of the last contact, the next action, the outcome of the interview, the status of the offer, the joining status, and the completion of onboarding. Access to it must be controlled and personal data should be handled properly.

Second, regularly examine the performance of each sourcing channel. Useful indicators in this regard are time-to-fill, screening-to-interview conversion, interview-to-offer conversion, offer acceptance, the ratio of selections to joinings, and candidate response rates. These metrics must be defined in a consistent way before any comparisons are made.

Third, create a regular employer-branding schedule based on genuine information such as available internships, opportunities for technical learning, experiences of employees or learners shared with permission, involvement with campuses, and clear explanations of the work and the skills required. When communicating about VishwaVidya matters, it is important to explain the eligibility criteria, the learning outcomes, the length of the programme, and any relationship there may be between the training and possible employment opportunities so that candidates' expectations stay realistic.

Fourth, adopt a uniform communication standard when sending acknowledgements, giving interview instructions, rescheduling appointments, providing feedback, and handling the process of joining.

Fifth, set up a reusable onboarding checklist which links together the selection process, the collection of documents, the communication regarding joining, the induction and the orientation.

Limitations and Future Research

The study is hindered by its three-month on-the-job training period, the fact that it was carried out in a single organisation, its descriptive design, the varying groups of candidates it included, and the limited access it had to confidential recruitment data. A structured survey of candidates was not carried out, and the source report does not give full quantitative data on hiring outcomes. As a result, it is not possible to tell whether a specific source or employer-branding campaign had an effect on hiring effectiveness.

Further research should include gathering feedback from candidates, compare conversion rates by source over a longer period, and look at whether taking part in training programmes is linked to outcomes relating to applications, joining, or retention.

Conclusion

The case study outlines the way in which talent acquisition and employer branding were put into action at ValueDX Technologies Pvt. Ltd. The on-the-job training experience included digital sourcing, direct contact with candidates, hiring from campuses and in bulk, technical recruitment, tracking of candidates, coordination with stakeholders, and onboarding. The key point is that effective recruitment involves a coordinated approach: different channels meet the requirements of various types of talent, the way candidates are communicated with affects their overall experience, and employer branding becomes more credible when it is connected to substantial opportunities. While VishwaVidya shows how a learning-focused form of outreach can help build employer awareness, its actual impact has not been verified by the available data. Making use of standardised tracking, carrying out analytics by source, maintaining consistent communication with candidates, and providing a structured onboarding process are practical actions to improve the recruitment process.

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