

A STUDY ON THE EFFECTIVENESS OF TALENT ACQUISITION IN BLOOMLIFE HOSPITAL

Submitted in partial fulfilment of the requirements for the award of

MASTER OF BUSINESS ADMINISTRATION

By

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**DEPARTMENT OF BUSINESS ADMINISTRATION
SCHOOL OF MANAGEMENT STUDIES**

**SATHYABAMA
INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

**Accredited with Grade “A++” by NAAC 12B Status by UGC |
CATEGORY-1 UNIVERSITY BY UGC| Approved by AICTE
JEPPIAR NAGAR, RAJIV GANDHI SALAI, CHENNAI-600119**

APRIL 2024



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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **MANIKANDAN.A (42410175)** who carried out the Project entitled **"A STUDY ON THE EFFECTIVENESS OF TALENT ACQUISITION IN BLOOMLIFE HOSPITAL"** under my supervision from January 2024 to April 2024

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25-04-2024

TO WHOMSOEVER IT MAY CONCERN

This is to certify that Mr. Manikandan A (Reg. No.42410175), student of, Sathyabama Institute of Science and Technology, Chennai has successfully completed an Internship in Human Resource Management from 2nd February 2024 to 25th April 2024.

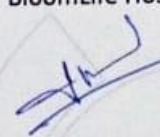
His internship activities include familiarization to the HR department, their operations and process along with overview of recruitment process of the organization.

During the period of his internship program with us, he had been exposed to different processes and was found diligent, hardworking and inquisitive.

We wish him all the best for his upcoming career.

Thanking you,

For BloomLife Hospital



Mrs Jayasree kannan

Head - HR



DECLARATION

I **MANIKANDAN.A (42410175)** hereby declare that the Project Report entitled “**A STUDY ON THE EFFECTIVENESS OF TALENT ACQUISITION IN BLOOMLIFE HOSPITAL**” done by me under the guidance of **Ms. S. Dhanalakshmi** at **BloomLife Hospital** is submitted in partial fulfilment of the requirements for the award of Master of Business Administration.

DATE:

Signature of the candidate

PLACE: CHENNAI

MANIKANDAN A

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MANIKANDAN A

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ABSTRACT

An organization consists of different background of employees, it is the main responsibility of the Human Resource department to recruit the right candidates for the right position. Hiring the right candidate for the right position is the major role of the Human Resource Team. The effectiveness of the recruitment of the talents reflects in the organization's production management. So, the talent acquisition is the major part of the organizational function. Talent acquisition is concerned with both the time and cost management. So, if the organization fails in hiring the right candidate, it pays for it time waste and cost. The organization must involve in effective talent acquisition procedures in order to make the organization manpower to right fit for the right job. There are various ways to improve the talent acquisition and steps to make it a productive one. The ways that the effective acquisition proceeds by the hiring the right skilled, knowledge and experienced candidate. Making them to attend several tests and interviewing them in the appropriate manner makes them to suitable for the job position and hence the right candidate can be hired for the right role. So, in this study we will see the effectiveness of talent acquisition of BloomLife Healthcare. The researcher analyzed how well the hospital management hires the right candidate for the right job and how the candidates feel about the talent acquisition process.

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CHAPTER-1

INTRODUCTION

1.1 Introduction to the study:

Human Resource is the main resource that an organisation possess. It is the major part of the organisation that involves in the development in both the wealth and health of the management. Any organisation to run its production in a good health, it should hire the right candidates for the right position. The major part of the organisation is its manpower. Manpower management involves both the hiring and firing process.

Human Resource contributes the vital role for the organization's talent acquisition and management. The organisation is concerned with the Human Resource function of hiring the right candidate for the right position. This helps the organisation to improve the production and be in the competition of the market. The Human Department also performs the functions right from hiring, selecting, onboarding, compensating, appraising and framing the HR policies and employee benefit schemes. So, the major function of the Human Resource department lies with the manpower. Talent management is also a major function that the HR team does to maintain the manpower in updated with the trends and topics.

Meaning of Talent Acquisition:

Talent acquisition is the primary role in the Human Resource process, where hiring the right candidate for the right position is being carried over. The organisation in order to grow in healthy and wealthy manner it is the responsibility of the HR team to maintain the right talent pool.

Hiring the talented one give the organisation the effective production process and talented manpower workforce. Talent Acquisition is involved in the time and cost management.

Only when the hired candidate meets out the expectations of the organisation, it is an effective talent acquisition. So, the effective talent acquisition is meet by the several steps and procedures.

Talent Acquisition strategy:

Creating strategy for a process helps in the future views and plans on the process as planned. Here the strategy for acquisition varies from the industries to industries and depending on the size it is planned and executed

1. Large companies:

These are the companies where it possesses the large number of talented workforces. So, they do not involve much into the acquisition process they try to maintain the talented workforce by devoting their time in training and development. They will focus more on the branding and will ensure their position in the market by the talented workforce.

2. Mid-Level companies:

These types of companies involve in the branding as well as the recruitment process. They will attract the candidates by the building brand awareness. By this process they will attract the candidates and will take part in the talent acquisition.

3. Small companies:

Small and start-up companies need to be fully involved in the process of brand building and talent acquisition. So, they will try to fill the vacancies in an immediate recruitment process and do not have the candidate network.

Talent Acquisition Vs Recruitment:

Recruitment is the process where the candidates are filled immediately for the open positions in the organisation. The recruiter will screen the candidates and will place them in the positions. Whereas in the case of talent acquisition the team will devote their time in search of the right candidates for the right position. Their main objective goes in maintaining the talented workforce by various process of acquisition.

Steps in Talent Acquisition:

Recruiting the suitable candidate does not close in a single step it is the major role player in the production of the company. You can devote your time in recruitment but it should be a viable one in case of the talent management. Next are the few steps of the successful talent acquisition,.

a.) Identify and analyse:

Before any hiring process the organisation must do a complete analysis on the vacant of the position and the nature of the position. This will be an effective step in analysing the organization's present and future need. The talent acquisition managers will devote their time in analysing the vacant position not only for the role but also for the cultural fit and the long-term goals achievement. So, the talent acquisition begins with the analysis of the vacant position nature and other needs from the candidate.

b.) Plan on recruitment approach:

Once the analysis for the vacant positions have been done the next step is the acquisition strategy formulation. The talent acquisition specialists and the recruits will collaborate and they will formulate the recruitment strategy based on the nature of the position. The strategy formulation varies from the position and it will be determined by the collaboration. So, deciding upon the strategy is a crucial role which will definitely hire the right potential candidate.

c.) Sourcing the candidates:

This approach is the critical phase in the talent acquisition. The actual recruitment differs from the talent acquisition in this phase. Where the recruiter spends more time in recruiting the talented one. The recruiter will enhance the steps that will provide the appropriate candidate. Unlike the traditional recruitment method, the employer will proactively involve in the acquisition process.

d.) Screening and candidate evaluation:

The next process in the talent acquisition is the evaluation and screening of the candidates. The recruiter knows the nature of the vacant position so, they will enhance the screening and evaluation process according to it.

The organisation conducts assessments and after it the candidate is interviewed. The recruiter focuses on the culture fit, key skills and will select the candidate.

f.) Offer and negotiation:

Once the suitable candidate is selected the recruiter here is focused on the negotiation of the salary and the other components like the benefits, work flexibility and other. This must be done in a balanced aspect as it would benefit both the candidate and the organisation. The creation of the proper acquisition strategy paves way not only for the talent pool but also the transparency in acquisition, fair evaluation and the employee brand building.

g.) On boarding:

It is the final process in the talent acquisition that the candidate is made to know about the company and the process that the company carries. This just not only a paper work also the background verifications. This is the candidate's entry level where it decides upon his mindset about the company and to know more about the culture of the company

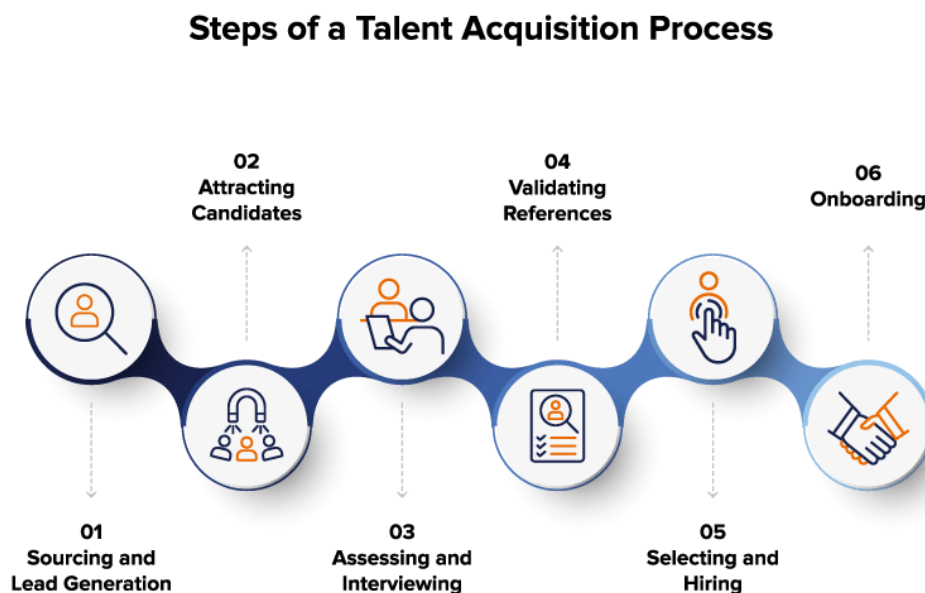


Fig.1.1 Steps of Talent Acquisition process

Talent Acquisition Metrics:

a.) Time-to-Hire:

This metric measures the total elapsed right from the awareness to recruit. Universally according to the reports, it is measured as 36 days. However this timeline may vary from industry to industry and the positions.

b.) Cost in filling the position:

This is the measure of the cost involved in the talent acquisition. The amount that has been spend in the acquisition process as the payment to acquisition managers, referral fees, advertising costs and the marketing charges.

c.) Yield ratio for each recruitment:

Recruiters use multiple strategies & pipelines in the talent acquisition process. So, this is a metric to calculate how productive those strategies are. This will give a view about the best strategy that has been employed. The cost that has been employed for this acquisition process can also be measured

d.) New employee retention rate:

The calculation for the actual value of the acquisition. The newly hired talent is retained by the various schemes and the benefits. So, a recruiter when recruiting the candidate evaluates his potential to work for the company and how much he is passionate about the position. So, this calculation ensures the retention rate to be increased. The higher the retention rate the higher the acquisition success.

e.) Hiring quality metric:

The way the acquisition process happened and the steps and procedures that has been carried out is calculated to ensure the quality hiring process. This is measured by the feedback from the candidates and necessary steps will be taken in the future acquisition processes. This will help in attracting the fresh talents in the future times.

f.) Applicants' perception:

This metric goes in hand with the applicant that is their view on the acquisition process and their satisfaction on it. This helps them to know how viable the company is doing in the recruitment process. After the recruitment process the induction and other proceedings also goes with this. Thus, the applicant point of view in the acquisition process is also a measurable one.

g.) Cost of Vacancy:

This is to measure the total expenditures in filling the vacant position for the organisation. This can result both the positive and negative results. Recruiter may hire the right candidate and the acquisition pays the expenditure. If the recruiter has unfilled positions, then the expenditures is a loss to the organisation and need to reframe the talent acquisition strategy.

Best practices and trends in Talent Acquisition:

Talent acquisition to happen in the most effective and viable manner there should exist the best practices and the trends. It is as important as it would provide the best way to formulate the strategy and would offer the most viable talent acquisition strategies.

- Branding the organisation would attract the candidates. The workplace culture and the atmosphere is also an important factor in the acquisition part
- Appointing the perfect acquisition managers and recruiters.
- Maintaining the employee retention by various programs would attract and creates good perception in candidate's mind.
- Taking part in the job fairs, referrals, social media, job boards, employee exchange boards.
- Stay active in the online job portals and regularly check for the applications of the candidates.
- Formulation of best strategy depends on the acquisition managers. So, hiring the expertise acquisition managers is a major role player.
- Offering the required and Training & Development programs helps in maintaining the talented pool and also reduce the turn overs.



Fig.1.2 Talent Acquisition process

Key differences between Recruitment and Talent Acquisition:

Recruitment	Talent Acquisition
1. This is a manpower acquiring process, where the open positions are filled in an immediate process.	This is also a manpower acquiring process but, there exists a strategy in the acquiring for future needs.
2. The entry-level roles are filled in this acquiring process.	The hard-to-fill and challenging top positions are filled by this process.
3. It is deployed immediately. Hiring the open positions are on immediate action. Not much time is used for analysing.	Since the top and challenging positions are filled the recruiters make proper strategy and takes more time in analysing.
4. Eg: The operational roles	Eg: Highly skilled job roles and leadership roles.

Table 1.1 Difference between Recruitment and Talent Acquisition

1.2 Industry profile:

Health care industry are the medical service providers, manufacturing the medical equipment, drugs, paramedical products etc. The industry mainly focus in the service that involves the medications, consulting, paramedical health care, surgeries, emergency care etc. The healthcare industry is composed of establishments devoted to prevention, diagnosis, treatment, and rehabilitation of medical conditions. The industry operates in many forms as the hospitals, clinics, laboratory, scans, pharmacy, medical insurance etc. These are the major constituents in the medical industry. When focusing on the size of operations there are multi-speciality hospitals, private and public hospitals, small clinics. A medical industry is the major service provider for the health care of the human beings. The Indian Healthcare industry is the home for nearly 12,000 healthcare firms.

This has an investment of about 12 billion dollars. The industry operates on the major objective of providing proper and clean medical practices to the patients. As we see it is the industry that operates with the great workforce which includes the graduates and non-graduates. A hospital management works with the workforce divided as the clinical and non-clinical staffs. The clinical staffs are the graduates from the medical courses and others are the graduates to particular operations. The industry works with high confidentiality things as the licenses, patent rights and other such intellectual properties.

The Indian Healthcare industry traces its evolution right from the ancient times as the medications to certain diseases, health failures were cured with the medications prepared by the ancestors. From the 20th century the Indian healthcare industry seen its major increase in the purpose of operation by offering various health care activities. To be specific from the 1990's the industry seen the various developments in the service provides and the operations. The Indian healthcare industry operates in both public and private mode. The public hospitals are run by the State and Central governments. This initiative by the government helps the people to get the consulting and medications in the economic way. The industry has developed and is with the pharmaceutical and the information technology industries that has seen various developments in today's scenario. The Indian Healthcare industry is famous in Ayurveda, Siddha, Unani etc. which attracts the overseas patients to take the medications.

The improvement in the Biochemistry, Bio-Technology and Microbiological activities makes the industry more prominent in the service providing.

Industries within Healthcare Sectors:

a.) *Drugs:*

Drugs play the important role in the Healthcare industries as the major consulting and all other medical services are achieved through the medications. This industry is the combination of the bio-technology and bio-chemistry. The Research and Development are the main process in this field. The new medicines are invented based upon the needs and the existing drugs are also prepared in the manufacturing units.

Thus the industry also produces the patent and non-patent drugs leading to the thick competition in the healthcare industry. Thus the drugs are the ultimate reliefs for the patients.

b.) *Medical Equipment:*

This is the most least and expensive industry. This sector produces the things starting from the small needs in the medical used to the Hi-Tech machines and equipment. Medical field runs with these small and big equipment. These products plays role right from the small wound band aid production to the biggest of MRI Scan, CT Scan, Surgical robots etc. This industry in the combination with the IT develops new and innovative equipment that will reduce the time and successful rate of the surgeries.

c.) *Health Insurance:*

Every people cannot afford the expenses incurred in the medications that involve huge transactions. So, the health insurance companies are the role players in this scenario. These companies help the people by their various health insurance policies and will ultimately benefit the patients. These companies work in accordance with the hospitals and will help the insured person to get the treatments.

d.) *Healthcare Institutions:*

This is the last end of these all mentioned sectors. This is comprised of the hospitals, multi-speciality hospitals, clinics, laboratories, scans, etc.

The hospitals comprise of all these sectors used to and will provide the necessary actions using these sectors to the patients. The major service providers among these sectors are the hospitals. Right from the child birth to the elderly people health management, the hospitals plays an important role using all these sectors associated with it.

Medical Tourism:

Medical Tourism is term used to describe the immigration of the patients or the people to other countries to get treatments for their illness or any medical purposes. So, we can see here how the industry is accessible to the patients.

But when focusing on the budget things the medical tourism can't be affordable for all people. Since, this involves huge transactions in travel and the treatment, only the wealthier people can make use of it. Also the government provides the schemes for this plans for the citizens. The medical purposes of this tourism includes joint replacement, cardiac surgery, dental surgeries and the cosmetic surgeries.

Recent trends and innovations in Healthcare Industry:

1.) *Next-Generation sequencing:*

Through this innovation the medical world can specifically point out the population that is at risk to adhere to any diseases or any other health malfunctions. Through this the medical people can forecast the future genetic, hormone and widely spread diseases and can prepare accordingly.

2.) *3-D printed devices:*

These printers can make the specific prototypes or any medical instruments that a particular needs. Mostly the physiological needs of the patients are sorted by this printers by producing hi-tech equipment.

3.) *Immunotherapy:*

This is a useful invention to treat the cancer patients. The immunes are examined and they treated by this therapy. Chemotherapy in collaboration with the Immunotherapy used to treat the cancer patients.

4.) *Artificial Intelligence:*

The use of AI in the medical field is the new trend to treat the patients. Unlike the clinical works the AI are used in performing the medication activities that will make the patients get intimated of their medications, treatments etc. The robotic treatment in case of internal organ surgery and the laparoscopic functions contribute a great advancement in the industry.

5.) *Biosensors and Trackers:*

This helps patients in tracking their daily medications and the health updates. The consultant or the doctors can also track the patient's health update and the will monitor using their specified tracking systems.

6.) *Tele Healthcare:*

Making the time savings and more convenient for the patients to visit the hospitals and clinics. The tough time of covid made everyone to stay inside the home. At that time the reach out to medications and consultation was possible using this technology.

7.) *Enhancing social media:*

Organising any health camps and fairs was an time consuming work in earlier days, but now with the help of social media the hospital management or clinics can post the message in social media or through messages and can intimate the patients and make it useful to them.

8.) *Virtual reality:*

Making the patients to feel free by making the environment a virtually designed one. For the child and kids the ambience must be a kid zone areas that will keep them attracted and less chaotic. So, this virtual reality helps to achieve them. Then making the patients to get demonstrated about the operations and the diagnosis through the virtual reality will make them feel free and less nervous.

9.) *Employee well-being:*

This is trend that plays major role in both the employee well-being and employee retention. The goal is to make the employee feel secured and happy in the society. Activities that could make and employee to feel safe and keeps them away from the stress and depression is the major keys for this trend.



1.3 Company Profile:



VISION:



Providing world-class holistic healthcare through the best of skill, technology and personalised care for all.

MISSION:



We are committed to our vision and strive to work as healthcare professionals driven by the core values of

- 1. Empathy*
- 2. Respect*
- 3. Integrity & Transparency*
- 4. Innovation & Research*

BloomLife Hospital Private Limited is formerly known as the Bloom Fertility and Healthcare Private Limited. At the time its incorporation it was started as a fertility hospital and after years it is developed into a multi-speciality hospital with ISO 9001:2001 certification. It has been accredited by the Indian society for Assisted Reproduction (ISAR) and Indian council of Medical Research (ICMR).

The first incorporation was at KK Nagar, Chennai. After days it was transformed to Velachery where it became a complete-speciality hospital. The hospital is famous and well for its service in Gynaecology and Orthopaedics. Also it is specialized in the area of fertility and embryo activities. The hospital also owns a clinic in Ashok Nagar where the smaller operations are carried out. The hospital has a main building with an annex building next to it. The main building carries the activities like Gynaecology, IVF and IUI fertility facilities, and the labour wards.

This main building also has an Operation Theatre and a CT-Scan and Laboratory facilities. The annex building has major activity as Orthopaedics and ICU rooms. A dialysis facility is also available here. Medical Record room is also situated here in 3rd floor. The hospital consists of both In-House and Visiting Consultants. The hospital operates with the Consultant department, Nursing department, Maintenance department, Accounts department, Quality department, Human Resource Department, Marketing and Insurance department, Transport department.

PROFILE OF BLOOMLIFE HOSPITAL

FOUNDER & MD	Dr. D. Gautham Sigamani, MBBS, M.S (Ortho).
CO-FOUNDER & MD	Dr. K.S. Kavitha Gautham, MBBS, MS (OG).
Chief Executive Officer	Ms. Anita Krishnaswamy.
Medical Director	Dr. Chittaranjan, MBBS, MS- Orthopaedics.
Incorporation	2010
Type of Industry	Healthcare
Specialist in	Gynaecology & Orthopaedics

Table.1.2 Profile of BloomLife Hospital

BloomLife Hospital is regarded as one of the best fertility centres in Chennai. It has the advanced In-Vitro Fertilization lab and Intrauterine Insemination lab facilities. It is incorporated with the vision of providing the holistic medical services using the technology to the patients. It is as busy as providing medical services to the patients. Gynaecologic patients are the maximum number of visitors daily.

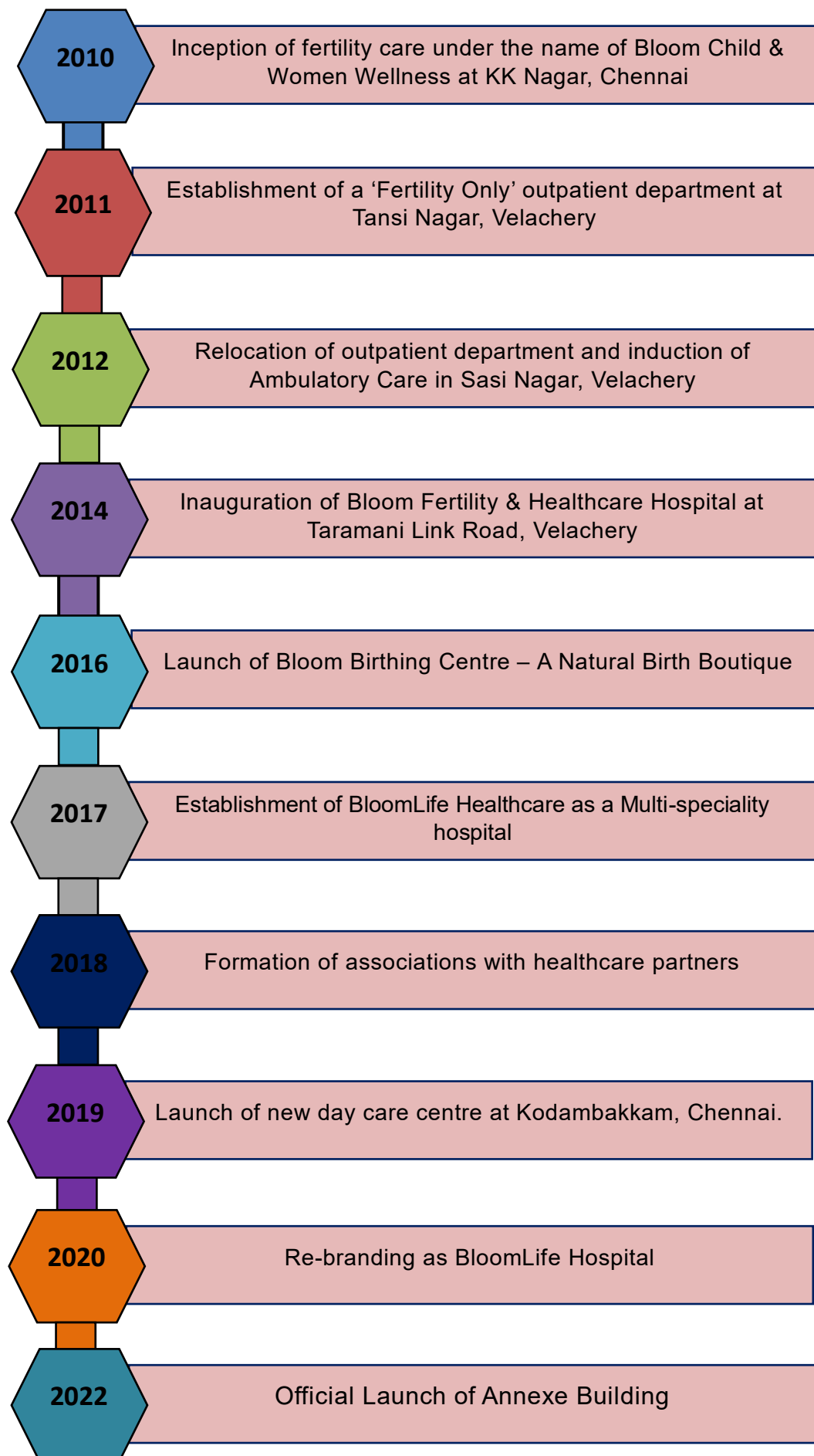
The annex building consists of the emergency and causality where the trauma and accident cases are treated as immediately. There are separate billing for the in patients and the out patients. There are nearly 105 beds to treat the patients. The operation theatre in the main building can operate all the major surgeries and the mini operation theatre in annex building can operate the minor surgeries. The hospital's organisational structure is divided into two parts. Where Managing Director is the top level management head. Under this MD comes the two halves The CEO and the Medical Director. The CEO directly controls the management activities and the Medical Director controls all the medication and consulting activities.

Awards and recognition:

- NABH (Entry level) accredited hospital
- First hospital in India to receive 'Breastfeeding Friendly Hospital' accreditation from the Breastfeeding Promotion Network Of India (BPNI)
- Ranked 4th in City Single Speciality Hospitals & Clinics – Best Choice for IVF and Gynaecology in Chennai as per Times Health Survey 2021
- Ranked 19th in All India Best IVF Centre by Times Health – All India Fertility & IVF Ranking Survey 2020
- Ranked 5th for Best Paediatric Care in Chennai by Times Health survey 2019
Excellence in the Field of Infertility-Radio city Awards 2019
- Ranked 6th in Best Fertility Centre by Times Health – Fertility & IVF Ranking Survey from 2016 to 2018.



TIMELINE OF BLOOMLIFE HOSPITAL:



1.4 Statement of the Problem:

The study of research purpose is to know how effective the talent acquisition process in BloomLife Hospital and to know how the employees feel about the process.

1.5 Objectives of the study:

- To understand the recruitment and selection process of the company and its effectiveness.
- To verify that the employees are satisfied with the norms and procedures of the selection process,
- To check whether the candidates are satisfied with the talent acquirers.
- To verify whether the candidates are hired as per their qualifications.
- To examine the effective part of the recruitment.

1.6 Need for the study:

- This study helps in understanding the steps & process in the recruitment and selection of the company and will suggest needful steps to be done.
- To understand and identify the complicating areas and take required actions to improve the process
- This will help to know the perception of the candidates towards the recruitment process.
- This study will also help in formulating the effective talent acquisition strategies.
- This will ensure the right person hired for right position and will suggest measures to do.

1.7 Scope of the study:

- Talent Acquisition helps in achieving the goals and objectives by hiring the viable candidate.
- Talent Acquisition helps in building a talented pool of candidates.
- Talent Acquisition increases the production of the company by the talented pool of candidates.

CHAPTER-2

REVIEW OF LITERATURE

2.1 REVIEW OF LITERATURE

In this chapter, the researcher has made an attempt that includes, the understanding the basic concepts of talent acquisition and analysing studies made by earlier researchers in respect of strategies that are used by company to make the effective talent acquisition, for this, the researcher has used various books, research Journals and websites. The detailed list is further elaborated in the bibliography. Through this Literature Survey researcher wants to find out which are the important parameters of employee engagement.

Ritesh Khatwani (2023) gives an insight in the sustainability to both the employers and the candidates. An organisation to run long must have the talented and potential workforce. The recruiters involving in the talent acquisition aims to talent management too. The researcher suggests here some of the methods to apply to talent acquisition. The researcher also suggests some viable and sustainable practices in talent acquisition to carry on. Where these practices would definitely provide the effective talent acquisition and will ensure the management of talents.

Thanin Silpcharu (2023) carried on the industrial business sectors that work on the talent acquisition in accordance with the developing digital change. The main objective of the study was to study the variable factors in the development of talent acquisition in the industrial sectors to cope with the digital technology change and to prove it by developing the structural equation model. The variables considered here is the data variable directly influence the selector characteristic, selection centric, technology and innovation all these simultaneously directly influential variables. The results of the study was that the process of the talent acquisition transforms into digital world by prioritizing the four elements namely selector characteristic, selection centric, technology & innovation and data insight.

Dr.R. Subashini & Dr.G. Velmurugan (2023) done the research in maximizing the effectiveness of the talent acquisition strategies. The objective of the study is to explore the best practices in the talent acquisition and its impact in the organisational growth. The study has considered three work force analytics namely the workforce analytics, employer branding and talent acquisition. The author has concluded that talent is the main asset that would enhance the organisational growth. So, the organisations should work in placing the right talent for the right position. This could happen only by the effective talent acquisition.

Ramazan Ozkan Yildiz, Soner Esmer (2023) investigates about finding the Talent Management strategies and functions through the in-depth review of the literatures. The primary objective of the study is to identify and conceptualize the talent management by combining the human resource and the management functions. The findings were the author found of 7 TM functions namely talent planning, talent identification, talent attraction, talent acquisition, talent development, talent deployment, talent retention. So, considering these functions as collaborative the talent management would hence will be viable process in organisation.

Roopal Shrivastava (2022) done on the samples from the higher educational institutions in Central India. The researcher wants to explore the recruitment practices that has been followed in these educational institutions. The paper also clarifies why the recruitment is very important in these days particularly for the educational institutions. The researcher concludes that the educational institutions must follow a pattern of talent acquisition practices. The institutions must involve in effective talent acquisition practices and process. Proper training programs for the staffs must be given in order to stay competitive. All of these practices will improve the retention rate.

Anna Lena Hunkenschroer & Christoph Luetge – (2022) explains about the ethics in the usage of AI in the recruitment and selection process. The objective of the study was to show how ethically the recruitment and selection process happens. To reduce the ethical risks in the process. The results were that there needs a bridging gap between the theoretical and the practical implications in the ethical AI usage in the recruitment and selection process.

Siddhi Mehrotra and Akanksha Khanna (2022) investigates about the perception of the employees towards the usage of AI in the recruitment process. The advantage and disadvantages of using AI in recruitment and to hear out the understanding of employees towards the AI usage. The author considered four HR managers from different firms. The result as the samples responded indicates that the use of AI recruitment is increasing relentlessly and made the saving of time. It also improves the talent acquisition process and it became an effective one. The adoption would take a little time for the employees to get efficient in it.

Lieutenant Commander Matthew J. Atwood, (2021) discusses the adoption of new strategies and process in the talent acquisition would provide the better workforce to the fleet. This hand overs the responsibility to the program managers to take the necessary steps in the new adoption. This study helps to discover the presence of the mismatched acquisition of the workforce and could lead to risk. Where it suggests to adopt the new strategy to effectively hire the potential member and built a viable fleet members. The researcher concludes that the Navy should improve and adopt the new strategy to build a powerful crew members.

Kaitlyn Berry, (2021) was assigned task of coordinating with the operations team to recruit the required candidates. The intern then created a new perspective on his own to recruit the intern and full-time employees. The intern created the posters that was attractive and posted in the daily newsletters. Where the intern was able to recruit the required candidates. By that time there happened the access to local schools, local job fairs and other live recruiting sources to the researcher. Around 1377 employees were converted from intern and temporary position to full time employees. The recruiter finally concludes by saying that new perspective has been learned by him.

Dr Mousumi Bhattacharjee James (2021) emphasises about the talent acquisition and talent management in the technology education in India. Professors and the lecturers are the base for the educational institutions so, recruiting them is also a challenging one for them. The author finally concludes by saying the effectiveness of the recruitment must be a viable one for the institutions. Proper strategical approach for the talent acquisition will make the students and staffs belong to the institutions.

Kumar Mukul, Gordhan K. Saini (2021) investigates the exploratory on the process and challenges faced by the startups in the talent acquisition process. This study also identifies some unique parameters adopted by the start-up companies. The startup companies face issues like low talent pool, lesser branding and inability to provide the competitive salary and other benefits. By incubation centres the candidates are also hired. This study thus concludes that the employee culture fit and trust play are the crucial players in the talent acquisition process for the start-up companies.

Akash Gosh (2021) frames the objective of the study to investigate the change in trends of talent acquisition and management. To understand the role of new technologies in this process. The conclusion of the study was even though many new technologically developed tools are adopted in the HRM, it could not help with the employees for their better experience with it. Also it contains both positive and negative impact on the employees.

Amjad Fayoumi & Pericles Loucopoulos (2021) developes a multi-view approach based on the enterprise modelling and simulation that bridges the strategic gap between the talent acquisition and the intelligent information systems. The study incorporates the continuous alignment of the strategy, information system and operation by the use of BMM. Enterprise modelling and simulation are the outcomes of the developed intelligent systems for the talent acquisition. The outcome is chosen from one of the four alternative processes that is the most aligned strategy of the company.

Mohammad Reza Azizi, Rasha Atlasi, Arash Ziapour, Jaffar Abbas, Roya Naemi. (2021) discovers and explains those viable practices that are successfully implemented in those times. The objective of the study was to investigate the challenges for HRM in covid-19 and to overcome those challenges what are the strategies were developed in that time. The results are that the organisations ensured the well-being and the health of the employees which is an important source of the production. The strategies used in those hard times are the cyber workspace, staff safety, focusing on working conditions, participation and motivation employees.

Rajasshrie Pillai, Brijesh Sivathanu (2020) investigates the adoption of AI Technology in the talent acquisition process. This research reveals that the adoption of AI Technology in talent acquisition process has an impact in the organisation. The factors like cost-effectiveness, relative advantage, competitive advantage etc. are the influencing factors. The adoption of AI differs from the traditional acquisition process. As earlier said it has created a positive impact in the organisation. Time saving and effective acquisition strategies are possible by this adoption.

Laurent KRENZI (2020) sets objective of the study to find the recruitment challenges that the Swiss startups and the ventures facing. The secondary objective is to suggest the effective recruitment strategy building process. Finally encountering the challenges faced by the startups and suggest the suitable techniques to adapt. The results are that the startups must involve in network source of hiring the candidates and use ad-hoc sources to attract the candidates. There must be a clear job description that is understandable by the candidates. Screening the candidates must happen fairly and should not take more time in it. Interviews should be as effective as the candidates feel comfortable and able to communicate and understand the culture. All these stages of the talent acquisition process would help and be a viable for the startups.

Pshdar Abdalla Hamza1 (2020) attempts to explain from Iraq University where the paper attempts to establish the relationship between the recruitment and selection with the organisational performance. For this the telecom companies were selected as the samples. The main objective of the study is to investigate that telecommunication companies consider gender and races for internal promotions and that telecommunication uses the application methods. The study found that there is no difference in the gender and race in internal promotion in the telecom companies. The second result depicted the importance of the selection methods in the telecom industries. The companies use these methods in hiring the candidates.

Adeku Salihu OHIANI (2020) focuses on exploring the perspective of the firms in attracting and recruiting the quality candidate. This paper frames the objective as to identify the drivers of the attracting and selecting the candidates. The author finally concludes that the driving factors that attract and recruit the viable candidate is salary, branding, referrals and the workspace. There are other such drivers that this decade found is that the technological development. The use of the social media, online interviews and direct face to face interviews also attracted the candidates and that they would apply to the organisation's job when any openings are released

Sophia Diana Rozario Sitalakshmi Venkatrama, (2020) explains study in the perspective of talent acquisition as a factor for the sustainability of the company. The objective of the study is to analyse and explore the importance of the talent acquisition by the proper strategies. This study has the conclusions that the organisation should take initiative where the adoption of model that would be a way in enhancing the transparency and the effectiveness in the recruitment process.

Richard D. Johnson, Dianna L. Stone, Kimberly M. Lukaszewski (2020) claims that industries face issues with the employees in way by the turnover rates and the replacement costs for it. So, this study suggests these industries to use the electronic HRM and AI adoption. The study concludes by suggesting that the firms must use the E-HRM and adopt AI technology in their firms. Which would be an effective and easy way to source the talented candidates and hire them. Even though the firms hire the talented candidates, it should ensure that the candidates are in sight the values and culture of the company and work accordingly. This would reduce the turnover rates and other

Alavuo, Nora Harriet (2020) does the study on Finland based companies where the recruitment technology specialists and candidate experience professionals. The main objective of the research is to evaluate the modern recruitment process as a competitive advantage in talent acquisition process. The findings are the worst experience the candidate face is due to lack of communication and issues in filling the applications. The recruiters must involve more in meeting the candidates individually than in mass recruitments. Attracting the potential talents are the most important work that is important in competitive advantage.

Sajjad Hosain, Ping Liu (2020) does the study by in-depth literature reviews and finally suggested the measures and conclusion. The objective of the study is to critically analyse the role of social media in the talent acquisition and find the effective ways to do it and also to encounter the risks and flaws it has. The findings of the paper were that the employers are not using the social media as the primary source of talent search. The employers must try to attract the candidates by the employer brand building and active participation in the social media hiring.

Aditya Moses, Amalesh Sharma (2020) analyses on the factors which drive the talent acquisition and retention. The objective of the study is to identify the HR practices that influence. The researcher suggests that the social enterprise must involve in the market logic to attract the talents. The second findings are that the author depicts how the market and community logic can eventually attract the HR practices of the healthcare institutions. Third the author shows that how the hybridized HRM software can be used to get relief from the constraints in maintaining the HR practices.

Ahmad Alashmawy, Rashad Yazdanifard (2019) focuses on the role of employer branding that will attract the candidates to take part in the recruitment process. This paper shows the result that the talent acquisition being a unique profession differs from the general recruitment. The awareness creating is an important part in the recruitment and employer branding plays a significant role in it. To acquire the best talents the organisation should have effective advertisements in job portals and websites. So all these activities will attract the candidates and will increase the retention rates.

Edward Tristram Albert (2019) explores the use of AI Technology in the different areas of recruitment and selection. The objective of the study was to investigate the potential AI application areas of the recruitment and selection process. The findings of the study found out 11 areas where the AI can be applied. But the managers and the interviewed personnel mostly rely on the chatbots, screening software and the task automation tools. Mostly the larger companies like the tech-based and other larger firms only adopt the AI technology. Finally the organisations which focus on talent acquisition should adopt the technology in the recruitment process.

Geeta Rana, Ravindra Sharma (2019). Investigates on the emerging trends of human resource management. The objective of the study is to intimate the recruiters and the organisation about the development and emerging practices in the HR field. Also, it highlights the importance of the emerging human resource trends. The emerging practices in the HR field are the Talent on-boarding and engagement, planning for social cultural programmes, talent development strategies and other technological development fields in HR. The author suggests the organisations to adopt these technologies and get updated to the recent trends and make the human resource functions an effective one.

Chadni Sharmin Akter (2019) explores the challenges faced by the recruiters in hiring the fresh young talents and the candidates who cannot get their desired job after their graduation. The primary objective of the study is to analyse the challenges faced by both employer and candidates. The results of the study is that the researcher hired the candidates and after that they were leaving the organisation. After investigating this issue they concluded that these generation young candidates are low ability to manage the pressure and to take the risk in their life attitude was also low.

Gavin Walford-Wright William Scott-Jackson (2018) sets objective of the study is to analyse the opportunities that have been created through technology advancement in talent acquisition and how this is lined with the Strategic Human Resource Management (SHRM). The study has the findings that the implementation of the Talent Model has the significant impact in the company for the acquisition process, where it has become an advisor for the organisation. There has been an improved technological uses in the acquisition process. Social media plays an important role in the employer branding that will increasingly attract the candidates.

Mahdi Safa, Kelly Weeks, Rolfs Stromberg (2017) establishes relationship with the Strategic Human Resource. The main objective of the study is to analyse the challenges in the talent acquisition and to take the necessary steps and actions to align it with the strategic human resource.

The findings says that only the professional course or the higher course for particular roles cannot be a countering one. The management has to focus on the recruitment of the viable and potential candidates who fulfil the strategic formulation expectations.

Charles Kireru, Kabare Karanja, G.S Namusonge (2017) explores the telecommunication firms in Kenya, Africa. The primary objective of the study was to determine the role of talent acquisition in the telecom firms. Talent acquisition involves factors of human resource planning and Talent placement methods. The talent management factors apply to factors like knowledge capital investment, organisational capabilities and superior innovation speed. The study concluded by the results as the management involved in the perfect fit in the talent acquisition and the competitive advantage.

Dr. Khandelwal Jyotsana, Rajotia Kamini (2017) aims to analyze and explain the changes that has been happening in the talent acquisition process. This study also focuses on the differences between the recruitment and the strategic talent acquisition. The researcher concludes by saying that the vast difference between the both. The strategic talent acquisition has been a technologically advanced tool in the effective recruitment process. An organization once adopting this advancements can be a effective role player in the recruitment.

Jane Topolovec-Vranic, Karthik Natarajan (2016) explores how the social media is useful in the recruitment of the medical research students. The author frames the objective to find whether the social media is better source of recruitment than the traditional methods that has been used. The author finally concludes that the social media recruitment found to be more effective in the case of reaching the highest population. Other traditional methods were found to be less effective than the social media. So, we can come to an conclusion that social media recruitment was a effective source for hiring the medical research participants.

Rajiv Srivastava, Girish Keshav Palshikar, Sachin Pawar (2015) analyses to improve the talent acquisition process. The author conducted the research and collected the datasheet where there the more number of candidates were rejected than selected. The joining interval was more in the organisation.

The candidates who rejected the job offers can be due to salary, location, shift, role / designation. The author finally concludes by saying that the TA effective can be improved by adopting the perfect model by using the historic data and analysis.

Mohan Parthasarathy, Dr. Sameer Pingle (2014) sets primary objective of the study was to understand the existing talent acquisition practices of the corporate houses with the insight of global perspective. The study concluded that when seeing the talent acquisition in global perspective it has emerged as an innovative one in the recruitment process. The world is ready to hunt the innovative technologies and ready to adopt these technologies in the organisation. India has to more actively involve in the talent acquisition process to get viewed as a global one.

MATTHIAS BAUM AND RÜDIGER KABST (2014) compares the effectiveness of the printed advertisement recruitments to the website recruitments. When seeing in the website perspective it is richness of information and the candidates are attracted more by the employer branding, this paves a way to the viable and potential candidates. The author concludes with results of hypothesis that constituted the mean value to be more for the website recruitments. So, it is clear that the website via recruitments are more effective.

Micheline van Riemsdijk (2013). Explores the talent acquisition activities in the IT industries in Bangalore. The study findings are the HR Managers are the important and crucial players in the acquisition by knowing the culture of the area and the job seekers. These industries face challenges in recruitment process like the weak educational system, inflation rates, and bureaucratic hurdles. The researcher suggests to the mobility of skilled workers from different economies. There needs a good prevail of balance between the skilled and un-skilled workers.

Joe Shaheen (2010) explains the talent acquisition as a potential tool for the succession management. The author clarifies that many organisations do not involve in external candidate for the succession planning instead they are trying to replace the internal personnel. Including the talent acquisition in the succession planning would be an effective strategy for the organisation's succession planning. The author finally concludes that the workforce management and succession planning are two sides of a coin and must not be treated against each other.

Pallavi Srivastava, Jyotsna Bhatnagar (2008) carried study in the case of Motorola India company- the American mobility and electronic devices company. The study was about the Talent Acquisition leading to the employee engagement. The Talent Acquisition as an important factor for the development of the talented pool which will ensure the long run of the organisation. The results are that the organisation to improve the better workout talent acquisition strategy to attract the talented pools and to improve the employee engagement which will boost the productivity and competitive long run of the organisation.

SARA L. RYNES, ROBERT D. BRETZ JR, BARRY GERHART (1991) attempts to explain how the candidates made a critical job search and done the decisions on it. The interview to the samples were tape-recorded and transcribed. The objective was to focus on the applicant's perspective. The first questionnaire was prepared to analyse about the company and the second questionnaire was to analyse the recruitment process. The author concludes that the candidate perspective is all about the company and the recruitment process. The effectiveness is measured by these factors as mentioned. The company must build an employer branding and ensure the candidates attraction to it.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 METHODOLOGY

Research methodology identifies the ways to conduct the research and frame the methods for carrying it. It also identifies the tools and designs that need to be used for any specific research. Here research methodology helps in finding the effectiveness of the talent acquisition in the organisation. This research methodology helps in examining the perception and state of the employees over the recruitment process. To know these information the data is collected through the structured questionnaire

3.2. RESEARCH DESIGN:

Descriptive research design:

The descriptive research design is the accurate and systematic depiction of the participants. The descriptive research design is all about knowing the situation and phenomenon of the population who takes part in it.

3.3 SAMPLING TECHNIQUE:

Convenience Sampling Technique:

A convenience sampling is a type of the non-probability sampling methods. This technique is used for our research as it would be easily accessible to the participants and for the researcher.

3.4 SOURCES OF DATA:

In this research we are using the internal and external source of data. The required information and the raw materials are collected through facts and figure of researcher's works. The data collected from the company are meant to the internal data and other are the external data.

➤ Primary Data:

These are the data that are been collected in first-hand information through observation, direct reach or personal interviews from the respondent's.

The structured questionnaire is used to conduct the personal interviews and for collecting the required data.

➤ **Secondary Data:**

These data are collected from the magazines, journals, internal sources and the online websites. Also the data collected from the organisations internal and external sources like the annual reports, HRMS profiles and the employee feedback data.

3.5 STRUCTURE OF QUESTIONNAIRE:

This questionnaire was divided into two halves. First half of this is to know about the employee profile in the company and the second half is to know about the **respondent's perception towards the acquisition effectiveness at the BloomLife Hospital.**

- Basic Information
- Personal Details
- Research related Questions
- Perception Questions
- Likert Scale Questions

3.6 SAMPLE SIZE

The sample size of the research project is 120

SAMPLE DESIGN:

It is the definite process on determining the sample size and the design. The research must select the particular sample. There are of two types of sampling the probability and the non-probability sampling. So, our research is carried only by using the non-probability sampling technique.

➤ **Sampling**

- Sample design : Non-probability sampling
- Sampling technique : Convenience technique

- Sample unit : Employees
- Sample size : 120 respondents

3.7 PERIOD OF STUDY:

The period of the study is to determine that research process is carried out for a period of 3 months.

3.8 AREA OF STUDY:

The targeted sample population are the employees of the BloomLife Hospital.

3.9 HYPOTHESIS:

HYPOTHESIS-1:

- H0: There is no significant difference between the age of the employees and their perception towards the acquisition process.
- H1: There is a significant difference between the age of the employees and their perception towards the acquisition process.

HYPOTHESIS-2:

- H0: There is no significant relationship between the designation of the employees and their likeliness towards acquisition part.
- H1: There is a significant relationship between the designation of the employees and their likeliness towards acquisition part.

3.10 TOOL FOR ANALYSIS:

The tools for research is an important factor that will finally reveal the results for the research. The questionnaire was prepared in order to receive the response from the respondents so that objective of the study can be achieved.

3.10.1 PERCENTAGE ANALYSIS:

While performing the percentage analysis, it gives the quantitative information from the data received. We come to know the exact response of the participant's answers. Percentage analysis is used when the responses are discrete categories.

3.10.2 ANALYTICAL TOOLS (SPSS)

Tool for testing the hypothesis (SPSS)

- Anova
- Chi-Square test.

ANOVA TEST:

One-Way Anova (Analysis of variance) is the statistical tool used to compare the means of two or more independent groups in order to determine whether there is a statistical evidence that the associated population means are significantly different. One-Way Anova is a parametric test.

CHI-SQUARE TEST:

A Chi-Square Test is the one way to show a relationship between two categorical variables. This is a non-parametric test that is based on the frequencies.

CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

4.1 PERCENTAGE ANALYSIS

4.1.1 Table indicating the gender of the respondents

S. No	Gender	No. of Respondents	Percentage analysis
1	Male	49	40.8%
2	Female	71	59.2%
Total		120	100%

2. Gender
120 responses

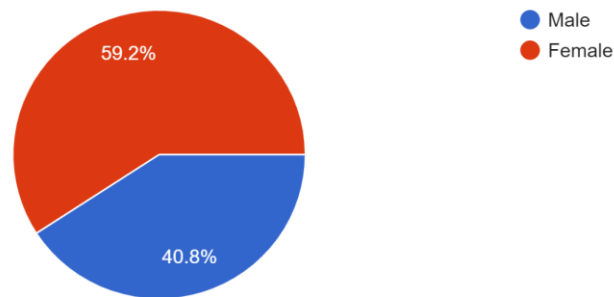


Fig 4.1.1 Gender of respondents

Interpretation:

From the above table it is interpreted that the gender of the respondents are of 59.2% is female and 40.8% are male

INFERENCE:

Majority 59.2% of the respondents are Female.

4.1.2 Table indicating the age of the respondents

S. No	Age	No. of Respondents	Percentage analysis
1	18-20	9	7.5%
2	21-30	41	34.2%
3	31-40	35	29.2%
4	41-50	20	16.7%
5	50 Above	15	12.5%
Total		120	100%

3. Age
120 responses

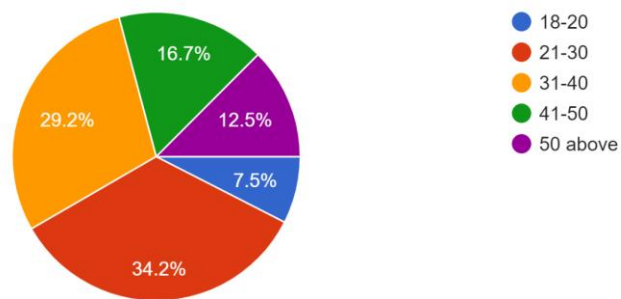


Fig 4.1.2 Age of respondents

Interpretation:

From the above table it is interpreted that the number of respondents 18-20 ages of respondents are 7.5% between, 21-30 ages of respondents are 34.2%, between 31-40 ages of respondents are 29.2%, between 41-50 ages of respondents are 16.7% and above 50 ages of respondents are 12.5%.

Inference:

Majority of the respondents 34.2% belong to the age group of 21-30 age group.

4.1.3 Table indicating the departments of the respondents

S. No	Department	No. of Respondents	Percentage analysis
1	Nursing	30	25%
2	Administration	26	21.6%
3	DMO	19	15.8%
4	Billing	11	9.1%
5	Operations	8	6.6%
6	Scan	8	6.6%
7	Pharmacy	7	5.8%
8	Emergency	5	4.1%
9	Laboratory	5	4.1%
10	Operation Theatre	1	0.8%
Total		120	100%

4. Department
120 responses

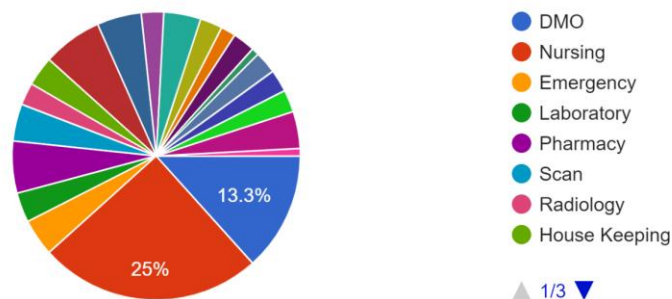


Fig 4.1.3 Department of respondents

Interpretation:

From the above table we can interpret that the respondents departments are 25% are from Nursing, 21.6% are from Administration, 15.8 are from DMO, 9.1% are from billing, 6.6% are from Billing, 6.6% are from Scan, 5.8% from Pharmacy, 4.1% from Emergency, 4.1 from Laboratory and 0.8% are from Operation Theatre.

Inference:

Majority 25% of respondents are from the Nursing department.

4.1.4 Table indicating the designation of respondents

S. No	Designation	No. of Respondents	Percentage analysis
1	Staff Nurse	29	24.2%
2	Executive	24	20%
3	Manager	19	15.8%
4	DMO	18	15%
5	Technician	12	10%
6	Assistant	12	10%
7/	Intern/Trainee	06	5%
Total		120	100%

5.) Designation

120 responses

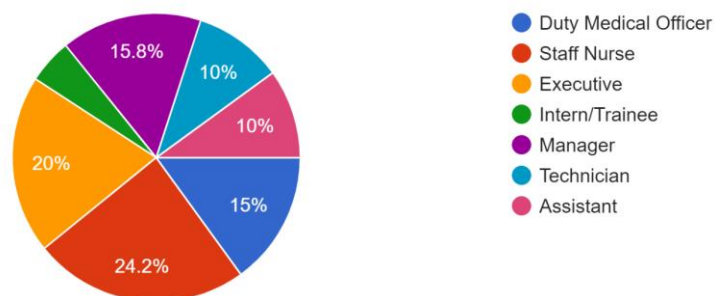


Fig 4.1.4 Designation of respondents

Interpretation:

From the above table it is interpreted that the respondents are of designation that 24.2% of them works as Staff nurse, 20% of them works as Executive, 15.8% of them works as managers, 15% of them works as DMO, 10% of them works as Technician, 10% of them works as Assistant and 5% of them works as Intern/Trainee.

Inference:

Majority 24.2% of the respondents are working as the Staff Nurse.

4.1.5 Table indicating the experience of the respondents

S. No	Experience	No. of respondents	Percentage analysis
1	1-5 years	59	49.2%
2	5-10 years	37	30.8%
3	Fresher	24	20%
Total		120	100%

6.) Years of experience
120 responses

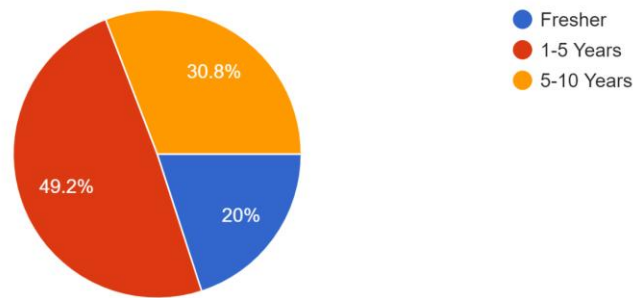


Fig. 4.1.5 Years of experience of respondents

Interpretation:

From the above table it is interpreted as the years of experience of the respondents are of 49.2% of them are with 1-5 years of experience, 30.8% of them are of 5-10 years of experience and 20% of them are fresher.

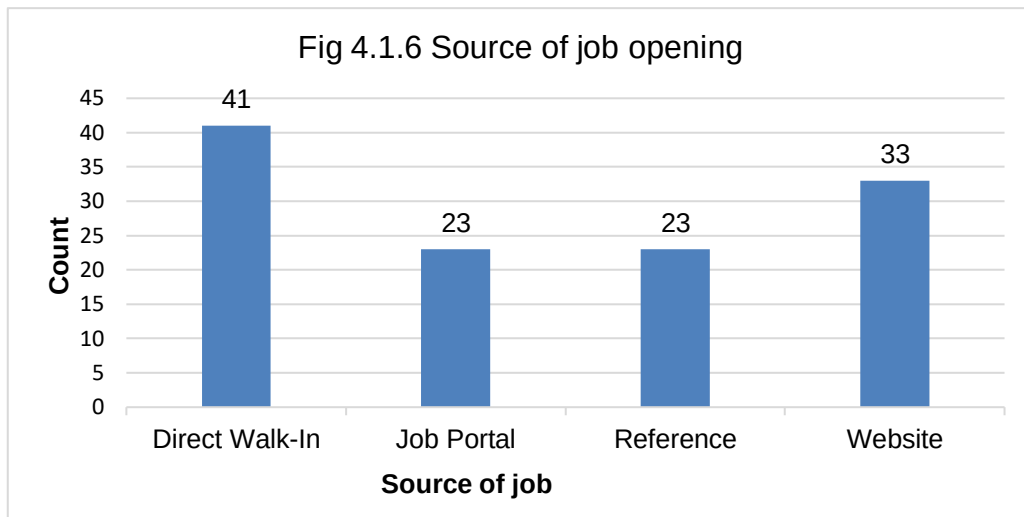
Inference:

Majority of 49.2% of respondents are with 1-5 years of experience

4.1.6 Table showing the source of job openings.

How did you find out about the job opening at our organization?

S. No	Source of Job	No. of respondents	Percentage analysis
1	Direct Walk-In	41	34.2%
2	Website	33	27.2%
3	Job Portal	23	19.2%
4	Reference	23	19.2%
Total		120	100%



Interpretation:

From the above table it is interpreted that the respondents find the job opening as 34.2% of them are by Direct Walk-In, 27.5% of them are by website, 19.2% of them are by Job portals and 19.2% of them are by reference.

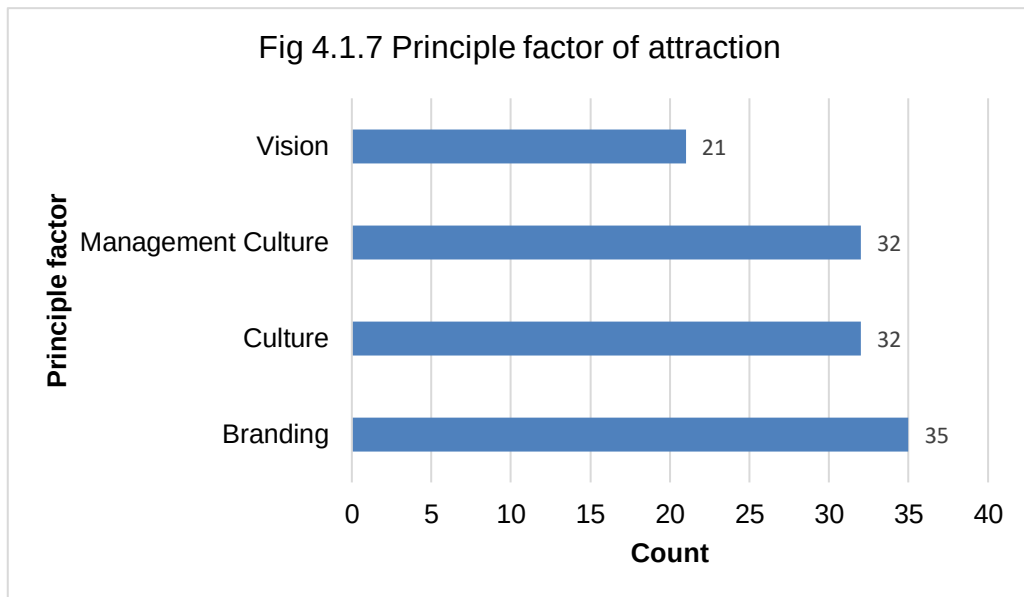
Inference:

Majority 34.2% of the respondents found the job openings by Direct Walk-In.

4.1.7 Table showing the principle factor of attraction for respondents:

What is the principal factor attracted you to the open position we have?

S. No	Principle Factor	No. of respondents	Percentage analysis
1	Branding	35	29.2%
2	Culture	32	26.7%
3	Management Culture	32	26.7%
4	Vision	21	17.5%
Total		120	100%



Interpretation:

From the above table it is interpreted that the principle factor of attraction is that 29.2% of them responded to Branding, 26.7% responded to Culture, 26.7% responded to Management culture and 17.5% of them responded to Vision.

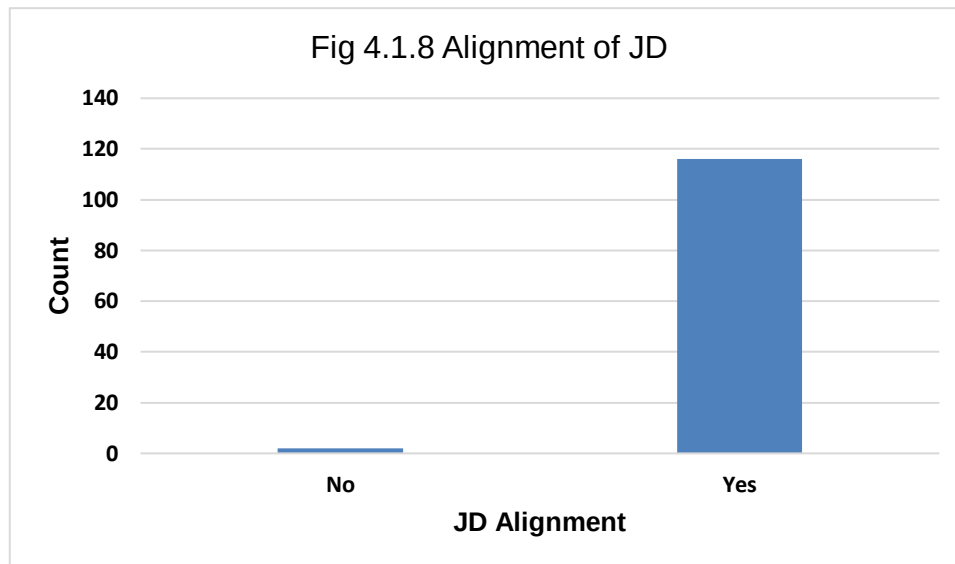
Inference:

Majority 29.2% of the respondents said that branding is the principle factor that attracted them.

4.1.8 Table showing the alignment of job description:

Did the Job Description align with your understanding of the role?

S. No	Alignment of JD	No. of respondents	Percentage analysis
1	Yes	118	98.4%
2	No	2	1.6%
		120	100%



Interpretation:

From the above table it is interpreted that the respondents of 98.4% feel that the Job Description aligned with the role and 1.6% of them feel that the Job Description has not aligned with the role.

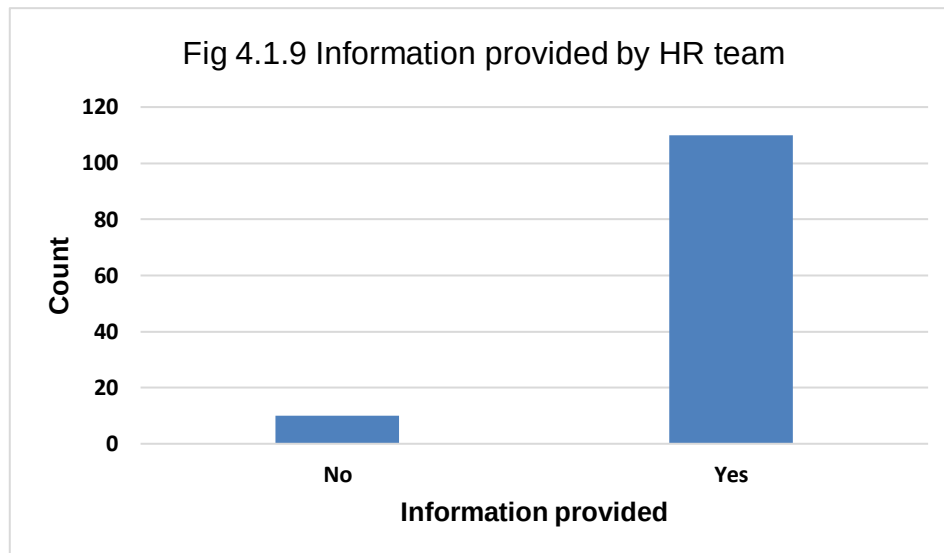
Inference:

Majority 98.4% of the respondents are aware that the Job description id aligned with the role.

4.1.9 Table showing information passed to the candidates about interview:

Were you informed clearly on the position, time, place and the interviewer, before hand?

S. No	Information provided	No. of respondents	Percentage analysis
1	Yes	110	91.7%
2	No	10	8.3%
Total		120	100%



Interpretation:

From the above table it is interpreted that the respondents of 91.7% of them were informed about the interview details properly and 8.3% of the respondents were not informed of the interview details properly.

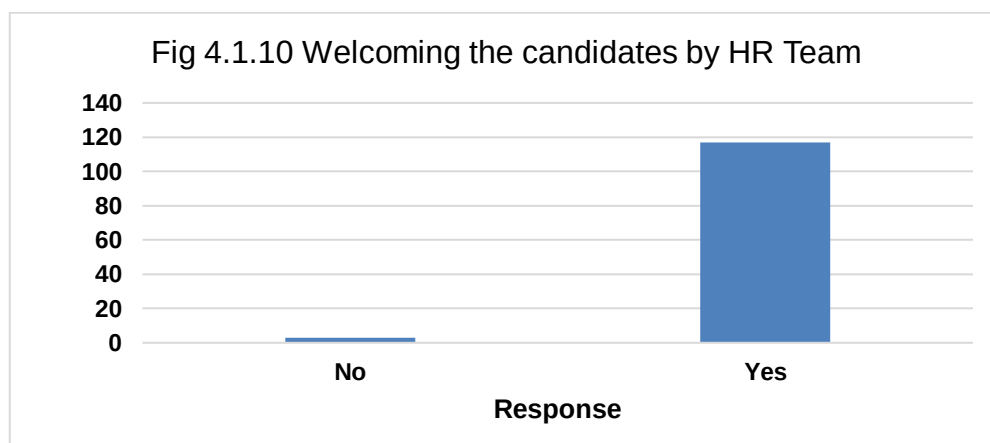
Inference:

Majority 91.7% of the respondents were informed about the interview details properly.

Table 4.1.10 Table showing were you welcomed & made comfortable when you came in for the interview?

Were you welcomed & made comfortable when you came in for the interview?

S. No	Response	No. of respondents	Percentage analysis
1	Yes	117	97.5%
2	No	03	2.5%
Total		120	100%



Interpretation:

From the above table it is interpreted that the respondents are of 97.5% of them were welcomed and made comfortable for the interview and about 2.5% of them responded as no to the questionnaire.

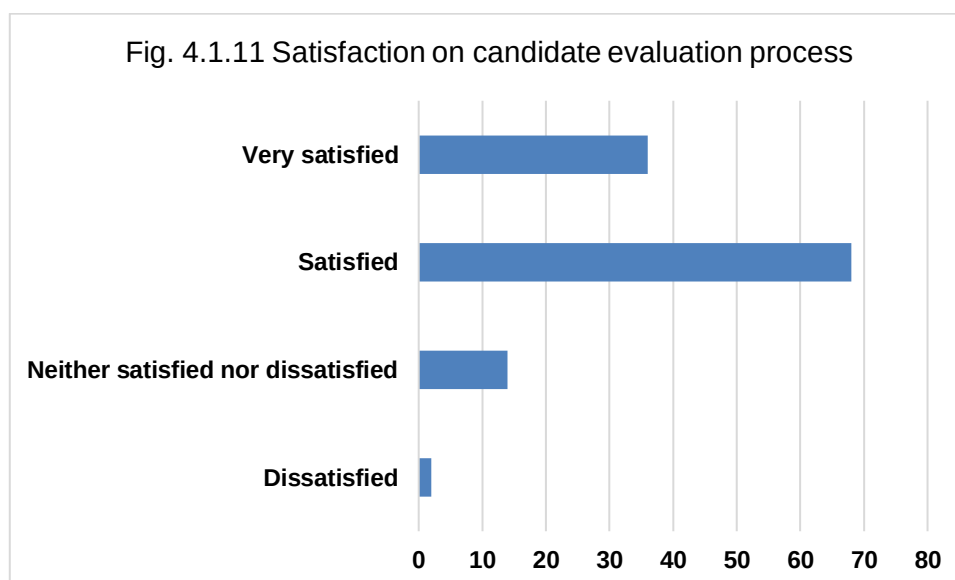
Inference:

Majority 97.5% of the respondents were welcomed and made comfortable for the interview process.

4.1.11 Table showing the how you feel about the candidate evaluation process:

How you feel about the candidate evaluation process:

S. No	Perception	No. of Respondents	Percentage analysis
1	Very satisfied	68	30%
2	Satisfied	36	56.7%
3	Neutral	14	11.7%
4	Dissatisfied	2	1.6%
5	Very Dissatisfied	0	0%
Total		120	100

**Interpretation:**

From the above table it is interpreted that the respondents are of 30% of them feel very satisfied with the evaluation process, 56.7% of them feel satisfied with evaluation process, 11.7% of them feel neutral with evaluation process and 1.6% of them feel dissatisfied with the evaluation process.

Inference:

Majority 56.7% of the respondents feel satisfied with the evaluation process.

4.1.12 Table showing that your Satisfaction on the recruitment process

Your Satisfaction on the recruitment process

S. No	Perception	No. of Respondents	Percentage analysis
1	Very satisfied	24	20%
2	Satisfied	80	66.7%
3	Neutral	14	11.7%
4	Dissatisfied	2	1.6%
5	Very Dissatisfied	0	0%
Total		120	100

**Interpretation:**

From the above table it is interpreted that the respondents are of 20% of them feel very satisfied with the recruitment process, 66.7% of them feel satisfied with recruitment process, 11.7% of them feel neutral with recruitment process and 1.6% of them feel dissatisfied with the recruitment process.

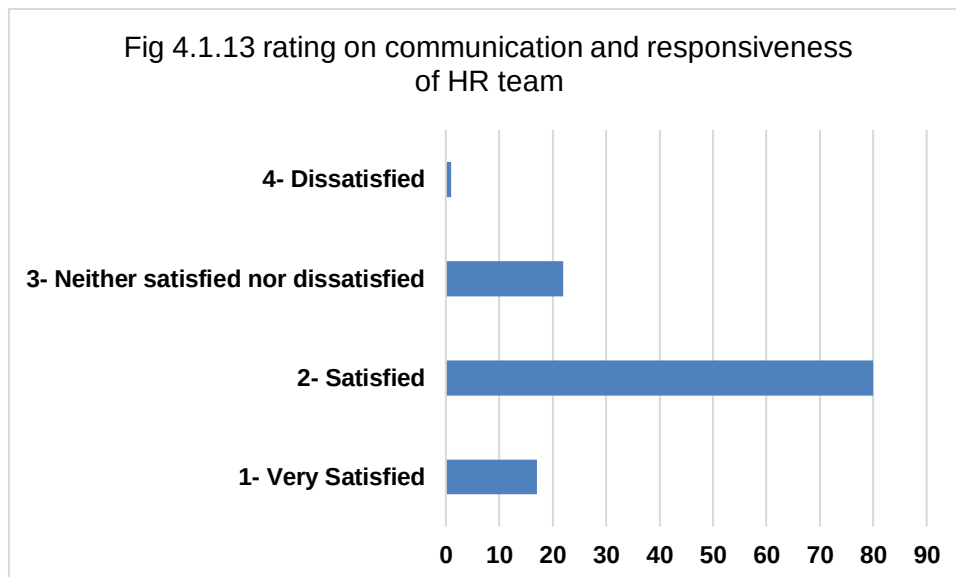
Inference

Majority 66.7% of the respondents feel satisfied with the recruitment process.

4.1.13 Table showing the how would you rate the communication & responsiveness of our recruitment team, on a scale of 1-5?

How would you rate the communication & responsiveness of our recruitment team, on a scale of 1-5?

S. No	Perception	No. of Respondents	Percentage analysis
1	Very satisfied	17	14.2%
2	Satisfied	80	66.7%
3	Neutral	22	18.3%
4	Dissatisfied	1	0.8%
5	Very Dissatisfied	0	0%
Total		120	100



Interpretation:

From the above table it is interpreted that the respondents are of 14.2% of them feel very satisfied with the communication and responsiveness of recruitment team, 66.7% of them feel satisfied with the communication and responsiveness of recruitment team, 18.3% of them feel neutral with the communication and responsiveness of recruitment team and 0.8% of them feel dissatisfied with the communication and responsiveness of recruitment team.

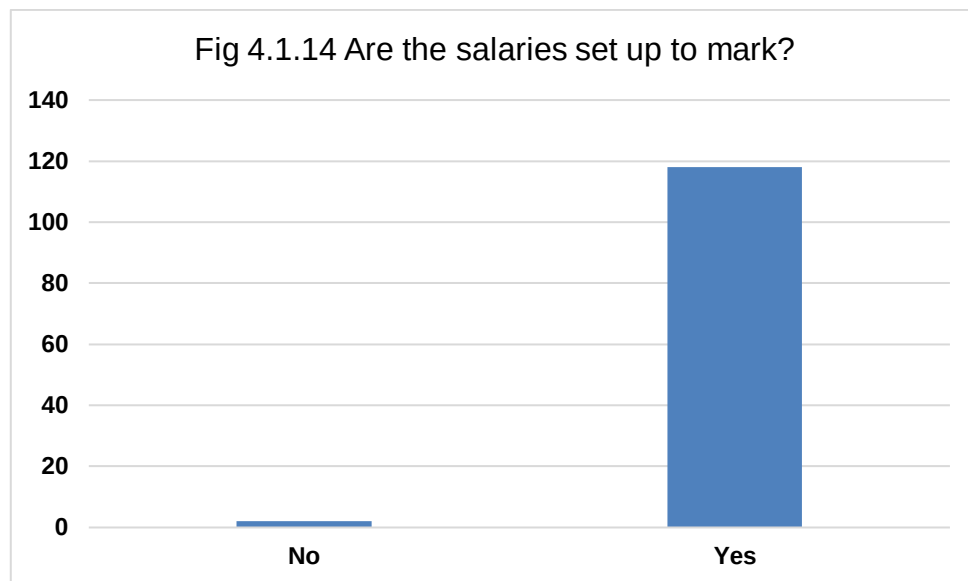
Inference

Majority 66.7% of the respondents feel satisfied with the communication and responsiveness of recruitment team

4.1.14 Table showing that are you aware that your salaries are set up to your experience:

Are you aware that your salaries are set up to your experience?

S. No	Response	No. of respondents	Percentage analysis
1	Yes	118	98.4%
2	No	02	1.6%
Total		120	100%



Interpretation:

From the above table it is interpreted that the respondents are of 98.4% of them are aware that their salaries are set up to their experience and about 1.6% of them responded as no to the questionnaire.

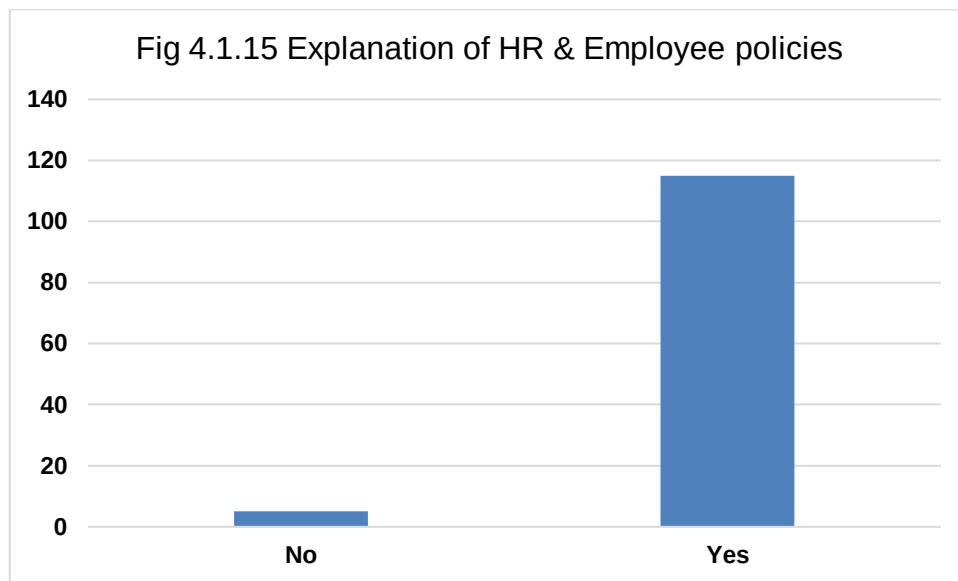
Inference:

Majority 97.5% of the respondents are aware that their salaries are set up to their experience

4.1.15 Table showing the does the employee policies & HR policies are explained clearly?

Does the employee policies & HR policies are explained clearly?

S. No	Response	No. of respondents	Percentage analysis
1	Yes	115	95.8%
2	No	05	4.2%
Total		120	100%



Interpretation:

From the above table it is interpreted that the respondents are of 95.8% of them were clearly explained about the employee policies and HR policies and about 4.2% of them responded as no to the questionnaire.

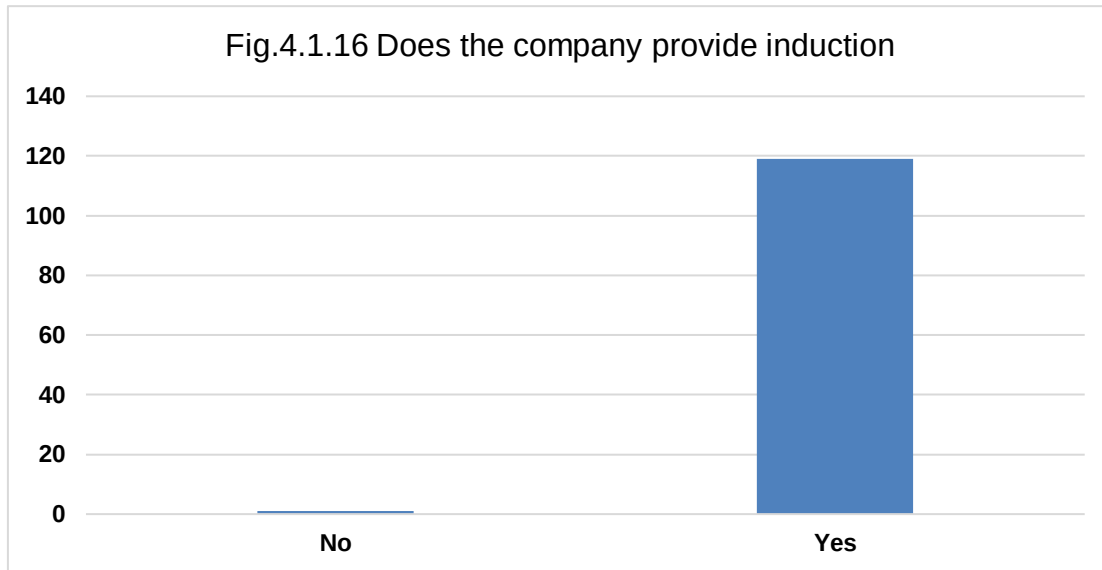
Inference:

Majority 95.8% of the respondents were clearly explained about the employee policies and HR policies

4.1.16 Table showing the does the company provides induction after the recruitment

Does the company provide induction after the recruitment?

S. No	Response	No. of respondents	Percentage analysis
1	Yes	119	99.1%
2	No	01	0.9%
Total		120	100%



Interpretation:

From the above table it is interpreted that the respondents are of 99.1% of them were given the induction after the recruitment and HR policies and about 0.9% of them responded as no to the questionnaire.

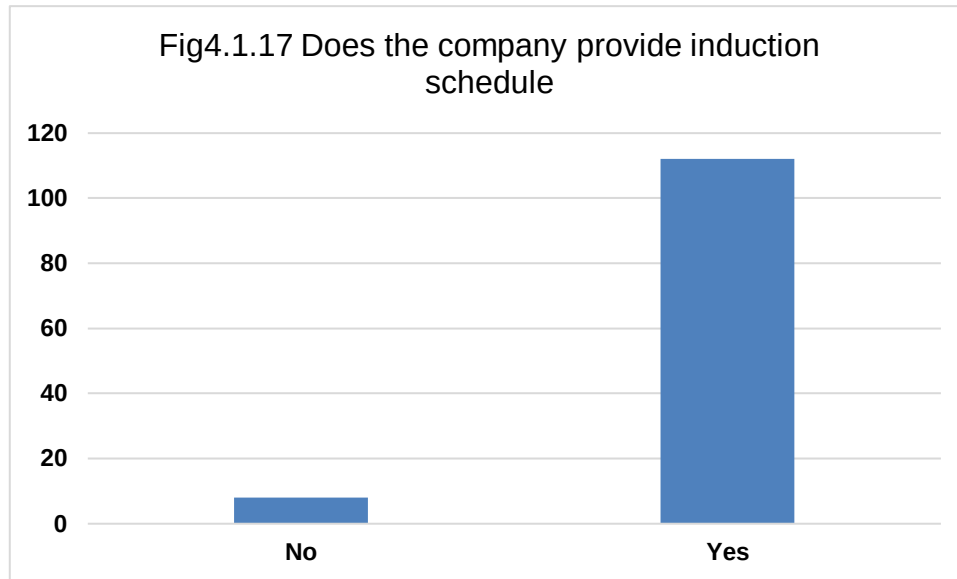
Inference:

Majority 99.1% of the respondents were given the induction after the recruitment

4.1.17 Table showing that were you given an induction schedule?

Were you given an induction schedule?

S. No	Response	No. of respondents	Percentage analysis
1	Yes	112	93.3%
2	No	08	6.7%
Total		120	100%



Interpretation:

From the above table it is interpreted that the respondents are of 93.3% of them were given the induction schedule and about 6.6% of them responded as no to the questionnaire.

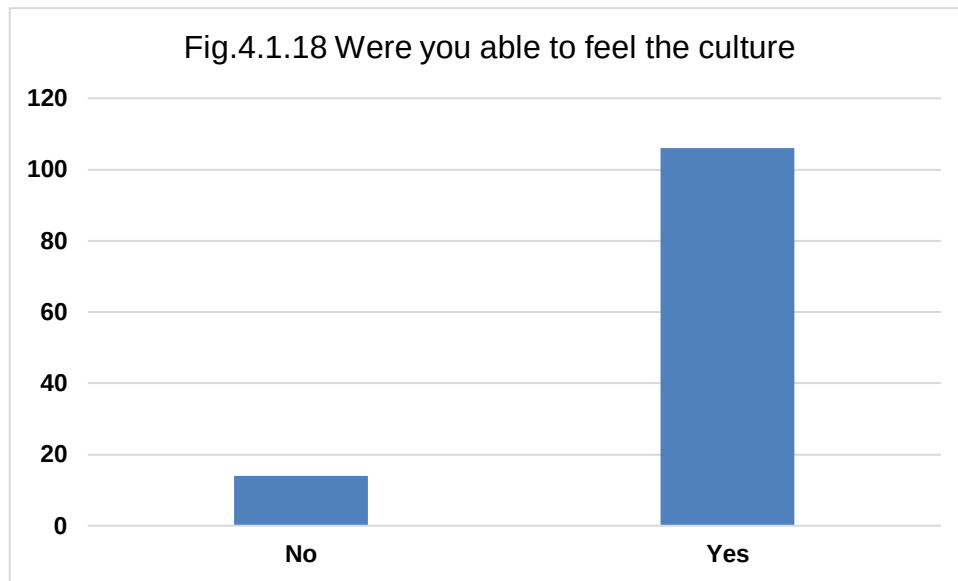
Inference:

Majority 93.3% of the respondents were given the induction after the recruitment.

4.1.18 Table showing that were you able to get a feel of our culture during the on-boarding process?

Were you able to get a feel of our culture during the on-boarding process?

S. No	Response	No. of respondents	Percentage analysis
1	Yes	106	88.3%
2	No	14	11.7%
Total		120	100%



Interpretation:

From the above table it is interpreted that the respondents are of 88.3% of them felt the culture of the organisation during on-boarding process and about 11.7% of them responded as no to the questionnaire.

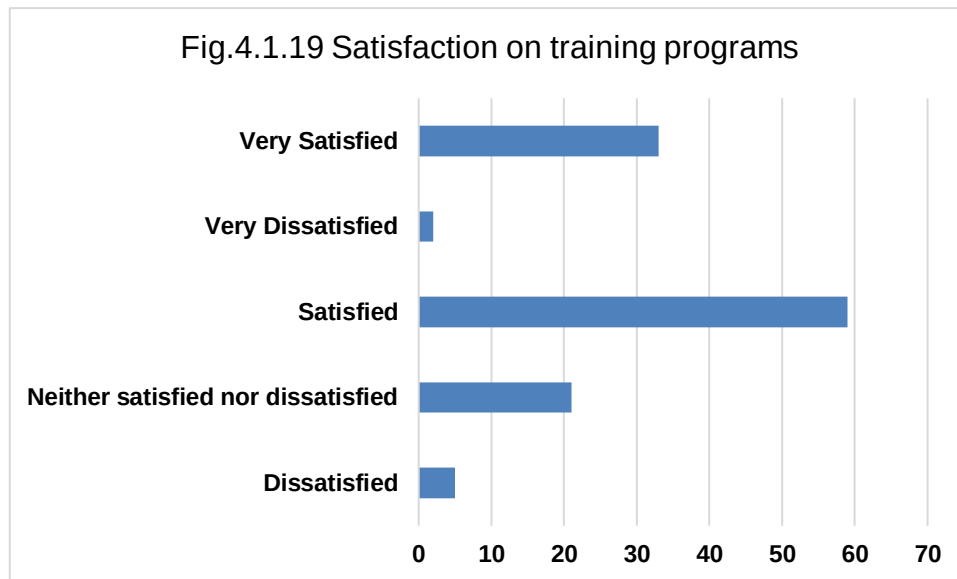
Inference:

Majority 88.3% of the respondents felt the culture of the organisation during on-boarding process

4.1.19 Table showing that are you satisfied with the training programs that is given by the company?

Are you satisfied with the training programs that is given by the company?

S. No	Perception	No. of Respondents	Percentage analysis
1	Very satisfied	33	27.5%
2	Satisfied	59	49.2%
3	Neutral	21	17.5%
4	Dissatisfied	05	4.2%
5	Very Dissatisfied	02	1.6%
Total		120	100



Interpretation:

From the above table it is interpreted that the respondents are of 27.5% of them feel very satisfied with the training provided by the organisation, 49.2% of them feel satisfied with the training provided by the organisation, 17.5% of them feel neutral with the training provided by the organisation, 4.2% of them feel dissatisfied with the training provided by the organisation and 1.6% of them feel very dissatisfied with the training provided by the organisation

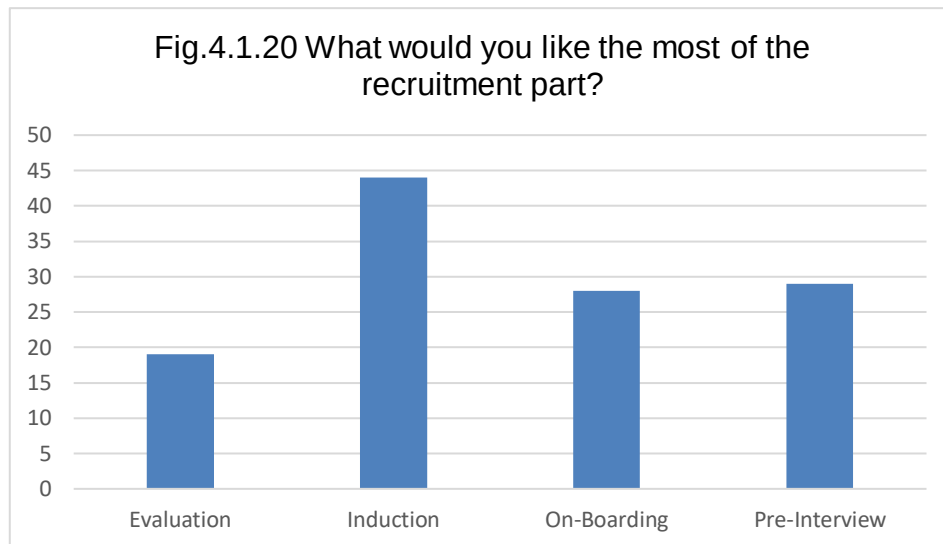
Inference

Majority 49.2% of the respondents feel satisfied with the training provided by the organisation

4.1.20 Table showing that what would you like the most of the recruitment part?

What would you like the most of the recruitment part?

S. No	Source of Job	No. of respondents	Percentage analysis
1	Induction	44	36.7%
2	Pre-Interview	29	24.2%
3	On-Boarding	28	23.3%
4	Evaluation	19	15.8%
Total		120	100%



Interpretation:

From the above it is interpreted that the respondents are of 36.7% of them like the Induction of recruitment part, 24.2% of them like the Pre-Interview of recruitment part, 23.3% of them like the On-Boarding of the recruitment part and 15.8% of them like the evaluation of the recruitment part.

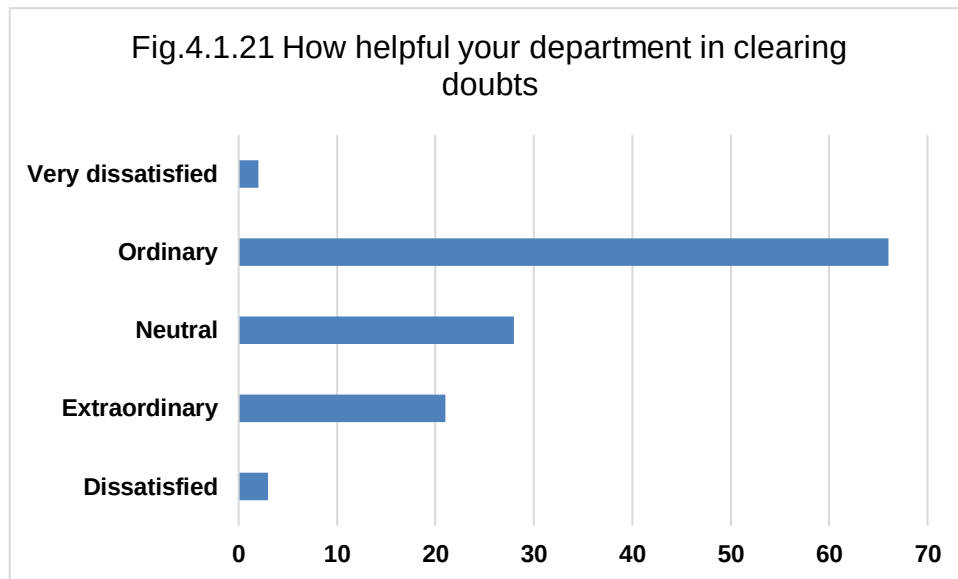
Inference

Majority 36.7% of the respondents like the Induction part of the recruitment process.

4.1.21 Table showing that how helpful are your department in clearing doubts?

How helpful are your department in clearing doubts?

S. No	Perception	No. of Respondents	Percentage analysis
1	Extra ordinary	21	17.5%
2	Ordinary	66	55%
3	Neutral	28	23.3%
4	Dissatisfied	03	2.6%
5	Very Dissatisfied	02	1.6%
Total		120	100



Interpretation:

From the above table it is interpreted that the respondents are of 17.5% of them feel extra ordinary in department clearing the doubts, 55% of them feel Ordinary in department clearing the doubts, 23.3% of them feel neutral in department clearing the doubts, 2.6% of them feel dissatisfies in department clearing the doubts and 1.6% of them feel very dissatisfied in department clearing the doubts.

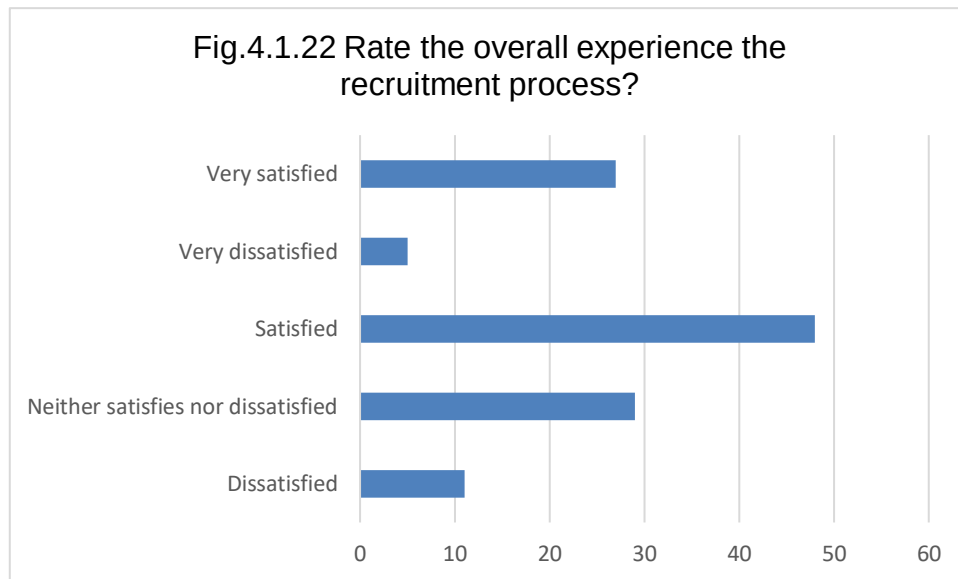
Inference:

Majority 55% of the respondents feel ordinary with the department in clearing the doubts.

4.1.22 Table showing that rate the overall experience the recruitment process?

Rate the overall experience the recruitment process?

S. No	Perception	No. of Respondents	Percentage analysis
1	Very satisfied	27	22.5%
2	Satisfied	48	40%
3	Neutral	27	24.2%
4	Dissatisfied	11	9.2%
5	Very Dissatisfied	05	4.1%
Total		120	100



Interpretation:

From the above table it is interpreted that the respondents are of 22.5% of them feel very satisfied overall recruitment process, 40% of them feel satisfied overall recruitment process, 24.2% of them feel neutral overall recruitment process, 9.2% of them dissatisfied overall recruitment process and 4.1% of them feel very dissatisfied overall recruitment process

Inference

Majority 40% of the respondents them feel satisfied overall recruitment process.

4.2 Statistical Analysis

HYPOTHESIS-1:

- H0: There is no significant difference between the age of the employees and their perception towards the acquisition process.
- H1: There is a significant difference between the age of the employees and their perception towards the acquisition process.

ANOVA

Age01

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.627	4	.657	.491	.742
Within Groups	153.698	115	1.337		
Total	156.325	119			

Table.4.1.23 Analysis of Variance (One-Way Anova)

INTERPRETATION:

The p value is 0.742 which is greater than the significance value (0.05) hence null hypothesis (H0) is accepted and H1 is rejected.

Inference:

Therefore there is no significant difference between the age and the perception of the candidates towards the recruitment process.

HYPOTHESIS-2:

- H0: There is no significant relationship between the designation of the employees and their likeliness towards acquisition part.
- H1: There is a significant relationship between the designation of the employees and their likeliness towards acquisition part.

Chi-Square:

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	28.571 ^a	18	.054
Likelihood Ratio	28.898	18	.050
N of Valid Cases	120		

Table.4.1.24 Anova Table

Interpretation:

The p value (0.054) is greater than the significance value (0.05) hence the null hypothesis is rejected and the alternative hypothesis is accepted.

Inference:

Therefore, there is a significant relationship between the designation of the employees and their likely part of the recruitment.

CHAPTER 5

FINDINGS

5.1 FINDINGS

- Majority 59.2% of the respondents are Female.
- Majority of the respondents 34.2% belong to the age group of 21-30 age group.
- Majority 25% of respondents are from the Nursing department.
- Majority 24.2% of the respondents are working as the Staff Nurse
- Majority of 49.2% of respondents are with 1-5 years of experience
- Majority 34.2% of the respondents found the job openings by Direct Walk-In.
- Majority 29.2% of the respondents said that branding is the principle factor that attracted them.
- Majority 98.4% of the respondents are aware that the Job description is aligned with the role.
- Majority 91.7% of the respondents were informed about the interview details properly.
- Majority 97.5% of the respondents were welcomed and made comfortable for the interview process.
- Majority 56.7% of the respondents feel satisfied with the evaluation process.
- Majority 66.7% of the respondents feel satisfied with the recruitment process.
- Majority 66.7% of the respondents feel satisfied with the communication and responsiveness of recruitment team
- Majority 97.5% of the respondents are aware that their salaries are set up to their experience
- Majority 95.8% of the respondents were clearly explained about the employee policies and HR policies
- Majority 99.1% of the respondents were given the induction after the recruitment
- Majority 93.3% of the respondents were given the induction after the recruitment.
- Majority 88.3% of the respondents felt the culture of the organisation during on-boarding process
- Majority 49.2% of the respondents feel satisfied with the training provided by the organisation

- Majority 36.7% of the respondents like the Induction part of the recruitment process.
- Majority 55% of the respondents feel ordinary with the department in clearing the doubts.
- Majority 40% of the respondents them feel satisfied overall recruitment process.
- By using the Anova to find the relationship between the age and the perception of the employee towards the recruitment process we get the p value as 0.742 which is greater than the significance value 0.05, hence the null hypothesis is accepted and H1 gets rejected
- By using the Chi-Square test the relationship between the designation and the likely part of the recruitment process by employee. We get the p value as 0.54 which is greater than significance value 0.05, hence the null hypothesis is rejected and the alternative hypothesis is accepted.

CHAPTER 6

SUGGESTIONS & CONCLUSIONS

6.1 SUGGESTIONS

- The company should more involve in sourcing the candidates through job portals, as it paves way for the viable and effective candidates.
- The company should improve in providing the details of the interview process to the candidates.
- The company should re-construct the evaluation assessments and make it efficient so that the candidates are recruited effectively.
- The company should involve more in explaining the HR policies and employee policies to the candidates.
- The company should allocate and schedule the induction process and make it effectively happen.
- The company should promote the culture of the organisation during the On-Boarding process.
- The company should introduce new and innovative ideas in training programs.
- Overall, the recruitment process must be carried in efficient ways under particular parts and make it the effective one.

6.2 LIMITATIONS:

The study is restricted to only 120 employees of BloomLife Hospital. The information given by the respondents may also be biased or inaccurate. No dependent verification of the data is possible. Time is a major constraint. The respondents involved the clinical staffs who are busy in their offices and has less time answer the questionnaire. Response from more would employees would have made this study an exhaustive one but due to time constraints it is impossible.

6.3 CONCLUSIONS

Talent Acquisition is the most influential factor that an organisation can able to maintain its talented pool of workforce. So, recruiting the right candidate for the right position is a time involving process that need to be effective.

When the hired candidates meet out his/her expectations only then the Talent Acquisition is said to be an effective one. Framing the best suited strategy and implementing the viable strategy is also part of the effective talent acquisition process. Sketching each part of the acquisition in proper mapping and formulating the strategy ensures the effective talent acquisition. The research also focuses on the impactful factors and the variables and provided the suggestions accordingly to improve the gaps in it. Concluding by saying that an organisation which involves in creating an effective talent acquisition practices and steps would improve in its production and can beat the competitors by the talented workforce.

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- <https://www.researchgate.net/>
- <https://www.ismartrecruit.com/>
- <https://bloomlifehospital.com/>
- <https://www.aihr.com/>

ANNEXURE-QUESTIONNAIRE
A STUDY ON THE EFFECTIVENESS OF TALENT ACQUISITION IN
BLOOMLIFE HOSPITAL

1. Name
2. Gender
 - a. Male b. Female
3. Age
 - a.18-20 b. 21-30 c. 31-40 d. 41-50 e. Above 50
4. Department
 - a. Staff Nurse b. Administration c. DMO d. Billing e. Operations f. Pharmacy
 - g. Scan h. Emergency i. Laboratory j. Operation Theatre
5. Designation
 - a. Staff nurse b. Executive c. Manager d. DMO e. Technician f. Assistant
 - g. Intern/Trainee
6. Years of experience
 - a. Fresher b. 1-5 years c. 5-10 years
7. How did you find out about the job opening at our organization?
 - a. Job Portal b. Reference c. Direct Walk-In d. Website
8. What is the principal factor attracted you to the open position we have?
 - a. Branding b. Vision c. Culture d. Management culture
9. Did the Job Description align with your understanding of the role?
 - a. Yes b. No
10. Were you informed clearly on the position, time, place and the interviewer, before hand?
 - a. Yes b. No
11. Were you welcomed & made comfortable when you came in for the interview?
 - a. Yes b. No
12. How you feel about the candidate evaluation process:
 - a. Very satisfied b. satisfied c. Neutral d. Dissatisfied e. Very dissatisfied

13. Your Satisfaction on the recruitment process

a. Very satisfied b. satisfied c. Neutral d. Dissatisfied e. Very dissatisfied

14. How would you rate the communication & responsiveness of our recruitment team, on a scale of 1-5?

a. Very satisfied b. satisfied c. Neutral d. Dissatisfied e. Very dissatisfied

15. Are you aware that your salaries are set up to your experience?

a. Yes b. No

16. Does the employee policies & HR policies are explained clearly?

a. Yes b. No

17. Does the company provides Induction after the recruitment?

a. Yes b. No

18. Were you given an induction schedule?

a. Yes b. No

19. Were you able to get a feel of our culture during the on-boarding process?

a. Yes b. No

20. Are you satisfied with the training programs that is given by the company?

a. Very satisfied b. satisfied c. Neutral d. Dissatisfied e. Very dissatisfied

21. What would you like the most of the recruitment part?

a. Induction b. Pre-Interview c. On-Boarding d. Evaluation

22. How helpful are your department in clearing doubts?

a. Extra ordinary b. Ordinary c. Neutral d. Dissatisfied e. Very dissatisfied

23. Rate the overall experience the recruitment process?

a. Very satisfied b. satisfied c. Neutral d. Dissatisfied e. Very dissatisfied



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Acceptance Letter

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Dear Authors,

We are glad to inform you that your paper has been accepted as per our fast peer review process:

Authors Name: Manikandan A, Ms. Dhanalakshmi

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A STUDY ON THE EFFECTIVENESS OF TALENT ACQUISITION IN BLOOMLIFE HOSPITAL PRIVATE LIMITED, CHENNAI.

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ABSTRACT

An organization consists of different background of employees, it is the main responsibility of the Human Resource department to recruit the right candidates for the right position. Hiring the right candidate for the right position is the major role of the Human Resource Team. The effectiveness of the recruitment of the talents reflects in the organization's production management. Talent acquisition is concerned with both the time and cost management. The organization must involve in effective talent acquisition procedures in order to make the organization manpower to right fit for the right job. The ways that the effective acquisition proceeds by the hiring the right skilled, knowledge and experienced candidate. Making them to attend several tests and interviewing them in the appropriate manner makes them to suitable for the job position and hence the right candidate can be hired for the right role. So, in this study we will see the effectiveness of talent acquisition of BloomLife Healthcare. The researcher analyzed how well the hospital management hires the right candidate for the right job and how the candidates feel about the talent acquisition process.

Keywords:

Talent acquisition, Recruitment, Evaluation, Induction, On-Boarding, Interview, Candidate satisfaction.

INTRODUCTION

Human Resource is the main resource that an Organization possess. It is the major part of the Organization that involves in the development in both the wealth and health of the management. Any Organization to run its production in a good health, it should hire the right candidates for the right position. The major part of the Organization is its manpower. Manpower management involves both the hiring and firing process.

Human Resource contributes the vital role for the organization's talent acquisition and management. The Organization is concerned with the Human Resource function of hiring the right candidate for the right position. This helps the Organization to improve the production and be in the competition of the market. The Human Department also performs the functions right from hiring, selecting, onboarding, compensating, appraising and framing the HR policies and employee benefit schemes. So, the major function of the Human Resource department lies with the manpower. Talent management is also a major function that the HR team does to maintain the manpower in updated with the trends and topics. Talent acquisition is the primary role in the Human Resource process, where hiring the right candidate for the right position is being carried over. The organisation in order to grow in healthy and wealthy manner it is the responsibility of the HR team to maintain the right talent pool.

OBJECTIVES

- To understand the recruitment and selection process of the company and its effectiveness.
- To verify that the employees are satisfied with the norms and procedures of the selection process,
- To check whether the candidates are satisfied with the talent acquirers.
- To verify whether the candidates are hired as per their qualifications.
- To examine the effective part of the recruitment.

SCOPE OF THE STUDY

- Talent Acquisition helps in achieving the goals and objectives by hiring the viable candidate.
- Talent Acquisition helps in building a talented pool of candidates.
- Talent Acquisition increases the production of the company by the talented pool of candidates.

NEED FOR THE STUDY

- This study helps in understanding the steps & process in the recruitment and selection of the company and will suggest needful steps to be done.
- To understand and identify the complicating areas and take required actions to improve the process
- This will help to know the perception of the candidates towards the recruitment process.
- This study will also help in formulating the effective talent acquisition strategies.
- This will ensure the right person hired for right position and will suggest measures to do.

REVIEW OF LITERATURE

Deepika Pandita (2023) investigates insight in the sustainability to both the employers and the candidates. An organisation to run long must have the talented and potential workforce. The researcher suggests here some of the methods to apply to talent acquisition. Where these practices would definitely provide the effective talent acquisition and will ensure the management of talents.

Thanapat Khaowisade (2023) examines the talent acquisition in accordance with developing business sectors. The main objective of the study was to study the variable factors in the development of talent acquisition. The results of the study was that the process of the talent acquisition transforms into digital world by prioritizing the four elements namely selector characteristic, selection centric, technology & innovation and data insight.

Dr.R. Subashini (2023) carries the study on the human behavioural management. The author has done the research in maximizing the effectiveness of the talent acquisition strategies. The objective of the study is to explore the best practices in the talent acquisition and its impact in the organisational growth. The author has concluded that talent is the main asset that would enhance the organisational growth.

Roopal Shrivastava (2022) explores the recruitment practices that has been followed in these educational institutions. The researcher concludes that the educational institutions must follow a pattern of talent acquisition practices. The institutions must involve in effective talent acquisition practices and process. Proper training programs for the staffs must be given in order to stay competitive. All of these practices will improve the retention rate.

Anna Lena Hunkenschroer (2022) emphasises the ethics in the usage of AI in the recruitment and selection process. The objective of the study was to show how ethically the recruitment and selection process happens. To reduce the ethical risks in the process. The results were that there needs a bridging gap between the theoretical and the practical implications in the ethical AI usage in the recruitment and selection process.

Siddhi Mehrotra (2022) investigates about the perception of the employees towards the usage of AI in the recruitment process. The result as the samples responded indicates that the use of AI recruitment is increasing relentlessly and made the saving of time. It also improves the talent acquisition process and it became an effective one. The adoption would take a little time for the employees to get efficient in it.

Dr Mousumi Bhattacharjee James (2021) explores on the talent acquisition and talent management in the technology education in India. The recruitment must be effective that it creates a talented pool of workforce. The author finally concludes by saying recruitment must be a viable one for the institutions by strategic approach

Rajasshrie Pillai (2020) reveals that the adoption of AI Technology in talent acquisition process has an impact in the organisation. The factors like cost-effectiveness, relative advantage, competitive advantage etc. are the influencing factors. The adoption of AI differs from the traditional acquisition process. As earlier said it has created a positive impact in the organisation. Time saving and effective acquisition strategies are possible by this adoption.

Sophia Diana Rozario (2020) explores the perspective of talent acquisition as a factor for the sustainability of the company. The objective of the study is to analyse and explore the importance of the talent acquisition by the proper strategies. This study has the conclusions that the organisation should take initiative where the adoption of model that would be a way in enhancing the transparency and the effectiveness in the recruitment process.

Mahdi Safa (2017) expresses study with relation of talent acquisition with the SHRM. The main objective of the study is to analyse the challenges in the talent acquisition and align them to SHRM. The findings say that only the professional course or the higher course for particular roles cannot be a countering one. The management has to focus on the recruitment of the viable and potential candidates who fulfil the strategic formulation expectations.

RESEARCH DESIGN:

This research is descriptive in nature where the data collected by means of structured questionnaire and analysis using the percentage analysis and ANOVA tests to test the relationship between various factors and employee perception.

SOURCES OF DATA:

- Primary Data- A structured questionnaire was prepared and it was circulated to 120 respondents.
- Secondary Data- Data was collected from office internal & external sources, books, magazines, journal reports and articles.

PERIOD OF THE STUDY:

The study was conducted for a period of three months from February 2024 to April 2024.

SAMPLING METHOD AND SIZE:

The sample population size of 120 employees of BloomLife Hospital was considered for research and analysis of it by application of convenience sampling.

TOOLS USED FOR ANALYSIS

The main tools used for statistical analysis was percentage analysis and Analysis of Variance (One-Way Anova).

HYPOTHESIS

○ HYPOTHESIS 1

H0: There is no significant difference between the age of the employees and their perception towards the acquisition process.

H1: There is a significant difference between the age of the employees and their perception towards the acquisition process.

○ HYPOTHESIS 2

H0: There is no significant relationship between the designation of the employees and their likeliness towards acquisition part.

H1: There is a significant relationship between the designation of the employees and their likeliness towards acquisition part.

PERCENTAGE ANALYSIS

Percentage analysis helps the researcher to appropriately know about the responses given by the respondents. Percentage is validated when the responses have the discrete categories.

Particulars	Very satisfied	Satisfied	Neutral	Dissatisfied	Very dissatisfied
Satisfaction with recruitment process	22.5%	40%	24.2%	9.2%	4.1%
Clearing doubts	17.5%	55%	23.3%	2.6%	1.6%
Training programs	27.5%	49.2%	17.5%	4.2%	1.6%
Satisfaction with interview process	20%	66.7%	11.7%	1.6%	0%
Evaluation process	30%	56.7%	11.7%	0.9%	0.7%

INTERPRETATION

- Table it is interpreted that the number of respondents were 22.5% very satisfied, 40% satisfied, 24.2% 55%neutral, 9.2% dissatisfied, 4.1% very dissatisfied.

- Table it is interpreted that the number of respondents were 17.5% very satisfied, 55% satisfied, 23.3% neutral, 2.6% dissatisfied, 1.6% very dissatisfied.
- Table it is interpreted that the number of respondents were 27.5% very satisfied, 49.2% satisfied, 17.5% neutral, 4.2% dissatisfied, 1.6% very dissatisfied.
- Table it is interpreted that the number of respondents were 30% very satisfied, 56.7% satisfied, 11.7% neutral, 0.9% dissatisfied, 0.7% very dissatisfied.

INFERENCE:

- Majority 40% of respondents are satisfied with the recruitment process
- Majority 55% of respondents are satisfied with clearing the doubts by department
- Majority 49.2% of respondents are satisfied with the training programs
- Majority 66.7% of respondents are satisfied with interview process
- Majority 56.7 of respondents are satisfied with evaluation process

ANOVA

Age01

	Sum of Squares	df	Mean Square	F	Sig.
Between Groups	2.627	4	.657	.491	.742
Within Groups	153.698	115	1.337		
Total	156.325	119			

INTERPRETATION

The p value is 0.742 which is greater than the significance value (0.05) hence null hypothesis is accepted and H1 is rejected. Therefore, there is no significant difference between the age and perception of recruitment process.

CHI-SQUARE TEST

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	28.571 ^a	18	.054
Likelihood Ratio	28.898	18	.050
N of Valid Cases	120		

INTERPRETATION

The p value is 0.54 which is greater than the significance value (0.05) hence alternate hypothesis is accepted and null hypothesis is rejected. Therefore, there is a significant relationship between the designation and likeliness of the recruitment part.

FINDINGS

Demographic variables

- Majority 59.2% of the respondents are Female.
- Majority of the respondents 34.2% belong to the age group of 21-30 age group.
- Majority 25% of respondents are from the Nursing department.
- Majority 24.2% of the respondents are working as the Staff Nurse
- Majority of 49.2% of respondents are with 1-5 years of experience

Sourcing of candidates

- Majority 34.2% of the respondents found the job openings by Direct Walk-In.
- Majority 29.2% of the respondents said that branding is the principle factor that attracted them.

Effectiveness of recruitment process

- Majority 98.4% of the respondents are aware that the Job description id aligned with the role.
- Majority 91.7% of the respondents were informed about the interview details properly.
- Majority 97.5% of the respondents were welcomed and made comfortable for the interview process.
- Majority 56.7% of the respondents feel satisfied with the evaluation process.
- Majority 66.7% of the respondents feel satisfied with the recruitment process.
- Majority 66.7% of the respondents feel satisfied with the communication and responsiveness of recruitment team
- Majority 97.5% of the respondents are aware that their salaries are set up to their experience
- Majority 95.8% of the respondents were clearly explained about the employee policies and HR policies
- Majority 99.1% of the respondents were given the induction after the recruitment
- Majority 93.3% of the respondents were given the induction after the recruitment.

Effectiveness of recruitment phases

- Majority 88.3% of the respondents felt the culture of the organisation during on-boarding process
- Majority 49.2% of the respondents feel satisfied with the training provided by the organisation
- Majority 36.7% of the respondents like the Induction part of the recruitment process.
- Majority 55% of the respondents feel ordinary with the department in clearing the doubts.

Majority 40% of the respondents them feel satisfied overall recruitment process.

SUGGESTIONS AND RECOMMENDATIONS

- The company should more involve in sourcing the candidates through job portals, as it paves way for the viable and effective candidates.
- The company should improve in providing the details of the interview process to the candidates.
- The company should re-construct the evaluation assessments and make it efficient so that the candidates are recruited effectively.
- The company should involve more in explaining the HR policies and employee policies to the candidates

LIMITATIONS

The study is restricted to only 120 employees of BloomLife Hospital. The information given by the respondents may also be biased or inaccurate. No dependent verification of the data is possible. Time is a major constraint. The respondents involved the clinical staffs who are busy in their offices and has less time answer the questionnaire. Response from more would employees would have made this study an exhaustive one but due to time constraints it is impossible.

CONCLUSIONS

Talent Acquisition is the most influential factor that an organisation can able to maintain its talented pool of workforce. Talent acquisition is associated with the time constraints. So, recruiting the right candidate for the right position is a time involving process that need to be effective. Placing the right candidates in the right position is the crucial role of the talent acquisition process that ensures talented workforce. When the hired candidates meet out his/her expectations only then the Talent Acquisition is said to be an effective one. Framing the best suited strategy and implementing the viable strategy is also part of the effective talent acquisition process. Sketching each part of the acquisition in proper mapping and formulating the strategy ensures the effective talent acquisition. The research also focuses on the impactful factors and the variables and provided the suggestions accordingly to improve the gaps in it. Concluding by saying that an organisation which involves in creating an effective talent acquisition practices and steps would improve in its production and can beat the competitors by the talented workforce.

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