



TALENT ACQUISITION IN AMARA RAJA BATTERIES PVT LTD., TIRUPATI

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<p>Article History</p> <p>Received: 15 Aug 2023</p> <p>Revised: 28 Sept 2023</p> <p>Accepted: 29 Oct 2023</p> <p>CC License</p> <p>CC-BY-NC-SA 4.0</p>	<p>ABSTRACT</p> <p><i>The purpose of this study is to look into how the use of artificial intelligence (AI) has been applied to the recruitment and selection of job candidates. This study specifically looks at the use of AI technology throughout the employment process in terms of its degree, pace, and prospective application areas. Descriptive research design was used for examining an attrition rate. A questionnaire covering various aspects relating to the recruitment and selection in the company where focused. 120 samples were collected using the random sampling technique. Hypothesis for the study were tested using correlation, analysis of variance method. The result shows that Which media is ideal for recruitment efforts and Is there any bias in the selection of employees in the organization.</i></p> <p>Key words: High attrition, employee selection process and the tools they use in the organization according to the employees, recognition of AI used for recruitment</p>
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1. INTRODUCTION

The development of IT talent, a magnificent human innovation, has had a significant impact on the way we go about living our daily lives. In the data tech industry, software specialists have

experienced extraordinary success. A company's workforce has the power to succeed or fail. The development of IT talent, a magnificent human innovation, has had an important effect on how we go about living our daily lives. The data technology industry is extraordinarily successful for software specialists. A company's workforce has the power to succeed or fail.

As a result, the employees of an organization produce it. We must comprehend a critical concept called human resources. Human resources are those who possess the credentials required to launch an organization. Hiring people, expanding the availability of resources, using, sustaining, and paying their time in accordance with business and job needs are all parts of managing human resources. All of this is done while furthering the goals of the company, the person in question, and society. The sort of candidates needed for a post and the expected number of employees should both be evaluated by management. Additionally, the company needs to employ "the right man for the job."

2. REVIEW OF LITERATURE

Dr.V. Kanimozhi & Mr. Surya Prasad T.K (2022), stated that the process of identifying , attracting, selecting , and keeping hold of highly qualified people is known as talent acquisition. This means that a major portion of the employee occurrence is concerned in talent acquisition. Identifying , attracting, employing, developing, and retaining the talent inside an organisation are the main goals of the recruitment approach known as talent acquisition.

Arisha Ali (2019), Talent acquisition as a strategic process has many profit in the organization. It is results in company branding, decline in cost per hire, time saving, resource maintenance, competitive advantages, succession planning and acting as a tool for organizational quality. Utmost confront of an organization is hiring right talent and retaining them.

Dr Mousumi Bhattacharjee & James (2021) , The strong developmental activities carried out at the HRM platform is most commonly accountable for the emotional promise and multidimensional association of the employee in bringing about the positive and consistent growth satisfying the organisational or academic institutional demand, to enable them to survive in the present competitive scenario. To establish such a platform reliable research about, techniques of selection, payment packages and afterwards retaining and developing the right talent is the toughest challenge faced by any organization.

3. NEED FOR THE STUDY

Every firm, large or little, productive or non-productive, economic or social, old or new, should provide training to all employees, regardless of talent, qualification, and fit for the job, etc. As a result, no organization can avoid the Selection.

4. OBJECTIVES

- To understand the present recruitment policies in place at "AMARARAJA BATTERIES LTD." how effectively they are being used.
- To research the various ways of the recruiting and selection based on needs of an organization.
- To identify the recent changes in recruitment policy of the organization.
- To understand how the organization meets its manpower requirements.

5. SCOPE OF THE STUDY

The survey includes 120 respondents from various departments at Amara Raja Batteries Limited. The study helps employees and management for future modifications in programs for the organization's development

6. RESEARCH DESIGN

Primary data sources are the foundation for the survey design. Three main strategies for gathering data were employed to conduct the study. such as a questionnaire, a personal interview, an observation, etc.; the questionnaire is the most significant. The primary goal of the questionnaire is to evaluate how well Amara Raja Batteries Limited's developmental and training programs are working

7. SAMPLING

The sample consisted of 120 ARBL personnel (43 Management grade, 45 Staff grade, and 32 Supervisors to learn about Operators Grade) from various departments

.SAMPLE METHOD: Stratified Random method

❖ HYPOTHESIS

Null Hypothesis (H₀): There is no significant relationship between media suitable for Hiring and Bias in selection of employees in the organization.

Alternative Hypothesis (H₁): There is Significate association between media suitable for Hiring and Bias in selection of employees in the organization.

8. ANALYSIS TOOLS

The "Percentage Method" was used to examine the data.

The percentage approach is a straightforward way to assess data. If the sample size is big, we convert it to percentages so that percentage of respondents may be easily interpreted. In action to alter the formula.Because the goal is to analyze different grades, we obtained primary data through questionnaires from 53 Management grade and 67 Staff grade personnel. The data analysis is presented in tabular and graphical form below.Training is not something that is given to new employees only once, but it is employed on a constant basis in every well-run firm. Further technical advancements, such as automation, necessitate the updating of skills

and expertise.

9. LIMITATIONS

- The study's scope is Limited to ARBL.
- Time constraints make it difficult to visit several departments.
- The study was done with the assumption that all the information provided by respondents was correct.
- For the analysis, random samples were taken

10. DATA ANALYSIS AND INTERPRETATION

The table below summarizes data analysis for the components. Different questions were framed for each attribute, and the responses opinions were gathered.

Table No:1- Opinion of respondents

Opinions	Agree	Moderate	Disagree	Total
Internal source beneficial	28	50	22	100
Different selection process for different positions	45	33	22	100
Training essential for selection	34	38	28	100
Adopting right person to right job	38	43	19	100
Selection process could be made better	33	34	33	100
Utilizing skills in organization	40	35	25	100
Opinion on Competition	36	39	25	100
Importance of HR department in hiring	39	32	29	100

HYPOTHESIS TESTING

Null Hypothesis (H0): There is no significant relationship between media suitable for Hiring and Bias in selection of employees in the organization.

Alternative Hypothesis (H1): There is Significant association between media suitable for Hiring and Bias in selection of employees in the organization

Correlation			
		Which media is ideal for your company's recruitment efforts?	Is there any bias in the selection of employees in your company?
Which media is ideal for your company's recruitment efforts?	Pearson Correlation	1	.962
	Sig. (2-tailed)		0.000
	N	120	120
Is there any bias in the selection of employees in your company?	Pearson Correlation	.962	1
	Sig. (2-tailed)	0.000	
	N	120	120
Correlation is significant at the 0.01 level (2-tailed).			

INTERPRETATION:

The correlation coefficient of 0.962 implies There is a very substantial positive correlation between the organization's incidence of bias in hiring and the perceived usefulness of media for recruitment. This implies that the perception of bias in employee selection tends to increase along with the perceived usefulness of particular media for recruitment, and vice versa.

Count		Is there any bias in the selection of employees in your company?			Total	
		1=agree	2=moderate	3=disagree		
Which media is ideal for your company's recruitment efforts?	1=excellent	32	0	0	32	
	2=good	4	42	0	46	
	3=satisfied	0	2	40	42	
Total		36	44	40	120	

Chi-Square Tests			
	Value	DF	Asymptotic Significance (2-sided)
Pearson Chi-Square	206.957 ^a	4	0.000
Likelihood Ratio	219.604	4	0.000
Linear-by-Linear Association	110.108	1	0.000
N of Valid Cases	120		

a. 0 cells (0.0%) have expected count less than 5. The minimum expected count is the 9.60.

INTERPRETATION:

The table above exemplifies Null Hypothesis (H₀) accepted as P value. Henceforth the Null Hypothesis (H₀): There is no significant value association between media suitable for Recruitment and bias in selection of employees.

FINDINGS

- 53% of new employees choose this organization based on its reputation.
- 48% of employees think that individual interviews are employed in the employment process at their organization.
- 53% of workers think consultation is the greatest strategy for enhancing the Data Bank.
- Approximately 50% of workers think that hiring from within has advantages.
- 34% of workers believe that training is necessary after selection, and 38% of workers have a moderate opinion.

SUGGESTIONS

The organization should emphasize many skills in order to improve the selection process. by planning educational opportunities for employees to use their knowledge and skills, such as seminars and group discussions. Care should be taken to consider the accommodation requirements of branch workers.

CONCLUSION

Despite the fact it is a sizable company, all businesses rely on their employees to grow. During the hiring process, AMARA RAJA offers its employees a level of moderate satisfaction. The AMARARAJA organization will make progress by altering its existing course of action.

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