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**THE ROLE OF TALENT ACQUISITION IN ENHANCING ORGANIZATIONAL  
PERFORMANCE: A STUDY AT SR UNIVERSE TECH, SALEM**

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| <b>Keywords</b>  | <b>Abstract</b>   |
|--|---|
| <i>Talent acquisition, Recruitment strategy, Employee performance, Workforce planning, Organizational development, Employee retention.</i> | <p>This research examines the effect of talent acquisition strategies on employee performance at SR Universe Tech, an emerging company in the technology industry. In today's dynamic and competitive business landscape, securing and retaining qualified talent has become a key factor for achieving organizational success and sustainable growth. The study explores how well-structured recruitment planning, sourcing techniques, selection processes, and onboarding programs influence employee engagement, efficiency, and job satisfaction. A descriptive research method was used, collecting data from 82 employees through a systematically designed questionnaire. The data were analyzed using statistical techniques such as Simple Percentage Analysis, Chi-Square Test, Correlation, and Regression to determine the link between talent acquisition practices and employee performance. The findings demonstrate a significant and positive relationship between effective recruitment systems and employee output. When hiring practices are aligned with organizational goals, employees tend to exhibit higher motivation, stronger commitment, and improved productivity.</p> <p>The study also highlights that reliance on outdated hiring methods and insufficient workforce planning hinder organizational progress. It is recommended that SR Universe Tech adopt modern, technology-based, and data-driven recruitment approaches to attract top talent and minimize</p> |



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turnover. Implementing a strategic and forward-thinking talent acquisition framework will help the organization enhance performance, improve employee engagement, and maintain a sustainable competitive edge.

## 1. INTRODUCTION

In today's fast-moving and competitive business world, companies are realizing that keeping employees happy isn't just a nice thing to do—it's essential for success. When employees feel satisfied in their jobs, they are more engaged, motivated, and committed to their work. One of the biggest benefits of job satisfaction is employee retention. When people enjoy what they do and feel valued, they are more likely to stay with a company for the long run. On the other hand, high turnover can be expensive and disruptive, leading to extra costs for hiring, training, and lost productivity. That's why understanding what makes employees satisfied is key to keeping them on board.

This study looks at how job satisfaction affects employee retention at Sri Ganesh Paper in Coimbatore. The manufacturing industry is fast-paced, and skilled workers are always in demand, making it even more important to hold onto experienced employees. While salary and work-life balance are big factors in job satisfaction, there's more to it than just pay. The goal of this study is to explore what truly drives job satisfaction and how it influences employee retention. By looking at key factors like compensation, professional development, work culture, and management support, this research will provide valuable insights to help Sri Ganesh Paper create a better workplace. The findings will guide the company in shaping policies that keep employees motivated, engaged, and committed to their roles.

## 2. STATEMENT OF THE PROBLEM

Talent acquisition has become a major challenge in today's competitive business environment, as hiring the wrong candidates can result in reduced productivity, higher turnover, and increased operational costs. Organizations like SR Universe Tech depend heavily on skilled employees to achieve their goals, yet they often face difficulties in identifying, attracting, and retaining the right talent. Despite efforts to streamline recruitment, challenges such as skill mismatches, poor workforce planning, and delays in the hiring process continue to affect overall performance and client satisfaction. There is a growing need to understand how talent acquisition strategies such as sourcing, selection, and on boarding impact employee performance and organizational growth. This study aims to analyze the relationship between effective talent acquisition practices and employee performance, providing insights into how organizations can strengthen their recruitment processes to enhance productivity, reduce turnover, and achieve sustainable growth.

## 3. OBJECTIVES OF THE STUDY

- To understand the existing talent acquisition practices at SR Universe Tech.
- To examine the relationship between talent acquisition and employee performance.



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- To identify key challenges faced by the HR department in recruitment and retention.
- To suggest strategies to improve recruitment efficiency and organizational performance.

#### 4. REVIEW OF LITERATURE:

**Rehman et al. (2022)**, “Social Media Recruiting Technology (SMART) and Recruitment Efficiency.” This study explores the growing influence of social media and digital technology in enhancing recruitment efficiency. It integrates the UTAUT2 model to examine how variables such as performance expectancy, effort expectancy, social influence, and facilitating conditions drive the adoption of SMART platforms among HR professionals. The findings reveal that organizations utilizing SMART tools like LinkedIn Recruiter, Indeed, and AI-based applicant tracking systems experience significant reductions in hiring time and costs while improving candidate quality.

**Abdelrahman and Ali (2016); Mahmoud et al. (2017)**, “E-Recruitment Practices and Trends in India.”. These studies collectively emphasize the transformation of traditional recruitment methods through the adoption of e-recruitment platforms in the Indian context. With the rapid expansion of digital connectivity, organizations increasingly rely on web-based job portals, online application systems, and social media to identify and attract qualified candidates. The research finds that e-recruitment reduces operational inefficiencies, shortens hiring cycles, and provides access to a more diverse talent pool. It also identifies challenges such as data overload and maintaining personal engagement during digital hiring.

**Njoroge (2013); Otieno and Wambui (2014)**, “Talent Analytics as the Future of Talent Management”. This study introduces the concept of HR analytics as a transformative force in talent acquisition and management. Conducted at Dr. Reddy’s Laboratories, it demonstrates how data-driven approaches enhance recruitment accuracy, reduce bias, and support evidence-based decision-making. Talent analytics enables HR departments to assess candidate fit through performance trends, predictive models, and retention forecasts.

**El-Rashid et al. (2013); Farouk (2015)**, “Talent Acquisition and Retention Strategy: A Case of Kazi Farms Limited.” This case-based study investigates how an organization’s human capital strategies directly impact retention and performance outcomes. The researchers at Kazi Farms Limited identified a clear linkage between strategic recruitment practices and long-term employee engagement. The study discusses methods like internal mobility, referral programs, and university partnerships to attract top talent.

**Saeed (2011)**, “Innovations in HR Strategies within Indian Social Enterprises.”

This paper explores the evolving HR strategies employed by Indian social enterprises to attract and retain employees despite financial limitations. It reveals that employees in social enterprises are often motivated by intrinsic rewards such as meaningful work, social contribution, and organizational mission alignment. The study emphasizes the use of non-monetary incentives, participative



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management, and flexible work arrangements to build loyalty. Furthermore, it identifies that social enterprises foster a supportive culture and open communication, compensating for limited salary packages. The research concludes that innovative HR practices—such as purpose-driven recruitment and empathetic leadership—are crucial for sustaining engagement and reducing attrition in value-oriented organizations.

## 5. RESEARCH DESIGN

The study employed a descriptive research design. Primary data were collected from 82 employees of SR Universe Tech using a structured questionnaire administered through a convenient sampling method. The instrument consisted of 20 statements related to recruitment practices and employee performance, measured on a five-point Likert scale. The collected data were analyzed using Simple Percentage Analysis, Chi-Square Test, Correlation, and Regression techniques with the help of SPSS software.

## ANALYSIS

### Correlation analysis

#### Correlation between talent acquisition and employee performance

**Null Hypothesis (H<sub>0</sub>):** There is no significant correlation between talent acquisition and employee performance.

**Alternative Hypothesis (H<sub>1</sub>):** There is a significant positive correlation between talent acquisition and employee performance.

**Table 1**

| Variables            | Talent Acquisition  | Employee Performance |
|----------------------|---------------------|----------------------|
| Talent Acquisition   | Pearson Correlation | 1                    |
|                      | Sig. (2-tailed)     |                      |
|                      | N                   | 82                   |
| Employee Performance | Pearson Correlation | .676                 |
|                      | Sig. (2-tailed)     | .000                 |
|                      | N                   | 82                   |

## INTERPRETATION:

The Pearson correlation coefficient between talent acquisition and employee performance is 0.676, which indicates a strong positive correlation. This means that as the effectiveness of talent acquisition improves, employee performance also tends to rise. The p-value of 0.000 is less than the significance level of 0.05, showing that the correlation is statistically significant. Therefore, the null



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hypothesis is rejected, and the alternative hypothesis is accepted. This suggests that efficient recruitment, selection, and onboarding processes directly contribute to improved employee performance at SR Universe Tech.

### CHI-SQUARE ANALYSIS

#### RELATIONSHIP BETWEEN TALENT ACQUISITION AND EMPLOYEE PERFORMANCE FACTORS

**Null Hypothesis (H<sub>0</sub>):** There is no significant relationship between talent acquisition and employee performance factors.

**Alternative Hypothesis (H<sub>1</sub>):** There is a significant relationship between talent acquisition and employee performance factors.

**Table 2**

| Value              | df       | Asymptotic Significance (2-sided) |
|--------------------|----------|-----------------------------------|
| Pearson Chi-Square | 104.269a | 24                                |
| Likelihood Ratio   | 35.189   | 24                                |
| N of Valid Cases   | 82       |                                   |

#### INTERPRETATION:

The Chi-Square value is 104.269 with 24 degrees of freedom, and the p-value is 0.000, which is less than 0.05. This indicates a statistically significant relationship between talent acquisition practices and employee performance. The results confirm that recruitment efficiency, candidate suitability, and onboarding quality significantly affect employees' job outcomes. Hence, when SR Universe Tech adopts a structured and transparent recruitment process, it leads to better employee engagement, reduced turnover, and improved overall performance.

### REGRESSION ANALYSIS

#### IMPACT OF TALENT ACQUISITION ON EMPLOYEE PERFORMANCE

**Null Hypothesis (H<sub>0</sub>):** Talent acquisition has no significant impact on employee performance.

**Alternative Hypothesis (H<sub>1</sub>):** Talent acquisition has a significant positive impact on employee performance.

**Table 3**

| Model | R     | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|-------|----------|-------------------|----------------------------|
| 1     | 0.676 | 0.458    | 0.451             | 5.22033                    |



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| Model      | Sum of Squares | df | Mean Square | F      | Sig.  |
|------------|----------------|----|-------------|--------|-------|
| Regression | 1838.839       | 1  | 1838.839    | 67.476 | 0.000 |
| Residual   | 2180.144       | 80 | 27.252      |        |       |
| Total      | 4018.983       | 81 |             |        |       |

## INTERPRETATION:

The regression analysis shows that Talent Acquisition has a significant impact on Employee Performance. The R value (0.676) indicates a strong positive relationship, and the R<sup>2</sup> value (0.458) shows that 45.8% of the variation in employee performance can be explained by the company's talent acquisition practices. The F-value (67.476) with a p-value of 0.000 further confirms that the regression model is statistically significant. This means that for every one-unit increase in talent acquisition effectiveness, employee performance increases by 0.571 units. Therefore, improving recruitment quality, candidate selection, and on boarding processes will directly enhance employee efficiency and organizational growth.

## 6. FINDINGS

- Most respondents agree that external recruitment is prioritized over internal promotions, indicating a preference for acquiring fresh talent rather than relying solely on internal mobility.
- Reference checks are widely recognized as a mandatory step in the recruitment process, ensuring verification and organizational risk reduction.
- Employer branding is strategically used during talent acquisition, helping the organization attract suitable and committed candidates.
- Internal communication practices effectively support recruitment and branding initiatives, improving clarity and candidate engagement.
- Recruitment decisions are guided by clear and well-defined job descriptions and specifications, ensuring transparency and accuracy in hiring.
- Incentive programs such as bonuses and rewards significantly enhance employee retention, contributing to higher motivation and performance.
- Simple percentage analysis indicates a generally positive perception of recruitment, development, and performance-related practices across the organization.
- Chi-square tests reveal significant associations between recruitment practices and employee performance, suggesting that structured hiring enhances productivity.
- Correlation analysis shows a strong positive relationship ( $r = 0.676$ ) between talent acquisition and employee performance, demonstrating that better recruitment leads to higher performance.
- Regression analysis confirms that talent acquisition has a significant positive influence on employee performance ( $B = 0.571$ ,  $Sig = 0.000$ ), highlighting the critical role of effective HR practices in driving organizational success.



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## 7. SUGGESTIONS

- Adopt modern recruitment technologies such as applicant tracking systems and AI-enabled sourcing tools to make the hiring process faster, more transparent, and efficient.
- Improve communication between recruiters and candidates to ensure a smooth, clear, and engaging hiring experience.
- Offer competitive salaries and performance-based incentives to make employees feel valued and motivated.
- Promote work-life balance through flexible schedules, wellness programs, and supportive organizational policies.
- Provide career growth opportunities through structured training programs, mentoring, and internal promotion pathways.
- Build a positive work environment that encourages open communication, teamwork, and regular employee recognition.
- Train managers to deliver constructive feedback, acknowledge achievements, and address employee concerns promptly.
- Implement targeted retention strategies to address department-specific issues such as skill mismatches and high attrition, particularly in BPO roles.
- Use proactive workforce planning to anticipate hiring needs and avoid delays that may impact project timelines.

## 8. CONCLUSION

The study confirms that talent acquisition plays a vital role in enhancing employee performance and overall organizational growth at SR Universe Tech. The correlation analysis revealed a strong positive relationship between recruitment practices and employee performance, emphasizing that efficient hiring significantly contributes to productivity and engagement. The Chi-Square test results further indicated that effective recruitment strategies are closely linked to employee-related outcomes such as job satisfaction and retention, highlighting the need for structured and timely hiring processes. Moreover, the regression analysis established that a substantial portion of employee performance variations can be explained by talent acquisition effectiveness, proving the strategic importance of HR planning in business success.

To achieve long-term growth, SR Universe Tech must focus on developing a technology-driven and well-organized recruitment system that ensures the right talent is placed in the right roles. The company should also strengthen its onboarding programs, promote skill development, and establish clear career growth opportunities to retain top talent. Strengthening the link between talent acquisition and employee performance will not only boost organizational productivity but also position the company as a competitive and reliable employer in the HR and staffing industry.



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## **9. AUTHOR(S) CONTRIBUTION**

The writers affirm that they have no connections to, or engagement with, any group or body That provides financial or non-financial assistance for the topics or resources covered in this Manuscript.

## **10. CONFLICTS OF INTEREST**

The authors declared no potential conflicts of interest with respect to the research, authorship, And/or publication of this article.

## **11. PLAGIARISM POLICY**

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