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A Study on Recruitment and Talent Acquisition Process in Vdart

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Abstract

Recruitment and talent acquisition are important functions of human resource management that help organizations attract and retain skilled employees. This study focuses on the recruitment and talent acquisition process followed at VDart Global Capability Center (GCC). The research examines various recruitment activities such as sourcing, screening, interviews, onboarding, and the use of recruitment technologies. The study is based on both primary and secondary data. Primary data were collected from 110 employees through structured questionnaires, while secondary data were collected from journals, company reports, and websites. Percentage analysis, chi-square analysis, and correlation techniques were used for data interpretation. The findings reveal that VDart GCC effectively uses modern recruitment methods such as job portals, social media, employee referrals, and online recruitment tools. However, challenges such as delays in interview scheduling, lack of proper candidate feedback, and difficulty in finding highly skilled candidates were also identified. The study concludes that improving communication transparency, recruitment speed, and candidate engagement can further strengthen the recruitment process.

Keywords: Recruitment, Talent Acquisition, Human Resource Management, VDart GCC, Hiring Process, Recruitment Technology.

1. Introduction

Recruitment and talent acquisition are important functions of Human Resource Management that help organizations attract, select, and retain skilled employees. In the modern business environment, organizations use online job portals, social media, employee referrals, and recruitment software to improve hiring efficiency. VDart (GCC) is a leading IT staffing and digital consulting company that provides workforce solutions and technology services to global clients. The organization uses modern recruitment methods to hire skilled professionals for technical and non-technical roles. This study focuses on analyzing the recruitment and talent acquisition process at VDart GCC. It examines recruitment sources, interview methods, recruitment technology, candidate satisfaction, and hiring challenges. The study also provides suggestions to improve recruitment effectiveness and organizational growth.

Statement of the Problem

In today's competitive IT industry, organizations face many

challenges in attracting and hiring skilled employees. At VDart, the recruitment and talent acquisition process includes sourcing, screening, interviews, and onboarding of candidates. However, the company experiences issues such as delays in recruitment, difficulty in finding qualified technical professionals, lack of proper candidate feedback, and communication gaps during interview scheduling. These challenges may affect candidate satisfaction and overall hiring efficiency. Therefore, it is important to study the existing recruitment and talent acquisition process at VDart GCC to identify the problems and suggest suitable improvements for effective hiring and employee retention.

2. Objectives of the Study

The major objectives of the study are:

- To identify the most effective recruitment sources used by VDart GCC.
- To analyze the duration of the recruitment process.
- To understand employee satisfaction with the recruitment process.

- To evaluate the effectiveness of interview and screening procedures.
- To examine the use of modern recruitment technologies.
- To identify challenges faced in recruitment and talent acquisition.
- To suggest measures for improving the recruitment process.

3. Review of Literature

- Recruitment and talent acquisition are important functions of Human Resource Management. Flippo (1984) defined recruitment as the process of attracting suitable candidates for jobs.
- Barber (1998) explained that recruitment helps organizations generate qualified applicants.
- Schmidt and Hunter (1998) found that structured interviews and skill tests improve employee selection.
- Michaels, Handfield-Jones, and Axelrod (2001) highlighted the importance of attracting talented employees for organizational success.
- Lievens and Highhouse (2003) stated that employer branding increases organizational attractiveness among job seekers.
- Breugh (2008) explained that transparent communication improves candidate satisfaction and reduces turnover.
- Nikolaou (2014) identified that social media recruitment helps organizations reach more candidates quickly.
- Tambe, Cappelli, and Yakubovich (2019) explained that AI and recruitment technologies improve hiring efficiency through automated screening.

Overall, previous studies show that technology-driven recruitment and effective communication help organizations attract and retain skilled employees.

Research Methodology

Research methodology refers to the systematic methods and procedures used for collecting, analyzing, and interpreting data in a research study. The present study focuses on understanding the recruitment and talent acquisition practices followed by VDart Global Capability Center.

Research Design

The study adopts a descriptive research design. Descriptive research is used to describe the existing recruitment practices, employee opinions, and organizational processes related to talent acquisition. This design helps in presenting factual information clearly and systematically.

Hypothesis of the Study

Null Hypothesis (H_0): There is no significant relationship between the recruitment process and employee satisfaction at VDart.

Alternative Hypothesis (H_1): There is a significant relationship between the recruitment process and employee satisfaction at VDart.

Sources of Data

Primary Data

Primary data were collected directly from employees through structured questionnaires and informal discussions. Employees from different departments participated in the survey.

Secondary Data

Secondary data were collected from:

- HR policy documents
- Research journals
- Websites
- Books related to Human Resource Management
- Previous studies on recruitment and talent acquisition

Sample Size

The study was conducted among 110 employees working in different departments of VDart GCC.

Sampling Technique

Convenience sampling method was used for selecting respondents because it allowed easy and quick collection of data from available employees.

Tools Used for Analysis

The following statistical tools were used for analyzing the data:

- Questionnaire
- MS Excel/SPSS for analysis

4. Data Analytics

Data analysis and interpretation play an important role in converting raw information into meaningful conclusions. The collected data from respondents were classified, tabulated, analyzed, and interpreted using statistical tools.

Table 1: Gender of Respondents

Gender	Number of Respondents	Percentage
Male	48	44%
Female	62	56%
Prefer not to say	0	0%
Total	110	100%

Interpretation: The analysis shows that 56% of respondents are female and 44% are male. The majority of employees participating in the study are female employees.

Table 2: Age Group of Respondents

Age Group	Number of Respondents	Percentage
Below 25 years	36	33%
26–30 years	38	35%
31–35 years	20	18%
36–40 years	9	8%
Above 41 years	7	6%
Total	110	100%

Interpretation: The majority of respondents belong to the 26–30 years age group, indicating that VDart GCC has a young and dynamic workforce.

Table 3: Educational Qualification of Respondents

Qualification	Number of Respondents	Percentage
UG	52	47%
PG	42	38%
Others	16	15%
Total	110	100%

Interpretation: The analysis reveals that most respondents are undergraduate degree holders, followed by postgraduate employees.

Table 4: Work Experience of Respondents

Experience	Number of Respondents	Percentage
Less than 1 year	22	20%
2–4 years	48	44%
5–7 years	28	25%
8–10 years	7	6%
More than 11 years	5	5%
Total	110	100%

Interpretation: Most respondents have 2–4 years of work experience, showing that the organization mainly consists of mid-level employees.

Table 5: Department of Respondents

Department	Number of Respondents	Percentage
Human Resources	40	36%
Finance	16	15%
Marketing	24	22%
Operations	20	18%
IT Support	10	9%
Total	110	100%

Interpretation: The highest number of respondents belong to the Human Resources department, followed by Marketing and Operations.

Table 6: Duration of Recruitment Process

Duration	Number of Respondents	Percentage
Less than 1 week	28	25%
1–2 weeks	26	24%
2–4 weeks	44	40%
More than 1 month	12	11%
Total	110	100%

Interpretation: The majority of respondents stated that the recruitment process takes 2–4 weeks, indicating that the organization follows a moderately lengthy recruitment procedure.

5. Findings And Suggestions

Findings

- Majority of employees belong to the young age group of 26–30 years.
- Job portals, employee referrals, and social media are the major recruitment sources.
- Most recruitment processes are completed within 2–4 weeks.
- Modern recruitment technologies improve hiring efficiency.
- Employees are generally satisfied with interview and screening procedures.
- Delays in interview scheduling and lack of feedback are major recruitment challenges.
- Employee referrals and campus recruitment help improve hiring quality.
- Transparent communication increases candidate satisfaction.
- VDart GCC faces challenges in finding highly skilled IT professionals.

Suggestions

- Reduce recruitment cycle time through better coordination between HR teams and interview panels.
- Provide proper interview feedback and maintain

transparent communication about schedules, job roles, and selection stages.

- Strengthen campus recruitment programs to attract fresh technical talent.
- Expand employee referral programs with additional incentives to increase participation.
- Conduct regular recruiter training programs to improve interviewing and communication skills.
- Integrate advanced AI and data analytics tools to improve candidate matching and hiring efficiency.
- Focus on diversity, inclusion, and candidate satisfaction surveys to improve recruitment strategies.
- Enhance employer branding through social media, employee testimonials, digital campaigns, flexible interviews, and talent pipeline management

Conclusion

The study concludes that recruitment and talent acquisition are important for organizational growth and employee development. VDart GCC follows modern recruitment practices and employees are generally satisfied with the recruitment process. However, challenges such as interview delays and lack of candidate feedback still exist. By improving communication, recruitment speed, and technology integration, the organization can further strengthen its recruitment effectiveness and build a skilled and future-ready workforce.

Overall, effective recruitment strategies help organizations attract qualified employees, improve workforce quality, and achieve long-term business success. Continuous improvement in recruitment practices will support better candidate experience and organizational competitiveness in the IT industry.

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