

A STUDY ON TALENT ACQUISITION AT HITAKEY TECH SOLUTION PVT. LTD.,
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kovilacheri ,India***ABSTRACT**

Talent acquisition plays a crucial role in organizational growth by ensuring the recruitment of skilled and competent employees. The present study focuses on analyzing the talent acquisition practices followed at Hitakey Tech Solution Pvt. Ltd., Trichy. The study examines recruitment sources, selection procedures, employee perceptions toward hiring practices, and effectiveness of talent acquisition strategies. Primary data were collected through structured questionnaires administered to employees, while secondary data were gathered from company records, journals, and websites. Statistical tools such as percentage analysis and weighted average method were used for analysis. The findings reveal that structured recruitment processes, effective screening methods, and technological support positively influence hiring efficiency. However, improvements are required in employer branding and candidate communication. The study concludes that strategic talent acquisition practices help organizations attract, select, and retain high-quality employees.

KEYWORDS

Talent Acquisition ¹, Recruitment Process ², Selection Methods ³, HR Practices ⁴, Employee Hiring ⁵, Organizational Growth ⁶, Human Resource Management ⁷.