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A STUDY ON TALENT ACQUISITION AND RECRUITMENT STRATEGIES AT NETAXIS IT SOLUTIONS PVT.LTD., CHENNAI

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ABSTRACT

Talent acquisition and recruitment play a vital role in the growth and sustainability of IT organizations, especially small and medium-sized enterprises. This project aims to study the Talent Acquisition and Recruitment strategies adopted at Netaxis IT Solutions, an IT services company with approximately 100 employees. The study focuses on understanding existing recruitment practices, sourcing channels, selection methods, and the effectiveness of these strategies in attracting and retaining skilled talent.

The research examines how Netaxis IT Solutions aligns its recruitment process with organizational goals, technical skill requirements, and cultural fit. Primary data is collected through employee and HR questionnaires and interviews, while secondary data is gathered from company records, websites, and relevant literature. The study evaluates key recruitment sources such as employee referrals, online job portals, campus hiring, and social media platforms.

The findings highlight the importance of structured recruitment planning, employer branding, and technology-driven hiring practices in improving hiring efficiency and candidate quality. The project also identifies challenges such as talent competition, time-to-hire, and skill mismatch. Based on the analysis, suitable recommendations are proposed to enhance talent acquisition effectiveness, strengthen retention, and support Netaxis IT Solutions' future workforce requirements.

Key Words

Talent Acquisition[1]*, Recruitment Strategies*[2]*, Human Resource Management*[3]*, IT Industry, Selection Process*[4]*, Employer Branding*[5]*, Employee Satisfaction*[6]*, Work force planning*[7]