A STUDY ON THE IMPACT OF TECHNOLOGY ON TALENT ACQUISITION

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Abstract
Talent acquisition is an ongoing strategy to find your company's future professionals, leaders, or managers. Acquisition of talents often focuses on organizing long-term human resources and finding suitable candidates for positions that require a specific set of skills.

In simple words the term recruitment is replaced by the word talent acquisition as hiring people no more refers to just filling of vacant positions in a company, it also about how that hired person turns to be an asset to the company.

The recent emerging trends of technology have played a major role in the drastic advancement of all sectors across the globe. Similarly, technology has a huge impact on the process of talent acquisition as well. Technology has not just made it easy for the candidates to look for jobs and apply for them but also it has made it easy for the recruiters to source potential candidates for the jobs.

In this research paper, our main focus is to see how the technology had impacted the talent acquisition process and how fast the recruitments are being with the help of certain portals and applications and also to see the transition of physical interview methods to virtual interview methods. The secondary data was collected using articles, newspapers, websites, and published research. This research was conducted for one month of data gathering and interpretation to find possible outcomes in the study.

Key Words: Talent Acquisition, Online Recruitment, Technology, Human Resource.

Introduction

Talent acquisition refers to the process of finding a company's future professionals and leaders in the right strategic manner with the process of attracting and finding the human to meet the organizational goals. Also, it is an ongoing strategy to find suitable candidates for the positions that require a job role with a certain required skill set. In the recent trends of technology and digital human resource management, the process of recruitment has become more dynamic and adapting towards an online recruitment model. Technology played a vital role in the drastic change and advancements in the area of talent acquisitions in all the sectors across the world. Overall, we can observe that technology has made it easy for recruiters to find potential candidates for jobs. And the transition of this change in the recruitment process from physical methods to online methods has been a major contributed by various technological aspects like recruitment websites, applications, and artificial intelligence involved in digital human resource management.

Today, we are in a timeframe where technology is a part of parcel of all the elementary processes in various stages of recruitment and its latest version is talent acquisition with artificial intelligence giving it a new dimension to revolution. In the process of this change, we can observe the cutting-edge technologies which have been continuously being improved and newer versions with various innovations involved.

Talent acquisitions capture the candidate's feedback, measures the role of branding initiatives and as the main objective, it has leveraged technology-enabled assessments to acquire the right candidate for the right position

Review of Literature

1. **(Holm & Tyagi, 2012)**
   The competitive world puts up so many challenges and the most prioritized challenge is HRM concerning the recruitment of new talents to the company. Human resource management stands as the showcasing efficiency of the company about the acquisition of the right person for the right job with the right talent using technology leveraged assessments in evaluating the talent and skills of new candidates seeking various job roles.

2. **Attupuram, Priyanka & Sequeira, A.H. & Gopalakrishnan, Sivakumar. (2015).**
   Talent Acquisition Process in a Multinational Company: A Case Study. SSRN Electronic Journal. 10.2139/ssrn.2708086. The increased competitiveness in the recruitment market has led to organizations spending more time, effort, and resources on developing their talent acquisition strategy. To attain company objectives, it is essential to recruit people with requisite skills, qualifications, and experience keeping the present and future requirements in mind. Competition among business organizations for recruiting the best potential has increased focus on innovation, and management decision making. Selectors aim to recruit only the best candidates who would suit the corporate culture, ethics, and climate specific to the organization. Talent is a big challenge even in India where unemployment is so high. The purpose of the project is to study the current talent acquisition process in the organization and identify areas for improvement. Secondly, the project studies the extent of the adoption of best practices in the firm.

3. **(Paramita, 2020)**
   The purpose of this study is to understand the firm's orientation towards its approach in performing recruiting practices. The analysis and discussion are articulated through the phenomenon of AI in recruiting with the interplay of different views, especially from human resources and operations management. This study follows an inductive qualitative single case study that involves 11 HR professionals participating in semi-structured interviews.

4. **(Johnson et al., 2020)**
   This paper studies the role of E-HRM and AI in selecting candidates for the new roles when they have high turnover rations and there is a requirement of human resources to meet this workforce challenges here the role of E-HRM and AI comes in place that helps organizations to make better decision and organizational outcomes.

Background to the Study

The study focuses on the concept of how technology is being a helping in the talent acquisition process. The study involves research on the different portals and platforms to source efficient candidates to fit into the organization. We can see that recruiters use LinkedIn, Naukri, Internshala, and other ATS that is the Applicant tracking system like Smart recruiters, Greenhouse, Bullhorn, Jobvite, Bamboo HR for the process of recruitment. Talent acquisition strategies, combined with the latest technology acquisition technology, can provide the best results for a company's hiring.

As new technology infrastructure continues to invade the competitive job market, employers are increasingly eager to use new talent acquisition technologies to get the upper hand in hiring.

The process of recruitment is slowly being transformed into Talent acquisition, as now it is not only about filling the vacant positions in the organization but also about the talent that the recruiters can capture to fulfil the position and help in the growth and development of the organization. For this process, the technological improvisations are giving the best when it comes to software developments of the ATS portals as well as the online platforms to schedule the interviews like google-meet, zoom, MS teams, skype. Talent acquisition technology is undergoing a huge transformation. With newer technology infrastructure continuously invading the competitive job marketplace, employers are more than eager to adopt the new talent acquisition technology to gain the upper hand in recruiting.

Moving further, the concept of remote-interviewing has become a plus point as the recruiters can connect with the candidates across the globe from one place and the hassle of traveling is being reduced and it is a cost-effective concept.

Another concept of Artificial Intelligence is trending because technology can raise a huge amount of speed, while at the same time adding value and automation to talent acquisition processes. The technology can detect, filter, and list candidates in order to build a pipeline of highly qualified professionals in vacant positions, based on the skills and strengths found in baptismal candidates, resumes, and social media. These steps involve a lot of repetitive craftsmanship, but by using an AI-based talent acquisition app, employers can reduce effort from hours or days to minutes.

Research statement

To identify the role of technology in talent acquisition. The previous papers sighted about online recruitment and a few older practices of talent acquisitions and their revolution. Recent trends have significantly shown a change in talent acquisition through adapting various platforms and new platforms are booming. We will study how recent trends in talent acquisition have changed with the help of technological innovations and artificial intelligence.

Man power is the backbone of any organization and they are recruited by the talent acquisition team. It becomes immensely important for the talent acquisition specialists to have a hand on the emerging ways and means to reach out to potential candidates across globe. Our main area of research is to know how technology is helping in the field of talent acquisition and also what platforms recruiters prefer to source candidates online.

Objectives
- To identify the recent trends in talent acquisition.
- Tostudy the technological implications on the process of talent acquisition.
- To identify recent platforms and techniques on talent acquisitions about technology.

Research Methodology
This research is an empirical study and the data analysis tool we have used for the research is excel version 2110 for data visualization and data analysis. The study was supported by secondary data sourced through various trusted websites, E-Journal, Big 5 companies, and other sources. The data used are mainly qualitative in nature as we have researched more in articles, blogs and many other research paper.

Analysis and Results

Trends in Talent Acquisition:

Remote Interviewing:

The Covid-19 pandemic sighted that recruitment is a continuous process without which managing Human resources could be difficult. Pandemic gave us various new facts on HR aspects out of typical office HR management Operations one of them was remote Interviewing. Remote Interviewing was in the race but it got booming trend during pandemic where all the companies started recruiting through virtual platforms such as Zoom, Microsoft teams, Skype….

Pros such as wider coverage of talented candidates without the geographical boundaries gave the companies an advantage that they hire people from any corner who is eligible for that role. Remote interviewing also gives an advantage of collaborating with online recruiters in the hiring and selection process. This was the most prominent method of talent acquisitions during 2020-21. The major advantage was cost-cutting, major companies have saved their hiring cost in remote hiring.

Social Media

Hiring people through social media has become one of the most widely used talent discovery strategies. Social media has become a good place for employers to find and communicate with top appointments.

The concept of social media is still growing. However, there has been a huge increase in hiring activity in recent years, due to the easy access to social media platforms. Many companies recognize the importance of social media services and use great resources in the process of hiring a social media platform.

The social media platform gets more compliance because it adds a random colour to hiring people, which has never been seen before. With the help of data available on social media, managers and employers can get more information about their eligible candidates, which is very helpful in listing candidates for the final round of interviews.

In addition, the social media platform has made job advertising easier and more effective with the rapid engagement of interested candidates. In addition, it also helps targeted marketing, allowing you to reach your target audience. For example, Instagram and Facebook are good forums for reaching a certain type of people. This type of targeted marketing ensures that only qualified people apply for the job, making the hiring process more efficient and effective.

Mobile Apps

Mobile applications help close the gap between candidates and employers. Calls or emails or other means of communication are good, but they do not work well, and often have delivery problems. Mobile applications seem to be very effective in talking and interacting with a candidate. It helps employers evaluate candidates, and provides faster results, making the process more efficient.

Employers can use their mobile applications to request candidates to complete recruitment forms. This application can transmit data to your HR professionals and data scientists, who will analyse

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the information provided by the candidate and evaluate the assigned role. After that, they can show results quickly, saving time and money from the landlord.

The best part about this technology is that it allows for the efficient use of time and resources. Traditionally, employers had to check a large number of CVs to find qualified people, which was time consuming. With mobile applications, employers can effectively evaluate candidates and can easily compile a list of the most desirable candidates.

Cloud Storage

Cloud computing has become a new business buzzword. No industry or department is out of its influence, and hiring is the same. With large data sets, the need to protect data from potential online theft and attack arises. The cloud has become the safest place to store data for remote data without having to risk the data being compromised.

Virtual desktop and other devices offer limited options. In addition, they are prone to fraud and can be easily destroyed by inefficiency or fire. This has the potential to jeopardize the company's employment system.

Cloud storage is a new change in the way rental is done. By deploying a complete process in the cloud, employers can not only deliver more efficiency in hiring people by providing access to data, but also protect data from being compromised.

Many employers also use the cloud to fully engage with the nominees and evaluate them before the final round of interviews. For example, they ask candidates to complete a form in the cloud, run a test process and provide all the relevant company information in the cloud, which contradicts the need for physical interaction during the testing process.

Big Data

Big data plays an important role in the hiring process. The more information a company has about short-term candidates, the better its chances of getting a better job. Also, functional data helps to provide details about the hiring process. It helps the company to analyse their process and determine whether the hiring strategies are successful or not.

By collecting additional data, employers can get better information about candidates. Big data sets will provide more information about the needs of candidates. This will help them to develop effective strategies for attracting candidates to the company. Also, big data greatly helps HR managers to meet the needs of their nominees, resulting in a fair and just work environment.

Big data is an important part of talent discovery technology. These data help the employer to carefully monitor his employees, which will help them to calculate the employee's future success potential. At the same time, recruiting new employees is all about efficiency. Therefore, if the employer has more data about the candidates, the less it will be their mistakes, the better they will get in the recruitment process.

Block chain

HR records should be kept safe from any theft and misuse. Therefore, every company focuses on its resources in keeping HR records. After all, they form the basis of a company's efficiency.

Traditional anti-spyware and anti-virus programs are still essential to the company's security repository. But with the rapid development of technology, these traditional methods no longer seem to be so effective at protecting records. Thus, HR records are particularly vulnerable to theft or exposure.

Blockchain is an old technology that not only helps with the secure storage of HR records but also that can be transparent throughout the process. Also, anyone will be able to access HR data at any time, without interrupting. This not only improves efficiency but also brings stability and flexibility to the hiring process. Also, the employer is free to know that their important data is safe from non-natural objects.

Block chain helps store information about job performance, training programs and candidate data. In addition, it makes data available to be accessible and analysed at any time without creating difficulty.

These new talent acquisition strategies, combined with the latest talent acquisition technology, can deliver the best results by hiring a company.

Portals and websites
ATS that is the applicant tracking systems like the Smart Recruiters, Greenhouse, Bullhorn, Jobvite, BambooHR are some of the some of the systems used to schedule interviews and maintain a track of candidate's pool. These systems, enables to carry on the work in a smooth and fast pace as most of it can be done with just a click.

These systems help to generate reports of a particular vacant position in the organization, also helps to send emails directly to the candidates. Though the cost of implementation is more, it can be considered as a one time and capital investment and looking at the future growth of the company it will be very useful and efficient to track and place the candidates to the right roles. It also enables a feature where the employees can directly refer through this system and the access to the candidate becomes easy.

When it comes to sourcing of application form efficient candidates, the recruiters prefer LinkedIn, Naukri, Internshala and many other apps and websites as these are reputed ones and also the chance of fraudulent activities are less. LinkedIn is one of the most used apps because of easy access and user-friendly manual.

Work from home:
Since the pandemic situation we all are very much aware of the phrase Work from home. If not for technological assistance employees would not be able to get work done from home. When companies gave technical support like laptops, internet services, gadgets for work from home, it made easy to a lot of sectors to get things done from home only. Among these sectors the talent acquisition also was one which was benefited as they were able to source and conduct interviews from remote.

Usage of applications like Slack, MS Teams and others made it easy to the employees to connect with their colleagues as they could communicate everything here including sharing of documents, images, making calls and screen sharing facility makes it easy to work remotely.

More than any other piece of technology, the computer has not only changed the way people work, but also the way businesses are set up.Technology helps businesses to be more efficient and competitive in the global market, but it also blurs the line between our personal and professional lives.

A more competitive job market means that potential employees are able to seek a flexible work environment. This includes a flexible schedule and the opportunity to work from home. In fact, "one thousand three-year-old ... prioritizes device flexibility, freedom of communication platform and workflow in addition to earning a living." Freedom and independence are the key to modern working class.

Before high-speed internet connection and affordable personal computers, working from home looked very different. In the past, senior management was only given the opportunity to work from home because they were seen as very interested. They were not helpful in the same levels of accountability as lower-level employees.

Findings
From the research that was carried out, the following are the findings:
- Technology has revolutionised the process of recruitment to Talent acquisition.
- The process of interview and selection has majorly moved from offline to online as there is easy reach to a huge crowd of candidates.
- Different platforms, portals, websites, systems play an important role in the upgradation of this talent acquisition process.
- The cost of implementation may be high, but yet the outcome in respect with a company's growth is tremendous. This cost can be considered as a one-time capital investment.

Suggestions
- Major concern when it comes involvement of technology is the fraudulent activities.
- The recruiters have to make they use authenticated apps or portals to store the data as the data can be misused very easily and in the present day the data has huge price in the market.
- Passwords and security protected platforms must be used.

Conclusion
Technological up gradation goes hand in hand with every sector of market and when it comes to talent acquisition it applies the same. The present-day scenario has come to a state where there is no day without the usage of technology. The process of talent acquisition has escalated only by the involvement of technology in it as now talent acquisition specialists can work and recruit people remotely and has reduced a lot of delay in the work. From calling for applicants, sourcing them, scheduling interviews, selection process everything can be done online through desktops, laptops, tabs, smart phones. In this study we will discuss the trends that re booming in the talent acquisition such as Cloud storage, big data many more...

This paper was an empirical study to show the E-talent acquisition, its shift from offline to online as this are the cost cutting tools which helps to acquire candidates without geographical boundaries. This paper had complete sights on the Talent acquisition with respect to AI, further studies can be conducted on the area of EHRM scoped subject can be bought out in upcoming studies.

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