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**A STUDY ON EFFECTIVENESS OF TALENT MANAGEMENT AT  
SIGHTSPECTRUM  
TECHNOLOGY SOLUTIONS PVT.LTD  
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**Abstract:-**This research work deals with a study on the effectiveness of talent management at SightSpectrum Technology solutions Private limited. Talent Management practices helps in increasing the productivity and quality, and to gain the competitive advantage of a workforce strategically aligned with the organization's goals and objectives. It also helps the organization to achieve the target of the organization. As organization continue to pursue high performance and improved results through talent management practices, they are taking a holistic approach to talent management from attracting and selecting wisely to retaining and developing leaders, to placing employees in positions of greatest impact. By implementing effective talent management strategy in the organization can help ensure that the right people are in the right place at the right time, as well as organizational readiness for future. Based on the outcome of this project, suitable suggestions have been provided to the management to improve their talent management practices.

## INTRODUCTION

Human resource is the most important element of the organization with the help of which the functioning of the organization goes smoothly. The effective placement of talented human resources frame the success of an organization, 'Talent' means the perfect knowledge and ability of a person to occupy a designated position in a specific area. In this regard talent management considered to be the management of talent in an organization. Talent management gained popularity in the 1990s to manage human resources in a proper and advance way.

## OBJECTIVES OF THE STUDY

- To study the Talent management Practices in SightSpectrum technology solutions pvt.Ltd.
- To study the satisfaction level of employees towards the talent pool
- To study the awareness about the talent management among the employees.
- To examine the effective means of rewarding, motivating and retaining talent.
- To understand the effectiveness of talent development activities.



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## NEED OF THE STUDY

- Strategic talent management improves the skills and talents of team members and increase the performance of a team.
- Everything that is done to recruit, retain, develop, reward and make people perform is part of talent management as well as strategic workforce planning.

## SCOPE OF THE STUDY

- The scope of the study is restricted to only one aspect of Human Resource Management – talent management.
- The effective practices of talent management strive to develop and retain potential workforces and improve organisational performance.
- Accordingly, the positive results gathered from the study will certainly be useful for the organisation, as it will help the management to create effective strategies for developing and retaining talented employees.

## REVIEW OF LITERATURE

- **Walker and Larocco (2002)** have described the talent management as the ideology and mindset of the individuals, which is associated with the assurance that all the concerned employees perform the best of their abilities and potentials in the organization. The success of every concerned organization entirely relies on the marvellous output of the selected employees as well as the distinctive values formed by the employees, which are considered to be most significant and valuable asset for the organization.
- **Cappelli (2008)** has discussed talent management as a holistic strategy that is formed on the foundation of performance standards for retention of best talent in the organization in the competitive environment. Talent management ascertains the present employees, keeps track of the future requisites, strive to strike a balance in the involvement of the human resource for getting their best potential.
- **Shukla (2009)** has defined talent management as a proactive and forward-looking initiative that focuses on enhancing the performance and pliability of the organization by integrating the several significant functions in terms of recruitment of the employees, their retention, manpower planning, employment branding and employee orientation as a continuous process.
- **Smith et al., (2011)** have referred talent management as the integrated approach that encompasses a broad spectrum of the individuals' competencies and proficiency to make active contributions for the success and long-term sustenance of the organizations.



## **METHODOLOGY:**

### RESEARCH METHODOLOGY

Research is an academic activity and as such the term should be used in a technical sense. According to Chifford Woody research comprises defining and redefining problems, formulating hypothesis or suggestions; collecting, organizing and evaluating data; making deductions and reaching conclusions; and at last carefully testing the conclusions to determine whether they fit the formulating hypothesis. Research methodology is a way to systematically solve the research problem. It is a plan of action for a research project and explains in detail how data are collected and analyzed. This research study is a descriptive research study.

### RESEARCH DESIGN

Descriptive research is defined as a research method that describes the characteristics of the population or phenomenon studied. This methodology focuses more on the “what” of the research subject than the “why” of the research subject.

The descriptive research method primarily focuses on describing the nature of a demographic segment, without focusing on “why” a particular phenomenon occurs. In other words, it “describes” the subject of the research, without covering “why” it happens.

### SAMPLING DESIGN

In this method, the sample units are chosen primarily on the basis of the convenience to the investigator. The units selected may be each person who comes across the investigator.

Units included in the sample are selected according to the convenience of the investigator. In a few situations, samples are chosen randomly. Convenience sampling was adopted for collecting the data from the respondents.

### DATA COLLECTION

#### **PRIMARY DATA**

- Primary data is the original data collected by the researcher first hand. It is collected for the first time through field survey. These are those that are gathered specifically, for the problem at hand. The various sources for collecting primary data are questionnaire, observation, interview etc.



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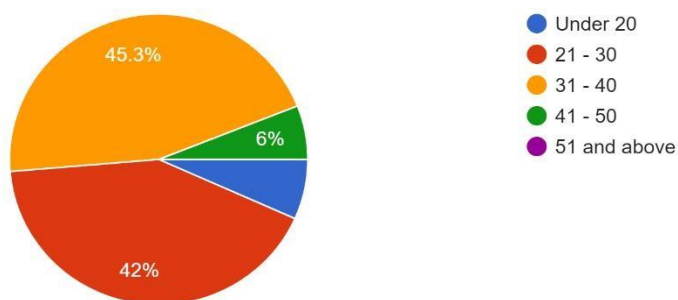
- Primary Data were collected by framing a questionnaire and Interview (Telephonic).
- A set of questionnaires were prepared and questionnaires in Google form were circulated to the selected public to know their views.

## STATISTICAL TOOLS

The statistical tools and test used for this study are.

- Percentage Analysis
- Chi Square Analysis
- Karl Pearson's Correlation
- One-way Anova

## DATA ANALYSIS AND INTERPRETATION PERCENTAGE ANALYSIS:



Particular	No. of Respondents	% of Respondents
Under 20	10	6.7%
21-30	63	42%
31-40	68	45.3%
41-50	9	6%
M51 and above	0	0
<b>Total</b>	<b>150</b>	<b>100%</b>

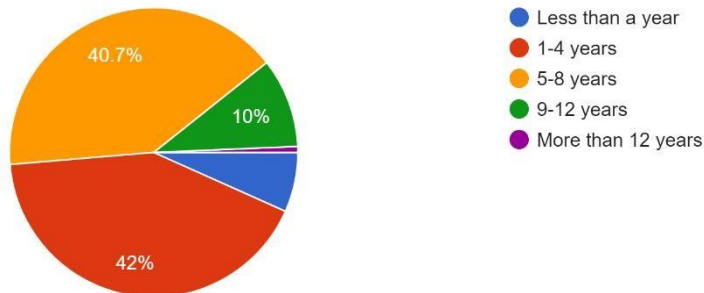
**INFERENCE:**The above chart shows that there are 6.7% of the respondents are



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belonging to the age group of under 20, 42% of the respondents are belonging to the age group of 21-30yrs. 6% of the respondents are belonging to the age group of 41-50yrs. Therefore, more age group of 31 to 40 years has the highest percentage of 45.3%.

## *Percentage Analysis of Experience*



Particular	No. of Respondents	% of Respondents
Less than a year	10	6.7%
1-4 years	63	42%
5-8 years	61	40.7%
9-12 years	15	10%
Above 12 years	1	0.7%
<b>Total</b>	<b>150</b>	<b>100%</b>

**INFERENCE:**From the above table, it can be inferred that 42% of the employees have



been working in the company for 1-2 years, 6.7% of the employees have been working in the company for Less than a year, 40.7% of the employees have been working in the company for 5-8 years, 10% of the employees have been working in the company for 9-12 years and 0.7% of the employees have been working in the company for more than 12 years.

## CHI-SQUARE TEST

Chi-square is the sum of the squared difference between observed ( $o$ ) and the expected ( $e$ ) data (or the deviation,  $d$ ), divided by the expected data in all possible categories.

### Null hypothesis ( $H_0$ ):

There is no significant difference between numbers of years working and level of support given by the management to the talent pool.

### Alternate hypothesis ( $H_1$ ):

There is significant difference between numbers of years working and level of support given by the management to the talent pool.

### Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	23.054 <sup>a</sup>	12	.000
Likelihood Ratio	249.558	12	.000
Linear-by-Linear Association	112.584	1	.000
N of Valid Cases	150		

a. 8 cells (40.0%) have expected count less than 5. The minimum expected count is .33.

### INFERENCE:

Since the calculated value is greater than the tabulated value, we reject the null hypothesis and hence there is significant difference between numbers of years working and level of support given by the management to the talent pool.

### FINDINGS

- Majority (45.3%) of the respondents falls under the age group pf 31-40.
- Majority (61.3%) of the respondents are Male.
- Majority (62.7%) of the respondents holds UG as their highest level of education
- Majority of (32%) of the respondents monthly income is 21,000 to 25,000.
- Majority of (40.7% of the respondents have 1- 2 years of experience.



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- Majority of (38.7) of the respondents agree that talent management strategy is somewhat effective.
- Majority of (54.7%) of the respondents agree that talents are identified by results.
- Majority of (36%) of the respondents agree that organization's most effective means of rewarding, motivating, retaining of talent are through innovations.
- Majority of (40.7%) of the respondents are in the neutral state that talent management initiatives are the top priority of the organization.
- Majority of (39.3%) of the respondents agree that organization sometimes gives importance in recognizing exceptional performance
- Majority of (42.7%) of the respondents are neutrally satisfied with the talent pool of the organization.
- Majority of (69.3%) of the respondents agree that organization willing to put moderate risk in the talent pool

## CONCLUSION

In organizations, talent is the key that a firm has to create a competitive advantage. This is the very reason why retention possesses the highest seat in the human resource manager's list. Retaining talent is the need of great importance in today's competitive era. The difficulties of finding, keeping, developing, and motivating individuals in key positions are definitely what dynamic HR experts are focused on the grounds that the conventional methodologies were no more ready to maintain employees. This journey for a better concept prompted the introduction of talent management. "Talent Management" has turned into the mantra for corporate success. Talent management is not a new concept and has, in fact, been called human capital management, employee relationship management, and workforce management, over the years by various researchers.

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