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A STUDY ON EMPLOYEE TALENT MANAGEMENT WITH SPECIAL REFERENCE TO BHARATHI WOMEN DEVELOPMENT CENTRE AT THIRUVARUR

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Abstract

These days organization's talent is its primary source of competitive advantage. Performance of organization depends upon performance of its employees. If employees of an organization possess unique competence, that will differentiate them from their competitors. In this competitive environment retention of talented workforce is a major task for HR managers along with acquisition. Talent management is a very complex and critical task. Right Talent acquisition makes organization strategy more strong. The current global economic situation has increased overall jobseekers in employment market worldwide, but there is still notable talent shortage in different sectors and different countries, this leads to increase the problem of "Talent Mismatch". As today's corporate world requires a person with multitasking skill, talent acquisition is becoming very difficult. As a result, finding the "right" person for a particular job is becoming more challenging. Not only acquisition even retention of talented workforce has become greatest challenge for organization. Today's changing landscape of business requires its HR to act more strategically to build employee engagement which is a great tool for talent management. Talent Management focuses on how individuals enter; move up across or out of the organization. Talent Management will succeed with the support of strong organization structure. As better talent can change the future of business, Talent Management has to be given predominant role in organization. If organization implements talent management strategies effectively, that enhances employee's engagement which in turn helps to improve organization performance. Higher the employee engagement higher the productivity. This present study aims to identify the relationship between talent management and organization performance. This study is based on empirical research evidence build by literature reviews carried out in this direction. Researcher is intended to use different articles, research papers and literatures

in order to identify the positive relationship between talent management and organization performance. This empirical research paper will provide insights to HR managers to build Talent management as a Strategic tool to build employee engagement and thereby improving organization performance.

Keywords: Talent Management, Employee Engagement, Organization Performance, Competencies

1. Introduction

The war of Talent management.....

“ As the name itself suggests in managing the ability, competency and power of employees within an organisation. The concept is not restricted to recruiting the right candidate at the right time but it extends to exploring the hidden and unusual qualities of your employees and developing and nurturing them to get the desired results.”

Talent management is process where organisation management identifies, develops, recruits, retains and deploys the talented individuals. Talent is a primary source of competitive advantage for today’s corporate world. The rise in knowledge economy has resulted in more focus on acquiring and retaining talented workforce.

OBJECTIVE

Objective of this paper is to understand talent management, importance of talent management in leveraging competitive advantage of organization. This paper also provides insight on how talent management initiatives can complement organization’s recruitment and retention policy.

- To study the socio demographic characteristics of respondents.
- To enable the employee achievements and standards of work performance.
- To study the barriers to effective performance.

RESEARCH METHODOLOGY

Research methodology is a way to systematically solve the research problem. It may be understand as a science of studying how research is done scientifically it include overall design the

sampling procedure data collection methods of analysis.

RESEARCH HYPOTHESIS

- There is a significant association between the Educational Qualification of the respondents and their superior standards of work.
- There is a no significant association between the Experience of the respondents and improve your in Talent.
- From ANOVA it was found that there is no significant between marital status and effective performance.

PRIMARY DATA

The data is collected by questionnaire or survey method.

SECONDARY DATA

The secondary data are collected from the company records, files, interest, journal and magazines.

SAMPLING DESIGN

The research has used simple random sampling under probability method for sampling to select 80respondents from “BHARATHI WOMEN DEVELOPMENT CENTRE” at Thiruvarur

LIMITATION OF THE STUDY

- Due to work shift questionnaires cannot be distributed to worked at time
- The period of collection the data was shorted
- The study has been limited to only a sample of 80
- The data were collected from the respondents only during the lunch time

REVIEW OF LITERATURE

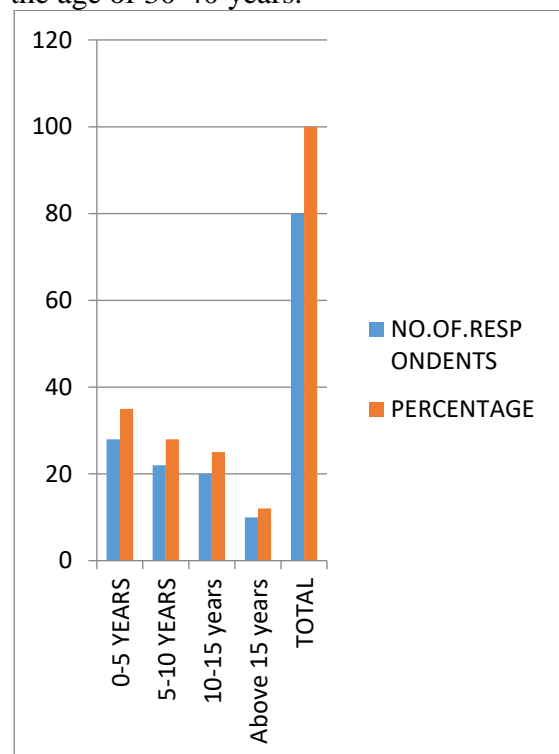
1. **Hale** [9] studied that 86% employers faced difficulty in attracting employee and 58% came across the problem to retain their employees. Such issues motivate organizations to focus on talent issues.
2. **Rothwell** [10] suggested that if organizations engage in strategic practices to retain and engage employees, it would be beneficial for the organization. Another, study
3. **Neill and Heinen** [11] discussed that successful organizations always give importance to attracting, retaining and developing the talent and it also assists the organization in making the company’s strategy that align the business plan with skilled employees. However, if an organization fails to utilize human capital then the result will be in the form of business decline. There are different features of talent management like recruitment, selection, on-boarding, mentoring, performance management, career development, leadership development, replacement planning, career planning, recognition and reward [11], [12].
4. **Hughes and Rog** [17] elucidated that the CEO of the company plays an important role in the effective implementation of talent management. Talent management strategy must be integrated with all levels of organization and its objectives must be clear. The people assessment system must be analytical. It must be able to ensure that people have right skills according to their jobs. Managers need to enhance their ability to translate the business need into talent strategies for the better performance of organization [7].

**DATA ANALYSIS AND INTERPRETATION
CLASSIFICATIONS OF THE RESPONDENTS BY THEIR AGE**

S. N O	AG E	NO.OF.RESPO NDENTS	PERCEN TAGE
1	20-30	40	50
2	30-40	20	25
3	40-50	15	19
4	Ab ove 50	5	6
	Tot al	80	100

Source: Primary Data
INFERENCE

The above table shows that 50% of the respondents are the belongs to the age group of 20-30 years, 19% of the respondents belongs to 40-50 years, 5% of the respondents belongs to above 50 years and 15% of the respondents are belongs to the age of 30-40 years.

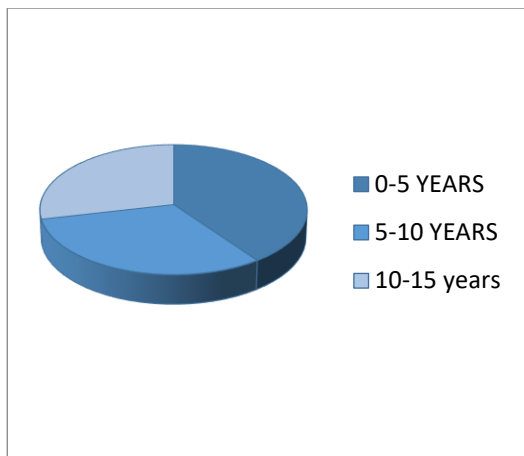


CLASSIFICATION OF RESPONDENTS BY THEIR GENDER

S.NO	GENDER	NO OF RESPONDENTS	PERCENTAGE
1	Male	50	63
2	Female	30	37
	Total	80	100

Source: Primary Data
INFERENCE

The above table shows that the 63% of respondents are male and 37% are female.



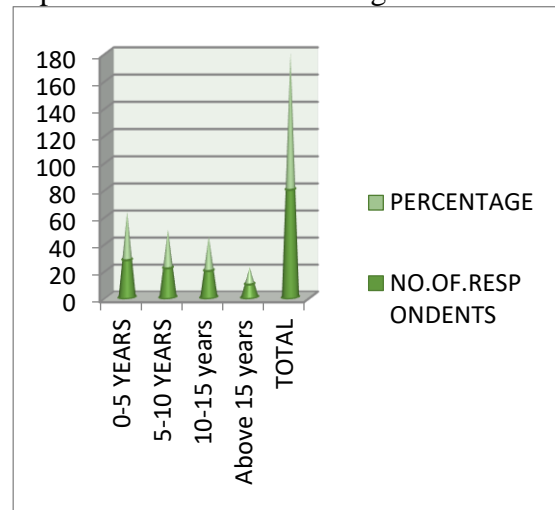
CLASSIFICATION OF THE RESPONDENTS BY THEIR EXPERIENCE

S. NO	EXPERIENCE	NO.OF.RES PONDENTS	PERCENTAGE
1	0-5 YEARS	28	35
2	5-10 YEARS	22	28
3	10-15 years	20	25
4	Above 15 years	10	12
	TOTAL	80	100

INFERENCE

The above table Indicates that 35% of the respondents are 0-5 years experience, 28% of respondents are 5-10 years experienced, 25% of respondents are 10-15 years experienced, 12% of

respondents are above 15 years experienced about the Management.



FINDINGS

- Majority (50%) of the respondents belongs to the age group of 26-30 years.
- Majority (63%) of the respondents are male.
- 35% of the respondents are experienced with the product.

CONCLUSION

Workforce challenges and rapidly changing environment are the key causes that banking sector need to develop strategies about managing talent within banks. Banks can take into consideration different perspective on talent management given by Blass [20]. The practices like attraction, recruitment and engagement plays an important role while managing talent in the banks. To get benefit from the competent employees and to develop employees in banks talent management must be taken under consideration. Different factors like work-life balance, learning environment and succession planning plays an important role in keeping the employees and utilizing them for company's advantage. Effective talent management requires commitment from all stages of organization. To reshape the banks structure employee engagement is important. Organizations can well-position their place in the market by using effective workforce performance.

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