A Step Towards Future Recruitment Trends in the IT Industry

Leveraging evolving technology, tools, and innovation

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ABSTRACT

To remain successful businesses need to continuously acquire new talent. As challenges in the marketplace evolve, in parallel so has the function of the traditional staffing team to become a strategic talent acquisition function that emphasizes developing the employer brand, using social media tools to find candidates, providing opportunities for internal candidates, and utilising the company's internal referral network.

This study primarily focuses on innovation in talent acquisition in the IT industry by researching the technologies and methods used in this space. In addition, the study examines novel recruiting approaches, most heavily focused on the use of technology and tools.

Socially conscious firms are moving away from traditional methods of recruiting and sourcing employees. The accessibility, availability, spontaneity, and transparency these organizations seek draw them toward social media platforms and online job boards.

Key words: Recruitment, Information Technology, Talent Acquisition

AIM

The primary aim of the research is to study the role of innovation in talent acquisition within the IT (Information Technology) industry, which is a good reference point helping to be prepared for the future hiring needs and trends.
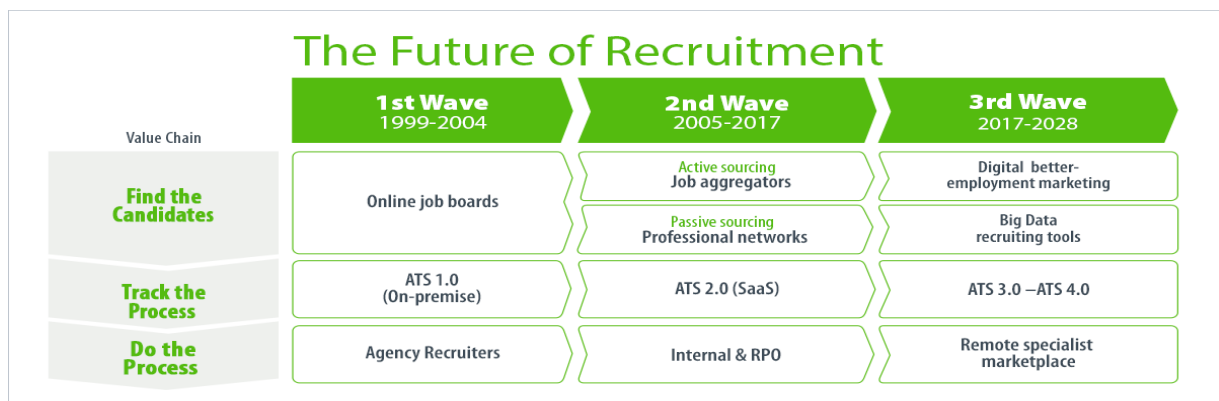
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LITERATURE REVIEW

As of 2023, innovation in talent acquisition is increasingly important as companies face a rapidly changing business environment and a highly competitive job market. The following literature review provides an overview of recent research on innovation in talent acquisition.

Kavanagh et al. (2022) conducted a study that looked at the application of **artificial intelligence (AI)** in the hiring process. According to the study, AI may be used to automate tedious operations like organising interviews and evaluating resumes, freeing up recruiters to concentrate on more important initiatives. A further finding of the study is that AI can assist businesses in hiring decisions that are more data-driven and raise the general calibre of hires.

Another study by Taneja et al. (2022) examines the application of **virtual reality (VR)** in hiring. According to the study, VR may be used to create immersive experiences that replicate actual work situations, giving applicants a better idea of what it's like to work for an organisation. The

study also discovered that VR can help businesses more accurately evaluate individuals' abilities and knowledge.

Bhatia and Kumar (2022) look at **social media's** role in talent acquisition in their third study. The study reveals that social media may be a very powerful tool for expanding an employer brand and connecting with a larger pool of candidates. The study also asserts that social media can help businesses connect with applicants and improve the candidate experience.

Social networking websites (SNWs) are a vital recruitment tool. However, recruiting through social media technology is an ongoing credible area of concern for researchers and practitioners (Villeda et al., 2019; Dwivedi et al., 2020). Similarly, anecdotal evidence was presented in the business context but only in periodicals and industry reports (Kashi, 2015; Rehman, 2018). Little empirical and hypotheses-driven research is available to understand the prevailing advancements regarding the use of SNWs and incorporating technology in recruitment (Dwivedi et al., 2020). Therefore, a model of employee recruitment using social media recruiting technology (SMART) was conceptually defined and empirically tested in this study as a step toward sustainable development.

INNOVATIVE TOOLS FOR RECRUITMENT IN THE IT SECTOR

According to Khaki, Erfanian Khanzadeh and Babaki Rad (2017), in the field of talent acquisition, it is essential for the organization to hire the person who is the best fit for a particular job. There are many strategies and techniques used by organizations to ensure their workforce is aligned to their needs, which in turn direct impacts the scale of the organization. Because IT companies are already focused on using technology, they are well suited to employ new and emerging recruiting strategies that take advantage of innovative tools such as recruitment software, applicant tracking systems, social networking sites, video interviews and AI.

1. Virtual Reality (VR) recruiting: VR recruiting is a creative tool used by some companies in India to attract and engage potential candidates. For example, Aditya Birla Capital uses VR to showcase its company culture and attract top talent.

2. Chatbots: Chatbots are used by some companies in India to engage with potential candidates and answer their questions and are increasingly popular in the recruitment process according to a report by Deloitte India. For example, HDFC Life uses a chatbot to engage with potential candidates and answer their questions about the company's culture and values.

3. Personality assessments: The use of personality assessments is growing in popularity by some companies in India to identify and hire candidates who are a good fit for their company culture. according to a report by SHRM India. For example, Wipro uses a personality assessment tool to identify and hire candidates.

4. Video job descriptions: Video job descriptions are a creative way to attract and engage with potential candidates in India. A report by LinkedIn finds the use of video job descriptions is growing in the recruitment process. For example, Amazon India uses a video job description to attract and engage with potential candidates for its customer service team.

5. Augmented Reality (AR) recruiting: AR recruiting is a creative tool that is used by some companies in India to showcase their company culture and attract top talent. For example,

Tata Consultancy Services (TCS) uses AR to showcase its innovation labs and attract top talent.

6. Predictive analytics: Predictive analytics are used to analyse data from past recruitment processes to identify patterns and trends that can help recruiters make better future hiring decisions.

7. Social media recruiting: Social media platforms are used to reach a wider audience of potential candidates. Recruiters can use social media to advertise job openings, engage with candidates and build their employer brand.

8. Employee referral programs: Employee referral programs are a highly effective way to find new talent. By incentivizing employees to refer candidates, companies can tap into their existing networks to find high-quality candidates who are more likely to fit well with the company culture.

9. AI and Machine Learning: AI and machine learning technologies can help recruiters to identify and target relevant profiles based on their skills, experience, and other criteria. For example, algorithms can help analyse candidate data and predict their likelihood of being a good fit for a particular role.

HireVue, a video interviewing and assessment platform, uses AI and machine learning to analyse candidate data and predict their job performance. According to a survey by Talent Board, 58% of job seekers said that they would be comfortable with AI being used to help them find a job.

10. Networking and Open Referral Programs: Networking and referral programs can help recruiters to connect with relevant profiles through personal and professional networks. For example, asking current employees to refer their connections who may be a good fit for a particular role. Meta offers a referral program that rewards employees for suggesting new hires. The program helped the company to attract top talent and improve their diversity. According to a survey by Jobvite, employee referrals are the top source of hires for 78% of recruiters.

11. Niche Job Platforms: Niche job platforms can help recruiters to find relevant profiles based on specific industries, skills, and experience. For example, using a platform like AngelList to find software developers for a startup company.

12. Talent Pipelines: Building a talent pipeline involves proactively identifying and engaging with potential candidates before a job opening becomes available. This effort can help to reduce time-to-hire and improve the quality of candidates.

GE has a program called "GE Garage," which is a series of workshops and events aimed at identifying and engaging with potential candidates in the tech industry.

13. Social Media Platforms: Social media platforms can be a powerful tool for identifying and engaging with potential candidates. For example, using X (formerly Twitter) to search for relevant profiles based on specific hashtags or keywords.

IBM uses X to engage with potential candidates by sharing job openings and company news.

14. Competitor Analyses: Conducting competitor analyses involves identifying and studying the talent strategies of competing companies. This process can help to identify potential candidates who may be a good fit for your company.

Google regularly conducts competitor analyses to identify potential candidates who may be a good fit for their company. According to a survey by LinkedIn, 47% of professionals are willing to leave their current job for a similar role at a more reputable company.

15. Video Interviews: Video interviews can be a cost-effective and efficient way to screen potential candidates and identify relevant profiles. For example, using a platform like Zoom or Skype to conduct video interviews enables recruiters to engage more fully with candidates.

16. Industry Conferences and Events: Attending industry conferences and events can be a great way to connect with potential candidates and identify relevant profiles. For example, attending a tech conference is a targeted method to connect with software developers.

CASE STUDIES OF TURN-AROUND HIRING FAILURES:

1. OYO Rooms: OYO Rooms, a budget hotel chain in India, was struggling to find quality candidates for its sales team. They decided to try a new approach and organized a sales talent hunt competition called "OYO Sales Superstar." The competition involved a series of challenges, including cold calling and door-to-door sales, which helped OYO identify top sales talent. The competition was a huge success, with over 10,000 applicants and 50 finalists selected. OYO was able to hire 25 sales superstars from the competition, which helped them achieve their sales targets.

2. Amazon India: Amazon India was facing a hiring challenge in 2016 due to the limited availability of candidates with the required skills. They decided to launch "Amazon Flex," a new program that enabled individuals to sign up as independent contractors to deliver packages for Amazon. The program attracted a large number of candidates, including students, homemakers, and retirees, who were looking for flexible work options. Amazon was able to leverage this program to identify candidates with the required skills and hire them for full-time positions.

3. Tata Group: The Tata Group, one of India's largest conglomerates, was struggling to attract top talent to its leadership program. They decided to launch an innovative social media campaign called "Tata Crucible Campus Quiz" to attract top talent from college campuses. The campaign involved a quiz competition that tested students' knowledge of business and entrepreneurship. The winners of the competition were offered interviews for the Tata Group's leadership program. The campaign was a huge success, with over 2,500 teams participating and 60 finalists selected. The Tata Group was able to identify top talent from the competition and hire them for its leadership program.

4. Flipkart: Flipkart, one of India's largest e-commerce companies, was facing a challenge in hiring top talent for its data science team. They decided to launch an innovative recruitment campaign called "The Big Data Billionaires" to attract qualified candidates. The campaign involved a series of challenges, including data visualization and machine learning, which tested candidates' skills. The winners of the competition were offered interviews for Flipkart's data science team. The campaign was a huge success, with over 1,500 applicants and 10 finalists selected. Flipkart was able to identify top talent from the competition and hire them for its data science team.

5. Zoho Corporation: Zoho Corporation, a software development company, was facing a challenge in hiring top talent due to competition from larger tech companies. They decided to launch "Zoho University," a program that trains fresh engineering graduates in software development. The program involves a 12-month training period, where candidates are paid a

stipend and receive hands-on training in software development. The candidates are then offered full-time positions with Zoho Corporation. The program has been a huge success, with over 1,500 graduates trained so far and a 90% retention rate.

6. Freshworks: Freshworks, a software development company, was facing a challenge in hiring top talent due to competition from larger tech companies. They decided to launch a "Freshworks Academy," a program that trains fresh engineering graduates in software development. The program involves a 6-month training period, where candidates are paid a stipend and receive hands-on training in software development. The candidates are then offered full-time positions with Freshworks. The program has been a huge success, with over 500 graduates trained so far and a 75% retention rate.

7. Mindtree: Mindtree, a mid-sized IT services company, was facing a challenge in hiring top talent due to competition from larger tech companies. They decided to launch "Mindtree Minds", a program that identifies and trains top talent from non-technical backgrounds. The program involves a 12-month training period, where candidates receive hands-on training in software development and other technical skills. The candidates are then offered full-time positions with Mindtree. The program has been a huge success, with over 1,000 graduates trained so far and a 70% retention rate.

8. InMobi: InMobi, a mobile advertising company, was facing a challenge in hiring top talent due to competition from larger tech companies. They decided to launch a "Hackday," a program that invites top talent from across India to participate in a hackathon. The hackathon involves a series of challenges, including mobile app development and data analytics, which test candidates' skills. The winners of the hackathon are offered full-time positions with InMobi. The program has been a huge success, with over 1,000 participants and 10 finalists selected.

WAYS TO ATTRACT AND RETAIN TALENT IN 2023:

Source: https://bit.ly/45AcKmc

1. Offer Remote Work Opportunities: GitLab, a fully remote company, has grown from 7 to 1300 employees in the last 8 years. They offer remote work opportunities to attract top talent from all over the world. According to a survey by Buffer, remote work is the most sought-after benefit by employees. According to a survey by Owl Labs, 31% of IT employees said that they would take a pay cut of up to 10% for the opportunity to work remotely.

2. Create a Strong Employer Brand: HubSpot, a marketing software company, has a strong employer brand that attracts top talent. They focus on creating a positive work culture and offer attractive perks like unlimited vacation time, free snacks, and a pet-friendly office. According to a survey by LinkedIn, 75% of job seekers research a company's reputation and employer brand before applying for a job.

3. Offer Upskilling Programs: Google offers a range of upskilling programs, including the Google IT Support Professional Certificate, which is a six-month program that prepares individuals for entry-level IT support jobs. According to a survey by Udemy, 42% of employees said that they would leave their current job to learn new skills.

4. Host Hackathons and Tech Challenges: Capital One hosts a hackathon called "Moneyball for Hackers" to attract top talent. The hackathon focuses on using data analytics to solve real-world problems. According to a survey by HackerRank, 24% of developers said that they participate in hackathons to learn new skills and 20% participate to network with other developers.

5. Offer competitive salaries and benefits packages: Fair compensation is a crucial factor in attracting and retaining top talent in any industry, including IT.

6. Emphasize work-life balance: Many IT professionals are passionate about their work, but they also want to have a life outside of work. Offering flexible work schedules and remote work options can help attract and retain employees.

7. Invest in employee training and development: IT professionals want to work for companies that invest in their professional development and offer opportunities for growth and advancement.

8. Foster a positive company culture: A positive company culture can help attract and retain employees. This effort includes promoting diversity and inclusivity, providing opportunities for team building, and offering a supportive work environment.

9. Offer meaningful work: IT professionals want to work on projects that are challenging and meaningful. Companies that offer opportunities to work on innovative projects can attract and retain top talent.

10. Provide opportunities for creativity: IT professionals are often creative individuals who enjoy solving complex problems. Companies that provide opportunities for creativity and innovation can attract and retain top talent.

11. Embrace technology: IT professionals want to work for companies that embrace technology and are at the forefront of innovation. Investing in the latest technology can help attract and retain top talent.

12. Offer competitive perks: In addition to salaries and benefits, offering competitive perks such as gym memberships, free food, and on-site childcare can help attract and retain employees.

13. Provide a clear career path: IT professionals want to work for companies that offer clear career paths and opportunities for advancement. Providing a clear path to career progression can help attract and retain top talent.

14. Listen to employee feedback: Finally, it's important to listen to employee feedback and make changes based on their suggestions. This can help improve employee satisfaction and retention.

CONCLUSION

The detailed information collected and reviewed in the literature review and various articles and facts highlights the role innovation plays in talent acquisition int the IT sector. The adoption and implementation of evolving technologies, tools and strategies such as big data analysis, artificial intelligence, chatbots, social media and video interviews enables IT organizations to drive overall growth and development by employing skilled workforces.

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