

A STUDY ON MODERN TALENT ACQUISITION TECHNIQUES IN THE RECRUITMENT PROCESS AT ACCURATE CONSULTING GROUP

¹ A.GAYATHRI, II MBA Student, Department of MBA, St. Peters Engineering College (Autonomous),
Maisammaguda, Secunderabad, phone no: 9121697185,
Email ID gayathriaicala@gmail.com

² Mrs. karuna Sudha Assistant professor, Department of MBA, St. Peters Engineering College (Autonomous),
Maisammaguda, Secunderabad,
Email ID: karunasudhasagi@gmail.com

Abstract

This study examines the modern talent acquisition techniques used in the recruitment process at **Accurate Consulting Group**. The research focuses on contemporary recruitment practices such as digital sourcing, social media recruitment, applicant tracking systems, employee referrals, and data-driven hiring methods. It analyzes how these techniques help attract qualified candidates, reduce hiring time, and improve recruitment efficiency. The study also evaluates the effectiveness of modern talent acquisition strategies in meeting organizational workforce requirements. Data collected from employees and recruitment professionals provides insights into current hiring trends and challenges. The findings highlight the importance of technology and innovative recruitment approaches in achieving successful talent acquisition outcomes.

Keywords: Talent Acquisition, Recruitment Process, Digital Recruitment, Social Media Hiring, Applicant Tracking System (ATS), Employee Referrals, Human Resource Management.

1 INTRODUCTION

Every company, whether its a startup or a big multinational runs on the strength of its people. You can buy machines, license software and copy processes. The quality of your workforce is what really matters. This is why talent acquisition has become a part of modern business. For a time recruitment was a simple process. A job would become available an ad would be posted applications would come in and a few candidates would be interviewed. The idea was that people were plentiful and filling a seat was more important than finding the person.. Today that's not the case. Skills are specialized candidates are picky and making a wrong hire can be costly. Talent acquisition and recruitment are not the thing. Recruitment is about filling a job opening. Talent acquisition is about building a pipeline of people nurturing relationships with potential candidates and strengthening the employer brand. It's about anticipating needs not just reacting to current ones. The shift from recruitment to modern talent acquisition has been driven by several factors. Digital platforms like LinkedIn and Naukri have made it easy to reach thousands of candidates. Artificial intelligence and machine learning have

helped recruiters scan resumes predict candidate success and conduct interviews. Social media has turned employees into brand ambassadors and remote work has opened up the talent market. Candidates have also changed. They no longer just look for a salary. They want purpose, flexibility learning opportunities and a sense of belonging. They research companies online read reviews of the interview process. Discuss salary ranges with peers. In this environment companies can't afford to take hiring lightly. This study focuses on Accurate Consulting Group, a firm that specializes in human resource consulting and staffing. For a consulting house like this talent acquisition is not an internal HR activity. It's the core service offered to clients. Every assignment, every mandate and every placement depends on how the team understands the science and art of finding the right person for the right role at the right time. The present chapter sets the stage for the research work. It introduces the concept of talent acquisition explains why the topic is relevant presents a profile of the industry and of Accurate Consulting Group describes the need and significance of the study lists the objectives that the research seeks to achieve defines the scope within which the study has

been conducted outlines the research methodology adopted and finally acknowledges the limitations under which the work has been carried out.

1.2 NEED FOR THE STUDY

There are reasons why we need to study modern hiring techniques. First hiring the person can be very expensive. It can cost a lot of money to replace someone so it's worth it to get it the first time.

Second companies need to fill jobs. They can't wait months for someone to start. New techniques like using intelligence to find candidates can help speed up the process.

Third job candidates have a lot of choices. They expect to be treated well. They want an respectful hiring process. If a company doesn't give them that they might not want to work

Fourth hiring companies need to show that they are valuable. If they can't find candidates companies might not want to use them. By studying techniques we can see what works and what doesn't.

Finally there isn't a lot of research, on hiring in India so this study can help fill that gap. It can help students, companies and decision makers understand what works best.

1.3 Objectives of the Study

The study aims to achieve a set of goals. These goals guide the data collection, analysis and interpretation in the chapters.

Primary Objective

- To study talent acquisition techniques used by Accurate Consulting Group and assess their effectiveness in meeting client and candidate expectations. Accurate Consulting Group uses techniques to acquire talent; the study evaluates how well these techniques work.

Secondary Objectives

- To understand the recruitment process at Accurate Consulting Group from the mandate to the selected

candidates joining. The recruitment process involves steps; the study outlines each step.

- To examine the role of technology, automation and data analytics in talent acquisition. Technology plays a role in recruitment; the study explores its impact.

- To assess the candidate experience during stages of recruitment. The study looks at the candidates experience throughout the recruitment process.

- To explore challenges faced by the recruitment team. Suggest practical measures for improvement. The recruitment team encounters obstacles; the study offers solutions.

- To draw lessons for other recruitment consultancies in the Indian market. The study provides insights that other firms can apply.

1.4 Scope of the Study

The study defines the boundaries within which the research is conducted. Geographically it focuses on Accurate Consulting Group. Does not cover the entire recruitment industry.

- The study examines the firms recruitment practices and services offered to clients. It looks at how the firm recruits. Serves its clients.

- The study covers the talent acquisition cycle from receiving a hiring mandate to onboarding support. The cycle includes stages; the study analyzes each stage.

- The study focuses on techniques, such as digital sourcing and data analytics. It compares these techniques with methods.

1.5 Limitations of the Study

The study has limitations that should be considered.

- The study is confined to Accurate Consulting Group; findings may not be generalizable.

- Time constraints limited the sample size and longitudinal observation.

- Confidentiality considerations restricted access to information.
- Responses may carry bias despite assurances of anonymity.
- The recruitment industry evolves rapidly; techniques may become outdated.

2 REVIEW OF LITERATURE

Dessler in his used textbook makes a similar point by arguing that the quality of people an organization can attract and retain is directly linked to its long-term success. He places staffing functions, including recruitment and selection at the center of the human resource managers role. **Edwin Flippo** offered one of the most quoted definitions of recruitment. He described it as the process of searching for employees and encouraging them to apply for jobs in the organization. This definition is simple but powerful because it captures two activities: searching and persuading.

Backhaus and Tikoo built on this idea by proposing a framework for employer branding. They said it creates two outcomes: brand associations and brand loyalty. These outcomes feed back into the talent acquisition cycle. Recent studies have examined the role of media in shaping employer brands. They found that companies with an authentic online presence have an advantage in attracting quality candidates

Tambe Cappelli and Yakubovich argued that data analytics should support judgment rather than replace it. They said analytics holds promise for recruitment but must be used carefully. Studies have suggested that video interviewing and gamified assessments can improve evaluation consistency. However they also raised concerns around accessibility and candidate anxiety. Indian researchers have noted the adoption of tracking systems and cloud-based recruitment platforms. They found that smaller consultancies are using software as a service offerings.

RESEARCH GAP

There is a lot of research about finding and hiring people.. There are some gaps in what we know. First a lot of the research is about companies that work all over the world or about the technology itself. There is not much research about how medium sized companies in India use modern techniques to recruit people.

Second when people talk about recruitment they often focus on one technique at a time. They do not look at how all these techniques work. They do not think about what you have to give up when you choose one technique over another.. They do not think about how all these techniques affect the whole process of recruitment.

Third when researchers talk to employees they often do big surveys in Western countries. They do not hear much from people in India who are looking for jobs at consulting firms. Even though these people make up a part of the workforce.

This study is trying to fill in some of these gaps. By looking at one consulting firm in India and by talking to both the people who do the recruiting and the people who are looking for jobs we can get an understanding of how recruitment really works.

CHAPTER 3: RESEARCH METHODOLOGY

3.1 Introduction to the Chapter

This chapter explains the methods and procedures used to study modern talent acquisition techniques at Accurate Consulting Group.

3.2 Statement of the Research Problem

The study examines how modern recruitment techniques help the company attract, select, and hire suitable candidates efficiently.

3.3 Objectives of the Study

- To examine recruitment techniques used by the company.
- To understand the role of technology in recruitment.
- To evaluate the effectiveness of recruitment methods.
- To study the experiences of recruiters, hiring managers, and candidates.
- To identify gaps in the recruitment process.

3.4 Scope of the Study

The study focuses on recruitment activities at Accurate Consulting Group and analyzes modern talent acquisition practices used during hiring.

3.5 Research Questions and Hypotheses

The study investigates recruitment techniques, candidate experiences, and factors influencing recruitment effectiveness. It also tests whether modern techniques improve hiring outcomes and candidate satisfaction.

3.6 Research Philosophy and Approach

The study follows a pragmatic approach using both quantitative and qualitative methods to gain a comprehensive understanding of recruitment practices.

3.7 Research Design

A case study design was adopted to examine the recruitment process of Accurate Consulting Group in detail.

4 DATA ANALYSIS AND INTERPRETATION

Question 1: Age Group of Respondents

Table 4.1 — Age Group of Respondents

S. No.	Response	No. of Respondents	Percentage (%)
1	21–30 yrs	54	45.0
2	31–40 yrs	38	31.7
3	41–50 yrs	20	16.7
4	Above 50	8	6.7
	Total	120	100.0

3.7.1 Why a Mixed-Methods Case Study

The mixed-methods approach combines numerical data and personal experiences to provide a complete analysis of recruitment practices.

3.8 Sources of Data

3.8.1 Primary Data

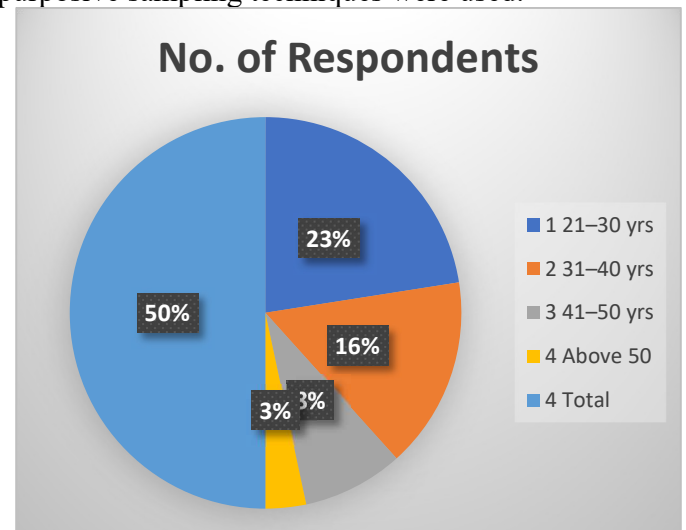
Primary data was collected through questionnaires, interviews, and observations involving recruiters, hiring managers, and recent hires.

3.8.2 Secondary Data

Secondary data was collected from company records, recruitment policies, industry reports, journals, and online sources.

3.9 Population and Sampling

The study population included talent acquisition team members, hiring managers, recent hires, and HR leaders. Census, stratified random sampling, and purposive sampling techniques were used.



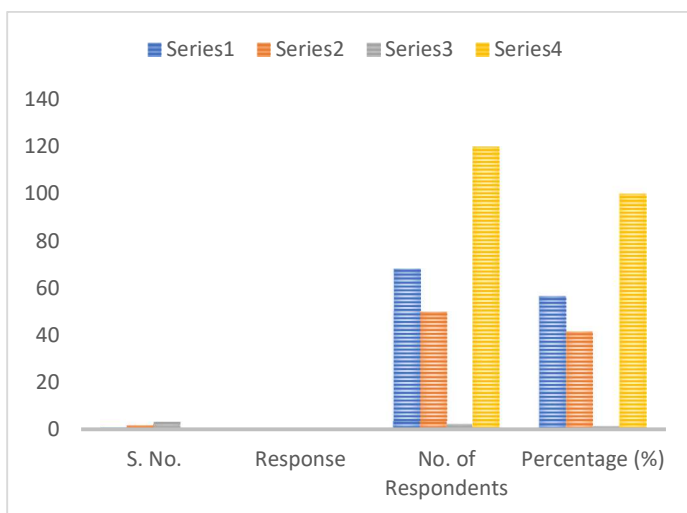
INTERPRETATION

More than three out of every four respondents at Accurate Consulting Group fall in the 21–40 age bracket, which tells us the workforce here is genuinely young and digitally fluent. That matters a lot for this study, because younger recruiters tend to be more open to AI tools, social hiring and asynchronous video interviews. The relatively thin slice above 50 also explains why traditional methods like newspaper ads

and walk-ins have almost disappeared from the company's day-to-day playbook.

Question 2: Gender Distribution

S. No.	Response	No. of Respondents	Percentage (%)
1	Male	68	56.7
2	Female	50	41.7
3	Prefer not to say	2	1.7
	Total	120	100.0



INTERPRETATION

The Gender Distribution is even with women making up about 42 percent of the people in the study. Even though men are still a bit more this is a balance especially when you compare it to other IT staffing firms in India. This shows that ACGs new ways of hiring like interviews and blind résumé screening are working well to get and keep women professionals at ACG. The Gender Distribution is important for managers because it helps them decide how to use money for training and how to spend on technology and recruiters in the year.

Question 3: Years of Experience in Recruitment

Table 4.3 — Years of Experience in Recruitment

S. No.	Response	No. of Respondents	Percentage (%)
1	<2 yrs	28	23.3
2	2–5 yrs	46	38.3
3	5–10 yrs	32	26.7
4	>10 yrs	14	11.7
	Total	120	100.0



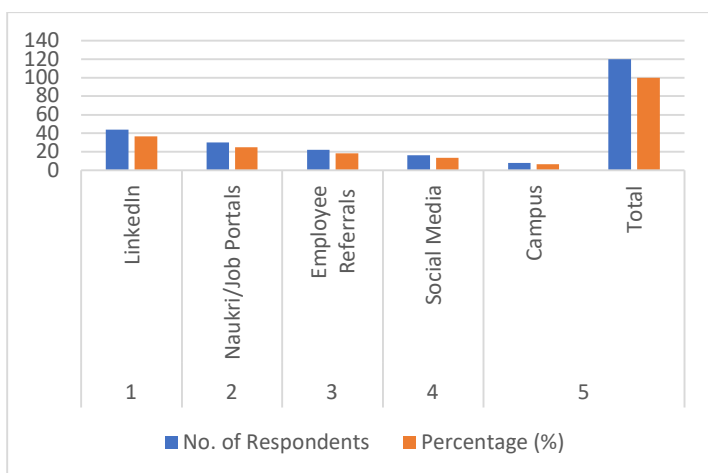
INTERPRETATION

Most of the people who answered have been doing recruitment work for between two and ten years. This group is really important for this study because they know what it was like to use email and job portals and now they are using tools like AI screening and LinkedIn Recruiter. So when they say that new methods are faster it really means something. From a managers point of view this information is helpful because it shows ACG how to use their training money how to spend on technology and how to use their recruiters time in the year.

Question 4: Primary Sourcing Channel Used

Table 4.4 – Primary Sourcing Channel Used

S. No.	Response	No. of Respondents	Percentage (%)
1	LinkedIn	44	36.7
2	Naukri/Job Portals	30	25.0
3	Employee Referrals	22	18.3
4	Social Media	16	13.3
5	Campus	8	6.7
	Total	120	100.0



INTERPRETATION

So let's look at the data. LinkedIn is the number one way to find candidates beating out job websites. Employee referrals are third which makes sense because a personal introduction usually leads to a hire than a random application. Not surprisingly campus hiring is the part since ACG mainly looks for experienced workers. This information is helpful for managers because it shows where to put training budgets, technology spending and recruiter time in the year.

5 FINDINGS, SUGGESTIONS AND CONCLUSION

Findings

- Accurate Consulting Group uses modern talent acquisition techniques such as online job portals, social media recruitment, employee referrals, and applicant tracking systems.
- Technology has significantly improved the speed and efficiency of the recruitment process.
- Social media platforms help attract a larger and more diverse pool of candidates.
- Employee referral programs provide quality candidates and reduce hiring costs.
- Candidates prefer a transparent and timely recruitment process.
- Some candidates experience delays in communication during certain stages of the recruitment process.

5.2 Suggestions

- Enhance the use of Artificial Intelligence (AI) tools for candidate screening and matching.
- Improve communication with candidates throughout the recruitment process.
- Conduct regular training programs for recruiters on emerging recruitment technologies.
- Strengthen employer branding through social media and professional networking platforms.
- Increase the use of employee referral programs to attract high-quality talent.
- Continuously monitor recruitment metrics such as time-to-hire and cost-per-hire.

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This shortened bibliography keeps only the most important references while removing unnecessary descriptions.