Recruitment and talent Acquisition as competitive advantage in ICT sector

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THESIS

Introduction

Talent acquisition and talent recruitment topic is very current and highly discussed among many people, experts, employees and employers themselves. This topic is narrowly linked to a Talent Management and Talent itself, both which this thesis will give more information about, in theoretic part. Thesis will also give more information about Recruitment, its historical approach and how do companies recruit nowadays. According to the newest trends this thesis will explain some of the current and very specific employee gathering ways, companies tend or the best of them used and are using. Thesis will inspect deeper into a recruitment methods, managing recruitment process and what does the successful recruitment means. As it has been stated already, there is transition happening from very basic recruitment to a talent acquisition as competitive advantage.

Objectives

The main objective is to offer solution on issue arising from both desk and field research. For this purposes, this thesis is giving information about recruitment as it was and as it is currently, employees gathering and hiring methods, as well as information about Talent, Talent Management and Talent Acquisition, following with discussion regarding data research and research methods, an in-depth dive into topic Talent War and finishing up with both primary and secondary researches results. Fact that the talent acquisition is relatively new term, has affected also the methods and resources that the information has been mined off. The term is still to be determined by theory. However, platforms and resources like YouTube, blogs or LinkedIN has been used.

The main objective of this thesis should be reached through companies analysis, as well as sector analysis, based on data gathered through not structured interviews, questionnaires, desk and field research.

The line of the development

The era of Talent Recruitment as we know it, should come to an end. The organizations now, should shift to the Talent Acquisition. This picture explains, that the HR and its processes are evolving continually. The final goal is to reach the perfection, however, the biggest and the best companies are not even close to reach the perfection in their HR processes, in their shifting from Talent Recruitment to the Talent Acquisition.

This topic should give recommendations as well as hint the next steps, regarding the Company X and its transition – evolving from Talent Recruitment to Talent Acquisition.

The Talent Acquisition itself is a new term. There are not many scientific papers published yet. Professor Armin Trost, at the conference in Amsterdam in 2016 explains his thoughts of what could be next steps in order to transform and focus HR on Talent Acquisition. He says, that there are three main topics regarding the future of Talent Acquisition. These are Diversity, Power and Consequences and are explained in theoretical part of the thesis.

Methods/Data

As for my thesis I have been using both primary and secondary data, however, the secondary data and the secondary research have been used to gather all information needed. According to Doyle, Lane, Theeuwes, and Zayatz the primary data, the raw data or primary data is a term for data collected at the very source. This type of information is obtained directly from first hand sources by means of surveys, observations and experimentation and not subjected to any processing or manipulation. Bare in mind, the objective of this thesis is not to give a full information about Data collecting or so-called Data Mining, hence, I am mentioning only methods I have been using during research dedicated to this paper.

Interview Method is a method of collecting data that involves presentation of oral verbal stimuli and reply in terms of oral – verbal responses.

As for this paper, I have been using Personal, unstructed and non-directive interview.

Questionnaire. In this method a questionnaire is sent or mailed to the concerned respondents who are expected to read, understand and reply on their own and return the questionnaire. It consists of a number of questions printed or typed in definite order on a form or set of forms.

Confidentiality, Disclosure, and Data Access. Theory and Practical Applications for Statistical Agencies. Doyle, P., Lane, J., Theeuwes, J., Zayatz, L. Amsterdam : North-Holland, 2004. pp 23-37

Conclusion

Talent acquisition and its implementing into organization culture is the key. It is a long process, which many organizations have started already. This topic is related and is bound to vast different subtopics, which this thesis could not cover, however, they are worth mentioning. All these subtopics – key terms, for the purposes of the thesis would be: Internal versus external Hiring, Talent Relationship Management (TRM), Talent Pool, Employer Positioning and Strengths, Social Community Recruiting, Advertisement, Hiring Risk, Job Analysis Job Evaluation and many more.

The recruitment itself as a term has been here since the relationship between an employer and employee started. It has gone through various changes, from which the biggest would be transition from Talent Recruitment to Talent Acquisition. However, the process itself is not fully determined yet. According to Armin Trost, the whole HR is going through many changes and according to his lectures, it must change its very foundations, in order to stay competitive and valuable. These thoughts come out from researches, not only from HR perspective, as the globalization connects everything and everybody together.
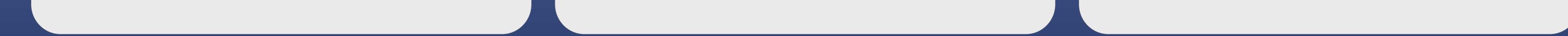
Main objective was to come up and evaluate recommendations for the companies in ICT sector in light of specific methods, both field and desk research in order to achieve competitive advantage in the market through effective recruitment process as well as talent acquisition. I have stressed out the main topics including War of talents, results based on primary and secondary research.

The objective of the thesis was accomplished by summarizing all the necessary information, conducting surveys interviews and research. The proposal achieved by collecting different kind of data is the recommendation to focus on relationship between employee and employer.

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