



## The effect of Talent Training, Talent Developing, Talent Engagement, and Talent Retention Activities on Talent Management Activities: An Empirical Study in IT sector, Hyderabad, Telangana.

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**Abstract:** For having an effective talent management activity definitely leads to better business performance in terms of profit, sales, productivity etc. Characteristics of the workforce market, shortage of abilities, worker's needs for business will create better opportunities which has seen a dynamism into the market. Primary data and secondary data were used. My sample size is 631 and I have used convenience sampling to collect data. I have used 7-point scale. I have used multiple regression for the analysis. Talent as an essential resource is progressively scarce; for that reason, the companies need to manage it with their maximum efforts. Hence, in order to take care of talent for service success, the term talent management is becoming one of the most considerable buzzwords amongst the business world. It is helpful to all academicians, industry experts, researchers, and others in the society.

**Keywords:** Talent Management Activities, Organisational Performance, IT sector etc.

### I. Introduction

The role of employee in the talent management are auspicious because the whole organization works the instructions and orders which has been given by the HR Manager. Irrespective of any type of organization success is depending upon the how the employee and HR Managers work together in the organization which leads financial performance or profit. Probably, Managers are giving guidance to the organization. Every organization has to have a proper plan for implementing the talent management activities using the manpower fully which leads to

organization growth and development at present and future. Right talent management activities are being brought good results to the organization which stand the organization first among all organizations in the market. Hence, how good the employee and HR Managers are executing and implementing the activities in the premises of working environment. Thus, the talent management activities are taken a high important to any type of organization.

Managers must make strategies with regard to Talent Activities that reveals how to be talent in the organization and



how to execute talent and how to follow talent especially how to bring and get good financial growth which are discussing in the strategy. A good strategy brings better results as well as a bad strategy makes worse results so that HR Manager is be careful about Talent Management even, we design the strategies for talent.

## II. Literature review and hypothesis building

Satyanarayana S. Hema Harsha, Ms. Lekha v <sup>1</sup>(2019) done a study regarding talent management activities in Indian manufacturing sector. Based on the exhaustive study, the researchers have identified eight major determinants that effect the purpose to stay in the current business namely; supervision, compensation management, job engagement, innovation, open climate, career development path, organization environment, quality of working environment.

Ms. Rachana C Prasad & Dr Pradip Manjrekar <sup>3</sup> (2018) examined the talent management plan and progression in businesses in govt and non-govt banks and to recognize the effect it had on the performance of the worker and of its staffs specially at the administrative level.

Tamanna Agarwal <sup>4</sup>(2018) has studied that the TM and OP on employee retention in the IT sector and he made a hypothesis, he took 33 IT firms and 68 respondents for asking as well as questionnaire. He used SPSS 22. In his study the correlation and regression have been done among variables. The results were significant between TM and ER including OP.

Hossam Korany Ahmed <sup>6</sup> (2016) this research study focusses to tell the effect of KM variables on talent performance practices. In this study he discusses the<sup>1</sup>

opportunity of a rising tightness between talent development and competence growth which arises as an outcome of KM and TM approaches. It is contended that the inter-relationship between the growing tendency to grow KM approaches takes to evolving TM in the business organization.

Mohamed Wahba <sup>7</sup>(2016) the research study that purposes to examine the effect of headship styles on TM procedures by comparison between public as well as private sector in Egyptian country. In this study he studied review of literature regarding the TM concepts. In this study results made it clear on headship styles influence TM progressions in private sector than public sector.

The purpose of the study made by Dr. Puja Sareen, Dr. Shikha Mishra <sup>8</sup>(2016) found the effect of TM on OP for particular it businesses in the National Capital Region. The discoveries illustrated that there was limited effect of TM on OP. If this talent is correctly accomplished and arranged at the proper areas, then, the business can make their confined practice to upsurge their progress and productivity. Keywords: TM, capabilities, OP.

Kirti Sharda (2016) discovered the application of TM procedure in medical business in India over a case study method. Information was composed from top supervision and firstborn bosses in hr, marketing and sales, R&D, operations and quality jobs through 30 semi-structured talks. The information was inspected via a theoretical basis resulting from existing works in TM. The study factors encompassed TM activities, talent management mechanisms, talent pool approach, and association with firm approach, OP and rivalry benefit.

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Worker interaction, stated as important **Hypothesis:** for a business achievement (Abundant et al. H0: There is no positive effect among the 2010), has actually seen a flow of rate of effect of Talent Training, Talent interest in personnel advancement (HRD) Developing, Talent Engagement, and and also has actually been the topic of Talent Retention Activities on Talent considerable research in the last few years Management. (Ghosh et al. 2014; Roofing 2015; Saks as H1: There is a positive effect among the well as Gruman 2014). With the relevance of effect of Talent Training, Talent unrestricted struggle in the accomplishment Developing, Talent Engagement, and of business objectives (Thomas and also Talent Retention Activities on Talent Rowland 2014), worker interaction has Management. actually become an essential OP, with effects **III. Data Collection and Methodology**

Staff member retention is a crucial Data was collected via the measurement in calculated personnel management of an organized set of administration (HRM) to tolerate a rivalry questions with a sample of 631 people who benefit for firms, specifically in IT markets were working as individuals such as in today's world marketplace. Researches on employees in Hyderabad, Telangana. the assistances of preserving staff members Inquiries were employed to see to it that in IT firms have dramatically shown that IT the respondents qualified to be consisted business can obtain a greater working act, of in the research study. One concern huge profits and greater revenues on wealth asked whether the participant was utilized. On the other hand, the loss of practising more than in a year. If the workers is costly and also might hence be response to both of the questions declared, destructive to IT companies. Better, the then the respondent was offered the effect of shedding employees has questionnaire. The sample consisted of considerably affected on the performance of 66.9% male and 33.1% were female. The IT firms, loss of expertise, experience, as well set of questions was developed to measure as knowledge of companies as well as thus talent management activities. leads to loss of earnings. Consequently, IT H0: There is no positive effect among the firms should comprehend the significant effect of Talent Training, Talent effects of the damage of their staff members Developing, Talent Engagement, and as well as find a means to maintain them. Talent Retention Activities on Talent This is the emphasis of this research study. Management.

**Objectives:** H1: There is a positive effect among the

1. To find out the effect of Talent effect of Talent Training, Talent Training, Talent Developing, Talent Developing, Talent Engagement, and Engagement, and Talent Retention Talent Retention Activities on Talent Activities on Talent Management Management. Activities.



**Table:1**

**Multiple Regression Analysis**

**Table 1.1 Model Summary: Effect of four Factors on Talent Management**

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.726 <sup>a</sup>	.527	.524	9.547	1.554

a. Predictors: (Constant), TEA, TRA, TTA, TDA

b. Dependent Variable: TM

**Source: Primary Data**

**Table 1.2 ANOVA: Effect of four Factors on Talent Management**

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	63482.276	4	15870.569	174.116	.000 <sup>b</sup>
	Residual	57059.374	626	91.149		
	Total	120541.650	630			

a. Dependent Variable: TM

b. Predictors: (Constant), TEA, TRA, TTA, TDA

**Source: primary data**

**Table 1.3 Regression Coefficient: Effect of four Factors on Talent Management**

**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.381	1.655		2.648	.008
	TTA	1.188	.082	.449	14.402	.000
	TDA	.545	.085	.206	6.440	.000
	TRA	.621	.104	.192	5.995	.000
	TEA	.338	.096	.113	3.526	.000

a. Dependent Variable: TM

**Source: Primary Data**

**4.7.1. Relative Importance of the Factors**

**Table 4.17 Relative Importance of the Factors**

Dimension	Standardized Coefficient	Rank
Talent Training Activities	<b>.449</b>	1
Talent Developing Activities	.206	2
Talent Retention Activities	.192	3
Talent Engagement Activities	.113	4

**Source: primary data**

Note: TT=Talent Training Activities, TD=Talent Developing Activities, TR= Talent Retention Activities, TE=Talent Engagement Activities; \*\*Regression is significant at the 0.01 level (2-tailed)



#### IV. Findings

We can find the effect between talent management and business performance among all constructs. The hypothesized connections were examined making use of stepwise effect an evaluation. First of all, effect amongst the research study variables were analysed to understand the relationships between them. Taking into consideration talent management and also business performance had the greatest the effect with it in particular order. The stepwise outcomes were shown in the above tables. In other words, talent variables as well as business performance were explained in this research study.

#### V. Conclusion

Since this study has many empirical insights of Talent Management Activities of employee in IT company at Hyderabad, this study can be beneficiary for all existing IT companies and IT industries which are very similar in nature. All IT companies which is similar in nature, government, researchers and even common public by finding the path of understanding the critical issues of Talent Management Activities. This study could scope the many issues pertaining to IT sector for talent management activities. The IT companies need to have a competitive advantage in order to show the difference in terms of quality services uniquely offering to their clients. Hence, the competition in market would not perhaps be the big deal to compete with MNCs in the country. In contrast, many IT companies are limited to rely on traditional and absolute methods in servicing their clients in the market. Consequently, this situation leads to perish the opportunities and employee retention and even loyalty of employees. However, the present study could focus on Talent Management Activities. The dimensions of Talent Management for

employees are followed with five important dimensions i.e., Talent Training Activities, Talent Developing Activities, Talent Engagement Activities and Talent Retention Activities. These five dimensions are considered as constructs that are followed with 38 questions besides general information. Altogether, Talent management activities were statistically tested with proper identification of latent issues in each construct. The dimensions of Talent Management for Employees are followed with five important dimensions.

#### Scope for further research

This is a preliminary deal with the effect of talent management and business performance. Researchers can perform further study to dig more right into the partnership of different types of variables of talent to understanding it. Both experts and academicians may use studies to reveal the possible impacts of talent as well as the true convergence of employee skill for better output of the works.

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