

**A STUDY TO ANALYSE TALENT MANAGEMENT MESMERIZING AND
RETAINING ACADEMIC STAFF AT SELECTED COLLEGES IN KUMBAKONAM**

Mrs. JOTHI PRIYA R

PhD Research Scholar, PG & Research Department of Management Studies,
Rajagiri Dawood Batcha College, Papanasam, Thanjavur.

Dr. K. BALASARAVANAN

Research Supervisor, PG & Research Department of Management Studies,
Rajagiri Dawood Batcha College, Papanasam, Thanjavur.

Email:sivasaimitra@gmail.com

ABSTRACT

The study explores the construct talent management mesmerizing and retaining academic staff at selected colleges in kumbakonam. This research based on the activity of attracts and retain. There are four pillars of intervention i.e. attraction, retention, development and deployment. In this study I took mesmerizing and retain. In this process following the convey of the survey and interviews, ideas were identified in the data. This research fully focused to mesmerize and retain the talented people. This study use selection and recruitment procedures that ensure that good quality people and development roles that give people opportunities to apply and grow their skills, provide talented staff with opportunities for career development and growth. The development and implementation of a talent management strategy needs prime quality management and leadership from the highest. The approaches required involve emphasizing growth function of staffs. For all of these reasons, fighting the war for talent may be hazardous to an organisations health and detrimental to doing the things that will make it successful. From this study the aim is to develop and maintain a pool of talented people. The basis for human resources planning, which defines human capital requirements and defines human capital requirements and leads to attraction and retention policies and programmes for internal resourcing. This involves role design ensuring that roles provide the responsibility, challenges. It also means taking to ensure that people have the opportunity and are given the encouragement to learn and develop in their roles. Talent management policies focus on role flexibility and giving people the chance to develop their roles by making better and extended use of their talents.

Key words: Talent Management, Remuneration, Development, Academic, Turnover Intention, Recruitment, Selection

INTRODUCTION

One of the most effective things you can select talented staffs in an institution, otherwise if the institution gets good level of staffs. Automatically the goodwill will be increase. Flexible benefits are increasingly attractive to candidates at all levels. Good people also tend to plan a career path, so an institution that helps by investing in talent and improving the skill set and career prospects of staff is more attractive than the sink or swim attitude of many staffs. Mesmerise the staff whose values arrange with those of the institution and where possible use existing contacts to find those likely to be good fit. Consider institution objectives and seek out staffs with the strengths, skills, motivation and professional to adjust quickly to the environment and culture. Retain talent by paying attention to motivation, engagement, and career planning to help staff to grow in their roles.

OBJECTIVES

- To analyse the attraction policies lead to programmes for external resourcing recruitment and selection of people from outside the organisation.
- To analyse the retention policies are designed to enhance that people remain as committed members of the organisation.
- To analyse talent audit identifies those with potential and provides the basis for career planning and development.

METHODOLOGY

The data has been collected from two sources of data that is primary and secondary data. Primary data questionnaire methods are used to fact information from staffs at selected colleges. The secondary data has been collected from website, books and journals and secondary data collected from internet, books and journals.

Sample size =62 respondents

Statistical tools used

The collected data have been consolidated, tabulated and analyzed by using relevant statistical tools like, Frequency Statistics, Descriptive statistics, Standard Deviation. The

SPSS 26 package was utilized for analyzing the data. The interpretation of the study is done by using tables, graphs and charts to give meaningful results.

MAJOR RESULTS

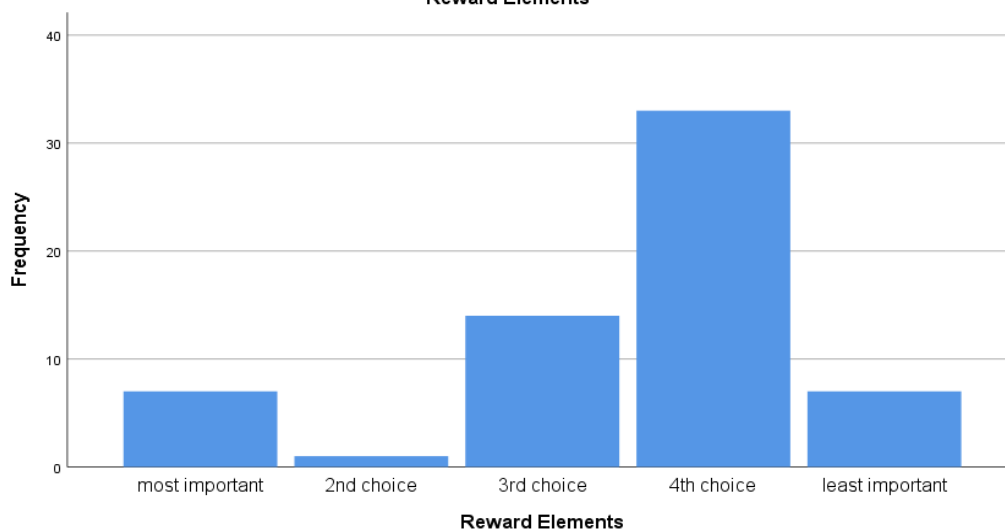
Statistics

		Reward Elements	Vacant Positions	Promotion Requirements	Talent Audit Programme	Managerial Development	Employment Opportunities
N	Valid	62	62	62	62	62	62
	Missing	0	0	0	0	0	0
Mean		3.5161	1.7903	3.8548	1.2419	1.2097	4.2419
Median		4.0000	2.0000	4.0000	1.0000	1.0000	5.0000
Mode		4.00	2.00	5.00	1.00	1.00	5.00

Reward Elements

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	most important	7	11.3	11.3	11.3
	2nd choice	1	1.6	1.6	12.9
	3rd choice	14	22.6	22.6	35.5
	4th choice	33	53.2	53.2	88.7
	least important	7	11.3	11.3	100.0
	Total	62	100.0	100.0	

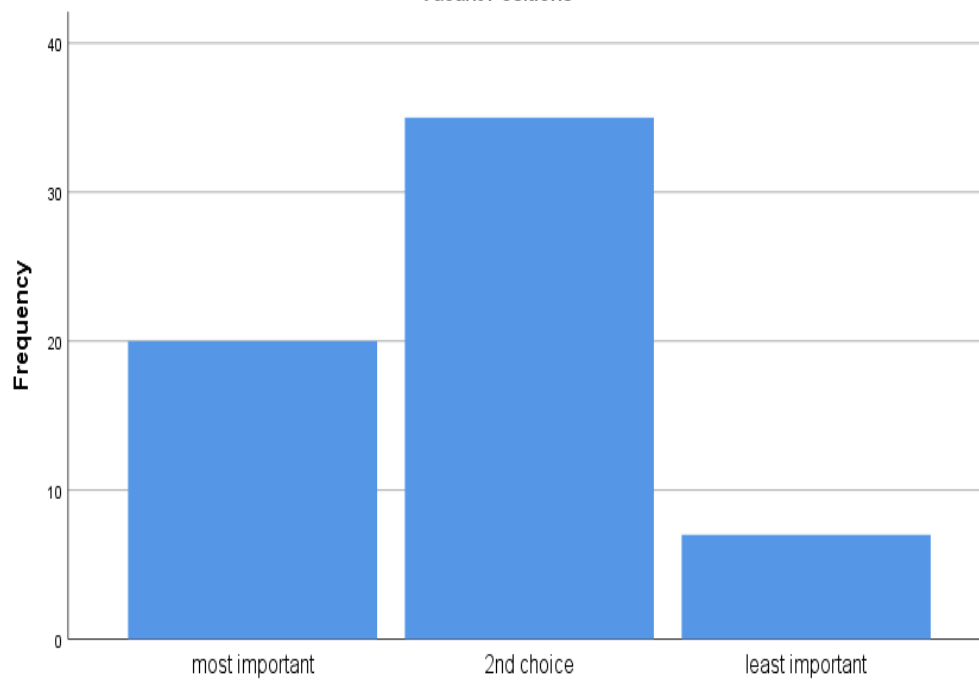
Reward Elements



Vacant Positions

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	most important	20	32.3	32.3	32.3
	2nd choice	35	56.5	56.5	88.7
	least important	7	11.3	11.3	100.0
	Total	62	100.0	100.0	

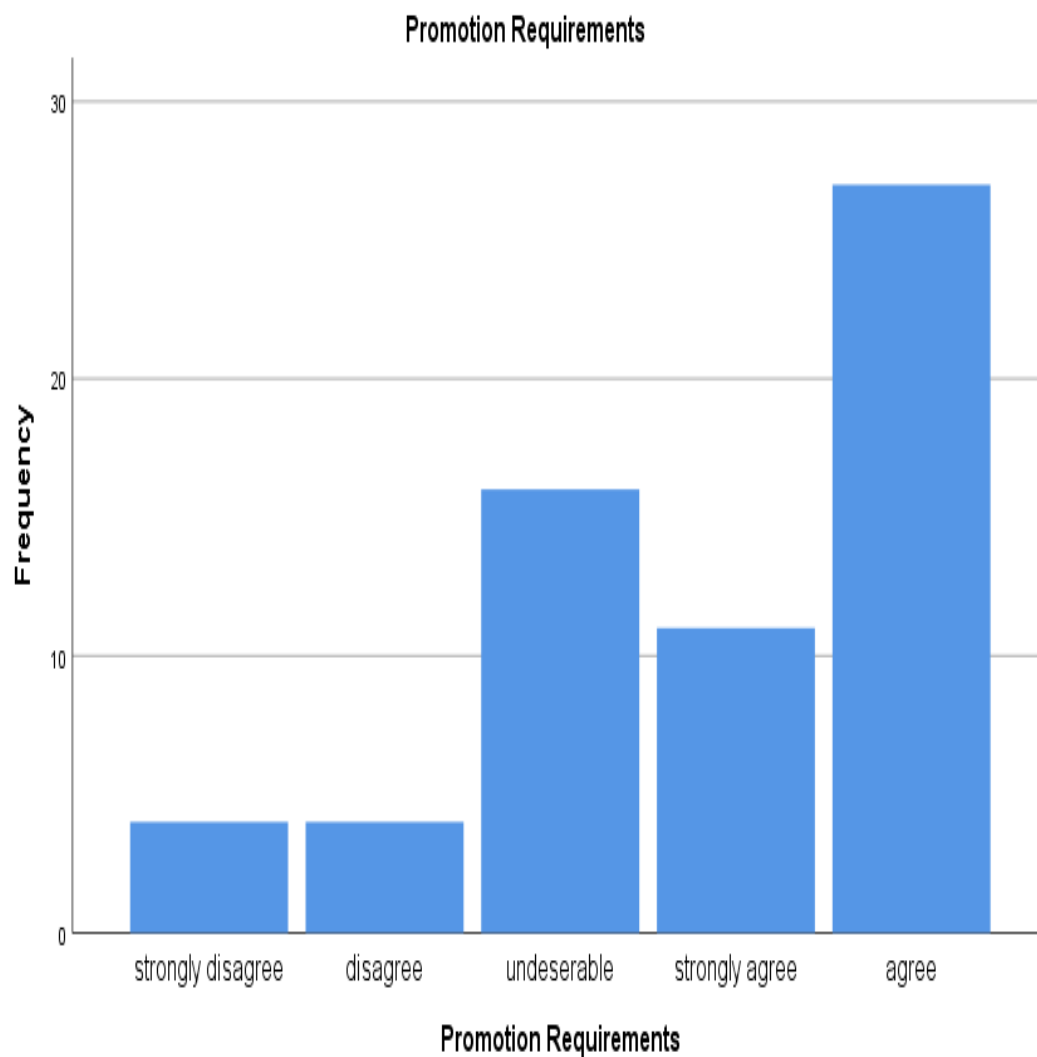
Vacant Positions



Vacant Positions

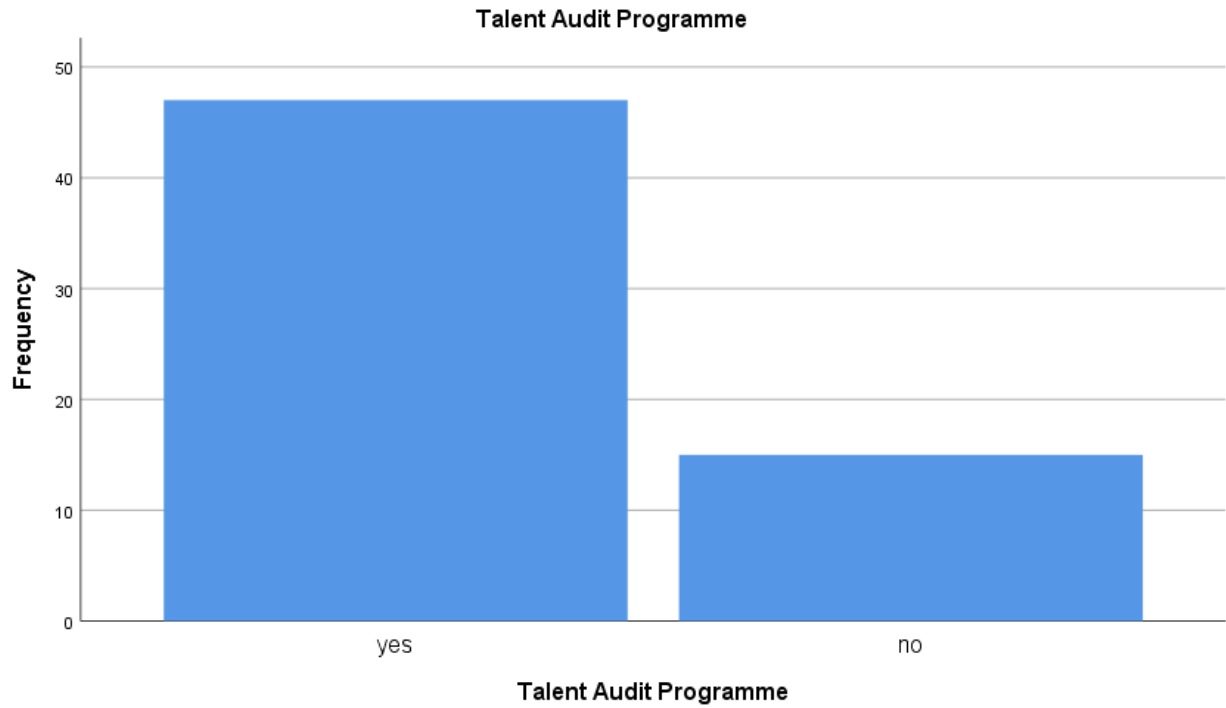
Promotion Requirements

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	4	6.5	6.5	6.5
	disagree	4	6.5	6.5	12.9
	undesirable	16	25.8	25.8	38.7
	strongly agree	11	17.7	17.7	56.5
	agree	27	43.5	43.5	100.0
	Total	62	100.0	100.0	



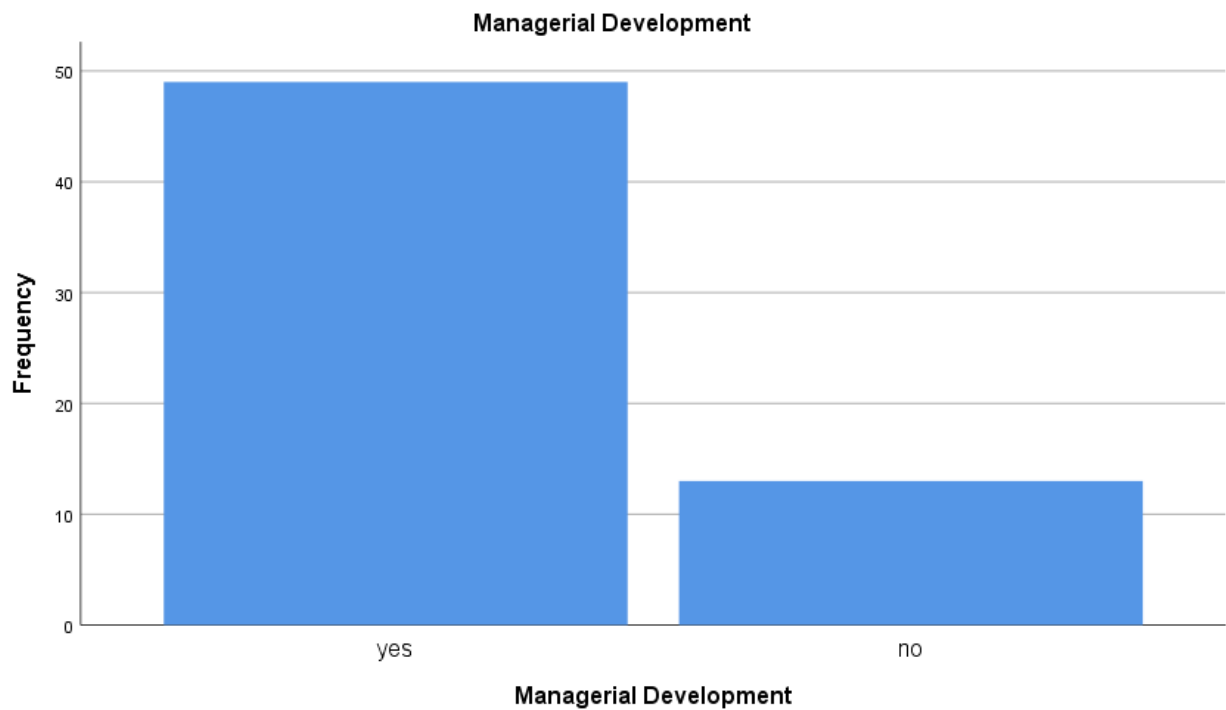
Talent Audit Programme

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	47	75.8	75.8	75.8
	no	15	24.2	24.2	100.0
	Total	62	100.0	100.0	



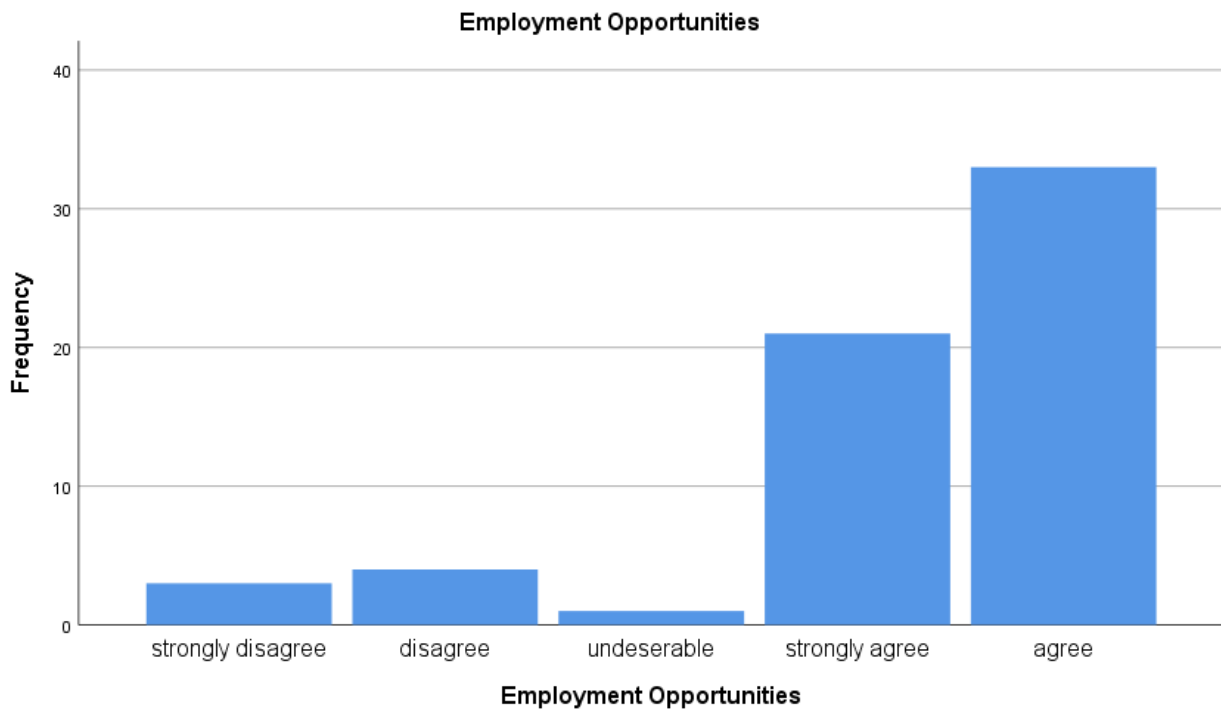
Managerial Development

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	yes	49	79.0	79.0	79.0
	no	13	21.0	21.0	100.0
	Total	62	100.0	100.0	



Employment Opportunities

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	strongly disagree	3	4.8	4.8	4.8
	disagree	4	6.5	6.5	11.3
	undesirable	1	1.6	1.6	12.9
	strongly agree	21	33.9	33.9	46.8
	agree	33	53.2	53.2	100.0
	Total	62	100.0	100.0	



FINDINGS

- From the reward elements find that the most of the respondents give the important for 4th choice of Development & career opportunities.
- From the analysis of vacant position find that the most of the respondents prefer to apply for vacant positions through intranet for eg: now a day’s all institutions make internet community group.
- From the analysis find that the most of the respondents agree the promotion, responsibilities, working relationship, department meeting and some of the persons response the undesirable.

- From the analysis find that the most of the respondents thought was YES for attend the seminars, conference, doctorate qualification.
- From the analysis find that the most of the staffs thought YES the better development programming given by institution for developing the own.
- From the analysis find that the most of the staffs agree and strongly agree for the employment opportunities given from the institutions.

IMPLICATIONS

- Minimum number of the staffs give the opinion for 2nd choice there are not satisfied about the pension plan, if the institution consider these benefit attention in future automatically they will be satisfied the job .
- The responsible person shall arrange the reward for talented employees and give the work life balance because its traditionally important thing then only they will give their talent in parallel way like personal and official.
- I prefer 50 – 50 option of internet and newspaper. Newspaper is good thing to improve our brainstorm because we will get some ideas comparing the page news.
- All talented staffs thought to be rewarded purely on the performance as an academic so the management will track the performance day to day.
- The management have been giving the opportunities to all, but the management should be analysing how much of percent that effective manner.
- If the institution is financially unstable mean they must give the important for filling the right person because there is no talented employee in the management position in that institution. So they will fill the right person to that position for increase the organisation level.

CONCLUSION

From the above analysis find out the Mesmerize and Retain level with respect the various methods of reward and find out the path way of talented staffs in inside and outside.

“Talented humans are critical to our endured success, and we always invest in our associates, giving them the tools and training to succeed”.

From the above the talent management is vital role in all places.

Suggestion and recommendations are also included in the project. It is concluded that this project will be very much helpful to the management for better way to mesmerize and retain the talented people.

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