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ISSN-2319-8478 Vol-15 Issue-2, April 2026

Manuscript Information	Reviewed 10-04-2026	Accepted 14-04-2026	Published 20-04-2026	Paper No. VBRP-04
DOI	https://doi.org/10.5281/zenodo.19709421			

A Study on Emerging Trends and Challenges in Talent Acquisition and Retention in IT Sector

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Abstract: The Information Technology (IT) sector is witnessing rapid transformations driven by emerging trends and technological advancements, posing both opportunities and challenges for talent acquisition and retention strategies. This study delves into the dynamic landscape of talent management within the IT industry, aiming to identify key trends and challenges shaping the recruitment and retention processes. By employing a comprehensive literature review and qualitative analysis, this research sheds light on the evolving nature of talent acquisition practices, encompassing the adoption of artificial intelligence (AI), automation, and data analytics in recruitment processes. Moreover, it explores the increasing importance of employer branding, employee experience, and diversity initiatives in attracting and retaining top talent. Furthermore, this study investigates the impact of remote work arrangements and the gig economy on talent management strategies within the IT sector. Additionally, it examines the challenges associated with skill shortages, talent mismatches, and the war for talent, emphasizing the need for innovative approaches to talent acquisition and retention. The findings underscore the imperative for organizations to adapt to these trends and overcome associated challenges to effectively attract, develop, and retain skilled IT professionals in an

ever-evolving digital landscape. This study contributes to the existing body of knowledge by offering insights into emerging trends and challenges in talent acquisition and retention specific to the IT sector, thereby informing practitioners and policymakers in devising strategic interventions to address the evolving needs of the workforce in the digital age.

Introduction

The IT sector is rapidly evolving due to technological advancements, globalization, and changing workforce expectations. Organizations must continuously adapt their talent acquisition and retention strategies to remain competitive.

Key Emerging Trends

- **Remote Work & Flexibility:** Expands global talent access but challenges communication and culture.
- **Skill Shortages:** High demand for AI, cybersecurity, and data science skills creates intense competition.
- **Diversity, Equity & Inclusion (DEI):** Essential for innovation, performance, and employer reputation.
- **Employee Experience & Well-being:** Focus on work-life balance, mental health, and engagement.

- **Flexible Benefits:** Personalized benefits improve satisfaction and retention.
- **Employer Branding:** Strong brand attracts and retains top talent.
- **AI & Data-Driven Recruitment:** Enhances hiring efficiency and decision-making through analytics.
- **Candidate Experience:** Smooth, transparent hiring processes improve talent attraction.

Major Challenges

- **High Employee Turnover:** Especially among younger professionals seeking growth.
- **Global Competition:** Organizations must offer competitive pay and culture.
- **Skill Mismatch:** Gap between required and available skills persists.
- **Employee Burnout:** Increased due to remote and always-on work culture.
- **High Costs:** Recruitment and retention can be expensive.

Talent Acquisition vs Retention

- **Talent Acquisition:** Focuses on hiring new employees (short-term, external).
- **Retention Strategies:** Focus on keeping and developing existing employees (long-term, internal).

Importance of Talent Development & Management

- Enhances employee skills, productivity, and innovation.
- Improves retention and engagement.
- Builds leadership pipeline and ensures succession planning.
- Helps organizations stay competitive and future-ready.

Key Strategies for Organizations

- Invest in **learning & development** and reskilling.

- Promote **inclusive and supportive work culture**.
- Use **AI and analytics** for smarter hiring decisions.
- Strengthen **employee engagement and wellness programs**.
- Build a strong **employer value proposition (EVP)**.
- Focus on **long-term workforce planning**.

Objective of the study

1. To analyze emerging trends in talent acquisition and retention within the IT sector.
2. To identify the key challenges faced by organizations in attracting and retaining IT professionals.
3. To evaluate employee satisfaction and its impact on retention levels in IT firms.
4. To assess the effectiveness of current talent management practices and suggest areas for improvement.

Rational of the Study

The IT sector is highly dynamic and competitive, where attracting and retaining skilled employees is essential for organizational success. Rapid technological advancements, changing workforce expectations, and increasing global competition have made traditional talent management practices less effective. Therefore, this study is important to understand the emerging trends and challenges in talent acquisition and retention. It will help identify employee expectations, key influencing factors, and effective strategies used by organizations. The findings will assist IT companies in improving their practices to attract, engage, and retain talent, ensuring long-term growth and competitiveness.

Review of literature

Mazlan M et.al (2023) Challenges of Talent Retention: A Review of Literature This study identifies that number of obstacles that organizations

must overcome in order to keep outstanding workers, including employee career advancement, workplace wellbeing, industry competition, globalization, and the changing nature of the labour market. Companies must have a competitive edge if they hope to stay relevant in the marketplace. Retaining talented personnel can help achieve this. Thus, it is advised that future research concentrate on figuring out tactics for keeping talented workers on staff. This is important because, with the correct retention tactics in place, organizations may boost staff retention rates while also improving overall performance.

Mukhil V et.al (2023)A Study on Challenges in Talent Acquisition with Special Reference to Employees of Hire You Consultancy Services According to the study developing and acquiring talent is a difficult process that needs meticulous planning, strategy formulation, and execution. To effectively attract and retain top people, companies must have a thorough understanding of the market, industry trends, and the particular needs of their firm. Organizations may encounter a number of difficulties during the talent acquisition process, including competition for talent, a lack of skilled workers, and shifting labour demographics. Organizations can use a range of strategies to address these issues, such as putting creative recruitment practices into practice, utilizing technology and data, and placing a high priority on diversity and inclusion.

Abraham M et.al (2023)Reframing talent acquisition, retention practices for organisational commitment in Malaysian SMEs: A managerial perspective Based on the research study workers get deeply psychologically connected to an organization and embrace its values, culture, rituals, and practices when they commit to it, especially small and medium-sized enterprises (SMEs).By promoting distinct work models that are

strengthened by empowerment and autonomy, small and medium-sized enterprises (SMEs) can effectively rethink talent acquisition and retention practises, thereby inspiring and sustaining commitment. Strong retention and commitment may be inspired by an environment that fosters belongingness, flexible work schedules, and great relationships between owner-managers and employees. This suggests that the primary motivator is not solely dependent on extrinsic factors.

Gondane N (2022)A study on Retention Strategies of employees in hotel management 2018-19 to 2020-21 This study Explore that An increase in employee retention might help hotel managers maintain the business, which would lead to economic growth for the surrounding area. Hotel managers will pay more corporate taxes as a result of increased employee retention, which the federal, state, and local governments might utilize to fund social services for the community's residents. Additionally, increasing employee retention might assist hotel management in maintaining their businesses and continuing to offer locals employment possibilities.

Savarimuthu A et.al (2022)Emerging trends in talent management the study revealed that talent management concepts that are implemented in 2019 and beyond will improve employee wellbeing and morale. With the help of software like Sprig HR, the talent management process may be streamlined to develop workers quickly and affordably. We must constantly keep in mind to view issues through the prism of a human experience because HR is still a people-centered concern. A contented and effective team can be retained with the aid of effective talent management strategies. Employees should receive the utmost support in setting and achieving new benchmarks, as

well as continual assistance in accomplishing their objectives.

Krishnamoorthy N et.al (2022) An Empirical Study of Employee Retention in the Information Technology Sector in Bangalore City The study uncovered that after asking employees to share risks, they also had to share rewards. The majority of employees at all levels desire to have a better quality of work life as a result of rising expectations among workers at all levels. Companies must keep their human resources in order to meet the Indian IT sector's development predictions. In this regard, employee retention has evolved into a strategic priority and a pressing need for organizations in the present. Therefore, disregarding the issue of a rising attrition rate might have disastrous effects on the company.

Goyal P et.al (2022) A Study on Emerging Trends in Recruitment and Selection Practices Adopted in Information Technology Industry with Reference to Select IT Companies in Hyderabad The study indicate that the hiring and selection leads to the conclusion that any company's ability to expand and succeed depends on how well its workers work, which makes it crucial for businesses to select experienced and competent applicants. A lot of attention must be taken when hiring new employees for any firm because the recruitment and selection process calls for meticulous planning. Organizations have developed a variety of creative strategies for hiring and staffing that allow them to adapt to fluctuations in the manpower forecast. These days, one of the main practices in human resource management is recruitment, as it has become increasingly challenging to identify and retain talented individuals within a business. In Hyderabad's IT industry, job portals and on-campus hiring are the most popular methods of finding new employees. The

best source of recruits for the industry is campus recruitment, which can produce a large number of excellent candidates.

Vispute S et.al (2022) To Study the Recruitment and Retention Issues in the IT The Study Explore that Going abroad has no value because of high attrition. It results in knowledge loss, training costs, getting sucked into the insatiable cycle of hiring, and projects falling behind schedule for firms. For IT companies, employee recruitment and retention are major concerns. Therefore, foster an environment in which staff members participate in the creation of rewards schemes. Even though businesses claim to be aware of all these offshore staff retention tactics, very few really use it in their captive workplaces or keep track of whether their outside contractors are. It takes time to establish a career growth program, create a comprehensive hiring procedure, and carry out an official employee satisfaction survey. However, there is "no pain, no gain" in this circumstance. As their finest workers depart to work for the competition, businesses are seeing the value of these initiatives.

Duvvur A (2021) Recent Trends and Challenges in Human Resource Management This study examines the numerous issues and most current developments that have arisen in the HR division throughout the previous few years. HR managers now have a completely new and important responsibility to perform in addition to the recruitment and selection, training, and retention of staff members. A manager of human resources is also expected to handle issues related to employee incentives, welfare, benefits, compensation, and violations. Technology and globalization both altered the functionality and methodology of human resource management (HRM). The HR department had to change with the times due to the

impact of globalization and technology, which expanded the scope of HRM. Technology has also had a positive impact and changed the HR department. The HR department has seen a dramatic shift as a result of technology, including the possibility of working from home, international recruitment, flexible scheduling, outsourcing, and long-distance working models. The shift in perspective might be ascribed to globalization, which presented objectives for the HR division to fulfil.

Bose R et.al (2021)A study on the application of HR analytics on talent acquisition, compensation & benefits and employee turnover in the Indian it industry the research examinethat how using data analytics in the hr department is not a novel idea. Even after years of use, processing analytics through an organization's hr department still takes a certain amount of commitment, ability, and drive. According to our research, there is a strong and substantial correlation between hr and the hr duties of employee turnover, compensation and benefits, and training. Employees who possess an analytics mentality, analytics training, and access to human resource data, appropriate technology, and a readiness to change in a fast-paced environment are some of the elements influencing this relationship. According to this study, implementing hr analytics in businesses establishes the framework for such businesses to expand their analytics talents to obtain a competitive edge and be proactive in a changing company environment.

Hongal P et.al (2020)A Study on Talent Management and its Impact on Organization Performance- an Empirical Review The study indicates that in today's talent-starved economy, finding, evaluating, developing, and keeping brilliant people is one of the biggest problems facing businesses. The entire process of organizing, hiring,

training, supervising, and rewarding staff members across the board is known as talent management. The one thing that sets each firm apart from the rest is its human capital. It gives businesses a competitive edge and supports long-term, steady growth. Businesses all throughout the world are likewise struggling with the lack of talent. Many positions lack suitable workers with the necessary skill sets. Recruiting and keeping qualified employees in a corporate setting is the biggest problem facing HR managers today. As such, managing talent is a challenging and important responsibility for managers. Employer branding in relation to workers.

Jothi D et.al (2019)Talent Management: A Strategy for Employee engagement this study demonstrated that activities for employee engagement and talent management can overlap and are frequently closely related. Effective talent management strategies and policies do, in fact, demonstrate to employees that a business cares about them, which leads to more employee engagement and lower turnover. Employees who are engaged produce high-quality work because they want to, not because they have to or are forced to, and they can clearly see how their efforts contribute to the organization's goals and outcomes.

Gorde S (2019)A Study of Employee Retention This study identified a number of areas, including the workplace, workplace culture, salary negotiations, compensation management, rewards and recognition, leadership, and relationships between employees and management, where employee retention methods are put into practice. Therefore, by providing various welfare measures and executing retention tactics, the firm can impart certain habits that encourage employee performance and keep them in the organization.

Sudhir B et.al (2019)A Study on Employee Retention Strategies and Factors with Special Reference to IT Industry The study found that employee reward programs, flexible working hours, staff training, performance-based bonuses, employee entertainment, and career development programs all have a favourable impact on both employee performance and retention. According to the study, the most important factors for employees to stay in a company are pay, flexibility in the workday, and work-life balance, while the most important factors for employees to leave a company are a lack of benefits and low pay, discrimination and favouritism, lack of emphasis on professional development, and lack of compensation.

Susheel G (2019)A study on Employee Attraction and Retention Strategies at Info soft HR Services This study showed that management is only meant to identify people, regardless of the setting in which they can act appropriately, to recognize problems and the need for their resolution, to recognize factors and contribute to sometimes unfavourable paths and behaviours. Occasionally eliminates or lessens their impact on issues. Despite being slow, the finishing procedure is necessary to provide the best marks possible when done correctly. The most valuable resource for a corporation is its workforce. Employees who are unable to utilize their full ability at work are more prone to give up out of stress and frustration.

Research methodology

Tools for data collection

A self designed questionnaire is used to obtain primary data. For this research article, a number of other research papers, journals, publications, websites, and books have also been referenced. Primary Data collection is done through a Self-designed questionnaire. Various Research Papers, Journals and Publications, websites and

Books have also been referred for this research paper.

Data collection begins after a research problem has been defined and research Design is framed.

- Data source: - Primary source.
- Research approach: - Survey method.
- Research instrument: - Questionnaire method.
- Respondents: -150 Employees of IT sector.

Questionnaire schedule

- Questionnaire are framed in such a way that the answer reflect the ideas and thoughts of the respondents.
- The data for this study was collected by distributing a Questionnaire through Google Form the Questionnaire was framed in such a way that it had three parts.
- The first part had questions related to personal information to know the demography of the respondent.
- The second part of the questionnaire had 5 likert scale questions (Strongly Agree to Strongly Disagree), the questionnaire had total 6 questions of Retention Strategies. Questions were framed in such a way that the answers reflect the ideas and thoughts of the respondents.
- The third part of the questionnaire had 5 likert scale questions (Strongly Agree to Strongly Disagree), the questionnaire had total 5 questions of Talent Acquisition. Questions were framed in such a way that the answers reflect the ideas and thoughts of the respondents.

Data analysis & interpretation

The collected data is analysed through suitable statistical tools after data

collection. After data collection, the collected data is examined using appropriate statistical tools. Data will be analysed with the help of Analytical tools such as T-test, ANOVA

Single Factor and Percentage Analysis with a help of Pie Chart

4.1 Data Analysis

S.No	Research Hypothesis	Analysis	Summarize (Accepted/Rejected)	Verification Outcome (Support: 1/Falsified: 0)
1	H ₀₁ – There is a significant difference between male and female employees regarding the effectiveness of retention strategies in the IT Sector.	T-test	Not Rejected	1
2	H ₀₂ – There is a significant difference in talent acquisition between males and females in the IT Sector.	T-test	Not Rejected	1
3	H ₀₃ – There is a significant difference in retention rates between IT employees who engage in remote work and those who do not.	T-test	Not Rejected	1
4	H ₀₄ – There is a significant difference in talent acquisition outcomes in the IT industry between organizations that allow remote work (yes) and those that do not (no).	T-test	Not Rejected	1
5	H ₀₅ – There is a significant difference in the effectiveness of age retention strategies among employees in the IT sector.	ANOVA (one way)	Not Rejected	1
6	H ₀₆ – There is a significant difference in talent acquisition scores across different age groups within the IT industry.	ANOVA (one way)	Not Rejected	1
7	H ₀₇ – There is a significant difference in income retention strategies within the IT sector.	ANOVA (one way)	Not Rejected	1
8	H ₀₈ – There is a significant difference in income among individuals involved in talent acquisition within the IT sector.	ANOVA (one way)	Not Rejected	1

Null Hypothesis 1

H₀₁ – There is a significant difference between male and female employees regarding the effectiveness of retention strategies in the IT Sector.

Retention Strategies		
t-Test: Two-Sample Assuming Unequal Variances		
<i>Gender</i>	<i>Female</i>	<i>Male</i>
	3.36041667	3.44761905
Variance	0.5354738	0.60108121
Observations	80	70
Hypothesized Mean Difference	0	
Df	143	
t Stat	0.70544384	
P(T<=t) one-tail	0.24084081	
t Critical one-tail	1.65557914	
P(T<=t) two-tail	0.48168162	
t Critical two-tail	1.9766922	

H₀₁ Table Value at 5% with degree of freedom – 143, t Stat – 0.70544384 > t Critical – 1.65557914.

H₀₁ – Accepted, it suggests that there is a statistically significant difference between male and female employees in terms of how effective retention strategies are perceived within the IT sector. This could imply that gender plays a role in the effectiveness of retention strategies, and further analysis or investigation may be needed to understand the specific factors contributing to this difference.

Null Hypothesis 2

H₀₂ – There is a significant difference in talent acquisition between males and females in the IT Sector.

Talent Acquisition		
t-Test: Two-Sample Assuming Unequal Variances		
<i>Gender</i>	<i>Female</i>	<i>Male</i>
Mean	4.0025	3.94
Variance	0.626322785	0.57315942
Observations	80	70
Hypothesized Mean Difference	0	
Df	147	
t Stat	0.493843191	
P(T<=t) one-tail	0.311077004	
t Critical one-tail	1.655285437	
P(T<=t) two-tail	0.622154009	
t Critical two-tail	1.976233309	

H₀₂ Table Value at 5% with degree of freedom – 147, t Stat – 0.493843191 > t Critical – 1.655285437.

H₀₂ – Accepted, it suggests that there are discernible variations in how men and women are recruited, hired, or retained within IT roles. Further analysis would be needed to understand the specific nature and implications of this difference, including potential factors influencing it and its impact on diversity, equity, and inclusion within the industry.

Null Hypothesis 3

H₀₃ – There is a significant difference in retention rates between IT employees who engage in remote work and those who do not.

t-Test: Two-Sample Assuming Unequal Variances		
Retention Strategies		
Remote Work	YES	NO
Mean	3.4055556	3.3981481
Variance	0.6801946	0.4935671
Observations	60	90
Hypothesized Mean Difference	0	
Df	112	
t Stat	0.0571143	
P(T<=t) one-tail	0.477278	
t Critical one-tail	1.6585726	
P(T<=t) two-tail	0.9545559	
t Critical two-tail	1.9813718	

H₀₃ Table Value at 5% with degree of freedom – 112, t Stat – 0.0571143 > t Critical – 1.6585726.

H₀₃ – Accepted, This suggests that remote work has an impact on retention within the IT sector, either positively or negatively, depending on the specific findings of the study. Further analysis would be needed to determine the direction and magnitude of this difference and to explore potential contributing factors.

Null Hypothesis 4

H₀₄ – There is a significant difference in talent acquisition outcomes in the IT industry between organizations that allow remote work (yes) and those that do not (no).

t-Test: Two-Sample Assuming Unequal Variances		
Talent Acquisition		
Remote Work	YES	NO
Mean	3.96333333	3.98
Variance	0.63388701	0.58161798
Observations	60	90
Hypothesized Mean Difference	0	
Df	123	

t Stat	0.12772534	
P(T<=t) one-tail	0.44928746	
t Critical one-tail	1.6573364	
P(T<=t) two-tail	0.89857492	
t Critical two-tail	1.97943869	

H₀₄ Table Value at 5% with degree of freedom – 123, t Stat – 0.12772534 > t Critical – 1.6573364.

H₀₄ –Accepted, it suggests that remote work policies have a measurable impact on talent acquisition in the IT sector. This could imply that organizations allowing remote work may have a competitive advantage in attracting and retaining top talent compared to those that do not embrace remote work options.

Null Hypothesis 5

H₀₅ – There is a significant difference in the effectiveness of age retention strategies among employees in the IT sector.

Anova: Single Factor

SUMMARY

<i>Groups</i>	<i>Count</i>	<i>Sum</i>	<i>Average</i>	<i>Variance</i>
20 to 30 years	48	156	3.25	0.65721
Above 30 to 40 year	74	254	3.432432	0.412419
Above 40 to 50 years	21	74	3.52381	0.725794
Above 50	7	26.16667	3.738095	1.044974

ANOVA

<i>Source of Variation</i>	<i>SS</i>	<i>Df</i>	<i>MS</i>	<i>F</i>	<i>P-value</i>	<i>F crit</i>
Between Groups	2.279716	3	0.759905	1.356622	0.258473	2.666574
Within Groups	81.78121	146	0.560145			
Total	84.06093	149				

H₀₅ = X 20 to 30 years = X Above 30 to 40 years = X Above 40 to 50 years = X Above 50

H₀₅ is accepted as F = 1.356622, P = 0.258473 > 0.05

This suggests that there is indeed a significant difference in the effectiveness of age retention strategies among employees in the IT sector. This implies that certain strategies tailored to different age groups may have varying degrees of effectiveness in retaining employees within the IT sector. Further analysis would be needed to identify which specific strategies are more effective for different age cohorts within this sector.

Null Hypothesis 6

H₀₆ – There is a significant difference in talent acquisition scores across different age groups within the IT industry.

Anova: Single Factor

SUMMARY

<i>Groups</i>	<i>Count</i>	<i>Sum</i>	<i>Average</i>	<i>Variance</i>
20 to 30 years	48	189.6	3.95	0.843404
Above 30 to 40 year	74	296.8	4.010811	0.525909
Above 40 to 50 years	21	83.2	3.961905	0.386476
Above 50	7	26.4	3.771429	0.499048

ANOVA

<i>Source of Variation</i>	<i>SS</i>	<i>Df</i>	<i>MS</i>	<i>F</i>	<i>P-value</i>	<i>F crit</i>
Between Groups	0.418172	3	0.139391	0.229294	0.87588	2.666574
Within Groups	88.75516	146	0.607912			
Total	89.17333	149				

$H_{06} = X_{20 \text{ to } 30 \text{ years}} = X_{\text{Above } 30 \text{ to } 40 \text{ years}} = X_{\text{Above } 40 \text{ to } 50 \text{ years}} = X_{\text{Above } 50}$

H_{06} is accepted as $F = 0.229294$, $P = 0.87588 > 0.05$

This suggests that age plays a notable role in talent acquisition within the IT sector, potentially indicating varying levels of experience, skills, or preferences among different age cohorts. Further analysis may be needed to understand the specific implications and factors contributing to these differences.

Null Hypothesis 7

H_{07} – There is a significant difference in income retention strategies within the IT sector.

Anova: Single Factor

SUMMARY

<i>Groups</i>	<i>Count</i>	<i>Sum</i>	<i>Average</i>	<i>Variance</i>
Up to 25,000	30	95.33333	3.177778	0.771903
Above 25,000 to 50,000	49	167.6667	3.421769	0.488544
Above 50,000 to 1,00,000	44	151	3.431818	0.44744
Above 1,00,000	27	96.16667	3.561728	0.643479

ANOVA

<i>Source of Variation</i>	<i>SS</i>	<i>Df</i>	<i>MS</i>	<i>F</i>	<i>P-value</i>	<i>F crit</i>
Between Groups	2.255276	3	0.751759	1.341677	0.263189	2.666574
Within Groups	81.80565	146	0.560313			
Total	84.06093	149				

$H_{07} = X_{\text{Up to } 25,000} = X_{\text{Above } 25,000 \text{ to } 50,000} = X_{\text{Above } 50,000 \text{ to } 1,00,000} = X_{\text{Above } 1,00,000}$

H_{07} is accepted as $F = 1.341677$, $P = 0.263189 > 0.05$

This suggests that different organizations within the industry employ distinct approaches or tactics to retain their employees based on their income levels. Further analysis would be needed to explore the specific strategies employed and their effectiveness in retaining talent within the sector.

Null Hypothesis 8

H₀₈ – There is a significant difference in income among individuals involved in talent acquisition within the IT sector.

Anova: Single Factor

SUMMARY

Groups	Count	Sum	Average	Variance
Up to 25,000	30	121.8	4.06	1.101103
Above 25,000 to 50,000	49	195.2	3.983673	0.536395
Above 50,000 to 1,00,000	44	177.6	4.036364	0.512135
Above 1,00,000	27	101.4	3.755556	0.299487

ANOVA

Source of Variation	SS	Df	MS	F	P-value	F crit
Between Groups	1.68591	3	0.56197	0.93782	0.42412	2.66657
Within Groups	87.48742	146	0.599229			
Total	89.17333	149				

H₀₈ = X Up to 25,000 = X Above 25,000 to 50,000 = X Above 50,000 to 1,00,000 = X Above 1,00,000

H₀₈ is accepted as F = 0.937822, P = 0.424126 > 0.05

This suggests that there is indeed a notable variance in income levels among individuals engaged in talent acquisition within the IT sector. This could imply that factors such as experience, skills, Industry demand, or specific job roles within talent acquisition play a significant role in determining income levels within this profession further analysis would be needed to explore the specific factors contributing to these income differences.

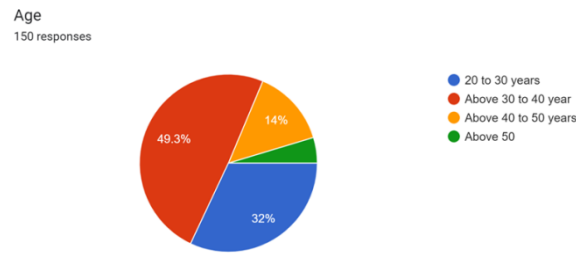
Percentage Analysis

Personnel Details

1. Age

Age	Percentage
20 to 30 Years	32%
Above 30 to 40 Years	49.3%
Above 40 to 50 Years	14%
Above 50 Years	4.7%
Total	100%

Pie – Chart

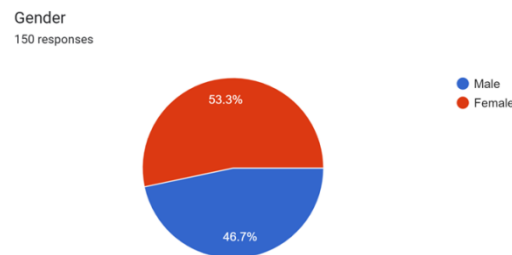


Interpretation – Out of 150 Respondents, 20 to 30 years age respondents are 32%, Respondents in age of above 20 to 40 years are 49.3%, Respondents in age of above 40 to 50 years are 14%, and rest 4.7% are Above 50 Years Age. That means most of the Respondents are of age above 30 to 40 years.

2. Gender

Gender	Percentage
Male	46.7%
Female	53.3%
Total	100%

Pie – Chart

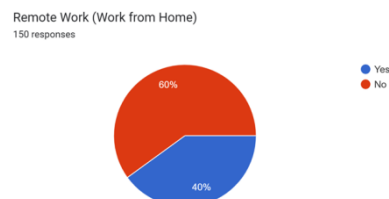


Interpretation – Out of 150 Respondents, 46.7% are males and 53.3% are females. This means that there is more participations of female Respondents in the IT sector which is giving more opportunity to females and data is in the ratio 46:53.

3. Remote Work

Remote Work	Percentage
Yes	40%
No	60%
Total	100%

Pie – Chart



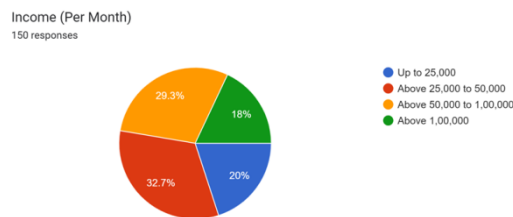
Interpretation – Out of 150 Respondents, 40% of Respondents are doing remote work (work from home) and 60% of Respondents are not doing remote work. This means that remote

work has less participation and people work in office mode and remote work (Hybrid Work) also and the data is in the ratio of 40:60.

4. Income

Income	Percentage
Up to 25,000	20%
Above 25,000 to 50,000	32.7%
Above 50,000 to 1,00,000	29.3%
Above 1,00,000	18%
Total	100%

Pie – Chart

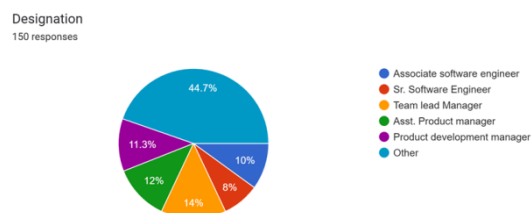


Interpretation – The data indicate Out of 150 Respondents majority of them have the income level at Above 25,000 to 50,000 which show that many of the Respondent has the income level in the middle of 25,000 to 50,000 group.

5. Designation

Designation	Percentage
Associate Software Engineer	10%
Sr. Software Engineer	8%
Team Lead Manager	14%
Asst. Product Manager	12%
Product Development Manager	11.3%
Other	44.7%
Total	100%

Pie – Chart



Interpretation – The data indicate Out of 150 Respondents majority of the Respondents has a diversification of Designation (Other) with 44.7% as IT sector has different types of designation in the different level of post in the sector.

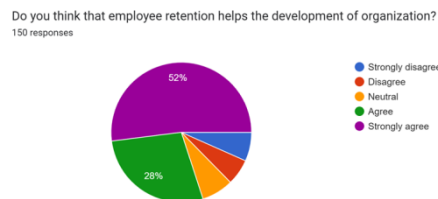
Retention Strategies

1. Do you think that employee retention helps the development of organization?

Do you think that employee retention helps the development of organization?	Percentage

Strongly agree	52%
Agree	28%
Neutral	7.3%
Disagree	6%
Strongly disagree	6.7%
Total	100%

Pie – Chart

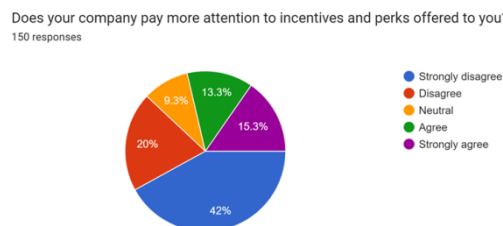


Interpretation – This data indicate that out of 150 Respondents majority of them Strongly agree that employee retention helps in the development of the organization and also help to retain or maintain in the organization.

2. Does your company pay more attention to incentives and perks offered to you?

Does your company pay more attention to incentives and perks offered to you?	Percentage
Strongly agree	15.3%
Agree	13.3%
Neutral	9.3%
Disagree	20%
Strongly disagree	42%
Total	100%

Pie – Chart



Interpretation – This data indicate that out of 150 Respondents majority of them Strongly disagree that company pay more attention to incentives and perks offered to them and this is the one reason that employee switch their jobs.

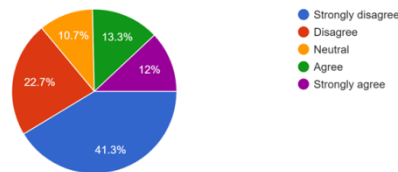
3. Your training program is always linked with your career development/growth?

Your training program is always linked with your career development/growth?	Percentage
Strongly agree	12%
Agree	13.3%
Neutral	10.7%
Disagree	22.7%
Strongly disagree	41.3%

Total	100%
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Pie – Chart

Your training program is always linked with your career development/growth.
150 responses



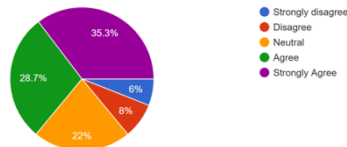
Interpretation – This data indicate that out of 150 Respondents majority of them Strongly disagree that training program is always linked with your career development/growth and this is the one reason that employee switch their jobs.

4. No work environment of the organisation allow you to creative, productive, friendly culture?

No work environment of the organisation allow you to creative, productive, friendly culture?	Percentage
Strongly agree	35.3%
Agree	28.7%
Neutral	22%
Disagree	8%
Strongly disagree	6%
Total	100%

Pie – Chart

No work environment of the organisation allow you to creative, productive, friendly culture?
150 responses



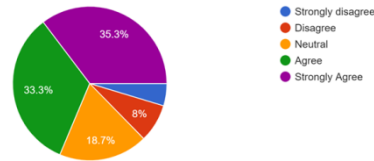
Interpretation – This data indicate that out of 150 Respondents majority of them Strongly agree that work environment of the organisation allow you to creative, productive, friendly culture as working environment play more important role retaining the employee.

5. Do you think company rules and regulation Consider equal opportunity, workplace health and safety, Vacation and time - off, etc.

Do you think company rules and regulation Consider equal opportunity, workplace health and safety, Vacation and time - off, etc.	Percentage
Strongly agree	35.3%
Agree	33.3%
Neutral	18.7%
Disagree	8%
Strongly disagree	4.7%
Total	100%

Pie – Chart

Do you think company rules and regulation Consider equal opportunity, workplace health and safety, Vacation and time - off, etc.
150 responses



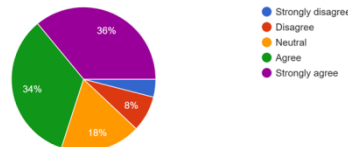
Interpretation – This data indicate that out of 150 Respondents majority of them Strongly agree that company rules and regulation Consider equal opportunity, workplace health and safety, Vacation and time - off, etc. because additional incentives make employee satisfied and to keep them retain.

6. A Good professional relationship with your superior, leader and admin helps to understand and implement plan and easy work flow?

A Good professional relationship with your superior, leader and admin helps to understand and implement plan and easy work flow?	Percentage
Strongly agree	36%
Agree	34%
Neutral	18%
Disagree	8%
Strongly disagree	4%
Total	100%

Pie – Chart

A Good professional relationship with your superior ,leader and admin helps to understand and implement plan and easy work flow?
150 responses



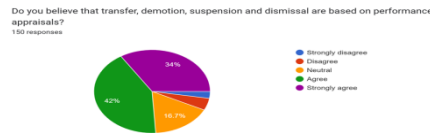
Interpretation – This data indicate that out of 150 Respondents majority of them Strongly agree that A Good professional relationship with their superior, leader and admin helps to understand and implement plan and execute easy work flow and this create the healthy and good working cultural.

Talent Acquisition

1. Do you believe that transfer, demotion, suspension and dismissal are based on performance appraisals?

Do you believe that transfer, demotion, suspension and dismissal are based on performance appraisals?	Percentage
Strongly agree	34%
Agree	42%
Neutral	16.7%
Disagree	4.7%
Strongly disagree	2.7%
Total	100%

Pie – Chart

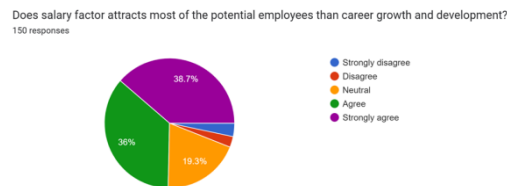


Interpretation – This data indicate that out of 150 Respondents majority of them Agree that they believe that transfer, demotion, suspension and dismissal are based on performance appraisals which help to acquire the talent or maintain the in the organisation.

2. Does salary factor attracts most of the potential employees than career growth and development?

Does salary factor attracts most of the potential employees than career growth and development?	Percentage
Strongly agree	38.7%
Agree	36%
Neutral	19.3%
Disagree	2.7%
Strongly disagree	3.3%
Total	100%

Pie – Chart



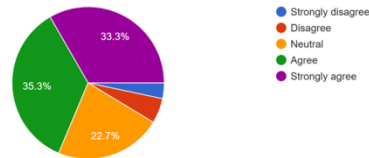
Interpretation – This data indicate that out of 150 Respondents majority of them Strongly agree that salary factor attracts most of the potential employees than career growth and development because they believe that salary factor play more important role in their career growth and development.

3. Do you believe that cash incentives have more of the contribution in employee retention activity?

Do you believe that cash incentives have more of the contribution in employee retention activity?	Percentage
Strongly agree	33.3%
Agree	35.3%
Neutral	22.7%
Disagree	5.8%
Strongly disagree	3.3%
Total	100%

Pie – Chart

Do you believe that cash incentives have more of the contribution in employee retention activity?
150 responses



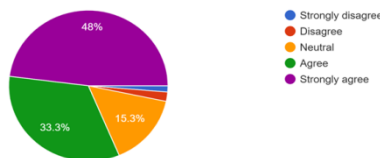
Interpretation – This data indicate that out of 150 Respondents majority of them Agree that cash incentives have more of the contribution in employee retention activity because they believe that factor cash incentives play more contribution in their career development.

4. Do you think that the implementation of three R’s (Recognition, Reward, and Respect) will increase employee retention?

Do you think that the implementation of three R’s (Recognition, Reward, and Respect) will increase employee retention?	Percentage
Strongly agree	48%
Agree	33.3%
Neutral	15.3%
Disagree	2%
Strongly disagree	1.3%
Total	100%

Pie – Chart

Do you think that the implementation of three R’s (Recognition, Reward, Respect) will increase employee retention?
150 responses



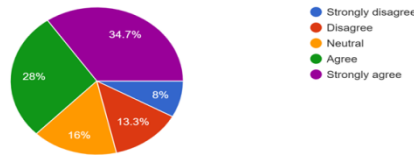
Interpretation – This data indicate that out of 150 Respondents majority of them Strongly agree think that the implementation of three R’s (Recognition, Reward, and Respect) will increase employee retention in the organization which help in retain and acquire the talent.

5. Does your company provide design competitive and benefit Packages and offer flexible work schedules?

Does your company provide design competitive and benefit Packages and offer flexible work schedules?	Percentage
Strongly agree	34.7%
Agree	28%
Neutral	16%
Disagree	13.3%
Strongly disagree	8%
Total	100%

Pie – Chart

Does your company provide design competitive and benefit Packages and offer flexible work schedules ?
150 responses



Interpretation – This data indicate that out of 150 Respondents majority of them Strongly agree that the company provide design competitive and benefit Packages and offer flexible work schedules which is the need of employee in IT sector. As in IT Sector Company pay more focuses on the employees to retain talent in the organisation.

Result of the Study

- **Increased Demand for Tech Talent:** The IT sector continues to experience high demand for skilled professionals, driven by digital transformation initiatives across industries.
- **Competition for Talent:** Companies face intense competition for top tech talent, leading to talent acquisition becoming more challenging and expensive.
- **Remote Work Dynamics:** The shift to remote work has expanded the talent pool but also introduced challenges in managing distributed teams and maintaining company culture.
- **Focus on Employer Branding:** Organizations prioritize building a strong employer brand to attract and retain talent, emphasizing company culture, career development opportunities, and work-life balance.
- **Skills Gap Concerns:** Employers struggle to find candidates with the right skills, leading to investments in up skilling and reskilling programs to bridge the skills gap.
- **Retention Strategies:** Retaining IT talent requires a holistic approach, including competitive compensation packages, opportunities for advancement, and creating a supportive work environment.
- **Diversity and Inclusion Initiatives:** Companies recognize the importance of diversity and inclusion in talent acquisition and retention, implementing initiatives to foster a more inclusive workplace.
- **Technology Adoption in Recruitment:** AI-powered tools and data analytics are increasingly utilized in talent acquisition processes to streamline recruitment, improve candidate experience, and enhance decision-making.
- **Agile Talent Management:** Agile methodologies are applied not only in software development but also in talent management practices, enabling organizations to adapt quickly to changing workforce needs.
- **Employee Well-being:** The pandemic has heightened awareness of employee well-being, leading companies to prioritize

mental health support, flexible work arrangements, and initiatives to promote work-life balance.

These points encapsulate some of the significant trends and challenges in talent acquisition and retention within the IT sector.

Suggestions of the study

- **Flexible Work:** Provide remote work and flexible schedules to improve work-life balance.
- **Employee Development:** Invest in continuous learning and career growth opportunities.
- **Competitive Pay & Benefits:** Offer attractive salaries and comprehensive benefits.
- **Diversity & Inclusion:** Build an inclusive workplace that values diversity.
- **Modern Recruitment:** Use social media, referrals, and data-driven hiring methods.
- **Employee Well-being:** Support mental health, wellness, and stress management.
- **Positive Culture:** Encourage open communication, teamwork, and employee recognition.

A people-centric, flexible, and growth-focused approach is key to attracting and retaining top IT talent.

Implementation of the Study

- **Analyze Findings:** Identify key trends, insights, and challenges from the study.
- **Develop Strategies:** Create targeted plans to address talent gaps and retention issues.
- **Improve Recruitment:** Use technology, employer branding, and diverse sourcing methods.
- **Enhance Employee Experience:** Offer growth opportunities, good culture, and work-life balance.

- **Invest in Training:** Focus on upskilling and continuous learning programs.
- **Use Data & Analytics:** Make informed decisions to optimize hiring and retention.
- **Promote Diversity & Inclusion:** Build an inclusive and innovative workplace.
- **Offer Flexibility:** Provide remote work and flexible schedules.
- **Monitor & Adapt:** Regularly evaluate and refine strategies.
- **Encourage Collaboration:** Align HR and management efforts.

Conclusion

The IT sector is undergoing a major transformation in talent acquisition and retention due to rapid technological change, evolving workforce expectations, and global competition.

- **Shift in Hiring Practices:** Traditional recruitment is being replaced by digital platforms, AI, and data-driven approaches, along with the rise of remote work and the gig economy.
- **Talent Shortage & Competition:** There is intense competition for skilled professionals, making employer branding, work-life balance, and career growth key factors in attracting talent.
- **Retention Challenges:** High turnover rates increase costs and disrupt productivity, requiring organizations to focus on employee engagement, development, and inclusive work environments.
- **Impact of COVID-19:** Accelerated digital transformation and remote work adoption, expanding global talent access but requiring better tech infrastructure and collaboration tools.
- **Future Outlook:** Continuous innovation, flexibility, and focus on employee well-being and

development are essential for long-term success.

Organizations that embrace technology, invest in people, and adapt to changing trends will build a strong, resilient workforce and gain a competitive advantage in the evolving IT landscape.

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