

A Study on Factor Influencing Hiring Practices and Its Impact on Retention: A Case Study of a Unique Hire Consulting LLP

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Abstract: In today's dynamic employment landscape, strategic hiring and employee retention are critical to maintaining long-term organizational performance. This study explores the connection between recruitment practices and retention, addressing challenges such as talent shortages, high recruitment costs, and employee turnover. Recruitment has evolved into a strategic function that aligns employees' capabilities with organizational goals and culture. The study employs a descriptive research design with a mixed-method approach, involving 120 participants, including HR professionals, recruiters, and new employees, selected using convenience sampling. Data collection was done via structured surveys, interviews, and focus groups, complemented by insights from internal records, industry reports, and relevant literature. The findings highlight the importance of competency-based hiring, transparent communication, and inclusive recruitment in enhancing employee engagement and retention. Statistical analysis, using tools like ANOVA, chi-square, and regression, revealed a strong correlation between effective recruitment and organizational stability. The study concludes that a adaptive recruitment strategy, combining training, rewards, and a supportive workplace culture, is key to improving retention and ensuring sustainable development.

Keywords: Recruitment practices, Employee retention, Talent acquisition, Workforce engagement, Organizational growth, Hiring strategies, Human resource management, Employee turnover, Employee branding, Employee engagement.

INTRODUCTION

In today's competitive job market, effective hiring and employee retention are essential for long-term organizational success. As companies encounter issues like talent scarcity, high recruitment expenses, and turnover rates, recruitment has transformed into a strategic function that ensures employee skills align with company goals and culture. This study examines the relationship between recruitment methods and employee retention, emphasizing the significance of competency-based hiring, inclusive recruitment, and clear communication.

Using a mixed-method research approach—which incorporates surveys, interviews, and focus groups with HR professionals, recruiters, and employees—the study aims to gather insights into impactful recruitment strategies. The results are intended to demonstrate how strategic hiring affects workforce engagement and organizational stability. Ultimately, the research indicates that a flexible recruitment strategy backed by training, incentives, and a positive workplace culture is vital for maintaining employee retention and promoting organizational growth.

2. Theoretical Background and Literature Review

2.1 Strategic Talent Acquisition and Retention

Strategic recruitment connects employee abilities with organizational objectives, helping to decrease turnover and cultivate a dedicated workforce. Retention improves when hiring methods align with employee expectations and development prospects.

2.2 Recruitment Practices and Organizational Fit

Hiring based on the fit between individuals and organizations enhances employee satisfaction and longevity. Competency-based hiring alongside effective communication fosters better alignment. Robust employer branding and strong onboarding practices further contribute to retention.

2.3 Role of HR Analytics in Recruitment and Retention

HR analytics supports data-driven strategies for hiring and retention. This approach tracks sources of recruitment, turnover patterns, and levels of employee engagement. The insights derived help enhance recruitment efficiency and lower attrition.

2.4 Review of Literature

1. Kavaratti & Johnston (2020)

This study emphasizes the challenges in talent management within the public sector, highlighting workforce planning, leadership, and development as critical for retention.

2. Mey, Poisat & Stindt (2021)

Transformational leadership encourages employee dedication, while transactional approaches are less effective in boosting retention.

3. Kavaratti & Johnston (2021)

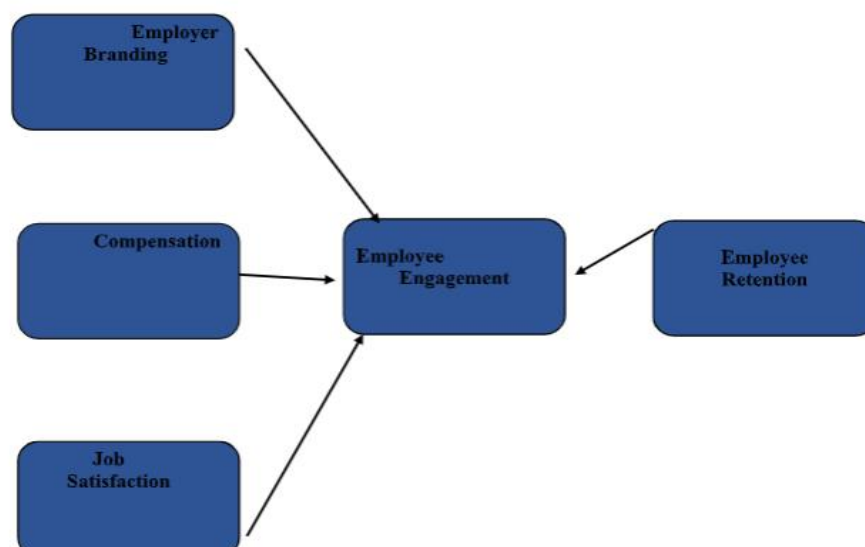
Strong employer branding, an inclusive culture, and opportunities for career advancement contribute to lower turnover and higher employee satisfaction.

4. Mey, Poisat & Stindt (2015)

Ongoing learning opportunities, such as training and development programs, significantly enhance employee loyalty.

2.5 Conceptual Framework

This study suggests a model where compensation, job satisfaction, and employee branding serve as independent variables influencing employee retention. Employee engagement is identified as a mediating variable, reinforcing the impact of these factors on retention. The framework illustrates how strategic hiring elements can promote long-term employee retention.



3. Research Methodology

3.1 Research Design

A descriptive research design is employed to examine recruitment trends, challenges, and their effect on retention. The mixed-method approach integrates quantitative research through structured surveys and qualitative research via interviews and open discussions.

3.2 Sampling

The study utilizes a convenience sampling method targeting HR professionals, recruiters, and employees engaged in recruitment and retention. The participant group consists of 120 individuals, including HR managers, recruiters, and new hires.

3.3 Instruments

A structured questionnaire was created to evaluate key factors influencing employee retention in the EdTech sector. The constructs assessed included: Job Satisfaction (TOTJS), Employee Engagement (TOTEB), Leadership and Communication (TOTC), Employee Experience (TOTEE), and Employee Retention (TOTER). Each aspect was rated using a 5-point Likert scale. The reliability of the tool was confirmed through Cronbach's alpha, with all constructs scoring above 0.7, ensuring internal consistency. Expert validation affirmed the relevance and suitability of the questionnaire content.

4. Data Analysis and Results

- The majority of respondents (66.7%) possess a Master's degree, followed by 25.2% with a Bachelor's degree.
- Most respondents (47.2%) are between the ages of 25 and 35, while 41.5% are under 25.
- The gender distribution is nearly equal, with 50.8% identifying as female and 49.2% as male.
- The largest group of respondents (46.3%) are general employees, closely followed by HR professionals at 25.2%.
- A significant segment (31.7%) of respondents has 1 to 3 years of experience, while 27.6% have less than a year.
- There is a strong positive correlation between employer branding and employee retention ($r = 0.745$, $p < 0.01$).
- Communication also exhibits a strong positive correlation with employee retention ($r = 0.743$, $p < 0.01$).
- Job satisfaction reveals a significant positive correlation with employee retention ($r = 0.637$, $p < 0.01$).
- Employee engagement is positively correlated with employee retention ($r = 0.675$, $p < 0.01$).
- All correlations are significant at the 0.01 level, indicating that enhancements in these factors relate to increased employee retention.
- The regression model is statistically significant ($F = 67.162$, $p < 0.05$), confirming that the independent variables collectively affect employee retention.
- The R Square value is 0.631, indicating that 63.1% of the variation in employee retention can be explained by employer branding, communication, and job satisfaction.
- Employer branding significantly positively influences employee retention ($B = 0.419$, $p = 0.000$).
- Communication also significantly positively impacts employee retention ($B = 0.392$, $p = 0.000$).
- Job satisfaction does not statistically influence employee retention ($p = 0.638$).

5. Suggestions:

- Organizations should focus on enhancing employer branding and communication strategies since both have a significant impact on employee retention, as indicated by correlation and regression analyses.

- Despite being positively correlated, job satisfaction did not show significant impact in the regression model; therefore, efforts should shift toward converting satisfaction into actionable engagement strategies.
- HR teams ought to implement data-driven recruitment methods, employing AI tools and behavioural assessments to ensure candidates fit well within company culture.
- Companies should invest in training, mentorship, and development initiatives to boost employee engagement and loyalty.
- Improving onboarding experiences and ensuring clear communication of job responsibilities during recruitment can help minimize early turnover and foster retention.
- Competitive compensation and benefits must be offered, as literature strongly supports their importance in retaining talent.
- Focus should be on flexible work arrangements, employee wellness, and mental health resources to align with modern workforce expectations and enhance job satisfaction.
- Promoting diversity and inclusion in hiring practices could foster a positive organizational culture and reinforce long-term employee commitment.
- Recruitment consultancies like Unique Hire Consulting LLP need to continue personalizing hiring strategies and offering robust post-hiring support to bolster client satisfaction and retention.

CONCLUSION

This study concludes that effective recruitment practices play a direct and favorable role in enhancing employee retention. Among various factors, employer branding and internal communication emerge as particularly influential in minimizing turnover. The research also indicates that while job satisfaction and employee engagement have strong correlations with retention, only selected factors demonstrate statistically significant influences when evaluated through regression analysis. Organizations that embrace strategic, inclusive, and employee-focused recruitment and retention practices are more likely to retain talent and secure long-term success. Unique Hire Consulting LLP exemplifies how personalized, technology-enabled, and human-centered hiring strategies can effectively enhance retention in a highly competitive talent landscape.

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