



A STUDY ON THE ROLE OF ARTIFICIAL INTELLIGENCE IN TALENT ACQUISITION IN SELECTED IT COMPANIES, HYDERABAD

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Abstract: The application of Artificial Intelligence (AI) in human resource activities has dramatically altered the hiring process in industries. This research examines the use of AI in contemporary recruitment strategies, noting how AI-based tools and technologies are utilized to increase the efficiency, accuracy, and effectiveness of employee hire decisions. The investigation examines multiple uses of AI, including resume screening, chatbots for candidate interaction, predictive analytics in employee hiring decisions, and reducing bias in hiring. By way of a synthesis of secondary data analysis and review of case studies, the research assesses the advantages and disadvantages of AI implementation in talent recruitment. The research finds that AI can optimize the hiring processes, save time-to-hire, enhance candidate matching, and improve the general candidate experience.

AI is, however, also said to be accompanied by issues of data privacy, algorithmic bias, ethical openness, and the risk of dehumanizing the recruitment process. Methodologically, the study relies on qualitative evidence from recent case studies, reports, and academic literature in order to provide insights into real-world applications and challenges. The research indicates that although AI significantly enhances operational efficiency and accuracy in hiring, it also introduces ethical and technical challenges—like data security, algorithmic fairness, lack of transparency, and the risk of job displacement for HR professionals.

Keywords: HR Technology, Data-Driven Hiring, Digital Recruitment Tools, Intelligent Hiring Systems

I. INTRODUCTION

The application of Artificial Intelligence (AI) in human resource activities has dramatically altered the hiring process in industries. This research examines the use of AI in contemporary recruitment strategies, noting how AI-based tools and technologies are utilized to increase the efficiency, accuracy, and effectiveness of employee hire decisions. The investigation examines multiple uses of AI, including resume screening, chatbots for candidate interaction, predictive analytics in employee hiring decisions, and reducing bias in hiring. By way of a synthesis of secondary data analysis and review of case studies, the research assesses the advantages and disadvantages of AI implementation in talent recruitment. The research finds that AI can optimize the hiring processes, save time-to-hire, enhance candidate matching, and improve the general candidate experience.

AI talent acquisition is the application of intelligent technologies like machine learning algorithms, natural language processing (NLP), robotic process automation (RPA), and predictive analytics to automate and streamline every phase of the hiring process. These include recruiting candidates, screening CVs, scheduling interviews, assessing behavioural traits, and even predicting future performance. Use of AI has not just helped companies decrease the cost and time per hire but also pick high-potential talent that could be missed using traditional means.

In addition, AI-based applications like virtual assistants and chatbots are improving the candidate experience through real-time responses, customized communication, and effortless interaction across the recruitment process. Social media and digital footprint analysis have introduced an intelligence layer that enables recruiters to evaluate the personality, interests, and cultural alignment of candidates with enhanced accuracy. But with the increased use of AI in hiring comes tremendous challenges. Concerns regarding data privacy, transparency, and algorithmic bias pose ethical issues that

companies cannot ignore. Apart from that, the apprehension of AI overtaking human decision-making altogether has given rise to discussions on the position of HR experts in a highly automated environment.

In today's business world, where the need for talented and versatile professionals is in great demand, the talent acquisition process has evolved to become more multifaceted and competitive in nature. Human Resource Management (HRM), previously dependent on traditional employee acquisition processes like newspaper publications, job fairs, and manual screening of resumes, is facing a dramatic shift based on technological developments. One of these developments, Artificial Intelligence (AI), has been the major facilitator that has transformed recruitment by bringing speed, precision, and fact-based information into decision-making.

This research attempts to uncover the complex function of Artificial Intelligence in hiring, providing a deep dive into its benefits, drawbacks, practical uses, and moral implications. Through consideration of successful cases and cautionary tales, the research aspires to present a balanced view of how AI can be effectively leveraged to make smarter, more equitable, and more efficient recruitment processes.

II. REVIEW OF LITERATURE

Dr. Saundarya Rajesh(2018): Artificial Intelligence (AI) is the talk of the town their aspect of life (organizational ecosystems notwithstanding) that AI has not yet pervaded. While AI is leaving its imprint in virtually every activity in an organization, its influence on the Human Resource (HR) function must be analysed critically, particularly so as this is of all verticals in an organization. The identification, recruitment, engagement, retention and growth of talent is certainly the cornerstone of solid economic well-being of organizations.

Vijayalakshmi, P., & Swapna, K. (2019): The study analyzed employee engagement factors, satisfaction levels, and cultural diversity as independent variables, with organizational performance as the dependent variable. Data were collected through structured, validated questionnaires and tested through a pilot study. Statistical tools including percentage analysis, weighted average, and ANOVA were applied using SPSS. Findings at a 95% confidence level confirmed all proposed hypotheses, indicating a significant positive relationship between employee engagement determinants and organizational performance.

R. Anita (2019): Recruitment and Talent acquisition are being disrupted at a very fast pace and challenging the business firms to hire the correct talented people or re-hire the employees on a daily basis. Success of Organisation is solely based upon having right people at right job so that established business strategy can be executed. Thus, the organizations that adopt the talent acquisition strategy that is effective are those that are successful and the companies with poor hires will lead to the decline of profits.

Vijayalakshmi, P., & Swapna, K. (2019): This study examines the determinants and outcomes of employee absenteeism in the logistics sector. A systematic review of literature was conducted to identify key factors influencing absenteeism and its consequences. Primary data were collected through a structured questionnaire from 240 employees working in logistics companies and analyzed using statistical tools. Findings reveal a significant imbalance between research on absenteeism determinants and its outcomes. Employee behavior emerged as a major cause of absenteeism, while turnover, organizational well-being, and productivity loss were identified as primary consequences. Existing studies are largely concentrated in manufacturing, healthcare, public service, banking, and insurance sectors.

Brijesh Sivathanu (2020): Human resource managers are embracing AI technology for carrying out different functions of human resource management, right from manpower planning to employee departure. AI technology is increasingly being used by organizations to improve how they attract and recruit talent. This study explores how businesses are leveraging AI to make their recruitment processes more efficient and effective.

Michael James(2021): The increased dependence on digital technologies in healthcare has increased cyber threats enormously, calling for robust security solutions. Numerous studies pinpoint the key role of Identity Access Management (IAM) and threat intelligence in health care cyber security improvement. IAM solutions play a critical role in controlling user identities and access entitlements, such that only approved staff members can gain access to sensitive patient data.

Pothuraju, V.L., Alekhya, P. (2021): The purpose of this study is to analyse the impact of Glass Ceiling on Women Career Development (WCD) which allows quantitative references of women's beliefs about glass ceilings. A Glass Ceiling factors were consider 15-item version of the WCD was completed by 125 women from all levels of Academia.

Analyses of data from research work yielded a WCD factor model on attitudes to glass ceilings: inequalities, less informed, discrimination, and lead positions. The factors demonstrated good internal consistency. The WCD allows a comparison of positive attitudes towards seeking promotions in work environment at educational institutions and involvement of women in decision making, and providing an opportunity to women for higher positions as Heads, deans, directors and so on. For analyses of women's and men's views toward gender disparity in Educational institution leadership, this new metric may be suggested. It can be useful in defining existing organisational cultures. Due to the scarcity of measures of glass ceiling beliefs, this study makes a major contribution to the literature on women's beliefs about barriers to career advancement

Ramesh Nyathani (2022):Digital change in HR is now essential, changing the way companies support and manage their workforce. Central to this journey of change is the integration of artificial intelligence (AI), especially in recruitment. AI-powered recruitment tools mark a new dawn in talent acquisition and management This paper attempts to decode the complexity of AI's role in HR digital transformation with a particular emphasis on its revolutionary role in changing recruitment procedures.

R.Vedapradha(2023):The study will explore how familiar HR and Talent Acquisition managers are with Artificial Intelligence, while also examining the key factors that influence their acceptance and use of Assisted Intelligence in hiring practices and examining how AI influences Talent Management.

Kiran Parasa SasiC (2024):Artificial Intelligence has significantly contributed to improving recruitment efficiency by automating tasks such as resume screening, candidate sourcing, and interview scheduling. These technologies have transformed recruitment practices from manual efforts to more strategic and data-driven approaches successful talent acquisition entails identifying and attracting the most suitable candidates for an organization.

Mohammad Etemadi(2024):This study seeks to investigate the extent of awareness and knowledge of Artificial Intelligence (AI) among Human Resource (HR) and Talent Acquisition (TA) managers, in particular, the determinants of adoption and utilization of Assisted Intelligence and how it affects Talent Management processes. A multi-stage sampling technique was used to garner responses from 384 respondents, including HR and TA professionals working in IT firms in Bangalore, Mysore, Pune, Chennai, and Hyderabad. Analytical techniques like Simple Percentage Analysis, Correlation Analysis, and Multiple Linear.

Lalitha, K. M., & Shireen. (2025): This study examines employees' working patterns in the hybrid work model, which combines work from office and work from home. It focuses on team building, mental health and wellbeing, productivity, and time management. Data collected from 120 employees through a structured questionnaire was analyzed using percentage, correlation, and regression techniques. The findings show a growing preference for hybrid work due to comfort and flexibility across demographic groups. The study highlights the need for organizations to adopt hybrid workplaces for long-term employee effectiveness

Manoj Varma Lakhamraju (2025):Machine learning and artificial intelligence are transforming the manner in which we conceptualize workforce pay fairness, minimizing employee compensation bias, and assisting organizations to maintain regulatory compliance. Old-fashioned payroll methods rely heavily on outdated information and manual operations.

Santoshi Shetty & Panthulu Bharath Kumar (2025): This study examines how negative behaviours at work, like bullying and theft, impact employee performance. By reviewing previous research and conducting surveys, we found that such behaviours significantly lower job satisfaction, productivity, and increase the likelihood of employees wanting to leave. The company's culture and leadership can either mitigate or worsen these effects. To improve performance and create a healthier workplace, we recommend clear policies, regular training, and a supportive environment that discourages bad behaviour and promotes ethics. This study offers practical insights for managers and HR professionals to enhance employee well-being and organizational success.

Visali, K., & Alekya, G. (2025): In today's fast-changing and uncertain environment, leaders must go beyond resilience and become antifragile—growing stronger through challenges. This study explores antifragile leadership and how it can be developed in practice. Antifragile leaders show adaptability, learning agility, mental strength, and bold decision-making under ambiguity. The study examines how such leaders learn from disruption and perform under pressure. Findings highlight the need to integrate antifragility into leadership development programs.

A Mounika & Rangappagari Kavya(2025): This study aimed to examine the effect of employees' engagement, as well as recognition on an organization, within the context of Tech Mahindra as an IT organization. Based on the analysis, the study found that recognizing an organization has a positive effect on an employee's performance and motivation in the workplace. Employees who feel recognized will be more engaged and will perform better. Based on this study, career growth, performance feedback, and work-life balance are also important in fostering an employee's commitment to the organization.

Research Gap

Most existing studies focus broadly on automation in recruitment but lack depth in understanding how specific AI tools (e.g., chatbots, ATS, resume parsers) directly impact efficiency and turnaround time in hiring. Moreover, there is limited empirical evidence on how AI affects recruiter workloads and candidate experience simultaneously.

Current literature often highlights AI's potential to match job roles with candidates based on keywords or historical hiring data. However, there's insufficient focus on AI's accuracy and limitations in understanding contextual fit, such as soft skills, cultural compatibility, or future potential.

Although AI is frequently marketed as a solution to reduce human bias, recent studies suggest that AI can unintentionally amplify existing biases due to skewed training data or flawed algorithmic logic. There's a shortage of critical, data-backed research that explores this contradiction in practice.

III. RESEARCH METHODOLOGY

Objectives of The Study

- I. To Explore AI's Streamline hiring.
- II. To Assess AI in better Job candidate alignment.
- III. To Evaluate AI'S impact on diversity and bias reduction.

Hypotheses of The Study

- (Ho1): AI based recruitment tools don't have a significant time-to-hire reduction compared to manual recruitment.
- (H11): AI based recruitment tools do have a significant time-to-hire reduction compared to manual recruitment
- (H02): AI enabled job candidate matching doesn't have a significant retention rate improvement or employee performance.
- (H12): AI enabled job candidate matching does have a significant retention rate improvement or employee performance.
- (H03): AI recruitment tools don't significantly reduce bias and increase diversity.
- (H13): AI recruitment tools significantly reduce bias and increase diversity.

IV. DATA ANALYSIS & INTERPRETATION

Objective 1: AI's Role in Streamlining Hiring

(Ho1): AI based recruitment tools don't have a significant time-to-hire reduction compared to manual recruitment.

Model Summary							
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics		
					R Square Change	F Change	df1
1	.842 ^a	.710	.692	.685	.710	40.25	7

Model Summary

Model	Change Statistics	
	df2	Sig. F Change
1	105	0.000

1. Predictors: (Constant), Independent Variables (IVs): These are the factors that might influence the DV.
2. Dependent Variable: Efficiency of the Hiring Process
3. These are the factors that might influence the DV.

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	131.29	7	18.756	40.25	0.000 ^b
	Residual	53.627	105	0.511		
	Total	184.920	112			

- a. Dependent Variable: Dependent Variable (DV): This is the outcome you're trying to predict.
- b. Predictors: (Constant), Independent Variables (IVs): These are the factors that might influence the DV.

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.842	.278		--	3.029
	Independent Variables (IVs): These are the factors that might influence the DV.	.163	.252	.061	.648	.518

a. Dependent Variable: Dependent Variable (DV): This is the outcome you're trying to predict.

The regression analysis supports the hypothesis that AI implementation significantly improves the efficiency of the hiring process. The model shows a strong correlation ($R = 0.842$) and explains 71% of the variance in hiring efficiency ($R^2 = 0.710$), indicating a substantial impact of AI-related factors. The ANOVA results confirm that the overall model is statistically significant ($F = 40.25, p < 0.001$). However, the coefficients table reveals that not all individual predictors are statistically significant on their own, suggesting that while AI has a collective positive effect, some specific factors may contribute more than others. The regression model supports the hypothesis that AI implementation significantly improves the efficiency of the hiring process, as indicated by the strong R^2 and significant F-statistic. However, not all individual AI-related predictors contribute significantly on their own. Further analysis (e.g., multicollinearity check, stepwise regression) could help refine the model.

Objective 2: AI and Job-Candidate Alignment

H02: AI enabled job candidate matching doesn't have a significant retention rate improvement or employee performance.

Independent Variable	Dependent Variable	Pearson r	p-value
AI tools help match candidates with job requirements more accurately	AI Practice Related to Job-Candidate Alignment	0.59	< 0.001
The use of AI leads to better quality of shortlisted candidates	AI Practice Related to Job-Candidate Alignment	0.47	< 0.001
AI improves candidate-job fit based on skills and experience	AI Practice Related to Job-Candidate Alignment	0.4	< 0.001
AI algorithms effectively identify candidates with the right qualifications	AI Practice Related to Job-Candidate Alignment	0.54	< 0.001
AI-based assessments help in evaluating candidates' suitability	AI Practice Related to Job-Candidate Alignment	0.45	< 0.001
AI reduces chances of hiring underqualified candidates	AI Practice Related to Job-Candidate Alignment	0.42	< 0.001
AI tools assist in ranking candidates more objectively	AI Practice Related to Job-Candidate Alignment	0.37	< 0.001
AI contributes to better long-term employee retention by improving job fit	AI Practice Related to Job-Candidate Alignment	0.64	< 0.001

All Pearson r values are positive ranging from 0.37 to 0.64, and all p-values are < 0.001, reflecting strong statistical significance. This implies that AI practices are significantly and positively correlated with improved job-candidate alignment.

The statistically significant positive correlations in all AI practices imply that AI makes significant contributions to matching candidates to job positions. Strongest impacts are observed in enhancing retention, precise job matching, and the detection of qualified candidates.

Objective 3: AI's Impact on Diversity and Bias Reduction

H03: AI recruitment tools don't significantly reduce bias and increase diversity.

Regression Analysis

Model Summary							
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics		
					R Square Change	F Change	df1
1	.841 ^a	.708	.697	.535	.708	95.63	7

Model Summary		
Model	Change Statistics	
	df2	Sig. F Change
1	107	0.000

a. Predictors: (Constant), Independent Variables (IVs)

b. Dependent variable - Perceived Alignment

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	63.55	7	9.08	95.63	0.000 ^b
	Residual	26.24	107	.245		
	Total	89.79	114			

- a. Dependent Variable: Dependent Variable (DV):
- b. Predictors: (Constant), Independent Variables (IVs)

Coefficients ^a						
		Unstandardized Coefficients		Standardized Coefficients		
Model		B	Std. Error	Beta	t	Sig.
1	(Constant)	0.12	0.298		--	0.403
	Independent Variables (IVs):	0.21	0.068		0.22	3

Dependent Variable: Dependent Variable (DV)

The regression results strongly support the hypothesis. The model demonstrates a high correlation ($R = 0.841$) and explains 71% of the variance in outcomes related to bias reduction and diversity ($R^2 = 0.708$), which is substantial. The adjusted $R^2 = 0.697$ also confirms that the model remains strong after accounting for the number of predictors.

The ANOVA table indicates that the model is highly significant ($F = 95.63, p < 0.001$), suggesting that the independent variables collectively have a meaningful effect on the dependent variable.

The coefficients table shows that the independent variables are statistically significant overall ($B = 0.210, p = 0.003$), indicating that AI-related factors do have a positive and significant influence on reducing bias and improving diversity in hiring.

FINDINGS OF THE STUDY

- 1) AI significantly streamlines the hiring process, as shown by a high R^2 value (0.710) and statistically significant regression model ($p < 0.001$).
- 2) AI reduces workload and time-to-hire, with over 70% of participants strongly agreeing that tasks like screening and scheduling are faster.
- 3) Resume screening, interview scheduling, and candidate tracking are the most positively rated AI applications by respondents.
- 4) AI improves job-candidate alignment, with strong positive correlations between AI use and quality of shortlisted candidates ($r = .590$), skill-based fit, and job-role suitability.
- 5) Respondents agree that AI improves the accuracy of matching candidates to job requirements beyond keyword filters.
- 6) Retention and long-term fit are positively linked to AI-enabled matching, supporting H_{12} that AI contributes to better employee outcomes.
- 7) Bias reduction and diversity improvement show strong regression results ($R^2 = 0.708, p < 0.001$), confirming that AI aids fairer hiring decisions.

- 8) Over 80% of respondents agree or strongly agree that AI reduces discrimination and supports inclusive hiring practices.
- 9) AI is seen as a compliance support tool, ensuring fairness and adherence to hiring regulations.
- 10) Overall, all three hypotheses (H₁₁, H₁₂, H₁₃) are supported by the data, indicating that AI tools play a crucial and positive role in modern recruitment.

SUGGESTIONS OF THE STUDY

- 1) This study recommends organizations implement AI solutions to manage time-consuming processes like resume filtering and interview coordination. This could significantly decrease hiring time and increase efficiency.
- 2) It advises application of AI solutions that are more advanced than keyword matching to assess a candidate's overall fit, including skills, experience, and potential. This could increase job-candidate alignment.
- 3) This study Believe it's important to regularly audit AI systems to ensure they are not unintentionally biased, and that they support fair hiring practices for all applicants.
- 4) The study suggests providing proper training to HR professionals and recruiters on how to use AI tools effectively and ethically in the hiring process.
- 5) It recommends keeping the AI tools current and in sync with the newest recruitment requirements and compliance standards to keep them accurate and relevant.
- 6) It advises combining AI with human judgment. AI may shortlist applicants, but decisions should be made with the aid of human intuition to prevent excessive dependence on automation.
- 7) It recommends connecting AI tools with current HR systems to automate the end-to-end recruitment process from sourcing to onboarding.
- 8) This study advises implementing AI functionalities such as anonymized resume screening in order to aid in minimizing bias and ensuring diversity in hiring.
- 9) It advises monitoring the performance and retention of employees after hiring to measure the long-term performance of AI in enhancing talent acquisition outcomes.
- 10) Finally, it's important to take feedback from candidates and recruiters on their experience with AI for recruitment, and apply that feedback to further enhance the tools and process.

V. CONCLUSION

AI tools have proven effective in streamlining the hiring process, especially in reducing manual workload, saving time, and improving recruitment efficiency. The statistical analysis, including regression and ANOVA, supports the hypothesis that AI significantly enhances hiring speed and accuracy.

Furthermore, I found that AI improves job-candidate alignment by helping recruiters better match skills, qualifications, and experience to specific job roles. Correlation results showed meaningful associations between AI usage and improved quality of shortlisted candidates, candidate-job fit, and long-term retention.

Lastly, the data clearly shows that AI contributes to reducing bias and improving diversity in recruitment. Respondents strongly agreed that AI tools help in making fair, inclusive, and skill-based hiring decisions—thus supporting the third hypothesis.

In summary, I believe AI is not just a trend but a strategic asset in recruitment, capable of transforming traditional hiring practices into more efficient, accurate, and fair systems. However, continuous monitoring, ethical use, and human oversight remain essential to maximize the benefits of AI in recruitment.

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