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TALENT ACQUISITION TRENDS AND BEST PRACTICES AT YASHODA HOSPITALS

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ABSTRACT: This essay examines how Yashoda Hospitals adapts to new recruitment trends and best practices to attract and retain top personnel, demonstrating how modern healthcare organizations adapt to attract and keep top talent. This paper examines how companies are using AI, ATS, and online evaluations to improve job hiring. The paper suggests many ways the hospital may build a diverse and skilled workforce. Employer branding, social media recruitment, employee referral programs, and campus recruitment are key. Competition for qualified medical professionals is fierce, staff retention is difficult, and regulations need revising. The research found that structured onboarding, continuing skill development, and data-driven recruiting boost productivity and reduce hiring timelines.

Keywords: *Talent Acquisition, Recruitment Strategies, Healthcare Sector, Yashoda Hospitals, Artificial Intelligence (AI), Applicant Tracking System (ATS), Digital Recruitment,*

1. INTRODUCTION

Healthcare companies must attract new employees to succeed and develop. The caliber of staff significantly affects corporate productivity and patient care. Unlike other recruitment strategies, human acquisition emphasizes anticipating the recruitment, hiring, and retention of the best candidates. Organizations must use unusual methods to fulfill employees' changing needs and link their skills with their goals. Hospitals and other healthcare facilities need staff with technical and emotional abilities, including discussion and empathy. This exercise is crucial and difficult.

Demographics, employee expectations, and technology change the job market constantly. The integration of artificial intelligence (AI) and data analytics has improved matching, hiring, and employee performance prediction. Companies are increasingly using social media and digital channels to brand jobs and attract passive candidates. As more people work from home or in a hybrid position, trained personnel from around the world are available. These trends must be monitored to stay ahead in people management.

Hiring the right people requires prioritizing, integrating technology, and strategizing. Effective hiring tactics include ensuring candidates have a favorable experience throughout the process, following established interview standards, and writing clear job descriptions. AI-powered predictive analytics and resume review can help people make better decisions and reduce bias.

2. REVIEW OF LITERATURE

Kim Critchlow (2025): This paper examines how the digital revolution has changed business hiring. Digital assessment tools, predictive analytics, and AI offer speedy and thorough

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applicant screening, sourcing, and selection. These technologies are replacing traditional hiring processes.

Thagulla Keerthana (2025): This paper covers the main problems and options for firms to acquire new workers in a changing workforce. In industries that demand technical or specialized knowledge, a global and continuously changing employment market exacerbates talent and skill shortages. Company efforts to recruit top talent are also discussed.

Prathipa, K. & Vanitha, P. (2024): This Careernet Technologies paper evaluates the biggest challenges companies face when hiring competent workers. The authors examine 109 employee survey results using Chi Square and correlation. Their research includes candidate experience, company branding, the impact of new technology on these elements, and skill shortages and disparities between candidates' talents and industry requirements.

Rasyid, A. (2024): This inquiry examines how organizations in different sectors recruit and retain talented workers. This will be done using government restrictions, company goals, and diversity programs. The authors use qualitative methods to investigate real-world instances and existing research to build proactive and reactive techniques. Staffing collaborations, talent pipelines, employer branding, succession planning, job advertisements, and word-of-mouth recommendations are examples.

Sharma, A. (2023): This essay aims to help hiring managers solve the biggest recruiting difficulties. The paper uses 200 professionals from various fields who were surveyed on selecting the best prospects. Identifying competent candidates, communicating with recruitment managers, scheduling interviews, managing huge applicant pools, and eliminating unconscious bias in the selection process are usually handled.

R., Erum H. (2022): This paper explores how companies use IT and social media to recruit and retain employees. The authors surveyed 589 HR managers from 4,481 firms to get comments on a comprehensive model based on the extended Unified Theory of Acceptance and Use of Technology (UTAUT2). They found that many factors affect an organization's decision to use social media recruiting technology (SMART). This is affected by predicted success, effort, social influence, facilitating conditions, hedonic motivation, habit, and object value.

Bhakuni, K. & Sandhu, R. (2021): This inquiry examines recruitment and selection, crucial to hiring good candidates. The goal is to determine how modern companies adapt their recruitment processes to changing employee expectations. The writers extensively researched recruitment tactics, challenges, and best practices. They explore how developments in technology, labor legislation, and applicant criteria affect hiring procedures.

Lu, & Dillahunt. (2021): This paper examines the challenges firms face when digitizing the employment process. It analyzes how internet job boards and social media recruit low-wage workers and exploitable people. Internet data and digital recruiting tactics affect applicant eligibility, autonomy, and hiring fairness, according to the authors. Digital jobs are simpler and more scalable, yet employers often have more power than job searchers. Many people don't act until they start job hunting, and even then, they may disregard their internet profiles and skills.

Madhavi Deshpande (2020): Since qualified applicants are few, IT organizations are using creative methods to recruit, retain, and retain top talent. According to the research, in the fast-

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paced global business world, having the right staff at the right time is important to staying competitive. Globalization and technology are changing the skills people need, widening the gap between those who want and those with "superior talent". The author claims that many companies are losing market share due to their failure to attract enough workers quickly. Their employment procedures must be thoughtful and flexible to fix this.

3. ROLE OF TALENT ACQUISITION

Attracting top talent

Talent acquisition allows companies to hire the best people. Companies create employee programs based on their long-term goals and preferences. Thus, the workforce is well-versed, well-trained, and shares the company's ideals, which could benefit them in the long run. Nationwide Mortgage Bankers want to hire people with similar values, regardless of when a position opens.

Reducing costs

A well-planned personnel acquisition strategy that speeds up hiring, enhances hire quality, and decreases turnover can save time and money over time.

Improving employee retention

Businesses should use talent recruiting tactics to find employees that share their values and goals and are dedicated to staying. It could also boost company knowledge, cut expenses, and boost confidence.

Building productive teams

Talent recruiting focuses on building diverse teams with different skills, backgrounds, and experiences. Therefore, people collaborate better and solve problems better.

Creating a diverse and inclusive workplace

Strategic talent acquisition helps companies build a diversified staff. The consequence is a stronger employer brand and more creativity. Diversity-focused digital business Bitwise Industries has dropped academic requirements. Instead, they mentor motivated people without the prerequisites for IT professions.

Ensuring business continuity

An effective talent acquisition strategy should create a pool of top candidates. Meanwhile, the company must monitor its labor needs. Organizations that prioritize employee management ensure competent staff is available during crises and change. IBM is proactive. Due to high demand, the firm has partnered with many educational institutions to teach data scientists. They are building relationships with prospective students early on to recruit them once they graduate.

Effective succession planning and succession management

Companies may foresee and identify future leaders through talent hiring. These workers can be trained to take over if their supervisor retires.

Boosting business performance

By hiring top talent, a company can gain a competitive edge. Business success and long-term growth improve.

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4. INDUSTRY TRENDS AFFECTING TALENT ACQUISITION

The methods used to fill open positions fluctuate with workplace conditions. Organizations must adapt to changing conditions to optimize human capital acquisition.

Data-Driven Hiring

Companies are using data analysis to make faster, more informed hiring decisions. Data can help firms recruit better, anticipate applicant performance, and track applicant trends. Another benefit of this data-driven strategy is increased efficiency and reduced recruiting prejudice.

Remote and Hybrid Work Models

The rise of remote and mixed labor has made qualified workers' whereabouts irrelevant. Since they may hire from around the world, companies no longer need to consider the homes of their top talent. This flexibility allows employers to hire better candidates and gives workers more control over their plans, which can boost retention.

AI and Automation

AI and automation are simplifying hard recruitment operations, transforming the sector. Automating applicant matching, communication, and resume screening frees recruiters to focus on more important duties. With little room for error or bias, AI-powered systems can quickly sort through massive candidate data to find the best applications. Automatic emails and chatbots ensure applicants are contacted quickly, improving their experience.

Diversity, Equity, and Inclusion (DEI)

Diversity, Equity, and Inclusion (DEI) principles are being integrated into strategic hiring procedures to build more fair and inclusive workplaces. DEI-oriented recruiting increases diversity in gender, ethnicity, and background by hiring a diverse pool of applicants. Inclusive recruiting includes rigorous interviews, detailed job descriptions, and underrepresented group outreach.

Employer Branding and Candidate Experience

Strategic recruitment requires employer branding since every interaction a candidate has with a firm shapes their opinion of it. First impressions are important and can be influenced by interview professionalism and job criteria.

5. DATA ANALYSIS AND INTERPRETATION

1. What is the best way for Yashoda Hospitals to find experienced doctors?

S.NO	PARTICULARS	RESPONDENTS	PERCENTAGE
1	Job fairs	30	30%
2	Employee referrals	35	35%
3	Social media ads	20	20%
4	Newspaper classifieds	15	15%
TOTAL		**100**	**100%**

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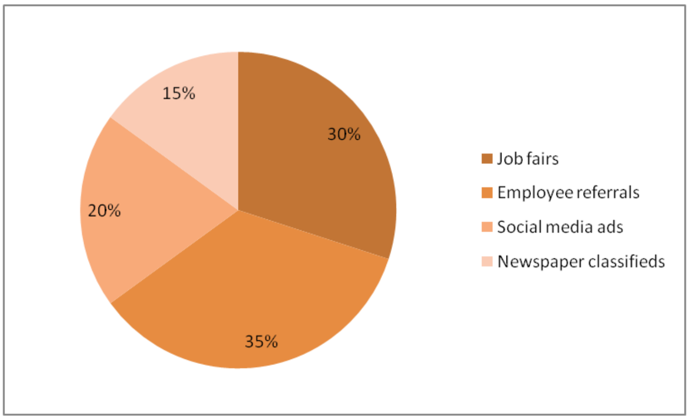
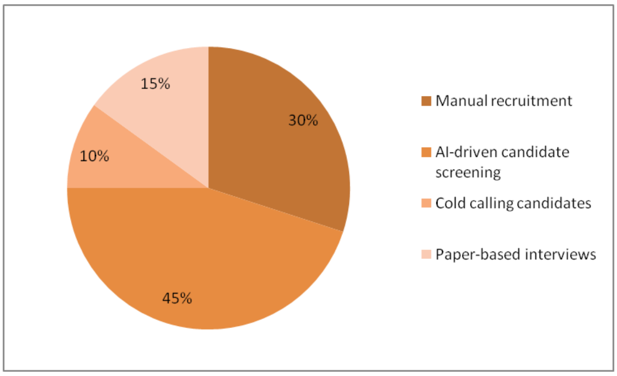


INTERPRETATION: An online paper found that job fairs and employee recommendations (35% percent) are the most common ways to hire. Social media marketing (20%) and print ads (15%) were the least common. Some think this means recruiting is relying more on personal networks and in-person contacts.

2. What does Yashoda Hospitals do to recruit today?

S.NO	PARTICULARS	RESPONDENTS	PERCENTAGE
1	Manual recruitment	30	30%
2	AI-driven candidate screening	45	45%
3	Cold calling candidates	10	10%
4	Paper-based interviews	15	15%
TOTAL		**100**	**100%**



INTERPRETATION: A recent paper found that 45% of candidates were assessed using AI. It finished second with 30% of the vote. Cold phoning (10%) and written talks (15%) are rarer. This suggests that technology is increasingly used in recruiting.

3. What technology does Yashoda Hospitals use to screen applicants?

S.NO	PARTICULARS	RESPONDENTS	PERCENTAGE
1	CRM software	15	15%
2	Applicant Tracking System (ATS)	40	40%
3	ERP software	10	10%
4	Payroll software	35	35%
TOTAL		**100**	**100%**

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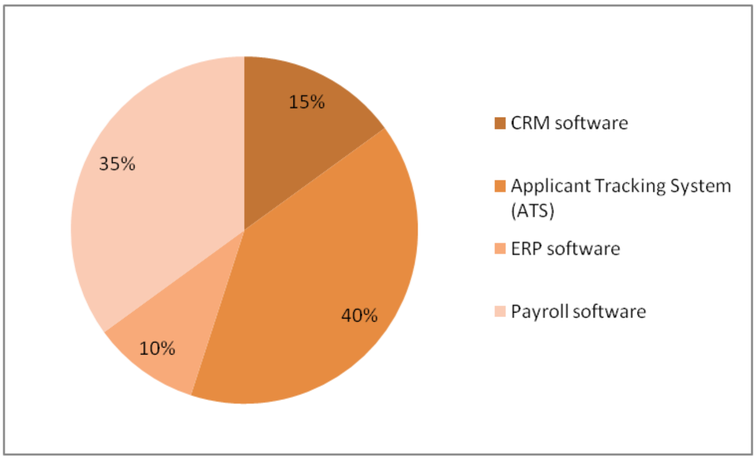
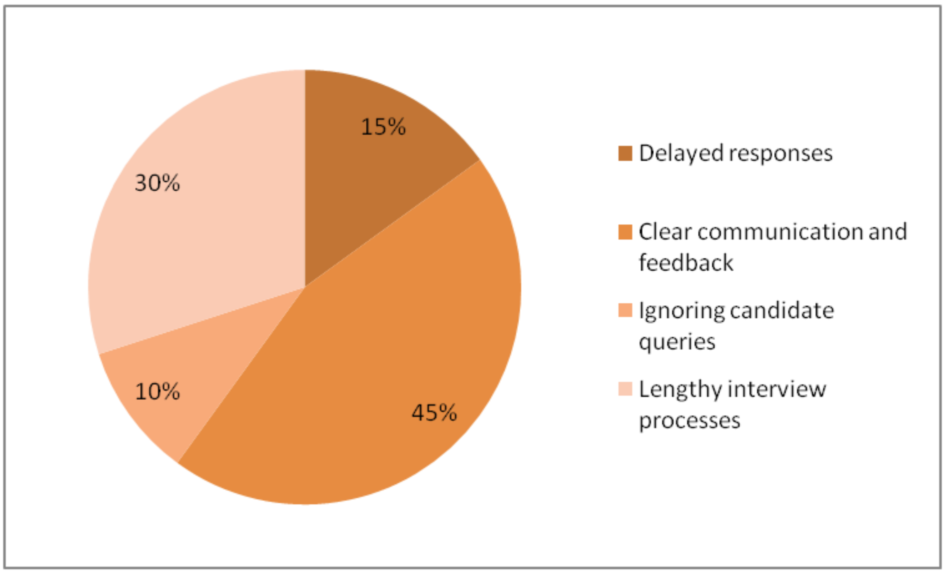


INTERPRETATION: The paper found that 35% and 40% of HR technology were payroll software and ATS. CRM and ERP software were implemented 15% and 10% less often. This shows the importance of carefully analyzing and following employee remuneration and recruitment laws.

4. How might Yashoda Hospitals improve the application process?

S.NO	PARTICULARS	RESPONDENTS	PERCENTAGE
1	Delayed responses	15	15%
2	Clear communication and feedback	45	45%
3	Ignoring candidate queries	10	10%
4	Lengthy interview processes	30	30%
TOTAL		**100**	**100%**



INTERPRETATION: Research shows that straightforward communication and feedback are most valued in the hiring process (45%). Slow responses (15%) and ignoring candidate requests (10%) are least rated. About one-third of job applicants struggle with interview wait times.

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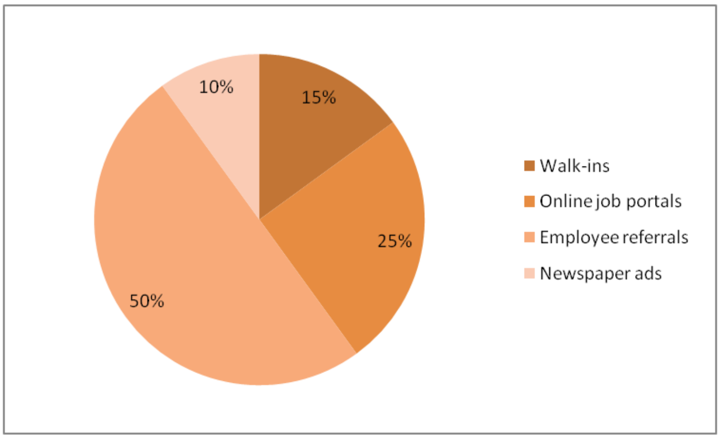
5. Where can Yashoda Hospitals find top applicants for open positions?

S.NO	PARTICULARS	RESPONDENTS	PERCENTAGE
1	Walk-ins	15	15%
2	Online job portals	25	25%
3	Employee referrals	50	50%
4	Newspaper ads	10	10%
TOTAL		**100**	**100%**



INTERPRETATION: The majority of hiring is done through employee recommendations, at 50%. Online job boards rank second with 25% of the market. Walk-ins are 15% and print ads 10%. Friends and relatives are still the best source for hiring.

6. CONCLUSION

Labor shortages and technological advances are transforming the employment process. By following best practices and using cutting-edge search tools, companies can gain an edge in hiring top talent. The application process will be streamlined, data will influence employment decisions, and AI will help. These trends will impact the job market. Employer branding and focused marketing are essential to retaining top prospects. Neglecting these changes may cost companies important employees to more agile competitors. Successful talent strategies increasingly include flexible work schedules, diverse and inviting environments, and cooperative recruiting. Employees must be able to learn and adapt quickly to ensure recruiting tactics meet company goals. Analytics let people evaluate recruitment effectiveness and make informed decisions. Innovative ideas and personnel-focused activities improve company culture.

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