

Chapter 14

Nurturing Sustainable Innovation in Talent Acquisition Leveraging Work–Life Balance and Recognition to Empower Employees

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ABSTRACT

In the contemporary global business landscape, organizations grapple with the imperative to innovate their talent acquisition strategies to remain competitive. The study aims to elucidate how strategic utilization of work-life balance initiatives and recognition systems can catalyze sustainable innovation. The research operationalizes key constructs training and development, work environment, job satisfaction, employee recognition, and organizational commitment, with work-life balance serving as the mediating variable and employee retention as the dependent variable. A sample size of 467 employees were selected through stratified random sampling. The research design encompasses analyses including regression analysis, structural equation modeling and mediation analysis . The findings underscore enhanced work-life balance amplifies the positive impacts of training, job satisfaction, and recognition

DOI: 10.4018/979-8-3693-6602-8.ch014

on retention, while mitigating the adverse effects of poor work environments and low organizational commitment, helps to create sustainable talent retention strategies.

1. INTRODUCTION

1.1 Evolution of Talent Acquisition

Talent acquisition is the process of identifying the talent. It is intended to challenge the intelligence of the interviewer as well as the candidate on the other side of the table. This is so because the selection of the best people becomes critical in any specialization. The enhancement of productivity, the proper selection of candidates contributes to the overall logical sequence of the relevant industrial strategies (Leena N. Fukey et. al,2019). Talent acquisition also known as TA is the process of sourcing, selecting, engaging and placing the right talent in the right job. It also involves the development of a pool of potential employees, the organization's strategic human capital requirements, and updates on those who may be of interest in the future. Here, it says that, "only a talent resourcing process that is well defined and well executed from end to end provides consistent and compliant results and it is a competitive advantage in the war for talent" (Nitya et. al 2021). Talent Acquisition (TA) is the process of sourcing, selecting, and recruiting employees in relation to the general business strategy and is a lifelong process in the Human Resource field. Finding talents such as the executives, specialists, or future employees for your business is a never-ending process. Instead, it would rather focus on searching for the right candidates for the positions that would need a very specific set of skills and on the strategic planning of human resources. This is because talent acquisition has been defined differently because of the current employment competition, and the need for highly trained employees. The challenges may arise for the talent acquisition specialists to ensure that the hiring of new employees is an ongoing process that is monitored (R. Vedapradha et. al,2023).

Leaving behind the conventional extraverted recruitment techniques and shifting towards the more inclusive environment friendly approach which put its emphasis on the 'happiness quotient' of the employees, the talent acquisition geography has gone through metamorphoses. The more recent form of talent acquisition is proactive, which entails establishing a proper climate at the workplace that fosters other improvements from the employees in addition to talent sourcing, which is the basic skill of the process (Collings & Mellahi, 2009). The study appreciates the balance in the career and family responsibilities because everyone wants to have a balanced life between work and family responsibilities. The most relevant reason for the trend regarding the people being willing to seek employment opportunities

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