ABSTRACT

In business, due to the current emphasis on intangible assets such as brand names, innovation, creativity, and entrepreneurship, greater than in the past, the arenas of today cater to companies that can harvest the potential of their key resources. In the globalised competitive business environment, organizations have to get adapted to the dynamic business practices. Talent management is an important factor in the business strategy, as every organization virtually needs to aspire to respond to the changes in the business environment. The need for focus on talent management in the improvement of the organizational performance is crucial. Positive transformations are possible through the efficient implementation of talent management practices in the organizations. Talent management practices for managers gains more importance as they play a dual role of dealing with the top management and the lower level employees. Hence, this research is carried out to evaluate the talent management of managers in automobile industry with reference to Krishnagiri District of Tamilnadu.
The main idea of this research work is to analyze the various factors influencing effectiveness of talent management of the selected respondents in the study area as to know how the automobile industries look upon talent management as an instrument for developing potential managers and through them increase organizational performance levels.

Evaluation of talent management effectiveness is done in this research work related to Attraction, Retention, Motivation, Development and Succession Planning of the managers are expressed and collected in the form of opinions. A structured questionnaire was used for collecting the primary data from 524 managers of twenty-five automobile industry with the help of statistical tool based analysis. Additionally, in depth interviews were also conducted to the respondents to supplement the primary data.

The results are arrived based on the analysis of the research work using various statistical tools. Talent management is required for managers as it enables them work towards taking the organization to its expected destination. Results of this analysis indicated that out of the five factors considered in this study all of the factors have given positive response towards the effectiveness of talent management implementation in organization. The findings also revealed that the perceived talent management usefulness. A conceptual model for evaluating the effectiveness of a talent management is also developed which is one of the main objectives of the study.

Based on the findings, recommendations were given to the organizations to overcome the problems identified and improve the efficiency of its talent management importance by implementing talent management practices to all the managers’ level, which may be vigorously pursued and made compulsory.