

A Study on Designing and developing the Talent Management Framework for Direct Marketing Company



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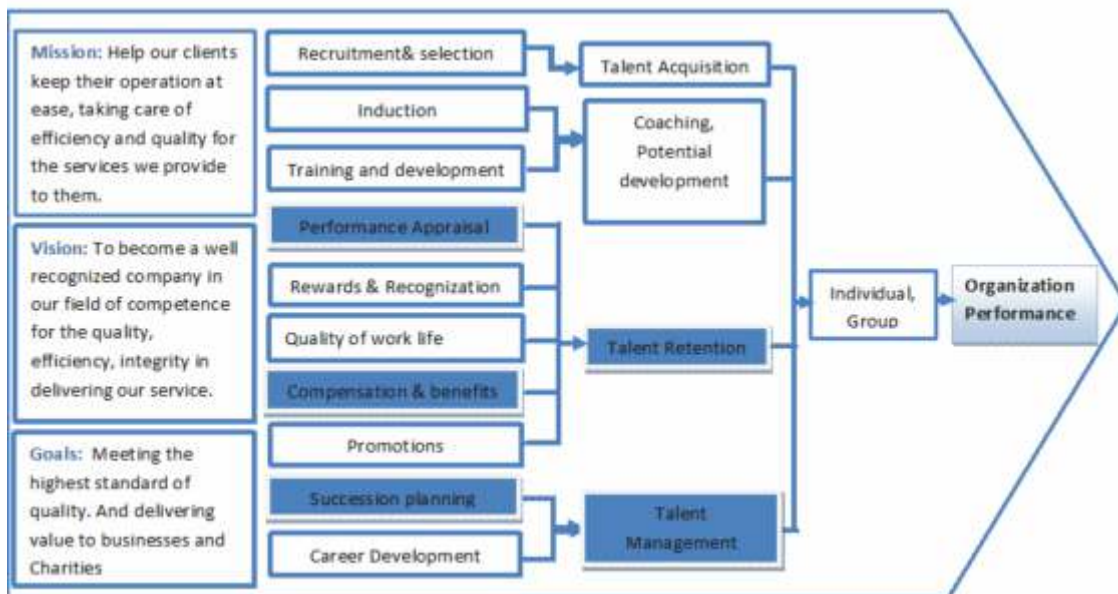
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Abstract:

Talent Management is a set of integrated HR activities which helps companies to attract, retain, motivate, develop and maintain the talent of the employees in the organization to improve the organization performance.

The purpose of this study is to design and develop Talent Management framework for a direct marketing company with special reference to Appco Groups. This paper focused on study of all the Human resources activities involved in Appco groups which influence in the designing and development of Talent Management framework for a company. The factors identified for the developments of the frame work are employee pay, Performance management, Recruitment and selection, Induction, Training and development, Quality of work life, Career Planning. The data was collected through questionnaire provided to the employees and HR's of Appco Groups. Statistical tool used to analyze the data is correlation method through SPSS, gaps in the present Human Resource activities was identified which was the input to develop the Talent Management framework .This paper represents Talent Management framework for direct marketing company and suggestions to improve the HR activities like Performance Appraisal, Monetary benefits and Succession Planning.



Proposed talent management framework

Conclusion: Talent Management is a set of integrated HR activities which helps companies to attract, retain, motivate, develop and maintain the talent of the employees in the organization to improve the organization performance.