

**IMPACT OF TALENT MANAGEMENT PRACTICES ON ORGANIZATIONAL  
COMMITMENT OF EMPLOYEES IN SELECTED IT COMPANY, COIMBATORE**

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**ABSTRACT**

Human Resource is the quantity of inherent abilities, acquired knowledge and skills denoted by the talents and aptitudes of the employees of an organization. It is measured as the most significant resource of the any organizations and retaining employees in the organization becomes important for success of that organization. The concept of organizational commitment has become a major topic of management and behavioral sciences whereas the role of organizational commitment is the relationship between individuals and their organizational. Organizational commitment is a leading driver of many organizational behaviors including turnover intention while understanding organizational commitment has attracted the interest of many scholars and practitioners. Organizations' performance and success is dependent on how the organization accomplishes and retains its talent pool, proper measures should be taken to implement the best talent management practices in the IT industry which will help the organization to gain a competitive edge over the competitors and also will help the company to always stay ahead in the market. Thus, the researchers aimed to examine the impact of talent management practices on organizational commitment of employees in Robert Bosch, Coimbatore. This study is based on empirically research design and questionnaire survey method. This study has administered self-developed questionnaire and issued among the employees of selected IT industry. The sample size has consisted of 121 employees who selected by using random sampling method. The selected IT employees have been asked to collect the primary data regarding their talent management practices and their organizational commitment. This study tabulated the collected sample information and analysed with the help of statistical tools such as Mean score analysis, Standard deviation, ANOVA and Multiple Regression Analysis. From the analysis, it is observed that there is a significant mean difference in talent management practices of employees as well as organizational commitment with regard to variables like age, designation and monthly income of the employees. This study revealed that organization commitment is having positive significant impact of talent management practices in the study area.

**Keywords :** Robert Bosch, Talent Management Practices, Organizational commitment, Employee Motivation and Employee Performance.

**1. Introduction**

Human Resource is considered as one of the main functions in organization and it is used to identify the unique and appropriate skills of the employees of an IT industry because every employee has different skills. Sometimes, managers or management is never aware about their employees' skill and the sources to upgrade the employee's talent for the development and achieving the objectives of IT industry. It is the responsibility of management to find the training needed and talented areas of employees because employee has the hidden talent. Talent management is managing the ability, competency, and power of employees within an organization. The concept is not restricted to just recruiting the right candidates at the right time, but it extends to exploring the hidden and unusual qualities of employees and developing and retaining them to get the desired results. Hiring the best talent may be a big concern for the organization today, but retaining employees and most importantly, training them according to the culture of the organization and getting the best out of them is a much bigger concern for the organizations. The IT industries require the best talent employees to survive and remain ahead in competition situation. Talent is the most important factor that drives industry and takes it to a higher level and then, cannot be compromised at all.