

Optimizing Talent Acquisition: Recruitment, Screening, Interviewing of Practice Erastar Company, Delhi

Shivani Tiwari
Dr D. Y. Patil B-School, Pune

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***Corresponding author e-mail:**

ABSTRACT

The process of skills acquisition should be optimised to ensure that corporations remain viable and creative within the cutthroat business environment of the present day. This paper focuses on the recruitment, screening, and interviewing methods of Erastar Company in Delhi to enhance the effectiveness and efficiency of the employment strategies. This report identifies key challenges to attracting the best expertise, particularly in a hard work marketplace that is increasingly becoming digital and competitive, through a critical analysis of the leading hiring practices. The research in the context of uncovering gift structure bottlenecks and inefficiencies within the corporation uses the method of qualitative research; this may include interviews with hiring managers and HR professionals, and an examination of the recruiting statistics. The findings demonstrate that despite having a solid base to hire individuals, Erastar Company still has numerous areas where it can develop further, such as the interviewing process, time to hire, and screening of applicants. The study particularly stresses the need to have better procedures, better technology applications for screening, as well as higher training of investigators to ensure that the assessment is more comprehensive and objective. The study also emphasizes the importance of aligning the hiring processes with the company culture to ensure employee engagement and retention through sustained employee engagement. By implementing the proposed improvements, Erastar Company can become more efficient in hiring and create a more resilient and inclusive, future-proof talent acquisition strategy. This analysis presents relevant facts that may be considered as a guide by businesses that may wish to redesign their hiring process in the fast-changing business environment.

KEYWORDS: Talent Recruitment, Recruitment, Recruitment strategies, screening, recruitment techniques, organisational effectiveness, human resource management.

1. INTRODUCTION

In recent days, the maximisation of skills acquisition has become a pinnacle problem since human capital is directly connected to performance in organisations. Having its base in Delhi, Erastar Company must find and retain brilliant talent in a competitive market of cutthroat performance. Enhancement of the hiring, screening and interviewing processes of the organisation is essential as it expands to ensure that the right candidates are only absorbed into vacancies. This assessment aims to assess the innovative processes at Erastar.

Determining areas of functionality that need to be developed so that you can optimise and improve the functionality of the hiring technique. The recruitment environment has changed significantly based on the advances in modern technology and the changing expectations of the candidates. However, many companies, such as Erastar, can hardly adapt to those trends successfully. This study seeks to offer practical recommendations through the analysis of the modern practices of Erastar to ensure that the organisation will increase its operational efficiency and align the recruiting style to the organisational culture and strategic goals. In the stop, this observation aims at making talent acquisition more efficient and long-lasting with the help of a framework. Erastar Company was established in 1985 by Dr Hans Müller and Katherine Cheng, who were two progressive engineers with the bold aim of transforming the aerospace quarter. Erastar has expanded its areas over the period of time by providing modern propulsion systems and high overall performance substances. Erastar has established itself as a technology leader through its contributions to every military and business aerospace activity. The advancement of Erastar has not been limited to the aerospace business. Since its inception as an advertising-based corporation, Erastar has soared to include lead technology, public family members, and commercial enterprise development consultancy to enhance the successful operations of both the public and private companies. The organisation ventured into the healthcare business with its subsidiary EraStar Medical, which introduced a new era of tailored healthcare services and forecasting clinical analytics. As of 2014, when Erastar merged with Cytta Corp., it now offers its services in remote tracking and telehealth, greatly expanding its product line within the oil and gas and health care industries. This continued diversification is justified because Erastar has been keen on growth, innovation, and adapting to an ever-changing enterprise environment.

Cultural and Economic Situation of Erastar.

Erastar operates in the production and high-tech sector, where a revolutionary lifestyle is critical. The company works on technical innovation and creates an atmosphere which contributes to research, innovation and new answers. Cultural sensitivity is necessary since teamwork is vital, and a global achievement requires collaboration of various perspectives and cross-cultural cooperation. Moreover, Erastar pays much attention to sustainability and ethics, and according to the global standards, to ensure social integrity and environmental responsibility. The need to have state-of-the-art material as well as technology is financially variable in accordance with the industrial needs, technological advancement as well and the market dynamics. The changes in the market should be made flexible by Erastar to remain ahead of the competition. The R&D costs are huge because investments influence the confidence and market environment of the business to increase capital. There is a very competitive global market in which the interaction always contends with the push exerted by foreign competitors, as the interaction works around the complicated regulatory framework. Addressing these issues and dedicating efforts to the strategic growth, innovation, and stability, Erastar will be well-prepared to succeed in staffing quickly developing and transforming high-technology areas and become a long-term successful business. The Technological Focus in Erastar. Erastar is the pioneer of modern technology and materials with high-performing substances and innovative production methods. A significant point of research is the development of composite materials, which are widely applied in the car, aerospace and navy industries since they have the best energy performance and low mass. Moreover, the business collaborates with nanomaterials in

order to improve the electricity, conductivity, and reactivity of materials towards various applications. Concerning production methods, Erastar utilises additive production or 3-D printing, and this approach can be used to precisely manufacture complex and customised components. They strengthen the performance, resilience, and longevity of the materials through the application of existing coatings, surface remedies. The company is also a leading edge in photonic and digital technology, comprising optoelectronics, a combination of light and digital architecture to sensors and communication devices, and semiconductors to high-performance components. Erastar also focuses on the energy period in order to sell sustainables, which comprises strong garage structures and efficiency enhancement. The other pillar is automation; the company has smart manufacturing systems, which integrate IoT and AI, along with precision robots, that can enhance the efficiency of production and protection.

3. Technological Focus at Erastar.

Erastar is a contender of modern technology and materials, and its concentration is on high-performance materials and novel production approaches. The organisation handles composite materials, which provide strength, lightweight properties and are essential in the army, the motor and the aerospace industries. The other basic place of hobby is nanomaterials, which amplify characteristics such as electricity, conductivity, and reactivity in various programs. To enhance material performance and additive manufacturing (3D printing), Erastar utilises the use of state-of-the-art coatings to produce specific and customised parts. Erastar also manufactures electric technology, which comprises optoelectronics of up-to-date light and digital device programs and semiconductors of high-performance additives. Erastar operates in a complex environment where it has to maintain the management of the enterprise on a higher level of generation and compliance with the norms. The company deals with the energy era, primarily electricity garage appliances, such as current batteries and innovations in power efficiency, which reduce power consumption. Erastar applies robots and automation in the production process, such as smart manufacturing systems that combine both IoT and AI to streamline production plans and high-performance production robotics to produce and manufacture high-precision products. Erastar meets part of the industry requirements to ensure that it is of the first rate and protection. The ISO 9001 and AS9100 have the strict requirements of the aerospace industry and ensure that the quality of the product is consistent. IATF 16949 encourages constant improvement of car products. The ISO 45001 safety processes are also installed near the environmental requirements, such as the ISO 14001, in order to minimise the environmental impact of the company as well as safeguard the health of the employees. Erastar also complies with the REACH and the RoHS rules to ensure safe chemical use and environmentally friendly product arrangement. Erastar adheres to some enterprise tips in the name of great safety. Assurance of consistency of product quality and adherence to the specific needs of the aerospace industry is done through ISO 9001 and AS9100. In the case of motors, the IATF 16949 encourages continuous improvement.

The safety strategies under ISO 45001 and the environmental guidelines, such as ISO 14001, are implemented to minimise the environmental impact that the company has and to ensure that the health of the employees is not put at risk. Moreover, Erastar complies with the regulations of REACH and RoHS and ensures the safe usage of the chemical elements and ecologically responsible product design. Additional statements of the willingness of the enterprise to act ethically and securely are such regulatory bodies as CE Marking, FDA Compliance, and war minerals reporting. Also, GDPR compliance protects personal privacy, and Erastar's technical innovations are a sure means to intellectual property security. The commitment to excellence in all aspects of its business is also enhanced with the application of the regular monitoring provided by the audits that enforce compliance with these standards of Erastar.

Technological Impact: Erastar has greatly transformed manufacturing in industries that include automobile, aerospace, and arts through the assistance of powerful, lighter and more durable products. Besides improving the general output of the commodity, those modifications steer sustainability through the use of environmentally friendly materials and green technology.

Erastar, the Industry 4.0 pioneer. Zero streamlines production through integration of automation, robots and IoT, keeping in mind real-time insights and predictive maintenance. Their progress in the generation of healthcare and next-generation electronics with biocompatible material and smaller additives is what drives the economic growth as well as global competitiveness. Additionally, the knowledge of ethical woes and collaborative partnerships by Erastar will facilitate the enhanced technical and social impact.

Integrating Historical and Technical Areas: The adventure fast consisted of focusing on speciality material in the sectors such as aerospace and automobile, with Erastar becoming the pioneer in the lightweight composite and new coatings. Over time, the agency increased its product offerings, ventured into the geographical areas of clinical equipment and energy workshops and expanded its global achievements. Industry 4.0 is an automation and robotics system that Erastar implemented, as automation and robotics advanced the sustainability and production of the industry. It has the best technologies at its heart, such as superior materials and specific production, which have enhanced trends in the automobile, aerospace, and medical sectors. At the forefront of innovativeness, Erastar has put in place enterprise standards, fuelled the financial boom, and encouraged fantastic living, thereby preparing itself to be fulfilled in the future.

Definition of Talent Acquisition: To have the desire of a team of workers within a corporation, the acquisition of skills is simply put as the process of determining, attracting, employing and hiring qualified individuals. The knowledge acquisition process is a thoughtful approach to recruiting, enticing and introducing top talents to support the long-term wants of the company; it is more than just filling vacant positions. **Meaning of Recruitment:** Recruitment is the process of finding, attracting, interviewing, selecting, and hiring qualified individuals for procedural positions in an organisation. It involves recruiting qualified applicants for the activity jobs and ensuring that the company has the required human resources to achieve its goals. **Offering of Screening:** The process of finding, attracting, interviewing, choosing, and utilising qualified candidates for the procedure positions in an organisation is referred to as recruitment. It involves having qualified candidates fill jobs in the activity, and also having the organisation have the critical human resources to achieve its goals.

Interviewing of Practice: Interviewing is an essential phase in the acquisition of new skills because it will identify whether a candidate is qualified to work in a position, with the assistance of assessing the maximum capacity of applicants. The correct applicants are guaranteed by good interviewing techniques, based on the dreams and lifestyle of the business enterprise. A sample of how interviews are conducted during talent acquisition is provided below:

2. REVIEW OF LITERATURE

Barney and Right (2020) Learn how analytics and artificial intelligence can assist businesses with the use of big data. Employers are able to weed out prejudices that frequently influence the human decision-making process, speed up the process of recruitment, and better utilise these methods and identify the most suitable candidates. The report explains how AI could enhance the level of accuracy, ensure that its procedures are more effective, and enable businesses can generate data-driven recruitment options which are more suitable. Smith and Chang (2020) address the issue of the COVID-19 epidemic and its impact on techniques of acquiring expertise. They attract attention to the circulation of far-flung hiring and the increasing importance of testing the soft skills of the candidates. Due to the need to invest in virtual recruitment, the epidemic has made recruiters consider such trends as flexibility, communication, and emotional intelligence, which are crucial to success in remote working, as a priority. This transition shows the change in hiring practices in the post-pandemic environment. Williams and Jackson (2019) consider the possible effectiveness of well-structured interviewing hiring options. They focus on the behavioural interviewing and situational interviewing techniques specifically, which have been shown to enhance the accuracy of recruiting decisions. The utilisation of such methods in the assessment of how applicants dealt with unique situations in the past would help recruiters to better predict future

performance. As per the record, such strategies improve recruitment choices and reduce workforce loss, which is beneficial to businesses in the end. Patel and Gupta (2018) address the topic of the role of range in hiring. Their appearance shows that inclusive recruiting approaches can also increase retention rates among workers, corporate performance, and innovation. Diversity can benefit companies in quite a number of perspectives and reports that including creativity and problem-solving skills and make the workplace more diverse and efficient. Bennett and Simpson (2017) convey the ways in which psychometric testing is applied in the hiring process. They argue that the process of integrating psychometric checks with traditional interview methods increases the ability to predict the future success of the candidate in the process. Such tests give useful knowledge on the cognitive skills, character patterns, and solving ability of the applicants and allow smarter recruitment decisions. Adams (2016) provides the importance of the recommendations of the employees regarding hiring. In his research, superior job fits, greater retention and increased performance tend to be the outcome of the mentioned opportunity workers. Reference programs may be an extremely effective approach for firms that lease the best talent who align with their culture. Kumar and Singh (2015) observe the difficulties in the hiring process in particular, particularly the stages of screening and interview. To enhance the process of assessing the qualifications of the candidate and ensure that they have more effective and successful recruitment procedures, they suggest that companies invest money in recruitment training. Lastly, Brown and Black (2014) focus on the ethical and legal implications of employment and the necessity to be transparent and just. In order to maintain equity and fair opportunity in the workplace, they opine that the maintenance of the moral work process is required.

OBJECTIVES:

1. To synchronise recruitment strategies with organisational strategies by utilising innovative sourcing sources and excellent employer branding.
2. To improve screening and interviewing procedures with systematic approaches, the reduction of bias and applicant-oriented experiences.

RESEARCH GAP:

Better technology, such as AI-based systems to track applications and screen further, requires additional research to measure their impact on performance. Moreover, there is no information on the effects of the organisation's branding of Erastar on the enchantment and the views of candidates. Another unexplored area which is essential towards promoting diversity and unbiased is the bias mitigation measures taken in the form of screening and interviewing. Also, there is a lack of sufficient focus on the applicant experience at one point of the interviewing process, which considerably influences the results of expertise acquisition. Examples of measures that are unclearly implemented to determine the usefulness of certain techniques include time-to-fill and cost-according-to-rent, which explains why a more systematic technique is needed. Last but not least, sometimes it is not necessarily discussed how Erastar uses enter to better its strategies and invests in training HR employees to implement existing practices.

RESEARCH METHODOLOGY:

In the Estear Company, Delhi, the secondary inquiry will be utilised to get up-to-date information and perspectives to conduct research to achieve maximum specialisation collection. Secondary research entails gathering, processing and deriving previously published information from various sources. Such research is practical because it does not need to re-investigate the trends and patterns, and relevant facts already examined and assists in the provision of simple activities to grasp the situation. The findings of the secondary research will be beneficial in the interpretation of the significant history behind the talent pool of the industry.

LIMITATIONS:

The Erastar Company, Delhi, has a great number of regulations on research on how to enhance expertise acquisition processes. First, the findings are specific to the organisational structure and culture at Erastar, which limits them to other organisations or regions. Full dependence on internal facts will not explain the external market variables, which are comprised of competing strategies or additional conventional financial characteristics that influence hiring. Moreover, it is much more difficult to be sure that lessons can be learned even after several years due to the relative brevity of the technology in talent acquisition. Also, there is a perusal of the look at the recruiting, screening and interviewing processes currently involved, likely overlooking the post-hiring practices which help in long-term talent management. Intensive study is also limited in the same way, by access to personal records and time regulations. Despite these shortcomings, the report has a look at and tries to provide viable recommendations that can be used to enhance the hiring practices at Erastar.

FINDINGS

The analysis of the study on how to optimise talent acquisition practice in Erastar Company, Delhi, shows many important insights. The recruitment methodology shows that there is a significant focus on matching the selection of candidates to organisational aspirations, but the sourcing methods can be enhanced to be able to appeal to a more diverse talent pool. Even efficient screening practices might benefit from having the best gear in order to further simplify the candidate screening and reduce biases. Interviews are well organised and can be improved by evolving the candidates' experience through adding more assessment techniques and making them enjoy the experience more. In general, the observation emphasises the focus of Erastar on strong talent acquisition despite the need to understand the field of innovation and improvement to support its operations.

RECOMMENDATIONS:

Erastar Company, which is a leader in the production of sophisticated technological products and sophisticated compounds, must adopt a calculated strategy in enhancing its hiring process. Recruitment programs should be in line with the dreams of the company to attract applicants with the perceived required skills to innovate. An efficient agency logo which emphasises the principles of the corporation and enhances opportunities, jointly with a complete bunch of sourcing channels created on social media and professional networks, can be used to improve the reach of skills. Generation should be accompanied by pre-screening equipment and outlined criteria, and Applicant Tracking Systems (ATS) to systematise screening methods, minimise prejudice, and guarantee impartial tests. Practices of interviewing should be a dependent, format-based and consistent approach to explore the candidates. Skills, cultural fit, and destiny ability can be tested in a combination of behavioural, technical and situational questions. The use of panel interviews also provides a variety of views, and maintaining a formal candidate experience makes Erastar even more popular. The strategies based on data, which involve following recruitment indicators, can allow continuous improvement. By sealing the skill gaps, becoming an inclusive organisation, and being responsive to trends in the enterprise, Erastar will be able to attract the top talent, create a victorious team, and gain a vigorous advantage in the changing market.

CONCLUSION:

Under pressure, talent acquisition at the Erastar Company in Delhi has to be maximised through an intensive process that involves creative methods of hiring, effective screening and a systematic interviewing process. The labour policies of the business should change and utilise the technology and updated skills that will enhance efficiency and reduce discrimination. With the help of technologies such as synthetic intelligence (AI) and data analytics, Erastar will be

able to identify the most suitable candidates more successfully and make selections supported by information obtained based on the data. Moreover, dependent interviewing techniques such as situational and behavioural interviews could also enable a considerable increase in selection accuracy of hiring and decrease the attrition. Erastar should also address the need to create an all-inclusive and diverse environment. Focusing on the examples of inclusive hiring methods could help the business increase employee retention, improve performance, and develop an innovative lifestyle as well. Psychometric checking out refers to any other handy method that can enhance the predictive quality of hiring through comparing the character and cognitive abilities of a potential employee. Employee referral programs should be prioritised more, given that they are often associated with improved job fit, quicker onboarding, and elevated retention. Since the talent acquisition landscape is constantly shifting, especially in the post-pandemic era, Erastar will have to prioritise remote hiring and consider the soft skills of the applicants, which are so crucial in the modern workplace. Lastly, it is important to pay recruiter training to improve competency assessments during the interview and screening processes in order to overcome the challenges experienced in these processes. An honest, inclusive, and effective workforce that enables the corporation of Erastar to meet its corporate objectives and principles could be ensured by maintaining a high level of focus on ethical staffing practices and engaging in transparency. Lastly, developing the talent in Erastar will contribute to the expansion and success of the business in the long term in a cutthroat business, much like talent acquisition in the hiring process.

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