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This is to certify that **K.DURAI** from Vivekananda Institute of Management Studies, Coimbatore has attended **ONE WEEK FACULTY DEVELOPMENT PROGRAMME** on "INSIGHTS INTO QUALITY RESEARCH AND INNOVATION" organized by Research & Development Cell and Institution's Innovation Council of Vivekanandha College of Engineering for Women from **13th May 2020 to 20th May 2020**.


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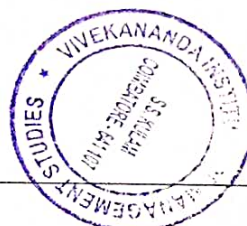
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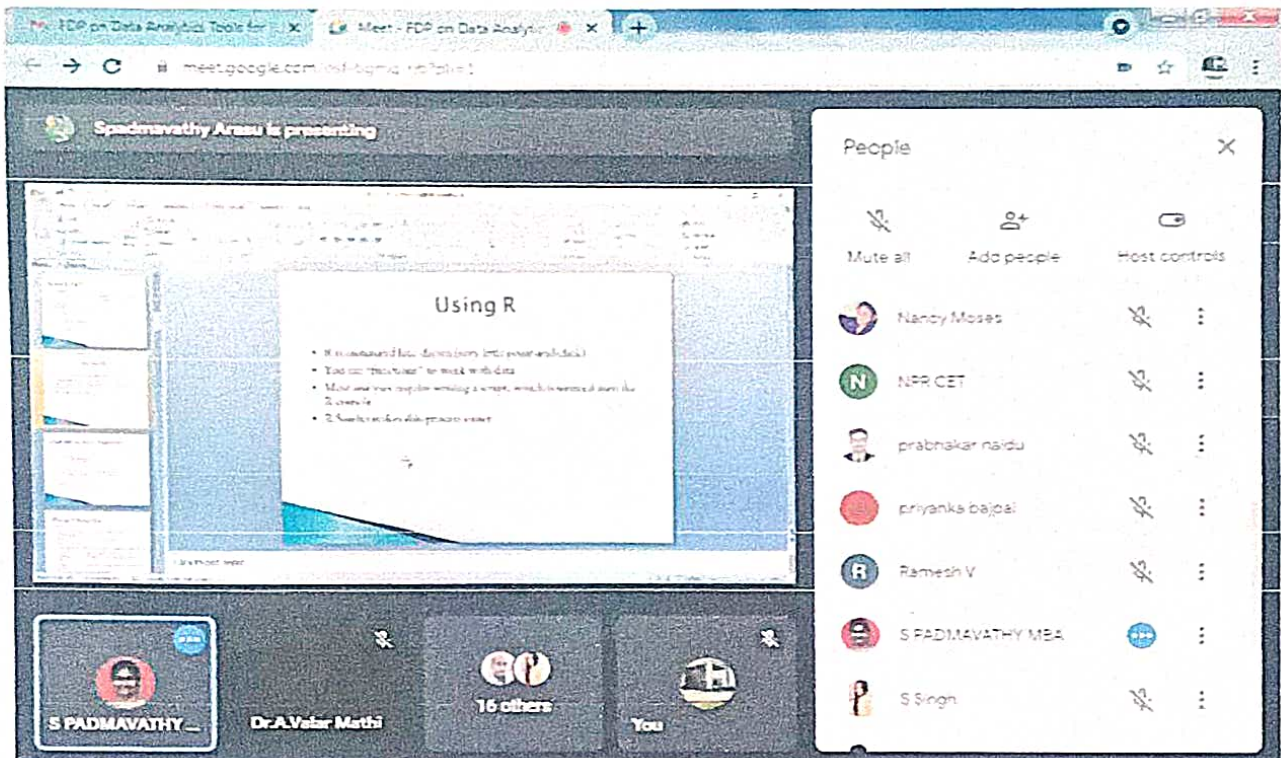

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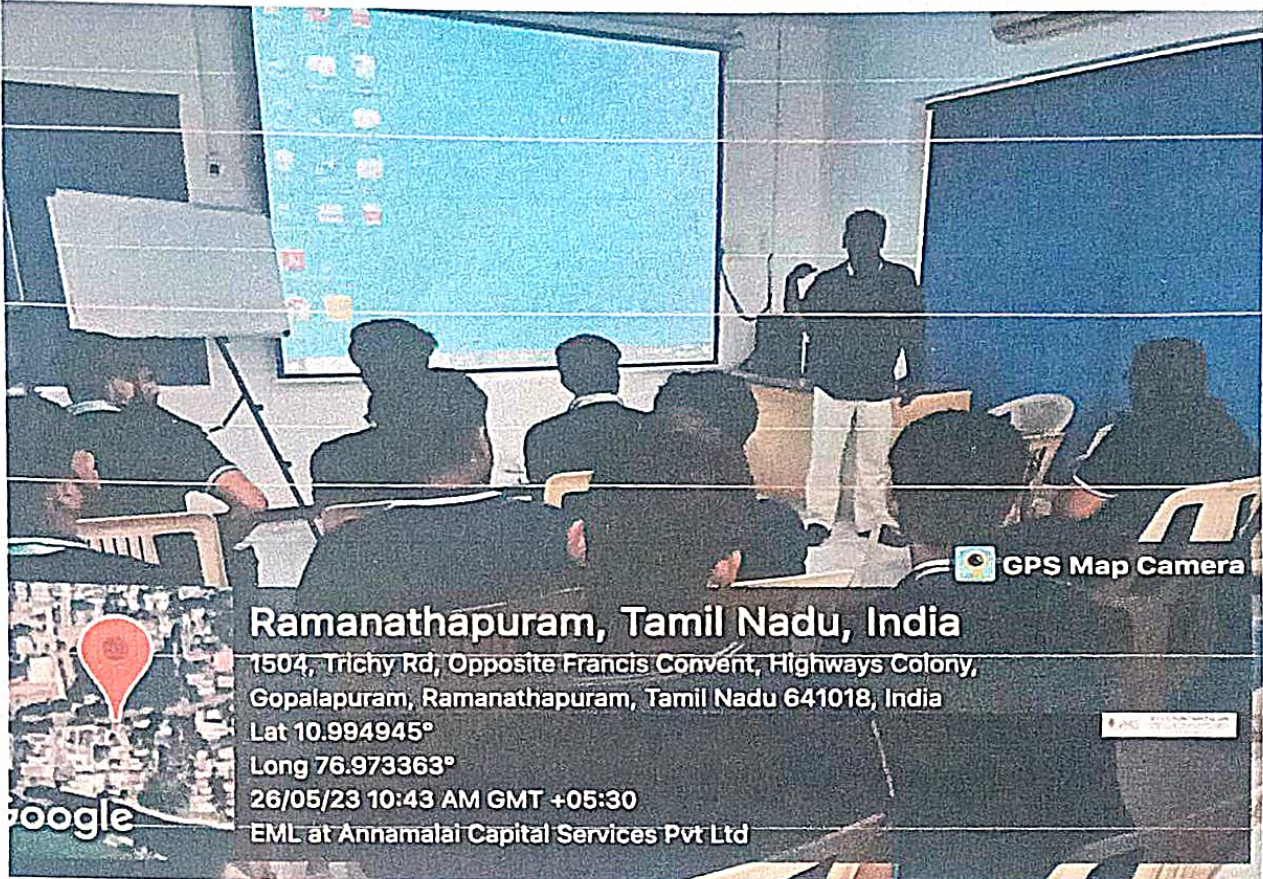
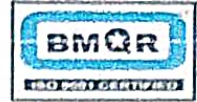


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Example:1

Pointing to boy in a photo a man said "He is the brother of the daughter of the daughter of the wife of the my wife's father in law" then how is the boy related to that man?

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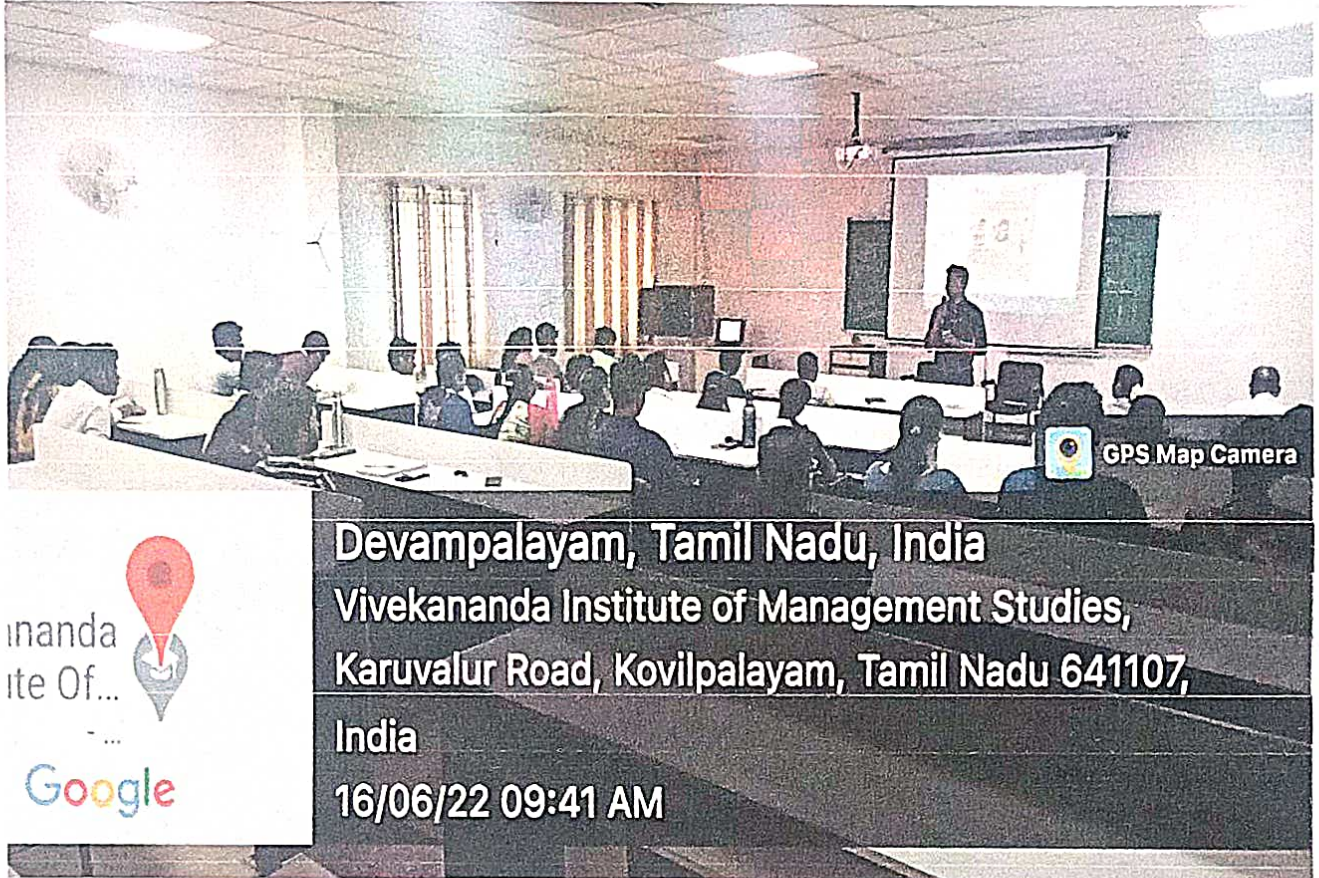
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Introduction to Foreign Language



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A Documentary Video on I BRAND ME Presented By Ramya. D , I MBA - VIMS

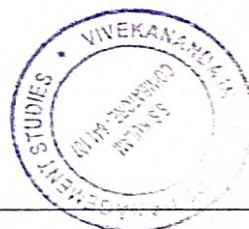


“I Brand Me” Video by Students

Handwritten signature of Dr. A. Valarmathi

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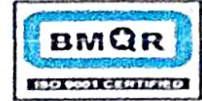




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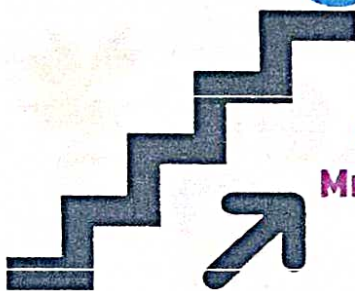
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Business Plan Presentation

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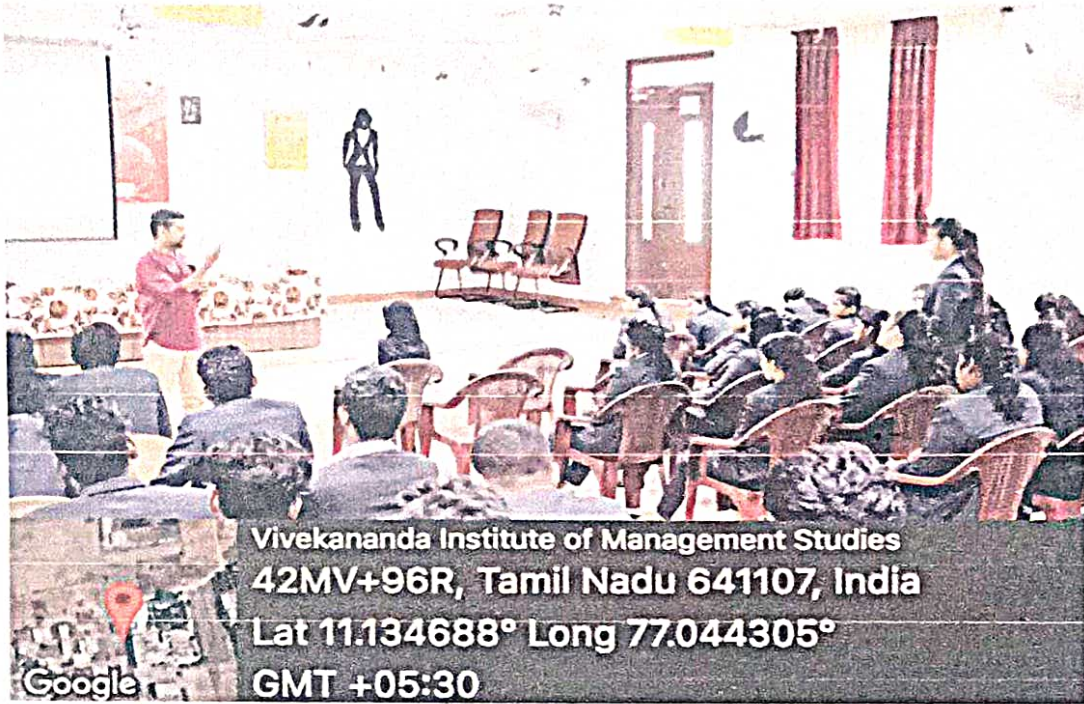
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2022 Vol.25 No.2 POLISH JOURNAL OF MANAGEMENT STUDIES K. Durai, R. Viji

IMPACT OF TALENT MANAGEMENT PRACTICES ON ORGANISATIONAL ENGAGEMENT IN START-UPS IN INDIA

K. Durai, R. Viji *

Abstract: Talented and hardworking people enable a company to pursue its mission and create the right culture. Globally, for start-ups in the beginning stage, finding and maintaining talented persons is a big challenge. The research aims to understand the talent management practices followed in such companies, identifying and developing a comprehensive Talents Management Scale that fits small and medium organizations and any type of business and their impact on Organizational Engagement. The novelty of the study is an attempt to identify the suitability of strategies followed by leading organizations for start-ups at their level. Innovative practices in Human Resource Management through a strategic approach are analyzed in this research. A survey was conducted to collect primary data from a sample of 382 employees working in start-ups in India. Descriptive research was adapted to find out the impact of Talent Management on Organizational Engagement. Exploratory Factor Analysis was performed to understand the factor structure using SPSS version 23. The research results reveals that the demographic profile of start-up employees does not influence Organizational Engagement and perception of Talent management. The constructs, namely Talent Attraction, Talent Identification, Talent Training and Talent Development, have a positive impact on Employee Engagement, but the impact is less. The study reveals that Talent Culture is dominant in determining Organizational Engagement.

Key words: Talent Management, Organizational Engagement, Startups, Talent Attraction, Employee retention.

DOI: 10.17512/pjms.2022.25.2.09

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Introduction

Indian government initiatives, such as The shift of remote work and digital disruption are the challenges for every organization in hunting, employing and maintaining talented employees. Employees look for immediate feedback on their work, which is impossible in this disconnected scenario. The collaborative efforts are missing, which makes individuals feel uncomfortable. They want to learn and update themselves to face the ongoing changes in the world. Companies need to develop strategies in talent management to bounce back after the impact of the COVID pandemic. Talent management facilitates employee engagement and develops skilled and productive employees. It is a complex task that decides the sustainability

* K. Durai, Kalasalingam Academy of Research and Education, India, Research Scholar. R. Viji Dr., Kalasalingam Academy of Research and Education, India, Dean, Kalasalingam Business School.

Corresponding author: duraisivakasi74@gmail.com hodmba@klu.ac.in

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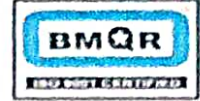
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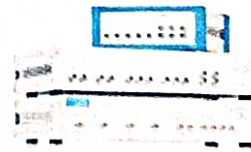
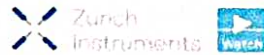
Influence of psychological capital on organizational commitment in higher education institutions

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