THE RELEVANCE OF ONLINE TALENT ACQUISITION IN ACTING INDUSTRY

Belinda Prakash*

Dr. Anindita Chatterjee Rao**

ABSTRACT

A fundamental transformation that the acting industry is going through by evolving talent acquisition in a strategic approach,the online talent portals are incorporating corporate culture, from the traditional approach of hiring actors to the online hiring portals. The industry has experienced a change by influencing and inspiring skilled aspirants with a strategic approach to online talent aggregation. Acting industry is building on the ability to sustain critical responses of a large data base successfully with great understanding of technological platforms and creating a user friendly experience for employment.

The emerging business trends in the competitive environment has pledged acting industry which has responded with experience and expertise of hiring actors through the strategic online talent design keeping in mind development and challenges to be faced.

Talent acquisition is the key component for employment, organization under the business scanners look to reduce the cost involved for hiring. The strategy followed by the online talent aggregation portals is conducted to recruit by reducing hiring cost for the growing digital industry with the increasingly demand for media content bringing about the demand for actors. Therefore "hiring right talent" at low cost, adopts a new strategic approach by service providers consolidating them offering to consistently deliver the best talent in a cost-effective-process.Talent acquisition is a well define process penetrating into the businesses to understand

* **Research Scholar, Faculty of Management Studies Manav Rachna, International University**

** **Assistant Professor,Faculty of Management Studies, Manav Rachna International University**

potential employees by focusing on acquiring all opportunity for data management. The accountability confirmation, of all activities participating in talent acquisition, has been consistently involving innovation throughout the process.

The challenges faced globally in online talent aggregation acquires the feeling of sustainability to survive the exceedingly dynamic versatile industry which is based on a systematic and planned strategic approach to attract, retain, motivate, develop, innovate technology to the best advantage of the online talent portals.

The strategic approach is purely tactical in nature to determine boundary for online talent portals to expand opportunities by gathering information to arbitrate potentials aspirants to fit well. Further a strategic approach on talent acquisition has a major impact on hiring in the acting industry, to collect quality and quantity data of high-potentialaspirants. By keeping updated with technology and innovating new features which have a significant value in hiring. Talent acquisition incorporated with a strategic platform for all comparative aspirants to be registered on giving them an equal opportunity in a cost effective manner, as well for the casting directors to acquire actors in a cost efficient way and have the access to a large organized data, easing the process of hiring.

Key words: talent, online, hiring, strategic, acting, acquisitions, data.

INTRODUCTION

Talent acquisition is a process of recruiting skilled employees for the need of human resources. The recruitment process is designed with a unique functions to find, assessing, acquireprofessional/skilled talent, to fill-in the required roles to meet the ultimate purpose of fulfillingemployment for projects or assessments. The strategic function of talent acquisition which comprises of planning talent procurement, forecasting employment, and formulating a strategic approach to the assessment of talent acquired for development and innovation in the acting industry.

Inrecent, talent acquisition is emerged for actors in the entertainment industry, growing with potential and strategic organizational requirements. Talent acquisition is a complete new concept in the acting industry which is consistently communicating an authentic value propositionedand highly specializedplatform between the actors and casting directors, meeting the requirements by compelling demand and supply for skilled actors and high-end casting directors/producers for the increased digital media content.

Talent acquisition is a unique process for hiring talent, the practices of general recruitment has transformed for employers getting employees from distinct location across the globe. The function of talent acquisition is usually used for skilled employees to be sourcedthrough standardizedand organized platforms to be followed by the recruitment process.

The globally going acting industry improving with an increasing demand for specific skilled talent which exponentially creates more choices when evaluating potential actors for the job-listing to deliver and fit accurately in the role. The expertise of talent acquisition backed by technology for improving the industry witha strategic approach has come forth with recruitment process.

The online aggregation web portals competencies with talent acquisition function offering the acting industry a completely brilliant succinct and an excellent user experience for actors and casting directors.

A strategic approach to identify attracting actors and casting directors, as talent acquisition is a new concept in the acting industry. The online talent portals leading to an incredible opportunity are dynamic and efficient, by embracing strategy and corporate culture to the acting industry. Talent acquisition can be execute in an effectively and systematic manner, for awareness to actors and casting directors satisfyingthe requirement of employment in a highly versatile industry for recruitment.

"Strategically positioned to meet the employment and organizational needs of media and entertainment companies across the globe, from television to cable and radio broadcasting,

digital, mobile and social media content, motion pictures and home entertainment, music and publishing, and location-based entertainment, by K Ferry"

LITERATURE REVIEW

Online casting portals have a great platform for casting aspiring actors and easy accessibility for filmmakers to find the talent on their fingertips by A.Rizvi (2016), the thought behind online talent aggregation is amazing. I think this is something out of the box. This is going to help veterans and newcomers of this industry in a big way said Kapri (2016). The way online casting portals have been presenting a dignified and accessible platform to all talentedaspiring's to get into Bollywood to make their dreams come true by Bhattacharjee(2016).

Professional actors and actresses can multitude the tool to present themselves in an individual and personal way to spotlight their talent. Casting professionals can use the platform for ideal casting actors for assignments and projectsDendorfer and Lademann (2008). By creating a one stop shop for talent which was much needed. The platform of online talent casting gives the opportunity to choose from a pool of talent. Surely it will be equally useful for filmmakers and talents wanting a career in acting industry,Ghosh (2016).They say correct casting for jobs is half the work done. Online casting platforms are surely going to be half of that half. Talent and filmmakers must appreciate and make use of this platformLamba (2016). To make a film casting it is half the job. Correct casting is the biggest problem and online talent aggregation is the perfect solution for career planning to acquire jobs says Gupta (2016).

Talent acquisition is an ongoing cycle process related to attracting, sourcing, recruiting and hiring talent within an organized wayHement (2014). Nothing is more clarifying for a recruiter to know that he can manage to pull everything together by getting the role filled. The sense of urgency and true appreciation for successfully finding the right talent for the right rolePape(2017) talent acquisition operations creates the important role for strategy planning to identifying skilled individuals and techniques to be recruited globally by Bradley and Steele (2013), recruiting through a strategy way with talent acquisition has replaced the traditional style of acquiring talent by changing to online platforms one gets the exposer to targeted quality data for recruitment. Fenyedi (2014), through analyzing several years of the role that technology has

taken part in to integrated talent strategy with hiring, which focuses on providing the best of insights to keep leading organization for recruitment, Kyle (2015).

Acquiring talent strategically has a huge impact on the approach by compelling efforts by creating new opportunities for the employee by Davis (2015). The practitioners are in the driver's seat for the senior leading the process and strategy in identifying current and future talent acquisition strategies for our organizationMiller-Merrell (2015). Talent acquisition is an ongoing strategy to find specialized talented appropriate candidates to forces on executing the role they are hired for,Naylor (2016).

TalentAcquisition has graduated with an up-lift from just a simple candidate filling function to a strategic process that aims direct correlation to an organization's core,Visier (2016) of technology has shown the requirement of the tool talent acquisition, the easy usability has win sophistication over the competitive advantage says, Hall (2016) the Systems "talentAcquisition" has evolved to recruitment by taking up thechallenge by creating a strong and well define strategy for the formulation of acquisition. The talentacquisition Systems, have evolving technology to an impressive feature for recruitment.Wilson (2016).

RELEVANCE OF ONLINE TALENT ACQUISITION IN ACTING INDUSTRY

The web, recruitment is a generalization change in talent acquisition which has been removing the skill gaps between talent and employers, by uprooting the traditional approach of recruitment strategies. The transformation acceptance of corporate culture in the acting industry has landscape talent acquisition process and with the right talent acquisition tech support especially in today's ear hiring going online has eliminated obstructions.

The large data providing relevance for screening of each aspirant, which is highly supported by technologysoftware's, the employer can go through each categoryof personal details of the employees, unlike the traditional portfolios/resumes. The approach to how social networks are working making the hiring process more interesting for specific job seekers and talented skilled employees, by giving them the correct platform for employment.

Acting industry recruitment is very innovative with acquiring actors from different fields, to play different roles for them to display their true talent. The development in innovation and gathering solutions to accommodate unique hiring needs by adding new featuring to match the requirements of the casting director and actors.

Talent acquisition is economically inspired with recruitment techniques, cutting the cost for actors and as well for casting directors. As hiring in acting industry is required in every assignment which does not last more than a year, talent acquisition is the process which incorporated acts to organize the large data requirements to fulfill recruitment at a low cost.

The online web portals development allows the users to create an online portfolio and update it after every assignment or project. By updating their completed projects experience, the aspirant's skills and talent is relievedby the past work done. This gives the recruiter a better chance to go through the actor's portfolio and select accordingly for the upcoming assignments from the online website portals.

OBJECTIVES

➢ The understanding of talent acquisition and its role in acting industry (AI)

➢ The prospective of online casting aggregation in talent acquisition process and would it help in recruitment in the (AI)

➢ The strategic approach incorporated in talent acquisition process for casting by online talent portals.

DATA COLLECTION

Thestudy is based on secondary data obtained from various means for information like websites, reference books, newspaper, and magazines.

RESEARCH METHODOLY

A fundamental approach to critically analyzing the qualitative data using inductive method, by studying the gathered data from individuals interviews to generate an in-depthunderstanding of talent acquisition in acting industry.

TALENT ACQUSISTION	• Accessibility
	• Integration
	• Recruitment
	• Ongoing process
	• Easy usability
HIRING / CASTING PORTALS	• Creating new opportunity
	• Correct casting for jobs
	• Great opportunity for casting
	• Identifying skilled individuals
	• Career planning
STRATEGIC APPROACH	• Formulation
	• Identification
	• Important role in acquisition
	• Forces on execution
	• Organized data of aspirants

RESULT

The paper has described a content analysis as a method to analysis the qualitative data gathered from interviews by individuals. Further the paper focuses on generating an understanding of categories under which similar themes or categories are collected to illustrate and present the qualitative report.After analyzing the data, online talent acquisition seems to go globally setting its target for hiring talent with a strategic approach. The strong formulation and easy accessibility of online hiring has acted as motivational for career planners.

The relevance of talent acquisition with a strategic approach has cultivated an onset of the industry going online for recruiting with the help of technology integrated in the form of casting portals. The organized approach of curated data in casting portals has created the importance of talent acquisition, generating a great opportunity for casting aspirants by bridging the gaps globally.

DISCUSSION

After analyzing the gathered data and studying the "Literature Review", have come tothe understanding that there is relevance of Talent Acquisition in the Acting Industry. The strategic approaches used by talent acquisition to identify the important role of recruiting talented aspirants through the online process which is generating employment opportunity globally.

Strategicapproach: The process of formulating by identifying the important roles played by talent acquisition and further organized data of aspirants which acts as an important role for strategy planning. The transformation has gone beyond the boundary of just hiring people for the jobs available, by creating place for a strategic approach with online talent acquisition.

Talent acquisition: The integrated process to acquire talent has become an easy way to access the cannel of recruiting globally. This has turned out as a perfect solution by online talent acquisition an ongoing process. This is best practiced by casting directors/organization for the purpose of recruitments.

Hiring/ Casting Portals: The online casting portals are giving new opportunity by hiring talent through the acquiring process creating a great platform for the talented aspirants and also a direction for career planning. The online casting portals not only find specialized talent, and recognizeskilled individuals but also help casting directors to hire aspirants for the job.

ANALYSIS

Talent acquisition analytics and large data bases are introducing a new approach of online recruitment, with the enchainment of technology development by providing a clear consistent out

come with recruitment process. Talent acquisition can also help understanding the acting schools, work-shops, agent etc. by catering the required information to become a one-stop-solution for acting industry. The data can be exploded by aspiring actors, and casting directors.
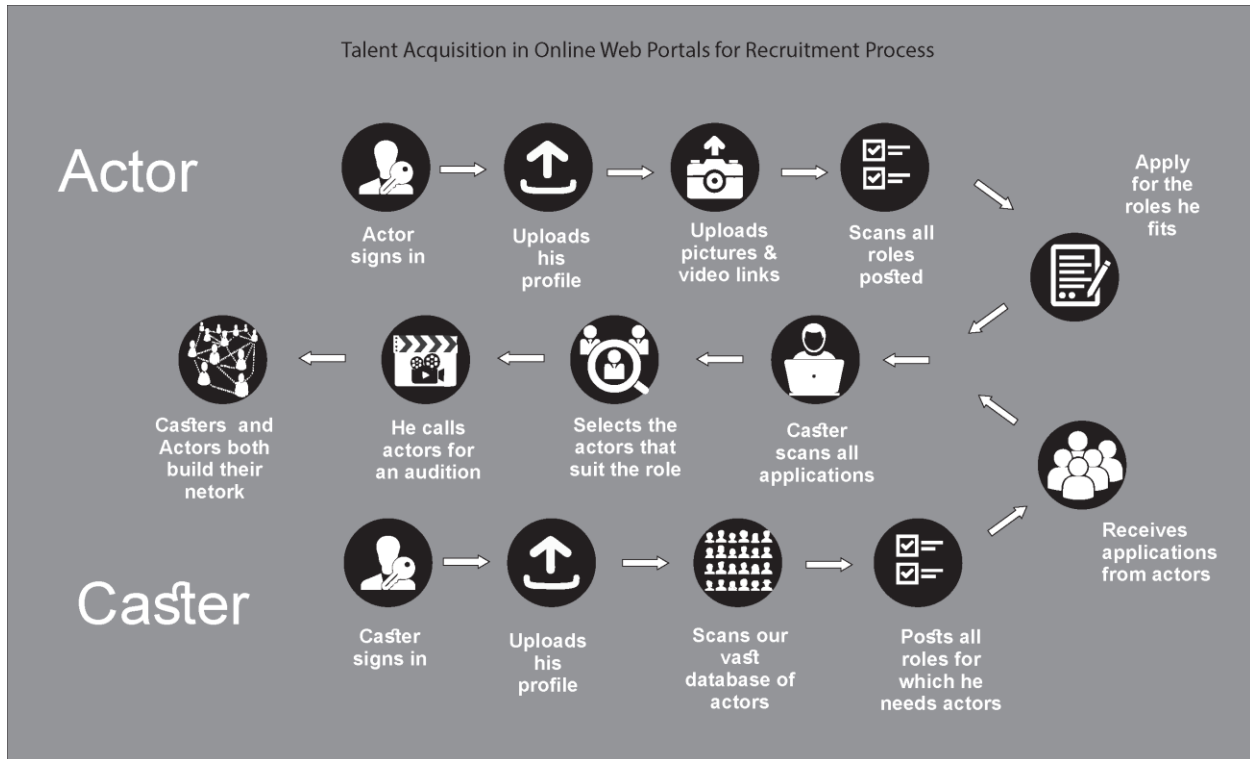
Source: www.casttoday.com

Figure1. The process of online recruitment with talent acquisition in acting industry

Data of 12 Casting Directors on Perception of Online Talent Acquisition in Acting Industry

I.   As a casting director we are always looking for ways to carry out effective casting across different parts of the country. I am glad that online portals will do just that and make thing convenient. It is a win situation for actors and talent seekers, by M. Chhabra.

II.   A new and exciting opportunity for upcoming actors to make a presence in acting industry by provides convenient access to a complete database of fresh talent and well known faces. All filmmakers must make the best use of it. A L Rai

III.   A wonderful initiative has been taken up, that is surely open the floodgates of opportunity to those who have not so far had a chance to showcase their talent. S R Kapur

IV.   Today casting has become an integral part of film making. From the smallest part to the main actor each performance is helping in contributing to the overall atmosphere and narrative that the storyteller is trying to convey. So thrilled that online talent portal's will help in making the process more effective and allow talent from the entire world to reach Bollywood film-makers. N Adwani

V.   I was always dismayed to meet young talent that was languishing at production offices and mindless auditions hoping to land that one big break. I always felt that talent needs a structured pipeline to reach the right people at the right time. Online talent aggregators are that pipeline which aligns talent with opportunity. It is a great initiative that will provide gifted actors a platform to showcase the talent and will allow filmmakers the freedom of choice. All of us seek the best talent for the part but we are often limited by choices made available to us. This is going to benefit us immensely as it is going to allow untapped talent to flourish. H Mehta

VI.   Half the TV shows today either get delayed or scrapped due to non-availability of desired casting or wrong casting. TV produces more than 150 hours of content every week and in order to make it function properly, right infrastructure to ensure good casting is most critical. Online talent looks like an immediate solution for it. The entire television industry is going to benefit from it. S Tiwari

VII.   To make good film one needs good actors, most of the time we sort-off good options. Great news for our entertainment industry that now we are going to have online casting agency. Surly many people who want an opportunity are provided with a platform to realize their dream. Online casting would prove to be a great opportunity for actors worldwide. S R Singh

VIII.   There is a gaping hole in the way casting is done in the film industry. Resulting in many talented actors' not getting what they deserve, which could be a loss of a lifetime. Online casting is trying to fill that void by letting the talent itself showcase the brilliance to the filmmakers who are always thirsty for new as well as mature talent alike. V Sharma

IX.   A great talent is futile without an equally great platform. For an actor the right exposure and the skillful expertise can get you noticed and bring you to spotlight, this is exactly where portals "first of its kind" video casting comes in. With its innovative working and extensive industry accessibility this casting portal is going to be the wind below the wings of those whom have ever dream of a career in acting industry. Online talent is the future in the business of talent and casting. A Pandit

X.   Good casting is half the battle won for a director. We spend months searching across the country for the right face and talent. An online casting platform is a great solution. It opens up avenues for actors to reach directors and vice versa. R K Hirani

XI.   New actors and new acting energies are the need of the hour. The casting platforms are an ingenious way forward to source for new talent. Every filmmaker must leverage this platform for the new age of making movies. K Johar.

XII.   Online talent data base is a terrific way for actors to showcase their talent, to acquire jobs through the talent platforms. Searching the database manually is over, hundreds of actors register online make the casting process easy. J.Rudolph.

The Analytic Approach for Online Talent Recruitment
Data revolutionizes: The former data was without considering many details, like images, and personal details etc. the corporate management culture with analytics is a driving force incorporated in a systematic manner to collect data in large quantity and quality considering all the information required.

Forecasting requirements: Predictively analytics provide an insight deep into the web portals to channelize recruitment needs, such as where the online portals is lacking with talent or job-listing, and filling in the gaps, which lay between the employer and employee,before the acquiring system getshampered.

Root cause analysis of attrition: Data analyze with factors understanding the contribution of reduction in numbers of "job-listing or aspirants data", and by using this information to help talent acquisition process during recruitment, to provide sufficient opportunity for the job-listing for the employees and vice versa.

Targeting available talent: The online web portals use qualitative and quantitative data, to access the data base of actors available in a particular location, the analysis builds a detailed map using searching locations in reference to talent availability from a particular area.
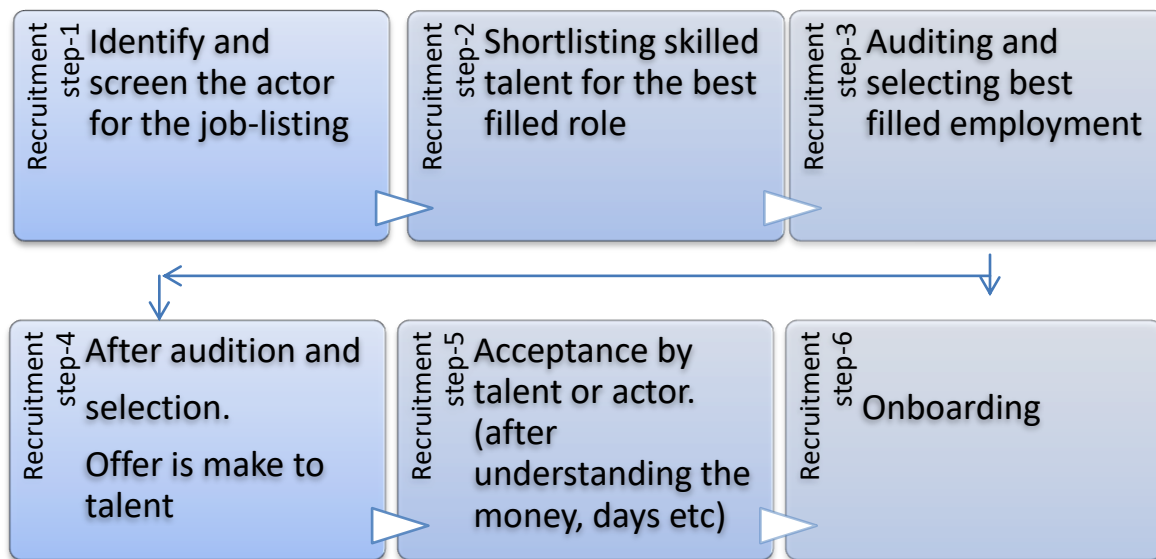
Recruitment step-1	Identify and screen the actor for the job-listing	Recruitment step-2	Shortlisting skilled talent for the best filled role	Recruitment step-3	Auditing and selecting best filled employment
Recruitment step-4	After audition and selection. Offer is make to talent	Recruitment step-5	Acceptance by talent or actor. (after understanding the money, days etc)	Recruitment step-6	Onboarding

*Figure2.*The step-by-step approach to identify recruitment process

<u>Talent Acquisition a Strategic Approach</u>

The strategy pertaining to talent acquisition mostly revolves between employees and employers relationship. Strategy steps in here to nurture relationship with a prospective of something done. The filmmakers that are able to find and hire the well establish actors, quickly get them onboard. But for those non-top filmmakers, talent acquisition is a continuous process for small assignments and frequently acquiring actors for ads, TV shows, movie etc. recruitment becomes an ongoing process with an immediate need for hiring.

As talent acquisition is more than recruitment, it is a strategic approach to identify, screen and onboarding the right talent for the right role with efficient and effective online web portals, casting has become easier. The dynamics of recruiting more focuses on immediate hiring, filling in the space at the right time.

The Excellence in talent acquisition results from combining strategies, capabilities, enabling technology together with majority of identifying and understanding the cultivating relationship shared between actors and casting directors. The online talent aggregation portals are allowing the filter to pre-shortlist quality talent required for the role by key filters like: gender specify, skill specify, language knowledge etc. by this the casting director can explode the data in the required manner.

A strategic Approach combined with talent acquisition online portals:

Figure3. Elements of talent acquisition in a strategic approach

Talent acquisition includes recruiting: To facilitate strategic elements that help in designing an online web portal, data based for requirement process. The design is specific to acting industry to avoid conflict of interest with other industries. The data tool is sufficient to satisfy the need of necessary recruitment in a well define manner to recruit aspirants.

Talent acquisition planning: Element ensures online talent portals arealimented and examined, to recruit an accurate and understanding aspirant for the job-listing.

Strategic segmentation: Requires an understanding of the different actors segments to be grouped according to their skills by relevant criteria, to draw solutions for a specificneed of the casting director, to positions them accordingly based on their competencies and experiences necessary for successful employment.

Action plan: This includes activities that help to uncover, articulate, and define the right place for the aspirant in different roles. The aspirant is shortlisted, after the casting director is satisfied with all details about the potential actor, work experience, looks etc. and depict for the next round.

Shortlisting and auditioning: The shortlisted aspirants are further screened by auditioning and understanding the capability of the aspirant. Different technique and strategies are used during auditioning for specific roles and after the process is completed auditions are further screened and one aspirant is selected to fit the role.

CONCLUSIONS

The majority of casting director indicates hiring actors through the strategic approach of talent acquisition in a reliable source of recruitment which quickens the process as well. By the help of technology, innovating and formulating the online casting portals, recruitment process has come forth as a benefit to employers for employing.

➤ Data: Large number of data, with personal details and images accumulated as a portfolio, are available on one platform.

➤ Applying: The actors can be screened and eliminated after going through their complete portfolios and unwanted applications can be removed. As online audition can complete the screening process.

➢ Cost-effective: Online talent acquisition process lessen the cost of accruing an actor for a specify assignment, as hiring takes place frequently.

➢ Job Listing: Casting directors need not to look for actors manually going through each individually, the strategic process saves time and recruitment cost.

LIMITATIONS

➢ Casting directors and actors accepting the concept of online talent aggregation, is still to be incorporated in the entertainment industry.

➢ Education and knowledge lacks in the entertainment industry, "as employment is based on talent". Aspirants may take time to understand the online casting process.

➢ Expensive internet connections and smart phones may not be available to every aspirant.

REFERENCES

(n.d.). Retrieved january 10, 2017, from alandavis.com: http://alandavis.com/recruiting-vs-strategic-talent-acquisition/

(n.d.). Retrieved January 10, 2017, from newtohr.com: http://newtohr.com/talent-acquisition-analytics-moving-from-data-collection-to-data-insights/

(n.d.). Retrieved January 10, 2017, from backstage.com: https://www.backstage.com/casting/

A, D. A. (2008). *e-talenta*. Retrieved 01 22, 2017, from https://www.e-talenta.eu/en/aboutus.php

Bersin, J. (2014). Retrieved January 8, 2017, from eremedia.com: https://www.eremedia.com/ere/the-next-frontier-in-talent-acquisition-is-marketing/

C. De, P. (2017, january 5). *talent acquisition*. Retrieved january 23, 2017, from http://www.talentacquisitiongroup.com

Davis, A. (2015). *Alandavis*. Retrieved january 23, 2017, from http://alandavis.com/recruiting-vs-strategic-talent-acquisition/

Fenyedi, E. (2014, october 30). Retrieved january 23, 2017, from impactrecruitment:
    http://www.impactrecruitment.ca/how-to-develop-a-robust-talent-acquisition-strategy/

Google, S. (n.d.). Retrieved January 10, 2017, from scholar.google.co.in:
    https://scholar.google.co.in/scholar?q=strategic+approach+in+talent+acquisition&hl=en&as_sdt
    =0&as_vis=1&oi=scholart&sa=X&ved=0ahUKEwirnrXW

Hall, B. (2016, may 6). Retrieved january 23, 2017, from humanresourcestoday.com:
    http://www.humanresourcestoday.com/talent-acquisition/

Hemant, K. (2014, september 18). *Link.in*. Retrieved january 23, 2017, from
    https://www.linkedin.com/pulse/20140918060211-100523467-what-is-the-difference-
    between-recruitment-and-talent-acquisition

Jenning, M. (n.d.). Retrieved January 9, 2017, from recruiter.com:
    https://www.recruiter.com/about.html

Kestenbaum, J. (2016, June 13). Retrieved January 8, 2017, from eremedia.com:
    https://www.eremedia.com/sourcecon/4-recruitment-trends-changing-talent-acquisition/

Lademann, A. D. (2008). *e-talenta*. Retrieved january 22, 2017, from https://www.e-
    talenta.eu/en/aboutus.php

Laurano, K. a. (2015, february 19). *brandonhall*. Retrieved january 23, 2017, from
    http://www.brandonhall.com/blogs/talent-acquisition-strategy/

Miller-Merrell, J. (2015, december 23). Retrieved january 23, 2017, from workology:
    http://www.workology.com/talent-acquisition-recruiting-trends/

Naylor, R. (2016, april 27). Retrieved january 23, 2017, from Jobvite:
    http://www.jobvite.com/blog/what-is-the-difference-between-recruitment-and-talent-
    acquisition/

Rudolph, J. (n.d.). *backstage*. Retrieved january 22, 2017, from
    http://www.backstage.com/news/testimonials-from-famed-artists/

scholar.google. (n.d.). Retrieved january 10, 2017, from scholar.google.com:
    https://scholar.google.co.in/scholar?q=strategic+approach+in+talent+acquisition&hl=en&as_sdt
    =0&as_vis=1&oi=scholart&sa=X&ved=0ahUKEwirnrXW-rvRAhXFo48KHWs7D6AQgQMIFzAA

Steele, T. a. (2013, october 9). *euromedica*. Retrieved january 23, 2017, from
    http://www.euromedica.com/how-to-design-and-implement-talent-acquisition-strategies-to-
    meet-corporate-goals/

Visier. (2016, december 29). Retrieved january 23, 2017, from humanresourcestoday.com:
    http://www.humanresourcestoday.com/talent-acquisition/

Wilson, R. (2015, october 6). Retrieved january 23, 2017, from humanresourcestoday.com:
http://www.humanresourcestoday.com/talent-acquisition/