

## EMPLOYEE PERCEPTION TOWARDS TALENT DEVELOPMENT PRACTICES IN TELECOM SECTOR

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### ABSTRACT

The human capital has become the key factor in determining the success of any organization. The current research is focussed on the study of telecom sector. It is the largest revenue generator and also a major creator of jobs in India. The competition in this sector is high and hence in order to sustain, these organizations need robust talent management system. . The sample for further survey is drawn from the other three companies- Bharti- Airtel, Vodafone and Idea. The sample size was 236 employees. Although employees are satisfied with the prevailing TM practices, there is scope of improvement. The employees perceive the developmental opportunities as the key to talent management. But this is practically not the complete truth, as the integrative approach of talent management is the Best Practice.

**Keywords:** Talent management, perception, perceptual map, telecom sector, talentism.