

MEASURING THE IMPACT OF TALENT MANAGEMENT ON EMPLOYEE BEHAVIOUR: AN EMPERICAL STUDY OF OIL AND GAS INDUSTRY IN INDIA

¹P. KUMARI & ²P.C. BAHUGUNA

¹Associate Professor, Department of Management Studies, Kanya Gurukul Mahavidyalaya, Second Campus, Gurukul Kangri University, Dehradun – 01, Utrakhand, India

²Assistant Professor, College of management and Economics Studies, University of Petroleum and Energy Studies, Dehradun, Utrakhand, India

ABSTRACT

Oil and Gas being the most important source of energy is considered the life line of any economy. Today the sector is at cross roads. On one hand the demand for oil and gas is constantly increasing and on the other hand there are certain issues (such as green house gas emission and climate change, pricing, security of supply and constantly increasing budgets of exploration and production) that are pressing the industry severely. But high on the list are the work force related issues. Such a scenario has put oil and gas companies into war for talent. In countries like India the situation is very complex. The oil and gas companies in India are finding it very challenging to locate and attract the right skills. Probably the reasons may be lack of awareness among people about the importance and attractiveness of the sector, declining interest of the people towards science and technology, high degree of risk associated, lack of institutions offering specialised courses specific to oil and gas industry etc. The challenge for them is to develop rigorous talent management system which will ensure the availability of the right people for the industry and thus enhance productivity and profitability.

The present paper has been divided into four sections. In the first part, the changes occurring in the business environment and in particular the challenges faced by the oil and gas industry have been discussed. The second section explores the concept and reviews the available literature on talent management (TM). On the basis of review of literature the factors of talent management were identified and objectives and hypotheses were formulated. In the third section research framework and research methodology finds mention. The fourth section is about results and discussions.

KEY WORDS: Talent, Talent Management, Competency Development, Organizational flexibility, Career Development, Commitment and Motivation