

Abstract

This research investigates global talent acquisition strategies employed by multinational corporations (MNCs), using a mixed-methods approach that integrates both qualitative and quantitative data. Through interviews with HR professionals and surveys of employees across various regions, the study explores the factors influencing recruitment practices, including cultural diversity, skill shortages, and labor market dynamics. The goal is to understand how MNCs design and implement recruitment strategies to attract and retain top talent in an increasingly globalized workforce.

The findings reveal that successful talent acquisition in global markets is driven by a combination of localized strategies tailored to specific regional needs and global frameworks that ensure consistency and alignment with organizational goals. MNCs that embrace diversity and inclusion, leverage technology for recruitment, and offer competitive benefits are better positioned to attract high-quality candidates. However, the study also identifies challenges such as navigating local labor laws, addressing language and cultural barriers, and ensuring effective onboarding processes across borders.

In conclusion, this research provides actionable insights for MNCs looking to enhance their global recruitment strategies. By understanding the key drivers of successful talent acquisition and recognizing the barriers to effective recruitment, organizations can refine their approaches to building a diverse and high-performing international workforce. The study offers recommendations for overcoming these challenges and improving recruitment outcomes across global markets.