

THE IMPACT OF TECHNOLOGY ON TALENT MANAGEMENT

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Introduction

Talent management practices have evolved over the years to cater to people-specific trends much like all other aspects of work, and have changed in fast strides over the last few years. Strategic talent management is a necessity in today's hyper-change environment. Global trends in talent and human capital management have led to a renaissance of the work-worker-workplace equation. In this context technology plays a significant role in attracting and managing an efficient and productive workforce.

What is Talent Management?

The planned, meticulously managed process of bringing on the right people and assisting them in developing to the fullest extent possible while keeping corporate goals in mind is known as talent management.

Objectives of the study

1. To analyze the importance of Talent Management.
2. To study the Benefits / Role played by Technology in Talent management.
3. To analyse the problems faced in Talent management.
4. To provide suitable suggestions.

Review of literature

According to Ready and Conger (2007) found that "to meet the challenge, companies must rethink how they hire, train and reward their employees, placing those tasks at the heart of their business plans". In doing so, they have an opportunity to address all problems according to a unified integrated plan, rather than waste time and resources attacking each of the issues individually.

According to Garrow and Hirsh (2008), talent management is about doing good deeds for your finest employees, investing in their growth, helping them reach their full potential, and helping them make the most of their skills.

According to (Iles et al., 2010), it is an integrated process with multiple specific procedures that greatly contribute to the success of the company. These procedures include workforce planning, finding and hiring talented employees, nurturing and training these individuals, and keeping them on board as company assets.

Importance of Talent Management:

- Enhances company's performance
- Drives innovation
- Ensures team productivity
- Motivates others to grow
- Helps fill company roles

Benefits of Technology in Talent Management

1. Improves recruitment processes:

Numerous time-consuming procedures associated with candidate recruitment can cause talent acquisition teams to become bogged down and lost in the shuffle. According to 69% of HR experts, automation significantly shortened the time it took them to hire new employees.

2. Enhances candidate experience:

The candidate experience is arguably the most important part of the employee lifecycle. It needs to be seamless and straightforward, or you risk losing top talent. 83% of employees say a negative candidate experience turned them off from a job they were interested in.

3. Simplifies employee on boarding:

Though it doesn't last long, talent management's on boarding phase gains a lot from technology. Filling out tax papers, payroll information, job verification forms, and corporate policies have all required a lot of paperwork and repeated data entry throughout the on boarding process.

5. Facilitates internal mobility

Technology gives you visibility into employees with skills that may be a better fit for another role in your organization. It attracts and retains employees with opportunities for internal mobility. With access to performance data, we can quickly spot top performers across the company. That allows identifying good candidates for promotions, giving rewards and recognition, and offering competitive compensation and benefits to keep best employees around long-term.

6. Simplifies succession planning

Performance data helps easily spot top performers and employees with the right skills for your critical roles. If succession planning is not tackled, talent management technology can help to overcome this issue in case of sudden resignation or retirement of employees.

7. Increases employee engagement

The talent management strategies adopted by the organisation helps the employees to engage themselves emotionally with dedication and commitment.

8. Allows for more accurate workforce planning. If proper planning is not done the organisation would suffer .Headcount planning protects your company from the negative effects of employees that are not productive. It allows your HR team to facilitate productivity by hiring the right people at the right time across the organization.

Challenges faced by organisations in Talent Management

- **Finding internal candidates**

A major challenge in talent management is having a clear view of the talent you have, informed by data, to know who to develop, how to develop them, and when. Just as employees are expected to align their strengths with a company's needs, organisations must match their business requirements to their employee's strengths and link them to suitable career opportunities.

- **Identifying growth potential**

One of the biggest problems organisations face, is that they are unable to identify their employee's potential and willingness to grow and change.

- **Boosting Performance**

Even if you've identified an employee's growth potential, HR departments are struggling to boost their performance. It becomes difficult for them to analyse the potential early and boost them.

- **Collating Training needs**

Keeping in the cost of the companies the HR provides training in the start, but later employees should approach the organisation for additional learning. This should align with the cost of the organisation.

- **Assembling Teams**

The manager should make teams for enhanced productivity. But how do they make if they are not aware of the potential of the employees.

Suggestions

- Digitize HR procedures for all aspects of talent management.
- Should increase time and insight for HR teams through automation, data analytics, and other means.
- Give regular feedback to make room for development.
- Recruiter should keenly plan talent management by creating effective employers brand.
- Organisation should encourage high performance culture so that employee can feel motivated, productive and able to perform at their peak.

Conclusion

The purpose of this study is to examine the relationship between technology and talent management. Talent management teams that wish to build strong, engaged teams, draw in qualified candidates, and boost productivity must use technology. With the help of technology, you can gain a deep understanding of the employee experience and learn from your HR data to determine the best ways to enhance it. Today's workforce expects seamless, technologically advanced processes, so businesses must deliver on that expectation. To give employees the contemporary experience they demand, HR departments are utilizing talent management technology. Employee empowerment and HR efficiency are both enhanced by digital processes.

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