

# IMPACT OF TECHNOLOGY ON TALENT MANAGEMENT IN INDIAN COMPANIES

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**Abstract** *In the twenty-first century, talent management is the most significant instrument for HR management. Because the information and technology (IT) industry is vital to the country's economic development, it is crucial to guarantee that operations function smoothly. In this technology-enabled world, where every firm is digital and data, the rapid changes and maturation of emerging are redefining talent management. Long-term growth and development may be achieved with fewer impediments. The majority of individuals require the use of technology to perform their occupations, resulting in ongoing innovation. Most people must rely on technology to do their jobs, which leads to constant innovation. This is necessary to meet the growing demand for new features. We obtained access to technology about two decades ago, which allowed us to market the school as an employer of choice and convert all of our paper-based activities into online paperwork and application forms, allowing us to speed up the process. The rapid developments and maturation of emerging technologies are changing talent management in today's technology-enabled environment, where every organisation is digital and data. Talent managers and executives are quickly adopting technologies like artificial intelligence (AI), machine learning (ML), data analysis, and the cloud in order to successfully deal with this change in the environment and make their ecosystem for human management more adaptable. The purpose of this study is to examine how modern digital tools and technology are affecting talent management practises.*

**Keywords:** *Technology, Talent Management, Indian Companies*

## INTRODUCTION

Each organization's heart and soul is talent, and effective talent management is essential for long-term success. According to Gartner, by 2021, 70% of businesses will have implemented AI to help employees be more productive. Technology has a bright and hopeful future; it will surely benefit both companies and employees. The rapid expansion of technology and digitization has led to the emergence of new skill sets in the fields of information technology, telecommunications, automation, data science, machine learning, and artificial intelligence. In order to keep up with cutting-edge technologies like AI, IoT, machine learning, and blockchain, 40% of India's workforce, according to NASSCOM, will need to undergo retraining in the coming five years. The growing need for specialised skills has made luring and keeping people a costly endeavour, according to Accenture's research on Fueling India's Skill Revolution. Over the next ten years, if the skills gap is not bridged, the US will lose \$1.97 trillion in GDP growth.

Learning technologies and effective learning and development (L&D) programmes can assist firms in addressing skill gaps. Artificial Intelligence Technology, without a doubt, has a bright and promising

future; it will undoubtedly assist both businesses and employees. With artificial intelligence (AI), augmented reality/virtual reality (AR/VR), and blockchain technology, people can learn more quickly, efficiently, and affordably. As a result of the epidemic, businesses faced several challenges. The list is extensive, covering everything from major pivots to personnel and workplace changes and policy changes. It also had an impact on people's work habits. Because of the pandemic, businesses have been able to refocus their goals and develop new operational models that were previously difficult to modify. Imagining the future Workplace can be a strategic activity for businesses, allowing them to plan for future talent markets. However, when developing a futuristic scenario, it's important to think about future realities that are ready to accommodate participation. When norms shift, organizations must adopt a people-first mindset, emphasizing empathy, resilience, and empowerment. Choosing the correct technology improves HR services and allows the firm to achieve its goals and objectives while expanding. In this post, we have outlined a number of technological factors that influence talent acquisition. We will understand why these factors make it so easier for HR to find candidates.

There are six ways for businesses to use technology to improve their learning and skill development.

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## Education on Mobile

With millennials predicted to make up 75% of the global workforce by 2025, mobile learning is an affordable option that enables simple access whenever, whenever, and just-in-time learning (Generations-Demographic Trends in Population and Workforce). According to a survey on mobile learning, 82% of businesses claimed that it has “enhanced employee efficiency, and 76% link it to improved company results.”

## Personalized Education

In many businesses, personalised learning is rising in popularity as a preferred training delivery strategy. The World Economic Forum claims that existing educational practises are “inadequate” to meet future demands. Utilizing learning technology tools and LMSs, learning programmes may be customised to meet the needs of each individual by assessing and tracking their specific learning patterns. According to Courseware World, personalized/tailored learning, also known as adaptive learning, is increasingly recognised as a possible trend in India where a lack of employability is a big concern.

## Gamification

Gamification is a great strategy for boosting learners’ involvement in educational programmes. In order to improve adoption and use of the learning and communication platform, Fitness First India implemented a game-based paradigm in their LMS. They made it a competitive learning and engagement tool by adding a scoreboard and game components that offer badges and points to students.

## Social Interaction as a Means of Education

Team association is facilitated by social learning. Many learning systems include social learning elements such as discussion boards, which are an excellent method to collaborate on tough challenges and find “experts” inside the organization. Social Learning promotes a culture of continual learning by ensuring knowledge sharing across all teams.

## Skill Development

LMS systems help in the development of learning interventions as well as the identification of key competencies and

skill gaps. By offering chances for ongoing learning, an LMS, for instance, can assist with compliance training and continuing professional development.

## An Integrated Learning Environment

An effective Learning Management System (LMS) may create a complete Learning Ecosystem for employees and assist them throughout their corporate lifespan.

- Integrating learning delivery procedures and standardizing system processes are just a few advantages of having a learning ecosystem.
- Among other things, it allows for knowledge collaboration, social learning, and performance assistance.
- Developing a one-of-a-kind and ever-changing learning environment.

In today’s highly competitive corporate environment, determining the value of learning technologies has become increasingly complex. As a result, the ability to adapt to the learning environment has become mission-critical.

## TECHNOLOGY’S PART IN TALENT MANAGEMENT

### Technology is Transforming Talent Management

“The COVID-19 pandemic has profoundly altered today’s workplaces, causing a paradigm shift in how corporations manage employees worldwide.” Employers must embrace current tools and technologies as remote working becomes the new normal, ensuring a smooth workforce experience now and in the future. Add in the influx of Generation Z employees. All along the talent development value chain, they desire seamless, always-on, always-connected experiences. To properly manage this change and make it more agile, talent managers and executives must quickly integrate artificial intelligence (AI), machine learning (ML), data analytics, and cloud into their personnel management ecosystems.

### Talent Acquisition and Onboarding

One of the biggest benefits of integrating technology into HR and talent management processes is that it enables talent managers to draw the right people with the right skills to their business. Virtually evaluating and gaining fresh prospects, which seemed unachievable just a few years ago,

is now a reality thanks to the quickening of time. Employers may study candidates' profiles more thoroughly with deep analytics' intelligent data, helping them to make faster and better decisions. Online quizzes and demonstration films are also used to evaluate applicants, allowing firms to respond quickly. Onboarding is the process of submitting and compiling a deluge of papers after virtual recruitment. The modern IT stack allows for the online collection of all recruit documentation and the online management of pertinent personnel formalities such as employee ID generation, mentor assignment, and resource allocation. As a result, everyone involved benefits from onboarding being made simpler, more seamless, and paperless by implementing paperless processes and remote technologies.

## Collaboration and Learning

Remote learning has gotten a lot easier because of technological improvements. The focus has been improved employees' digital capabilities as the epidemic has emphasised the need for a stronger and more skilled workforce. According to global research, roughly 87 percent of CEOs say automation and new technology are causing talent gaps. Many modern businesses use AI and machine learning-based technologies to analyze individual skill sets and give individualized staff education and training. Traditional learning programmes have surpassed training programmes driven by these tools to facilitate innovative learning. When compared to face-to-face training, online learning enhances information retention rates by 25-60%, according to a research. Employees increasingly interact and engage with remote solutions like Microsoft Teams, Zoom, and other collaboration platforms. Employees with similar skill sets can use these platforms on a daily basis to interact, collaborate, and share best practises.

## Reward Management and Workplace Culture

There is an increase in the use of the cloud to track employee issues and complaints. These important insights support human resource managers in identifying existing gaps that may be filled to enhance employee satisfaction and establish a fully interconnected, empathic, and productive workplace culture. Businesses can more efficiently design, develop, and manage rewards and recognition programmes by utilising the right tools and technologies. Appraisals, wage increases, and other procedures are also sped up, leading to a contented and productive workforce.

## Tomorrow's Workplace

Tomorrow's Workplace starts with a vision of what the Workplace will be like. Intelligent systems, real-time intelligence, and adaptive surroundings are all developed to make our lives easier and more efficient. Artificial intelligence, machine learning, and edge intelligence will all be in more demand in the near future. Companies will emphasize work style and employee well-being to recruit, retain, and motivate workers. Early investments in automation and intelligent systems are seen as speeding growth, cutting costs, and giving the operational flexibility required to drive innovation and meet companies' need for more rapid change.

## FACTORS OF TECHNOLOGICAL INFLUENCE ON TALENT MANAGEMENT

HR functions can improve with the correct technology, helping the firm expand and fulfil its goals and objectives. We've created a list of technology factors that influence talent recruiting below. You'll see why these attributes make it so easier for HR to find and recruit people.

### Influence of Social Media

Social recruiting is one of the most rapidly expanding aspects of talent acquisition. Despite the fact that it isn't a new concept, it has gained a lot of traction in recent years. Social media's impact and influence are well-known among human resource professionals. As a result, they've begun to include it into their hiring process. Social media is vital because it lends a fresh, never-before-seen, informal tone to recruitment. Recruiters and managers can use the information accessible on social media to learn more about their candidates.

A more simplified hiring process has increased the effectiveness of HR departments. Castaway resumes require very little of their time. More time has been available for them to concentrate on internal problems and enhance the working environment. In recent years, posting jobs has become more simpler. The correct audience is reached at the right time and place by marketers using Facebook and Instagram. Weak candidates are less likely to apply to opportunities, particularly for jobs, as a result of the internet-based advertising strategy.

## Blockchain Offers Improved Security

All organisations recognise the need for security, yet they focus all of their resources on safeguarding HR records. The operation of a business is built upon these documents, which must be protected. All computers come with antivirus and anti-spyware software, but they don't have all the capabilities. Because of this, more and more companies are utilising blockchain technology. Furthermore, it increases system transparency. Anyone with access to HR information can do so without worrying about getting hurt.

Their decision to alter their security was deemed to be ground-breaking, leading to major job shifts. HR recruiters can utilise blockchain to store data on work performance, candidate information, and training programmes for talent management. HR management can better oversee their analytical data now that everything is secure from tampering and theft. Additionally, they can assess candidates' alignment with their goals more precisely.

## Recruiters and Job Seekers are Connected via Mobile Apps

Information transmission is the most important and difficult aspect of the recruitment process. Flawless communication is critical for finding the proper people to fill a position. Phone conversations, SMS, emails, and other forms of immediate communication are useful, but they are inefficient and frequently have delivery problems. HR recruiters have begun to use mobile apps as a technology-assisted means of establishing improved communication channels. Mobile apps significantly ease the recruitment process and require no additional resources or work. HR can immediately set up an interview with the most impressive candidate. Recent technological advancements have also made it possible to better manage time; interviews can now be more extensive, focusing on character analysis.

## Big Data Make Things Faster

Many HR departments have traditionally struggled with data management. Even if they execute great recruiting operations and post the job opportunity, the information

is still vulnerable. Big data is one of the most significant technological breakthroughs. HR experts have acquired a far better image of their applicants because of a larger influx of data. Leaders profit from big data because they are able to pinpoint the particular needs and resources of their applicants. Few people are aware that HR professionals may be directly influenced by big data to tailor their services to the demands of their applicants, creating a more fair labour market. Additionally, there is a close relationship between big data and talent acquisition analytics. A new hire will be closely watched, and analytical data will be used to predict his success in the future. Big data may therefore assist your business in luring new staff.

## CONCLUSION

In today's corporate world, organizations use a variety of strategies to manage present and potential personnel. Businesses of all sizes are increasingly using new technologies in their talent management strategies. Indian firms can increase workplace diversity, employee experience, staff retention and attraction, employee engagement, and productivity, among other things. Corporate practises' long-term survival is becoming increasingly vital as various new technologies transform business structures.

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