# The Impact Of Digital Transformation On Talent Acquisition

## Dr. Akanksha Taunk[1*], Prof. Neha Agarwal[2]

[1*,2]Associate Professor, International Institute of Management Studies, Pune

[*]Corresponding Author: Dr. Akanksha Taunk
Assistant Professor, International Institute of Management Studies, Pune

**Abstract**

The use of technology to transform and enhance a company's operations, customer experiences, and business models is known as "digital transformation." It involves using technology to increase productivity and efficiency throughout an organization. Digital transformation can make the difference between discovering top people swiftly and effectively and falling behind when it comes to hiring. A business's or its operations should be digitally transformed with the same objectives in mind, under close supervision, and with the best possible optimization for ease of use, automation, and other factors. Adaptation is required of businesses pursuing digital growth. The previous ten years have shown that businesses of all sizes have reaped the rewards of a successful digital revolution in their sector and specific specialized markets.

Digital change is the implementation or acceptance of cutting-edge technological tools and platforms to reorganize and smooth out organizational challenges on multiple levels, from the fundamental structure of the business model to internal processes. A step towards boosting revenue, enhancing the customer experience, and outpacing the competition is switching to a progressive digital strategy. By reducing the organization's workload to the least complicated structure and utilizing new technologies and resources, it can save time and effort that can be better spent organizing the business's activities.

The way candidates are approached changes when the company's recruitment process is optimized for effectiveness and good time management early on. In actuality, the channels and digital technologies that we regularly use help to speed up operations, increase productivity, and improve the quality of hires. The organizational structure might alter for the better only by hiring the right digital skills. Companies need young professionals who are skilled and well-equipped for a digital transformation because they have the desire, concentration, and aptitude needed to succeed. This applies to pretty much every position in your company, from C-level executives to back-end developers, project managers, and digital marketers. Implementing cutting-edge technology to enhance the hiring process might be really helpful in the long run to find such people. This study will concentrate on the significance of talent acquisition as a function of HR, how it has changed through time, and how recruitment tactics have changed to fit the changing environment.

**Keywords:** Digital transformation, Technology, Recruitment process, Talent Acquisition

## Introduction

Although the process of hiring has largely been conducted digitally for some time now, as I already indicated, transformation is focused on activities that optimise processes (such as hiring, marketing and branding, expanding digitally, etc.). The relationship between the function of recruiting and the digital world is direct and fundamental, and it enables businesses to tap into a global talent pool with candidates from a range of levels and backgrounds working in different industries. The adoption of cutting-edge and creative solutions that build on that direct connection and change managing an abundance of applicant resumes and hiring data into a practical and enhanced process would be referred to as "digital transformation in recruitment." On this list, ATS systems and recruitment software rank very high.
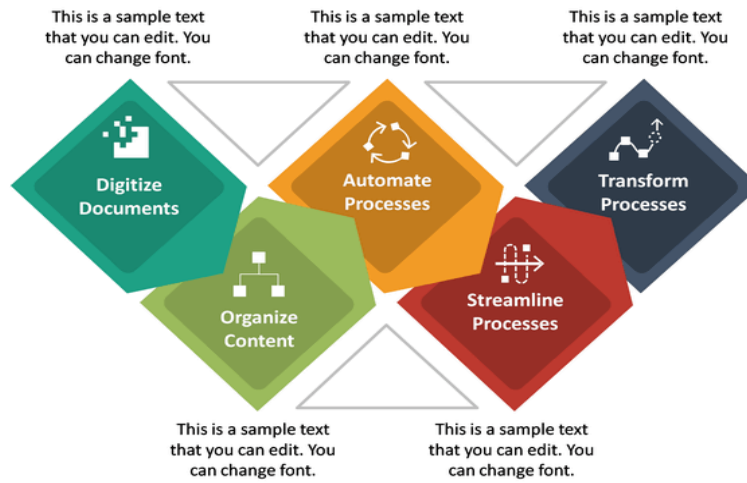
Employers are able to start their digital transformation with the talent they need by optimizing their recruitment processes digitally and actively seeking out applicants who have the ability to lead digital change. The completion of the aforementioned feats is merely a matter of time. Anyhow, simplifying recruitment necessitates concentrating on the strong correlation between the character of professionals within the organization and how their work affects the company's ambitions for the digital world.

Transforming operational HR processes into ones that are automated and data-driven is known as HR digital transformation. The organizational endeavour of HR digital transformation necessitates a global plan that will cover several HR procedures like people acquisition, onboarding, performance appraisal, career development & succession, training, compensations, and off- boarding.

**Talent Acquisition Digital Transformation**

## 5 STAGES OF DIGITAL TRANSFORMATION
Enter your sub headline here

This is a sample text that you can edit. You can change font.

This is a sample text that you can edit. You can change font.

This is a sample text that you can edit. You can change font.

**Digitize Documents**

**Automate Processes**

**Transform Processes**

**Organize Content**

**Streamline Processes**

This is a sample text that you can edit. You can change font.

This is a sample text that you can edit. You can change font.

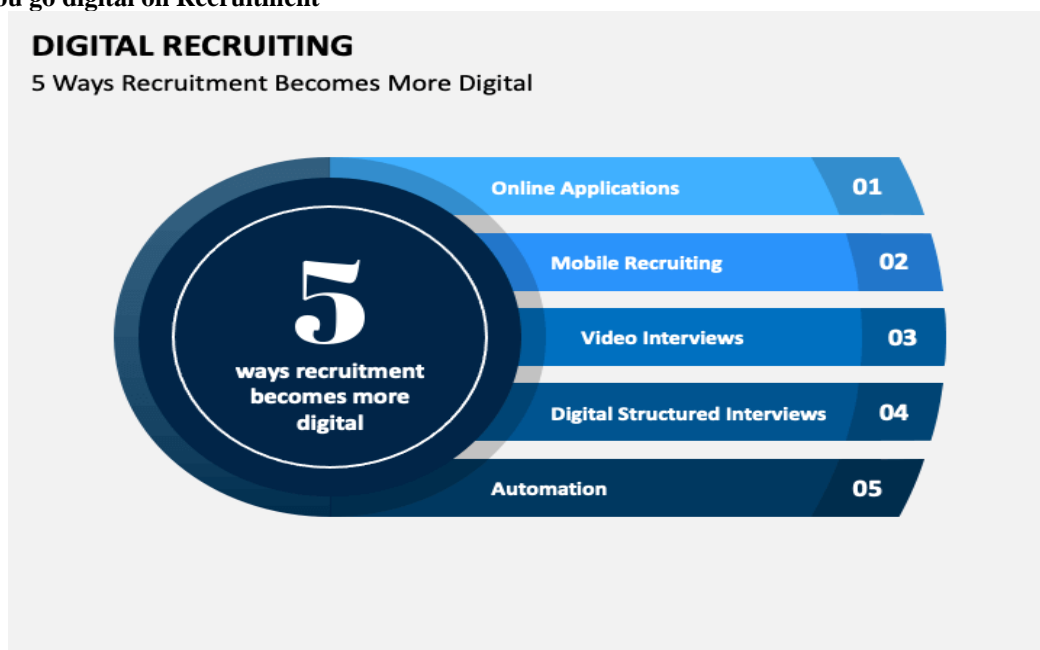**Source: https://www.sketchbubble.com/**

We must consider all of the steps in a talent acquisition funnel, from posting the job to finalizing the process, in order for it to be as quick, easy, and inexpensive as possible. Not to mention that both hiring managers and candidates are subjected to a drawn-out and unpleasant experience.

Humans will always do some HR procedures, like interviews, better. Although repetitive and manual processes like posting jobs, reviewing resumes, and sending application updates can be completed swiftly and effectively with the help of technology, we can grow our digital recruitment strategy without them.

By making technology investments, you can free up your workforce's valuable time to devote it to tasks with higher added value, where their contribution will be most significant. However, technology is ineffective where a relational approach is required. This is seen in decision-making that is not entirely linear and rigid during interviews and other forms of data collection.

When technology is introduced among the recruitment funnels, digital recruitment entails a strategic participation from Talent Acquisition teams to revamp and optimize all processes. In order to establish an agile and automated pattern, it is time to abandon outdated company practices at this point.

**How do you go digital on Recruitment**

## DIGITAL RECRUITING
5 Ways Recruitment Becomes More Digital

**5 ways recruitment becomes more digital**

| Online Applications | 01 |
| Mobile Recruiting | 02 |
| Video Interviews | 03 |
| Digital Structured Interviews | 04 |
| Automation | 05 |

**Source: https://www.slidegeeks.com/complete**

**Candidate sourcing:** How candidates are found should be a clear reflection of how the candidates you are looking for go about their daily lives. In today's cutthroat job market, sourcing procedures that involve waiting for the candidate to come to you won't be as successful. You'll lose out if your rivals are more aggressive in their efforts to entice talent.

One of the pieces of software utilised to speed up the outcomes of sourcing is the applicant tracking system (ATS). It keeps track of applicant data and resumes, enables recruiters to pair job opportunities with qualified applicants from the applicant pool of the business, and aids in directing the recruiting process.

The Applicant Tracking System must feature a front-end page for your candidates—a Career Page—so that you can decide or put into place a more effective hiring procedure for your Talent Acquisition team.

Candidates' "business cards" can be found on the Digital Era Career Pages. An essential tool for displaying the organisational culture and thinking so that job prospects can better comprehend their career options. Candidates had quick and easy access to all available vacancies and could even apply on the spot.

**Attracting:** In order to attract potential applicants, businesses must be ready to market their cultures and available positions after a stage of brand awareness.

Every stage of a successful digital recruitment process, from sourcing to hiring, must draw candidates. Companies must continue to engage new hires in company culture and challenging tasks throughout the onboarding phase.

For example, introducing a chatbot in the career page to give candidates a direct line of communication with the talent acquisition team could be considered as part of a going digital on recruitment strategy to be effective in the firm attraction phase. A useful tool for communication is the chatbot. They can converse to some level because it can grasp a far wider variety of languages. It is able to ask questions, understand answers, and carry out actions.

A good practise that aids in a thorough comprehension of the candidate function is to introduce the position during the application process by providing films or interactive materials.

**Selecting:** It is vital to choose the talent that will thrive in the position and for your business. In order to improve the chances of new hire success and decrease bias in the hiring process, technology aids in the selection of the best candidates for the job.

In order to cross or match critical job-related talents that are more prone to error, using artificial intelligence (AI) during the selection phase of our hiring process can be a great benefit. Artificial intelligence, often known as machine intelligence, is the emulation of human intelligence by devices that are designed to think and act like humans. It is a robot that mimics human speech and is always learning new things could always aid us in improving productivity.

**Hiring:** In a fully digital hiring process, the hiring stage may be the initial interaction between the candidate and the Talent Acquisition team. In this relational stage, the candidate must provide a personal assessment of their technical and behavioural skills.

However, not everything of this stage needs to be carried out by people. Asking candidates for video interviews in their applications may be helpful if we are establishing a large-scale recruitment procedure. Making recruiting selections based on predetermined criteria is easy and standardised with video interviews that allow you to hear directly from candidates. As the recruiters simply need to view the responses at their convenience, they also take less time than other types of interviews.

## Literature Review

Social media, big data analytics, network groups, and referrals are all disrupting the recruitment process. The transition from conventional to current recruiting methods ought to be gradual, as well as overlapping and parallel. (Srivastava et al., 2015).

HR analytics can connect large amounts of data and provide information about employee happiness, attrition, diversity, and the demographics of the current workforce. Good talent can be retained and the proper talent may be attracted with the help of an attractive employee value proposition. (Marler, J. H., & Boudreau, J. W., 2017).

Social media, data analytics, and other contemporary recruiting techniques are not exempt from the negatives that go along with the benefits. It is not a good idea to reject conventional recruiting strategies. Only a balanced mix of both can lead to the hiring of top talent. (Stone, et al., 2018).

The HR department's most challenging responsibility is trying to locate and hire people who can turn creative ideas into profitable businesses or brands. When there is a rigorous budget to follow and time restrictions are in place, it becomes more challenging (Sommer Brian, 2017).

AI is never biassed or neutral towards race, gender, caste, or any other category. With the use of AI, the hiring process is devoid of all forms of prejudice and discrimination, whether conscious and unconscious. Such a recruitment and selection method fosters a positive workplace culture and reduces employee complaints and grievances. Furthermore, it raises organisational transparency and raises employee satisfaction levels. It also addresses high turnover and attrition rates. (Davenport et al. 2018).

## Objective of the Study

- The aim of this research is to examine talent acquisition procedures and comprehend the significant contribution of digitalization.
- To assist the HR leaders in reviewing the critical role that technology plays in their talent acquisition strategies.

## Research Methodology

In order to undertake an evidence-based review, an integrative synthesis of published, peer-reviewed literature on the subject of technology's impact on talent acquisition was used. The focus is placed mostly on examining the HR policies and procedures of present companies in order to support the existence of digitization and its effects on the hiring of talent. In order to aid learning, current examples are taken from a variety of top businesses and their business practises are highlighted. The majority of the research included in this study came through online searches and the usage of management journal databases including EBSCO, EMERALD, Elsevier, and SCOPUS.

## Major Findings of the Study

A recent Career Builder (2018) poll found that 27% of companies claim a bad hire costs them up to $50,000. As a result, recruitment in a niche market where a sizable fraction of the finest talent is either not engaged or not actively seeking a job is extremely taxing. It takes careful work to find a way to communicate with them and convince them to accept an offer. According to a poll conducted by Lee Hecht Harrison, 48% of applicants use online networking sites frequently, and a SHRM research from 2018 claims that 84% of firms use online networking to screen and learn more about the applicants.

## Crowdsourcing

The employee referral method and crowdsourcing are currently not quite the same. In any case, the scope of the employee referral approach is typically limited because only internal association representatives are asked for recommendations on possible candidates. For the crowdsourcing method, associations, enrollment specialists, and enlisting offices advertise job openings on their web networking platforms. Associations can recruit candidates in this way by appealing to a broad demographic.

However, some companies, like Google, that employ a sizable workforce, rely on internal crowdsourcing by asking their representatives for feedback on rivals based on similarities in experience - the applicant and the employee may have attended the same college or previously worked for the same company.

## Big Data Analytics

The primary focus of recruitment chiefs has been on hiring talent, and their success is now measured objectively by the number of hires made, their cost, and the amount of time spent, without any further consideration for subjective factors. With the use of extensive information analysis, this situation will be changed such that the effectiveness of recruitment specialists will be judged by the type of hires they make. In this way, analysis of vast amounts of data can aid in identifying the most qualified individuals or establish standards for individuals who are unable to meet the necessary qualifications, as determined by predictive calculations.

## Web Scraping

By participating in numerous online activities, people use the internet or social media platforms to leave clues about their character or behaviour. These exercises can be analysed and used as a quantitative gauge of fitness for any activity. Web scraping could take some time before it is used to create calculations that gather and analyse applicant data, but it is unquestionably in the works.

## Virtual/Video Conferencing

Today's rising cloud selection, the commoditization of covert cameras, and other targeted costs are largely to blame for the decrease in the cost of conducting live video interviews. Live video can be used throughout the enrollment process for job applicants who are applying for inaccessible positions.

## Conclusion

In conclusion, the hiring and staffing has undergone a considerable transformation due to digitalization. Businesses may gain from enhanced efficiency, shortened hiring times, more access to talent, and improved applicant experiences by embracing digitization and putting the right tools and tactics into place. Businesses that can't keep up risk falling behind as society continues to adopt technology.

The development of hiring practises has been significantly impacted by technology. Technology nowadays is the new oxygen; it is pervasive, necessary, and shapes our behaviour. Candidates all around the world are tech smart, social media active, highly connected, and well knowledgeable about the competitive situation. Utilising technology to get to know your candidates well, monitor their online activity on social media sites, and contact them with a unique and alluring offer is sage. Even though a professional resume screening or an interview will always be the centrepiece of any hiring process, social media can be used as an extension of the resume and provide a deeper understanding of the candidate. A talent acquisition strategy should be a well-balanced mix of traditional and modern hiring techniques.

One of the most crucial and significant tasks of HR is talent acquisition. Both it and it have become exceedingly difficult thanks to social media. Social networks are being wisely used by businesses to attract prospects and facilitate the hiring process. For recruiting companies, social media on mobile generates a huge network that enables them to connect with a potentially enormous and diverse audience. According to an HBR (2018) survey, 70% of iOS and Android users visit Facebook on their phones and tablets. However, this social media also gives candidates access to a variety of sources of

information about the company and the chance to get in touch with current workers to get a more accurate job preview. Social media also brings a flood of data that an employer can find unhelpful.

**References**
1. Martínez-Morán, P. C., Urgoiti, J. M. F. R., Díez, F., & Solabarrieta, J. (2021). The digital transformation of the talent management process: A Spanish business case. *Sustainability*, *13*(4), 2264.
2. Dalal, R., & Akdere, M. (2018). Talent development: Status quo and future directions. *Industrial and Commercial Training*, *50*(6), 342-355.
3. Nageeb, N. S. M., & Saad, M. (2022). Impact of Digital Transformation on Talent Development Effectiveness. *Journal of Business*, *10*(4), 210-219.
4. Almås, H., Hakvåg, M., Oliveira, M., & Torvatn, H. (2021). Participant centred framework to support the digital transformation of boardgames for skill development. In *Serious Games: Joint International Conference, JCSG 2021, Virtual Event, January 12–13, 2022, Proceedings 7* (pp. 85-97). Springer International Publishing.
5. Dutta, G., Kumar, R., Sindhwani, R., & Singh, R. K. (2020). Digital transformation priorities of India's discrete manufacturing SMEs–a conceptual study in perspective of Industry 4.0. *Competitiveness Review: An International Business Journal*, *30*(3), 289-314.
6. Ziadlou, D. (2021). Strategies during digital transformation to make progress in achievement of sustainable development by 2030. *Leadership in Health Services*, *34*(4), 375-391.
7. Pandita, D. (2019). Talent acquisition: analysis of digital hiring in organizations. *SAMVAD*, *18*, 66-72.
8. Wadhawan, S., & Gupta, N. (2020). Digitalized Transformation, Social Networking and its Effect on Talent Acquisition. *International Journal of Innovative Technology and Exploring Engineering*, *9*(8), 745-750.
9. Bresciani, S., Ferraris, A., Romano, M., & Santoro, G. (2021). Building a digital transformation strategy. In *Digital transformation management for agile organizations: A compass to sail the digital world* (pp. 5-27). Emerald Publishing Limited.
10. Doukidis, G., Spinellis, D., & Ebert, C. (2020). Digital transformation-a primer for practitioners. *IEEE Software*, *37*(5), 13-21.
11. Ismail, M. H., Khater, M., & Zaki, M. (2017). Digital business transformation and strategy: What do we know so far. *Cambridge Service Alliance*, *10*(1), 1-35.
12. Galagan, P., Hirt, M., & Vital, C. (2019). *Capabilities for talent development: Shaping the future of the profession*. American Society for Training and Development.
13. Schneider, S., & Kokshagina, O. (2021). Digital transformation: What we have learned (thus far) and what is next. *Creativity and innovation management*, *30*(2), 384-411.
14. Vardarlier, P., & Ozsahin, M. (2021). Digital transformation of human resource management: Social media's performance effect. *International Journal of Innovation and Technology Management*, *18*(03), 2150005.
15. Kane, G. C., Palmer, D., Phillips, A. N., Kiron, D., & Buckley, N. (2015). Strategy, not technology, drives digital transformation. *MIT Sloan Management Review*.
16. Yucel, S. (2018, December). Estimating the benefits, drawbacks and risk of digital transformation strategy. In *2018 International Conference on Computational Science and Computational Intelligence (CSCI)* (pp. 233-238). IEEE.
17. Kazim, F. A. (2019). Digital transformation and leadership style: a multiple case study. *The ISM journal of international business*, *3*(1), 24-33.
18. VARDARLIER, P. (2020). Digital transformation of human resource management: Digital applications and strategic tools in HRM. *Digital business strategies in blockchain ecosystems: Transformational design and future of global business*, 239-264.