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**The Impact of Global Talent Management on Employee Recruitment**

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**INFO ARTIKEL**

**Abstract**

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*In an increasingly competitive global marketplace, an organization's ability to achieve rapid growth and development relies heavily on the capabilities and talents of its personnel. A focus on global human resource management and effective recruitment tactics has become a key element in ensuring that organizations have quality staff that can positively impact the company. Globally oriented human resource management can find, develop and retain talented people who can be effectively positioned to meet the company's goals and implement appropriate training programs. According to research, efficient human resource management strategies can improve employee performance, lower recruitment and training costs, and increase employee satisfaction. In addition, recruitment that emphasizes skills, competencies, and potential talents has been proven to improve employee performance. Therefore, global human resource management and appropriate recruitment are important components in facing increasingly fierce global competition and achieving corporate goals with superior human resources.*

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**Introduction**

In today's Digital Era, with increasingly fierce global competition, the success of a company in the face of rapid changes in the external environment can be achieved by focusing on internal factors, in particular finding, developing and retaining talented employees who have excellence in the company and the division they run. Employee performance is the most important factor for organizations that want to improve their economic well-being by producing high-quality goods. The implementation of Talent Management is one of the actions that businesses can take to maintain employee performance. Talent Management is essential to contribute and improve employee performance in the workplace. Companies can boost the performance of their employees by carefully mapping their talents so that their placement in job positions is in accordance with the abilities and talents of each person. As a result, employee performance will improve.

Human Resources are an important aspect in the growth and development of a company. To achieve optimal employee performance, the business world must manage resources properly so that employees can carry out their work effectively and efficiently. The resources that companies must manage include financial, physical, and human resources, as well as technological skills and system characteristics. Because the company's resources are

limited, it must be able to mobilize and utilize them optimally to ensure the survival of the company (Safrizal, 2011).

Talent Management is an important stage in the administration of a company's human resources (HR). This process includes introducing, promoting, retaining and placing the right personnel in the right place. In addition, education and training are very important in developing superior and competitive human resources. According to Nisa *et al.* (2016), companies must continue to improve efficiency with a team of qualified and experienced human resources in order to compete in an increasingly competitive global market. A company's capacity to manage talent is critical in today's increasingly complicated global business climate. To compete effectively in the global market, the right personnel must be found, developed, retained, and assigned to the right jobs..

In an increasingly complex and global business environment, a company's capacity to manage talent is critical. This includes the introduction, development, maintenance and placement of relevant workers in appropriate roles to enable organizations to compete effectively in the global economy. According to (Savitri & Suherman, 2018) the recruitment process has a crucial impact in determining the quality of human resources in a company. Human resources are by far the most important asset for an organization (Safrizal *et al.* 2020). As a financial institution that has an intermediary function, the role of banks is very important in the economic activities of a country, where banks become institutions that distribute funds and as a place for financial transactions, this makes banks unchanged like the pulse in the human body which is very much needed to support the smooth running of a country's economy (Ryandono *et al.*, 2022). The era of globalization is always marked by rapid changes in overall economic conditions which cause a number of demands to emerge in response to the changes that occur (Safrizal *et al.* 2020). Employee performance is a stage of achievement as an employee's work achievement (Safrizal *et al.* 2020). Previous research found that CSR can increase company value (tarjo *et al.*, 2022). International trade is one of the efforts to increase economic growth and development (Priyadi *et al.*, 2022). Recruitment quality is an important aspect in evaluating the human resource capabilities of an organization. Therefore, companies must carefully manage and select prospective employees so that qualified individuals are obtained who are able to carry out their work properly and achieve optimal performance. After the recruitment stage, the organization must provide training to employees so that they understand and connect with the company's vision and goals.

Furthermore, after the recruitment process, companies need to provide training to employees so that they have a deep understanding of the company. Training according to Mangkunegara and cited by Azlansyah (2019) is short-term teaching that follows a systematic and organized method. The purpose of this training is for non-managerial employees to acquire technical knowledge and skills within a certain period of time. The current sources of competitive advantage are innovation and creativity (Safrizal, 2023). Focus on technologies that enable MCS to be implemented in smart cities, such as task management, data collection, incentive systems, monitoring, and cost-saving tools (Wildan *et al.*, 2023). High Quality of Service and client-based communication with AI-enabled services is determined by Quality of Experience (QoE), (Padmapriya *et al.*, 2023). Human Activity Recognition has been researched for the past few years (Victoria, *et al.*, 2022). Companies can improve employee abilities in various job elements needed by the company through effective training programs to boost employee performance at the Regional Staffing Agency of East Java Province. Therefore, the business world must ensure that its personnel have the necessary skills. According to Wibowo in Nurwanti (2019), competence is the ability to perform certain tasks or jobs based on knowledge and abilities and supported by appropriate work attitudes. In addition to the warm-up, training, and competency sections, there is also a remuneration component in talent management. According to Malayu (2016), compensation is any type of income that employees receive in the form of money, commodities, or other rewards as a proportion of the services they provide to the organization. Companies must provide incentives that match the skills and talents of their employees to boost employee performance. In addition, organizations may consider further rewards for employees who are highly committed to the company. Therefore, the purpose of this essay is to look at the impact of global talent management on the employee coverage process.

## **RESEARCH METHODS**

This article uses a qualitative approach, with reference to a bibliography as the basis for writing. Information was collected and qualitatively examined from a number of sources, including management literature and scientific magazines.

## RESULT

### 1. The influence of global talent management

Talent management is a strategic approach to human resource management that aims to attract, develop and retain high potential and high quality personnel. According to research, the use of good human resource management practices can improve employee performance. This is mainly because good talent management enables businesses to identify and distribute talents within the organization to achieve company goals. In addition, talent management is involved in designing training and development programs that suit the needs of employees so that they can continuously improve their skills and knowledge in the workplace.

According to (Astuti *et al.*, 2018), Activities carried out to ensure that a company has important jobs with future leaders and positions that complement the basic capabilities of the organization are referred to as talent management. As a result, talent management has evolved into a process managed by company management to ensure that the company's talent can compete effectively with the talent of other companies. Recruitment, training, competency development, and remuneration are all part of the Talent Management process. Organizations, both commercial and public, can achieve their set goals as expected if Talent Management is handled well.

According to various studies, the use of talent management in an organization is more than just the company's ability to attract or recruit the best workers; it is a constant activity. The company or organization must engage in this process by sourcing, investigating, developing, and retaining those people. This includes promoting employees and ensuring that they continue to meet the company's standards and goals. Thus, talent management focuses not only on regulating individuals' access to the organization, but also on controlling their production (Rachmawati, 2014).

Research by Collings *et al.* (2019) in Al Rinadra *et al* (2023) Companies that effectively implement talent management will gain a competitive advantage in attracting and retaining talented people. This increases employee satisfaction and overall company performance. In addition, research by Tarique & Schuler (2010) in Al Rinadra *et al* (2023) shows how efficient personnel management can save companies' expenses on recruiting and training new employees by allowing organizations to retain talented individuals..

Rachmadinata & Ayuningtias (2017) conducted research on the impact of talent management on employee performance in information technology service companies. Based on the research findings, employee performance is strongly influenced by talent management, especially when applied to service companies that prioritize employee capacity growth and utilize their talents in the organization.

Leading companies around the world have used talent management to generate excellence and build value, especially in terms of long-term personnel management. Many leading and accomplished companies in Indonesia have implemented talent management in their operations. Many of these companies also employ experts to manage the talent management process.

### 2. Employee Recruitment

The recruitment process aims to manage your human resources by determining how many people you need, when you need them, and the criteria you need for your organization. Recruitment is essentially an attempt to resize the unfilled roles in a company's organization. There are two types of labor that can be used in this process: external (from outside the company) and internal (from within the organization).

The employee recruitment process of an organization is an effort to expand the number of employees through a series of steps that involve identification and assessment. These steps include the search for labor, determination of human resource needs, selection process, placement, and introduction of new personnel. The purpose of employee recruitment is to ensure that enough employees are available so that management can select individuals who match the needs of the company (Mathis & Jackson, 2004)..

According to Handoko (2001), the recruitment process is an effort to find and attract prospective employees (applicants) who have the potential to submit job applications. It starts

with looking for prospective employees and ends when the application has been accepted. Through this process, a group of job seekers will be generated, from which new employees will be selected. The recruitment stage is crucial because the quality of human resources in a business is directly related to the quality of the recruitment process. Recruitment is essentially an effort to find as many new employees as possible. The largest number of eligible job seekers compared to available positions (Umar, 2004).

Organizations can develop professional human resources (HR) through the recruitment process. It mainly focuses on the steps of recruitment, selection, and training for prospective employees. Finding people with professionalism and high quality is not easy. As a result, organizations must carry out strict vetting procedures for prospective members or new workers. If an organization is successful in the recruitment process, it will have professional human resources. This in turn will improve organizational performance both individual and team performance. Wulandari (2016) conducted a similar study which found that the recruitment process had a positive impact on staff performance at Srikandi Multipurpose Cooperative. This finding is reinforced by research conducted by Aziz *et al.* (2017) which shows that recruitment has an impact on staff performance at PT Indonesia Asahan Aluminum. In addition, Rafii & Andri's (2015) research also produced similar results, namely recruitment has an effect on employee performance at PT Bank Riau Riau Islands Pekanbaru..

According to the definitions given by the individuals mentioned above, recruitment is the process of identifying a large number of qualified candidates for a particular job position.

## CONCLUSION

Global talent management is a strategic approach to human resource management that seeks to attract, develop and retain individuals with high potential and quality. According to research, efficient talent management techniques improve employee performance by helping organizations identify and allocate existing talent and develop relevant training programs. Meanwhile, employee recruitment is a key stage in filling open jobs in a business and has a major impact on the quality of an organization's human resources. According to research, quality recruitment has a positive and significant impact on employee performance in various companies. Therefore, global talent management and employee recruitment are critical components in achieving corporate goals and ensuring the presence of quality human resources.

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