DIGITALIZATION OF TALENT MANAGEMENT PROCESSES

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Abstract. The relevance of the study is confirmed by the need for effective career development management with a view to shape and maintain the company's personnel potential at a decent level. The purpose of this study was to develop a mechanism for digitalizing the talent managing processes at SinTZ PJSC. The article contains an analysis of the digital economy content and the talent management transformation from the standpoint of the human resources concept in the digitalization context. The authors compared the approaches to staff career development in the classical management and the modern talent management concept. Based on the analysis of the HRM digitalization level in PJSC "SinTZ", a step-by-step mechanism of transformation to digital talent management is proposed. At the first stage, a partial digitalization of the training process is proposed – reservists’ training, success monitoring and automation of functioning the talent management system effectiveness monitoring. At the second stage, it is necessary to carry out a complete digitalization of the learning process: development plans, development team’s interaction. At the third stage, it was proposed to introduce the planning process digitalization based on Big Data; talents’ identification based on Big Data and Artificial Intelligence, monitoring and managing the reservists’ behavior based on Artificial Intelligence.

Key words: talent pool; talent management; career development; digital technologies; digital economy.
References


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