

OPTIMIZING TECHNOLOGY TO DRIVE IN THE RIGHT TALENT

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Sunil Subbramanyam is the Associate Vice President - Human Resources and Administration at Blueocean Market Intelligence and Borderless Access. A certified executive and leadership transformation coach and a human resource leader, Sunil is highly intuitive who believes in creating and enabling cultures by empowering, engaging employees and leaders-accelerate productivity and retention.



With the advent of technology the entire scenario of recruitment space has undergone a huge change. The reach of technology has expanded so far, making it easier to access the talent quickly in any part of the world. The time taken to fill in positions has come down considerably over the past few years. Though the times have changed, we still have some of the orthodox ways of accessing talent like the career fairs, or the news classifieds.

However, with the arrival of technology, the graduates and experienced can find the best jobs for themselves on one platform, at just a click of a button; while recruiters have access to a far bigger audience to participate in such activities. This has led to a gradual reduction in amount of money paid in the name of recruitment, thus making a business more profitable. Moreover technology has also helped the companies to put across their work culture online, giving the candidates an opportunity to choose the best workplace for their future.

Technology and job portals are instrumental in changing the entire scenario from employers' market to the job seekers' market. Today, most recruiting strategies work around the clock. Everything a company does in some or the other way demonstrates the quality of its workplace, and presents the company as an excellent employer. This goes right from customer service to all the way to a company's hiring process. The time to hire has considerably reduced with the advent of online recruitment platforms. Moreover with online networking tools like LinkedIn,



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recruitment and hiring firms can generally get folks who are passive job lookers. Such online platforms not only provide the company to brand itself, it also allows the candidates to sell themselves to a wider range of recruiters and job posters. For start-ups and entrepreneurs such online job platforms acts as a pool of resources where an organization can either find folks to partner with them and hire for them or instead a company's HR team can directly access the candidate.

As they say, change if the only constant, same way the present scenario will also change. But how much would it change with the prediction and talks on Artificial Intelligence coming in is yet to be seen. Ten years

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is a huge amount of time and I personally feel that this is still a young industry and with technology moving so fast we can surely expect some major changes round the corner. The future lies within technical innovation and moving forward, the industry will need to develop the bridge between CRM, job boards/social media and candidate attraction. Try it and get hooked on! This is something that can reap huge benefits not only by closing in on time to hire but also the kind of talent that you unravel for your company.