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 SELP Journal of Social Science - A Blind Review & Refereed Quarterly Journal
 ISSN: 0975-9999 (P) 2349-1655 (O)
 Impact Factor: 3.655 (CIF), 2.78(IRJIF), 2.5(JIF), 2.77(NAAS)
 Volume XVI, Issue 60, January - March 2025
 Formally UGC Approved Journal (46622), © Author

TALENT MANAGEMENT AND DIGITAL TRANSFORMATION OF STRATEGIES IN EDUCATION SECTOR

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Abstract

Its current days the education sector very Fastly move on learning technology-based education. “Digital technology has stimulated rapid change and considerable challenges throughout the modern world. To analyze the strategies of digital transformation and talent management in education sectors. “It is said that the first step toward effective retention is to hire effective people. The youth generation is the country's future. Performance management, career planning, succession planning, and quality of work-life are all important talent management techniques that can be highly beneficial to a business”. Mapping Your Talent: Finding brilliant and high-performing people and coming up with plans to nurture, develop, and keep them are becoming increasingly important. Organizations also want to retain talent inventories on hand in case of emergencies. Talent management techniques local, national, or worldwide education regulations. It is essential for educational institutions to stay up to date on policy changes and modify their talent management plans accordingly.

1. Introduction

Its current days the education sector very Fastly move on learning technology-based education. “Digital technology has stimulated rapid change and considerable challenges throughout the modern world. The 2019 novel coronavirus pandemic (COVID-19) has prompted an explosion in remote working and remote learning” (Al Lily et al., 2020; Christensen & Alexander, 2020; Di Pietro et al., 2020; Trust et al., 2020, McCarthy,A,M et al 2023). “Attracting and maintaining high-quality personnel, expanding their skills and expertise, and consistently motivating them to enhance their performance are all part of talent management. The basic goal of talent management is to find, develop, and retain the best employees in the company. Employees with the necessary talents and attributes stay with the company for a long time, thanks to the HR department. A talent management system must be integrated into day-to-day operations.

It is not the job of the Education Department alone to bring about change to recruit and retain employees; rather, it is the responsibility of everyone in the educational sector at all levels”. (Chethana, K.M.and Noronha, S,D, 2022). The system must include responsibilities for leaders of educational institutions to foster the skills of their immediate reports. If departments within the educational institution promote information sharing among all department members, employees can gain an understanding of the larger system and organizational goals. Then the fundamental rewiring of an organization through the development of a new digital business model and associated initiatives based on the integration of cutting-edge technologies is known as digital transformation. This means much more than just gaining a competitive edge in the education sector; it offers a chance to address both personal and global issues, like the problem of students who have limited access to education, the need to ensure that everyone has access to education, and the opportunity to improve the quality of education that is provided. There are four degrees of digital transformation in education: technological, individual, institutional, and regional. At the technological level, all participants in the process embrace a technology-driven approach; at the individual level, students and teachers use these tools; educational institutions are the driving force behind the changes; and at the regional level, we find the funding that makes the transformation possible and the legislative force that oversees it. A change at one level necessitates adjustments to the other three since all four levels are interrelated. The following study is based on Digital transformation and talent management strategies in education sectors.

2. Literature review

The corresponding transformation initiatives. “It underscores that Industry 4.0 technologies empower employees to leverage creative, digital and interpersonal skills, fostering continuous learning. HR managers, through coaching and a commitment to sustainable practices, further motivate employees to acquire new skills. This collaborative effort propels the digital transformation of talent management, significantly impacting the overall talent pool”. (Banerjee, P. and Sharma, N. 2024). “The critical role of talent management in navigating the digital landscape offers insights into managing the human side of digital transformation ethically and effectively. the key aspects of digital transformation, such as a customer-centric approach, process reengineering, technological integration, data-driven knowledge, collaboration, business model evolution, innovation and agility, and the opportunities and challenges they present. It also highlights the importance of talent management in the digital era, including talent identification, acquisition, development, performance management, recognition, career development, succession planning, and employee engagement and retention. It emphasizes the need for organizations to analyze skills gaps in the context of digital transformation and provides strategies for virtual onboarding and the use of technology in recruitment processes. Furthermore, it addresses the ethical and human considerations in digital transformation, such as data privacy, job displacement, digital divide, bias in AI and analytics, employee well-being, and environmental impact”. (Arora,M et al⁴, 2024)

3. Objectives

- To study the Talent Management and Digital transformation in education sectors
- To analyze the strategies of digital transformation and talent management in education sectors

4. Methodology

This case study was carried out using secondary sources, including journals, conference proceedings, and online pieces.

5. Digital transformation of talent management in the education sector

In order to become a significant turning point for the organization, digital transformation is a complicated process that involves much more than simply technology and calls for participation from all levels, from stakeholders and educational institutions to teachers and students. With the help of cutting-edge digital tools, the education sector will undergo a radical transformation that will enable educators to give every student a thorough, interesting, and immersive education and equip them for the future. Additionally, it provides educational opportunities for kids from linguistic and cultural minorities or pupils with disabilities. Competent leaders, seasoned partners, employee training, and ongoing improvements are essential for spearheading a successful digital transition.

“The impact that TM has had on businesses in other sectors can be very beneficial to administrators in higher education. Institutions must understand that, particularly in the current environment, nurturing talent from within can be highly advantageous, despite the need to stand out in the corporate sector. Now more than ever, colleges and institutions need to make sure the right person is in the right role”. (Heuer, 2003). “Frameworks for cross-cultural cooperation and assistance for teachers involved in international projects may need to be included in talent management plans. More people are expressing a desire for

flexible work schedules, such as remote, part-time, or job-sharing alternatives. It can be necessary to modify talent management procedures to satisfy these desires and keep on board seasoned teachers looking for different work arrangements. There can be a teacher shortage in some areas, necessitating creative recruitment and retention strategies. Attracting educators to underdeveloped locations or topic areas with high demand may provide special problems that talent management methods may need to solve. Talent management techniques may be impacted by modifications to local, national, or worldwide education regulations. It is essential for educational institutions to stay up to date on policy changes and modify their talent management plans accordingly". (Yashashwi.A.Ail and Dr. PK Suresh Kumar,2023).



6. Digital transformation trends in education

Technological trends are continuously changing the way educational institutions work.

6.1 Artificial intelligence (AI)

AI is rapidly occupying a valuable place in our day-to-day lives, supporting, augmenting, and automating human activities. According to a survey by the Capgemini Research Institute, “more than half of school teachers in Australia, Finland, France, Germany, Japan, the Netherlands, Singapore, the United Kingdom, and the United States believe that AI tools will improve their work by automating administrative tasks and supporting teaching practices. Here are some use cases for AI in education”. Based on an evaluation of students' development, knowledge, and proficiency, educational institutions can modify programs and create automated curricula and customized classes. Basic student advisory services that handle routine or straightforward questions, freeing up educators, guidance counselors, and administrative staff to concentrate on more complicated problems. Determine whether students could be at risk of dropping out so that instructors can assist them in continuing their education.

6.2 Machine learning (ML)

Machine learning (ML) is a branch of artificial intelligence that allows robots to mimic human learning by using algorithms to identify patterns in data. to improve the efficiency of the learning process by giving teachers and students study materials, lecture notes, hands-on exercises, and answers. Using machine learning algorithms, determine which pupils are most likely to succeed and which are most at risk of expulsion and will need further support.

6.3 Augmented reality (AR) and virtual reality (VR)

AR and VR provide an immersive experience for students, allowing projecting content into the surroundings and giving access to various virtual scenarios and environments. [McKinsey](#) “discovered that students in higher education institutions are most excited about AR and VR tools that are going to make the learning experience more entertaining. The following are some AR and VR application cases in education”.

6.4 Gamification

Although this trend may initially seem to be centered around amusement, gamification offers numerous advantages for both teachers and students. The primary benefit is the drive that is fostered by quests, challenges, and reward structures. With real-time feedback that enables them to promptly fix any errors, digital games motivate students to complete learning objectives, engage with one another, and reach goals.

6.5 Blockchain

Blockchain is a decentralized ledger that facilitates the exchange of assets and information without the need for middlemen. Tokenization, distributed ledger technology, encryption, decentralized governance, and immutable records are the main components of blockchain.

7. Benefits of Digital transformation trends in education

7.1 Engagement

Teachers can push students to do better work and involve them in the learning process by using a digital environment. A straightforward whiteboard might not be sufficient to maintain students' interest, but other technological solutions influence their mindsets and increase their commitment to conversations, interactions, teamwork, research, and education.

7.2 Progress tracking

Teachers can find it challenging to identify the causes of a particular student's inability to keep up with the curriculum. Tools that can monitor and evaluate student performance in real time help with this problem. Advanced solutions assist in determining a student's strengths and weaknesses, areas of difficulty, and likelihood of dropping out.

7.3 Accessibility and inclusion

One fundamental human right that is still not available everywhere in the globe is education. But as digital technologies advance, more and more students—not just those with special needs, but also those who face socio-spatial, political, or economic obstacles—will have the chance to learn and obtain an education.

7.4 Future-proofing

Virtually every occupation requires digital abilities, therefore schools should prepare their pupils for the workforce. Students between the ages of 16 and 18 are most comfortable with basic digital skills, like using computer apps and finding information online, according to research done in secondary schools across nine countries (Australia, Finland, France, Germany, Japan, the Netherlands, Singapore, the United Kingdom, and the United States) by the Capgemini Research Institute.

8. Challenges of digital transformation in education**8.1 Weak strategy**

Digital transformation is driven by strategy, therefore creating one that is appropriate for the company and clear is crucial. This entails establishing goals and objectives, drafting a thorough plan that allows for flexibility, and choosing the technology and tools that will best support those aims.

8.2 Lack of awareness

According to a survey by McKinsey, “a lack of awareness of digital technology is one of the main barriers to the adoption of innovative learning tools in schools and higher education institutions. It is still not common for teaching staff to implement advanced technology solutions as many educators are used to the traditional methods and have little knowledge of the tools that are now available, and how these tools can facilitate both the teaching and learning experiences”.

8.3 Lack of skills

Limited capacities are typically accompanied by limited knowledge. Due to a lack of digital competency, many educational institutions are ill-equipped to accept digital revolution. For many instructors to be self-assured and proficient in digital abilities, they nevertheless require direction and training. While teaching staff are in charge of establishing a barrier-free learning environment and honoring students' requirements and knowledge levels, students' employment chances are improved and their future job readiness is enhanced when they build their digital abilities.

9. Process of Talent Management

9.1 Attracting and recruiting talent: For attracting and selecting the proper personnel, a company should employ a variety of approaches and methods. The first and most crucial step in the talent management process is to find a talent pool. The talent pool is a group of people who are the organization's potential executives who will direct the organization toward competitive performance. So, to improve and preserve the organization's performance, it is critical to attract and select talented personnel. a corporation wishes to make a culture change and innovate; however, external sources will be the greatest approach to get talent (Ballesteros & Inmaculada, 2010).

9.2 Retaining and Developing Talent: This is a difficult task for both new and experienced education personnel. It has to do with the workers and is a continuous process. For the talent management process, this is a more difficult assignment. It concentrates on topics including work ethics and values, career planning, work-life balance, and benefits and reward systems. Managing Talent The duty of a business in the education sector does not end with the hiring of staff; efficient employee management is also critical. It concentrates on issues such as the authority's attitude and beliefs. Management systems, leadership styles, discussing work from time to time, providing direction, and making positive recommendations to staff regularly.

10. Challenges and Opportunities in Talent Management

Academic staff members face stress and anxiety due to a number of institutional factors, such as work pressure, job instability, role ambiguity, inadequate compensation and recognition, a lack of funding and resources, poor management techniques, and role erosion and inadequacy. Effective communication is essential in every organization to ensure that no one feels left out. The proper choice: the firm should choose the right person to the right position so that workers can work tirelessly and give their all with a high level of enthusiasm and zeal, which eventually results in higher productivity because they will stay with the company for a long time. Mapping Your Talent: Finding brilliant and high-performing people and coming up with plans to nurture, develop, and keep them are becoming increasingly important. Organizations also want to retain talent inventories on hand in case of emergencies. (Chethana, K.M. and Noronha, S,D, 2022)

11. Conclusion

“The classroom experience from the sage-one-stage way to deal with a more shared learning climate. The achievement of such undertakings will eventually rely on how technology is applied to keep learners locked in. It tends to be baffling and tedious, yet at long last, digital transformation in education can make ready to new encounters, new revelations, and better approaches for learning and teaming up” (Sharma, M, 2020). While "digital transformation" refers to using technology to radically alter how education is managed and delivered, enabling more individualized learning experiences and increased efficiency, "talent management" refers to the strategic identification, development, and retention of high-performing teachers and staff. (Vivek Hariharan,2024). “From a business POV, the ability to solve the doubts of learners on the platform will gain momentum. EdTech is not a substitute for the primary mode of learning. Live coaching and replicating a classroom experience have always been the motto of EdTech. Student retention rate is going to increase as coaching is an important part of the day. Post-pandemic relevance of online learning has proven the capabilities of online learning to students, parents, and educators. “(Sushob Vallan,2024). The “talent management can aid in the discovery of the correct talent, development of talent, and retention of talent in the education sector, which is critical to its success. Another way to look at it is that talent management is a purposeful, deliberate process of attracting, developing, and retaining people who have the aptitude and ability to satisfy present and future organizational needs. It is said that the first step toward effective retention is to hire effective people. The youth generation is the country's future. Performance management, career planning, succession planning, and quality of work-life are all important talent management techniques that can be highly beneficial to a business”. (Chethana, K.M. and Noronha, S, D, 2022).

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