

Research on the Relevance Between Talent Recruitment in the Context of the Digital Economy and Market-Oriented Talent Development

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Abstract: With the vigorous development of the digital economy, technological innovation and digital transformation have become important trends and key drivers for business development today. The widespread adoption of digital technology and the rapid growth of the internet have given rise to new business models and economic forms, requiring companies to adapt to this change in order to maintain competitiveness. In this era of the digital economy, having talent that meets market demands has become one of the key factors for companies to gain a competitive advantage. Therefore, the correlation between talent recruitment and market-oriented talent development in companies has attracted significant attention. In the context of the digital economy, companies face new talent demands and challenges. Hence, this paper conducts research on the correlation between talent recruitment and market-oriented talent development in companies under the backdrop of the digital economy, aiming to provide readers with references.

Keywords: Digital Economy; Talent Recruitment; Market-Oriented Talent Development; Talent Management; Innovation

1. The correlation between talent recruitment and market-oriented talent training

1.1 Match recruitment goals with market demand

In the background of the digital economy, companies need to closely monitor market trends, industry developments, and competitive conditions to determine their talent needs and ensure the alignment between recruitment goals and market demands. Firstly, what companies must do is to conduct market research and talent demand analysis to gain in-depth understanding of market trends and technological requirements. By engaging in communication and collaboration with relevant companies, experts, academic institutions, and others within the industry, companies can obtain the latest information about market demands. Additionally, by analyzing competitive conditions and industry development trends, companies can predict changes in future talent needs, providing references for determining recruitment goals. Secondly, recruitment goals should align with market's technological requirements, domain knowledge, and innovation capabilities. Companies need to specify the key skills, work experience, and background requirements for the desired talent. For example, in technology-driven fields, companies may need to recruit talent with advanced technical knowledge and engineering experience. In data-driven fields, companies may require talent with data analysis and mining abilities. In innovation-driven fields, companies may seek talent with innovative thinking and project management skills. By ensuring the consistency between recruitment goals and market demands, companies can better meet the market's technological and innovation requirements. Therefore, companies need to continuously monitor market dynamics and adjust recruitment goals and strategies accordingly. It is helpful for companies to formulate recruitment goals more accurately and be attracting and retaining talent that aligns with market orientation by regular talent demand analysis to understand the market's demand for specific skills and capabilities.

1.2 Synergy between recruiting strategies and market trends

Due to the rapid changes in market demands and trends, companies need to flexibly adjust their recruitment strategies to adapt to market opportunities and emerging fields. Firstly, understanding the technological dynamics, innovation trends, and demands in

emerging fields is the foundation for aligning recruitment strategies with market trends. By participating in industry seminars, following industry reports and trend analyses, companies can grasp the pulse of the market and timely understand the direction of technological innovation and changes in talent demands. Secondly, when a particular technological field is rapidly developing, companies should adjust their recruitment goals promptly to attract professionals in related domains. Collaboration with universities enables early identification of promising graduates, while collaboration with research institutions provides access to a talent pool in cutting-edge technologies. Additionally, companies can establish cooperative relationships with industry experts and leading enterprises by participating in industry forums and exhibitions, attracting talent with relevant domain experience. Lastly, as the market evolves, companies need to make timely adjustments to recruitment channels, methods, compensation, and benefits strategies. For example, with the rise of digital channels, companies can increase the proportion of recruitment information posted on the internet and social media to attract more talent aligned with market orientation. Additionally, companies can use targeted recruitment, employee referrals, and headhunting services to acquire talent with the skills and experience required by the market.

1.3 A Reasonable Choice of Recruitment Channels Connecting with the Market

Traditional recruitment channels are no longer sufficient to meet the needs of companies, so they need to utilize digital channels such as the internet and social media to publish recruitment information and attract more targeted talents. Companies can reach a broader group of job seekers by posting recruitment information on job websites, professional social platforms, and official company websites. Additionally, through social media platforms, companies can showcase their corporate culture and working environment to attract the attention and interest of potential job seekers. Industry associations and professional communities bring together talent pools with relevant professional backgrounds and skills. Companies can establish partnerships with these organizations to leverage their network resources and talent databases, obtaining more accurate and high-quality talent recommendations. Furthermore, recruitment platforms are also an important channel for company recruitment. By collaborating with well-known recruitment platforms, companies can reach more job seekers and utilize the platform's screening and matching features to quickly find talents that fit market demands. Choosing the appropriate recruitment channels can help companies better align with the market and improve recruitment effectiveness and talent quality. When selecting recruitment channels, companies should consider market demands and the characteristics of their target audience. They should flexibly adjust channel choices based on different positions and requirements. Additionally, regularly evaluating the effectiveness and feedback of recruitment channels and optimizing and adjusting them based on market feedback and job seekers' responses ensures the best alignment with the market.

2. Strategies for effective talent management

2.1 Building a talent pool

By establishing a talent pool, companies can actively establish partnerships with universities, industry associations, professional communities, and other organizations to recruit outstanding talents and build long-term relationships with them. Firstly, through cooperation with universities, companies can establish connections with excellent graduates and attract them to join the company. This can be achieved through participating in campus recruitment events, hosting company lectures, providing internships, and graduate training programs. Cooperation with universities allows companies to establish relationships with students before their employment, gaining early insights into their abilities and potential, and reserving talent for future company needs. Secondly, industry associations and professional communities are important platforms that gather talent with relevant professional backgrounds and skills. Companies can establish connections with these talents and provide them with professional development and career opportunities through participating in industry association activities, collaborating with professional communities, and more. This type of partnership enables companies to receive more talent recommendations that align with market demands, expanding the scale of the talent pool. Additionally, employees are one of the most valuable resources for a company, as they have a deep understanding of the company's culture and values. By encouraging employee referrals of outstanding talents, companies can leverage their employees' social networks and connections to broaden the coverage and diversity of the talent pool. Candidates referred by employees often possess better adaptability and organizational fit, reducing recruitment time and costs.

2.2 Matching of Incentive Mechanism and Market Orientation

Different types of talents may have different needs for motivation, so companies should develop corresponding incentive plans based on the characteristics of market-oriented talents to meet their needs and stimulate their work motivation. Firstly, technology-driven talents typically pay more attention to career development opportunities and technical training. These talents are eager to enhance their skills and professional knowledge, pursuing growth and breakthroughs in the technical field. Therefore, companies can provide a wide range of technical training and learning opportunities for these talents, including internal and external training programs, professional certifications, and so on. Additionally, companies can also establish personalized career development plans, offering promotion channels and career paths as technical experts to motivate them to continuously improve their technical abilities and influence. Secondly, innovation-driven talents are more concerned about the challenges of projects and recognition of achievements. These talents are enthusiastic about facing new problems and challenges, seeking recognition and achievements in innovative projects. Companies can provide challenging projects and innovative opportunities for these talents, encouraging them to propose new ideas and solutions. Additionally, timely recognition and rewards for their contributions and achievements can be given, such as through project incentives, equity incentives, or special honors, to motivate them to continue innovating and working hard. In addition to technology-driven and innovation-driven talents, companies should also consider the needs of other market-oriented talents. For example, sales-driven talents may be more focused on incentivizing salary systems and rewards for sales performance, while leadership-driven talents may be more concerned with the authority of their positions and opportunities for managerial advancement. By understanding the needs of different types of talents, companies can develop corresponding incentive plans to meet their expectations and stimulate their work motivation.

Conclusion

In summary, the relevance between talent recruitment and market-oriented talent development in the context of the digital economy is particularly important in today's highly competitive business environment. With the continuous evolution of digital technology and the prevalence of the internet, companies must keep pace with the times and have talent that aligns with market demands in order to stand out in fierce competition. However, we must also recognize that talent recruitment and market-oriented talent development in the context of the digital economy face some challenges, such as the uncertainty of market changes and the rapid advancement of technology. Therefore, companies should continuously monitor market dynamics and adjust recruitment strategies and development plans flexibly to adapt to changing market demands.

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