The Role of talent management in Global Strategy

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1.ABSTRACT:

In the past 30 years, talent has been a weapon for multinational corporations to demonstrate competitiveness in the global market, and the demand for talent in global multinational corporations has sharply increased. For renowned international human resource management enterprises, this means many strategic opportunities and challenges for international human resource management companies. With the emergence of "global talent management", this opportunity began to emerge in the late 1990s. In the past decade, this demand has expanded to challenges such as talent surplus, talent shortage, talent positioning and placement, as well as talent compensation. These conditions add up to a 'global talent challenge'. In this chapter, we describe the management of these global talents and the strategic opportunities they bring to multinational enterprises, and propose the impact of these challenges on the field of enterprise and international human resource management.

Key words: Multinational companies, Global talent management, Global talent challenge, International human resource management