Abstract

Talent acquisition and recruiting are undergoing rapid disruption, challenging companies to leverage social networks, aggressively market their employment brand, and re-recruit employees every day. To be successful in this new environment, companies should constantly attract newtalent and “re-recruit”the talent that is already in place. The traditional “staffing” team is being replaced by a strategic “talent acquisition” function, focusing on building an employment brand, sourcing people in new places using social media tools, creating opportunities for internal candidates, and leveraging the huge network of referral relationships within the company. This article focuses on the difference between recruitment and strategic Talent acquisition, new ways to access talent, Challengesand innovations in challenge acquisition process.