

Chapter 5

Harnessing ICTs to Revolutionise Recruitment and Retention and Navigating an Era of Transformation and a Volatile Labour Force in a Developing Context

Samuel Musungwini

 <https://orcid.org/0000-0002-9315-6252>

Midlands State University, Zimbabwe

Debrah Tewera

 <https://orcid.org/0009-0008-6406-3656>

Midlands State University, Zimbabwe

Linnet Musungwini

 <https://orcid.org/0009-0009-7954-3545>

Midlands State University, Zimbabwe

ABSTRACT

In the rapidly evolving landscape of the developing world, businesses are grappling with the dual challenges of transforming their workforce management practices

DOI: 10.4018/979-8-3693-6602-8.ch005

and navigating the complexities of a volatile labour market. As technological advancements continue to disrupt traditional employment models, organizations must rethink their approach to recruitment and retention to remain competitive and resilient. This book chapter delves into the transformative power of information and communication technologies (ICTs) in revolutionizing the way organizations attract, engage, and retain top talent in a developing context. It explores how the strategic deployment of innovative digital tools and platforms can help businesses address the unique talent management challenges they face, from skill shortages and high turnover rates to the growing demands of a tech-savvy, mobile-first workforce.

1. INTRODUCTION

In the rapidly evolving landscape of the developing world, businesses are grappling with the dual challenges of transforming their workforce management practices and navigating the complexities of a volatile labour market (Kolasani, 2023). The bond between individual and organisational performance is a crucial challenge for leaders in modern organisations, particularly with the ongoing disruption in emerging technology and innovation (Antonio, 2018). As technological advancements continue to disrupt traditional employment models, organisations must rethink their approach to recruitment and retention to remain competitive and resilient (Karen N. Rimita, 2019). This book chapter explores the transformative power of information and communication technologies (ICTs) in revolutionising how organisations attract, engage, and retain top talent in a developing context. It reconnoitres how the strategic deployment of innovative digital tools and platforms can help businesses address their unique talent management challenges, from skill shortages and high turnover rates to the growing demands of a tech-savvy, mobile-first workforce.

Through a comprehensive analysis of case studies and empirical research, the chapter examines how organisations in the developing world can leverage ICTs to streamline and optimise their recruitment processes, from targeted job postings and automated applicant screening to immersive virtual interviews and AI-powered candidate matching. Perhaps that is why Zhang-Zhang et al., (2022) suggested that to achieve firms' viable sustainability within such an exceedingly fluid and indeterminate setting, there is a need to strike a paradoxical equilibrium between strategic planning and human inventiveness. This role is essential to laying the groundwork for the company's people-centric perspective, which relies on knowledge workers and firm knowledge to offer alternatives for dynamic capabilities in novel but unproven markets in the evolving future.

32 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage: www.igi-global.com/chapter/harnessing-icts-to-revolutionise-recruitment-and-retention-and-navigating-an-era-of-transformation-and-a-volatile-labour-force-in-a-developing-context/366637

Related Content

Explaining the Firm's De-Internationalization Process by Using Resource-Based View

Zeynep Sadikoglu (2018). *Global Business Expansion: Concepts, Methodologies, Tools, and Applications* (pp. 45-58).

www.irma-international.org/chapter/explaining-the-firms-de-internationalization-process-by-using-resource-based-view/202212

Supply Chain Management in Indonesia: A Literature Review

Gamze Ogcü Kaya, Sri Susilawati Islamand Ammar Mohamed Aamer (2022). *International Journal of Project Management and Productivity Assessment* (pp. 1-11).

www.irma-international.org/article/supply-chain-management-in-indonesia/291696

From Creative Destruction to Intelligent Design: Antecedents and Normative Elements of an Agnostic Framework for Aspiring Transformational Firms

Jonatan Jelen (2014). *International Journal of Productivity Management and Assessment Technologies* (pp. 20-30).

www.irma-international.org/article/from-creative-destruction-to-intelligent-design/101328

Stochastic Frontier Analysis and Measurement of Productivity and Technical Efficiency of Indian Manufacturing Sector

Manoj Kumar (2017). *International Journal of Productivity Management and Assessment Technologies* (pp. 52-69).

www.irma-international.org/article/stochastic-frontier-analysis-and-measurement-of-productivity-and-technical-efficiency-of-indian-manufacturing-sector/170399

Impact of Project Management on Project Success at Engineering Firms in Kuwait

Fatimah Soud Alasfour and Andri Mirzal (2021). *International Journal of Project Management and Productivity Assessment* (pp. 68-89).

www.irma-international.org/article/impact-of-project-management-on-project-success-at-engineering-firms-in-kuwait/278761