

Chapter 1

Aligning Innovation and Talent Management Goals With Sustainability Perspective: Sustainable Innovation

Dilek Şahin Yomralıoğlu

 <https://orcid.org/0000-0003-2114-935X>

Medipol University, Istanbul, Turkey

ABSTRACT

In the contemporary business environment, characterized by rapid technological advancements and increasing societal expectations, aligning innovation and talent management goals with sustainability has emerged as a critical strategic imperative. Talent management strengthens the organization's capacity by equipping employees to adapt to their evolving needs and assisting in the recruitment of suitable candidates for future business demands. This study examines the relationship between sustainable innovation in the context of talent management through two global indexes. The interaction between the 2024 scores of top fifty countries in “Global Innovation Index” and the 2024 scores of top fifty countries in “World Talent Ranking” is examined by quantitative analysis. The result shows that “World Talent Ranking” have a strong linear positive effect on “Global Innovation Index”. It is concluded that talent management (TM) has emerged as a vital strategic focus for the success and sustainability of organizations.

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1-INTRODUCTION

Companies constantly engage with their surroundings as they inevitably generate waste that lacks economic value during their production processes. Disposing of this waste incurs additional costs and can lead to environmental harm in the affected area. To mitigate these damages, minimize waste, accurately report on environmental performance, implement improvements, promote the adoption of eco-friendly technologies, and track and manage environmental costs, it is essential to operate within the framework of green transformation (Yaylali and Karaman, 2025). Innovation has become a focal point for researchers and industries, as its definition within an organization significantly influences which activities are performed internally and which are outsourced. Approached from various perspectives, innovation encompasses both radical and incremental changes in products, processes, and markets, impacting the global economy and living standards while being essential for international competitiveness. Key players in innovation include universities, which provide research support; the business sector, which implements innovative strategies; and the public sector, which facilitates development through policies and funding. The Triple Helix Model highlights the significance of collaboration between science, financing, and technology in fostering innovation. This model is developed from advanced theories of linear innovation, emphasizing the collaborative interactions between academia and industry. It acknowledges the evolving landscape of innovation in the contemporary economy, where production methods, market values, and aspirations continuously adapt as new information emerges. New techniques, innovative approaches to existing processes, and entirely new products can have both harmful and beneficial effects that society may not be prepared for. With its theoretical framework and extensive implications for higher education, the Triple Helix model has urged colleges and universities to implement necessary changes in their organizational structures, departmental innovation processes, and data analysis methods (Al-Obaidi and Yu, 2022). Derived from the Latin word *innovations*, meaning “to make new,” innovation is often seen as a risky and costly endeavor in the business realm. It involves generating new ideas and solutions, linking current achievements with past experiences to tackle future challenges. The close relationship between innovation and new product management necessitates teamwork within organizations to create cutting-edge products, often driven by technological advancements. Research underscores the connection between innovation and sustained growth, suggesting that an innovative strategy is vital for companies striving for success. In recent years, the term “innovation” has gained traction among business leaders, emphasizing the need for continuous learning and proactive approaches to remain

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