

Impact of Talent Management on Competitive Advantage in IT Industry

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Organizations can gain a powerful competitive advantage by tapping into their talent and learning how to effectively organize and lead it. The purpose of this research is to identify the respondents' perceptions about the talent management in its various dimensions prevailing in IT Industry and its impact on the level of competitive advantage. As mentioned in the research problem, finding the right talent at right time that companies need to maintain a competitive advantage over other companies is very difficult and challenging. This research is deductive research and was conducted using survey research strategy and quantitative research approach thus, a questionnaire was used to gather research data and was generated using the five-component Likert scale. The sample size of this study is determined using the Morgan table and 375 is taken as the sample size of this study and 297 responses were received and transferred to analysis. Simple random sampling is used as the sampling technique for this study. It was also verified for its validity and reliability before distributing it randomly, and the data was analyzed using SPSS version 26, both descriptive and inferential statistics, namely correlation and regression were used to analyzed data. As per the findings, talent management has a significant impact on competitive advantage. In the conclusion, research has come to a point where, the most crucial work is to discover talents, employ talents, develop talents, and retain the unique talent because of its positive impact in making the company a competitive edge among rivals. The results indicate that talent management has significant impact on competitive advantage. This study will be more important for the managers who work for IT firms in Sri Lanka. They will be able to develop appropriate business strategies for their organizations to achieve competitive advantage and make appropriate decisions based on the findings. The study will shed light on the importance of talent management in the information technology industry and it will be useful to those mandated with handling talent in other technology companies and subsequently reducing turnover rates.

Keywords: *Talent Management, Competitive Advantage, Talent discovery, Talent recruitment, Talent development, Talent retention, SLASSCOM IT companies*

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