

# **Talent Management in the Digital Age: Leveraging Technology to Enhance Public Sector Recruitment and Retention in Zimbabwe**

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## **Abstract**

Using the integrative literature review as the research methodology, this chapter explores the role of technology in talent management within the public sector, specifically focusing on recruitment and retention strategies. The chapter highlights the unique challenges faced by public sector organizations in talent acquisition and retention, such as limited budgets, bureaucratic processes, and the perception of a less dynamic work environment. The chapter revealed that various technologies can be utilized to improve recruitment efforts in the public sector including the use of applicant tracking systems, online job portals, and social media platforms. The study concluded that technology could contribute to talent retention in the public sector through the role of digital platforms in fostering employee engagement, facilitating knowledge sharing and collaboration, and providing continuous learning opportunities. Lastly, the chapter provides practical recommendations for public sector organizations looking to leverage technology for recruitment and retention.