

Talent Sourcing Practices in Sri Lankan Software Industry

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Abstract : Sri Lanka is emerging as a global IT-BPO hub topping up among the 20 global outsourcing destinations. When setting up a new venture in Sri Lanka, talent sourcing plays one of the key functions due to the rapid growth of workforce. Getting competent people with right skills for right positions leads organizations achieving its vision, mission and objectives. It also drives in earning competitive advantage over industry competitors. Thus it is crucial to scan and recruit the best employees to an organization. However there is no published information available on recruitment methods utilized in Sri Lankan software industry, as a study of this nature had not being conducted previously in Sri Lanka. The main objective of this study was to explore various talent sourcing practices exploited in Sri Lankan software industry. Also this study analyses the extent which Sri Lanka has adopted different recruitment strategies utilized in worldwide and its deviations. The research outcome is beneficial for HR professionals to identify the current trends in recruitment practices. Moreover investors who are interested in IT-BPO engagements can gain a thorough knowledge about talent sourcing techniques in Sri Lankan software industry. Finally, this research clues trending areas which can be further investigated in future.

Keywords : IT-BPO, recruitment, Sri Lanka, software industry, talent

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