A Novelty in Talent Management: The Case of Facebook

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Abstract

This paper talks about the new age talent management strategies used by the social networking organizations for introducing and enhancing improved talent management strategies. These organizations believe in creating a cascading effect on business by way of taking care of its people who in turn takes care of the business performance. A case study method of qualitative study has been conducted for understanding the lived experience of employees associated with the industry. The case of Facebook has been discussed as it is comparatively amongst the newer breed of organizations which are crating ripples across the corporate world with their unique strategies of business – be it collaboration, marketing, finance or human resource management or technical management, program development and operations management. The responses from the interviews have been developed into sub-models for providing a clear understanding of different strategies. This study is a contribution to the field of talent management through the social networking lens.

Keywords: case study, talent management, qualitative methods, generation Y, Facebook