A Narrative Qualitative Study of the Talent Mapping Process as a Solution to Empowering Human Resources in a Company

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ABSTRACT

The high competition situation forces the company to further increase its competitiveness until it reaches a level of superior competitive advantage. Companies are required to increase capacity in an effort to satisfy consumer needs. Apart from that, simultaneously, the company is also responsible for profitability in order to satisfy shareholders. In this situation, the company is always aware of and trying to understand the changes that occur in the market structure and the competition that is being faced (fundamental, incremental, or radical), so that efforts to satisfy consumers and shareholders continue to be carried out simultaneously. Many companies experience panic when facing a situation of very high competition because the business challenges faced today are far greater than they have been faced in the past. Economic globalization, where products in the form of goods and services flow freely between countries, has put higher pressure on companies to be competitive. Therefore, a strategic management approach is needed, a managerial approach that is comprehensive and long-term oriented in managing company growth in a competitive situation that contains risks in an atmosphere of uncertainty so that the company is able to survive and develop in a sustainable manner.

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