



TALENT ANALYTICS AND EMPLOYEE RETENTION IN NIGERIA ORGANIZATIONS

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ABSTRACT

Human resource is the bedrock of any organization; they are a vital and significant resource that helps give the organization an edge. Organizations today especially in Nigeria are working towards a technology-driven entity and the management of human resources requires technology. Technologically generated data is needful for the analysis of human resource from the point of candidate attraction to the point of employee retention. Imperatively, for organizations to determine how far they want to imbibe talent analytics will indicate plans that will effectively develop their workforce with the right competencies and this in turn becomes a booster to retaining employees. Development in the economy has resulted into a stiff Labour competition creating avenues and opportunities for human resources. The biggest challenge organizations are faced with is managing these resources and retaining them especially the talented employees. Attracting and retaining these skilled employees plays an important role for any organization as employees' knowledge and skills are central to organizations' ability to be economically positioned and competitive. Organizations are also saddled with continuously satisfying the employees so as to make them stay-put. Sensitivity on the part of the organization with respect to employee retention is key, hence the study of a technology driven talent management strategy to help understand the measures for employees retention

KEYWORDS: *Analytics, Employee, Retention*

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