

Quality recruitment in the digital era

Jani Zupan¹, Živa Cotič²

1, 2 Profil d.o.o., Parmova ulica 53, 1000 Ljubljana

Talent acquisition has entered a period of seismic change, making it harder for organisations to recruit the right talent. The move to the digital world is influencing most industries, and the majority of companies within these industries are embarking on radical programs of digital transformation. The digital era has brought many advantages to the world of recruiters, in particular platforms and online tools that make it easier to search for candidates. However, there is also the other side, which makes the recruiters' work in the current digital era more difficult. Good candidates have become seemingly immune to most job offers, and they also have more opportunities to verify the reputation of potential employers. What options do recruiters have, and how can they create their own or their company's brand in this new era? This and other challenges will be explored by Jani Zupan and Helena Kupljen, consultants from the company Profil d.o.o.