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Talent Management in Society 5.0: Balancing Human Creativity and Technological Intelligence

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Abstract

The purpose of this research study is to identify how organizations can incorporate technology in their human capital ecosystem while encouraging human creativity. With Society 5.0 being on the horizon, businesses have found themselves in a unique dilemma regarding talent management, where both humans and artificial intelligence co-exist in a symbiotic relationship. This research work uses a mixed methodology in which the following processes have been adopted to analyze the data. Firstly, hypothesis testing has been performed by using PLS-SEM through the SmartPLS 4 software application. Secondly, the fsQCA 4 technique is applied to identify different pathways in talent management. Drawing on current literature and a cross-sectional method, this study presents a framework for talent management while prioritizing continuous learning and positive collaboration between technological intelligence and humans. The findings indicate that effective talent management in Society 5.0 requires a shift towards a more creative-intelligence integration model, where humans and technology will act as co-innovators, with recommendations for HR professionals to adapt to the new era of talent management. The research brings forth a new approach to talent management in Society 5.0, where creativity in humans is seen as complementary to technological intelligence, not competitive. This research study provides recommendations for HR professionals to adapt to the new era of talent management, which would help businesses to redesign their strategies that would foster and nurture human competencies while strategically implementing AI systems.

Keywords: Society 5.0, AI Automation, Artificial Intelligence, Talent Management, Human Capital, Human-AI Collaboration