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(72) Abstract:  
A HUMAN RESOURCE MANAGEMENT PERSPECTIVE ON THE EFFECTS OF TALENT MANAGEMENT STRATEGIES ON EMPLOYEE RETENTION AND ORGANIZATIONAL PERFORMANCE. Abstract: In the big data environment, we develop personalized information of college libraries based on big data from three aspects: the overall architecture of the system model, the business model of the system, and the design of system interface modules according to the design principles and requirements of the personalized information service system of the university library service system design. In terms of the business design of the platform, the service platform is divided into four levels: accurate identification of user needs based on big data, personalized customized services based on artificial intelligence, academic research and discussion space based on integrated media, and fine-grained subject resource aggregation based on knowledge. On this basis, a centralized model of multi-channel services of university libraries including internal and external personnel, information resources, technology, services, processes, platforms, and environments has been constructed. Artificial intelligence (AI) is one of the emerging trends and applications of computing in libraries. It involves programming computers to do things, which is done by humans, so-called to require intelligence. The ultimate purpose of artificial intelligence in libraries is to develop computer systems or machines that think, learn, and do like real human intelligence, and this clearly has major implications in librarianship. The application of artificial intelligence in the library has become pervasive. They include expert systems for reference services, book reading and self-reading robots, virtual tutors for massive learning among others. Although the incorporation of artificial intelligence in librarianship can be perceived as ultimate librarianship than that exists, it will probably help libraries do more rather than taking over the jobs of librarians. It will enhance their service delivery. Artificial intelligence will greatly improve library operations and services and will upgrade and brighten the relevance of libraries in an ever-changing digital society. A few years ago, the domestic e-commerce company Soudopal asserted that India was deficient in skilled programmers to fulfill their requirements. This statement underlines the significance of skilled individuals and their abilities to the achievement of any organization. It is understandable that much study has been conducted in the past (over years) to address concerns regarding staff retention. This study investigated the impact of talent management methods and organizational performance on employee retention in the Indian IT sector. Three primary hypotheses were derived from the literature review. A total of 60 responses were obtained from 17 IT organizations through the collection of primary data. The study involved conducting statistical analysis using SPSS to examine the association between the variables. Furthermore, a regression analysis was conducted to estimate the relationship between the dependent and independent variables. A substantial correlation was seen between talent management and employee retention, according to the findings. However, organizational effectiveness did not appear to be a significant impact on employee retention. Nevertheless, in addition to talent management strategies, it was shown that organizational performance has a substantial impact on employee retention.

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