REINVENTING HR FUNCTIONS WITH THE USE OF INFORMATION TECHNOLOGY

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ABSTRACT

Human Resources are the most significant and vital for the success of any organization and IT technologies are acting as support pillars for more productive functioning of Human Resource department. Technology and HRM both are associated with each other. Organizations are spending on automation of standardized processes in HR department to get work done faster than the typical work done in key HR areas with the use of Information Technology and generating higher value results.

The advancement in technology and demands of workplace require traditional HR system to evolve and get transform. Present paper is an attempt to study the impact of Information technology at different Human Resource functions.

Keywords- *Human Resource Practices, Digital Technology, Strategic Human Resource Management Skilled Professionals.*

"Our progress as a nation can be no swifter than our progress in education. The human mind is our fundamental resource".

-John. F. Kennedy (35th President of United States.)

INTRODUCTION:

"Technology Should Not Replace Human Engagement – It Should Enhance It."

-NANCY RUBIN

Human Resources:

The HR is a word which relates to Human and the Resource. The Human word refers to the skilled workers or employees in the organization while the Resource refers to the availability or scarcity of the sources of supply from

which benefits are produced. Human Resource are the peoples who make the workforce of our organization. It is a department which deals with various functions like hiring, administration, training, dealing with the people and the issues related to such people which includes the compensation, performance management etc. It refers to the employees of an organization. It is also the process of maximising and proper utilization of the skilled workforce. Every organizations feels to have a skilled workforce which will make their organization too effective than their competitors. Thus Humans are the important and valuable assets and without humans that is employees no activity in the organization can be performed.

Digital technology in HR:

Any technology that is used to attract, hire, retain and maintain human resource support HR administration, and optimize all human resource functions is called Human Resource Technology. In this era almost everything is being digitalized. In simple terms we can say "DIGITAL HR" is now essential for the survival for the organization. It is not just about automation or digitisation but it is the foundation of transformation which is making the organization ready to cater

future demands.. Digital HR is all about transforming traditional HR with the help of technology.

Impact on Strategic Human Resource Management:

Technology is providing the platform for all HR function transformation and shifting traditional HR functions into digital HR functions. HR professionals are moving from functional level to tactical and strategic level. HR people are being involved in strategic decision making.

Strategic HRM shows relationship between strategic management and Human Resource Management in the organization. It focuses on forming integrated HR practices and strategies to achieve organizational goals. It addresses all issues relating to organizational productivity and performance, matching available resources to requirements knowledge management and the development of distinctive capability to get things done effectively.

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being involved in strategic decision making.

HR strategies should be aligned with the corporate strategies for making their employees more productive and to reach long term business objective.

OBJECTIVES:

All areas of business are using Information Technology. Impact caused by it is seen in all areas like Marketing, Finance, including HR where productivity of employees are remarkable increased with the use of the technology.

An attempt is made to answer the following questions.

1. How Information Technology is related to bring the changes in HR functions.
2. How the Information Technology enabled HR functions are different from the traditional HR functions.

RESEARCH METHODOLOGY:

This paper is an attempt to write descriptive research paper. This is a conceptual paper based on secondary data. Data has been collected from various resources like research papers, articles published in national and international journals, magazines, books, newspapers and websites.

REINVENTING WITH THE USE OF HR TECHNOLGY:

Nowadays Information technology is having significant impact on all business functions including Human Resource practices, various types of hardware and software packages are used for the same.

Documentation and retrieval of information:

Traditional HR system was focused on maintaining confidentiality whereas digital HR system focus on transparency which in turn generates trust in organization and builds a good working culture. Various software's and technological tools are used in organizations which keeps employee information readily available on company portal, employee portal. Organization can store employee information in electronic format and can retrieve data whenever it is needed. Organizations are using number of systems and processes to ensure the easy management of information of employees. Human Resource Information software's also contains information of leave and attendance policy, Union management relations and grievances procedure for smooth functioning of all HR functions

Haines and Petit (1997) considered HRIS as a system used to acquire, store, manipulate, analyze, retrieve, and distribute pertinent information about an organization's human resources .

It has reduced the burden of paper work for preparing and keeping employee information in cabinets.
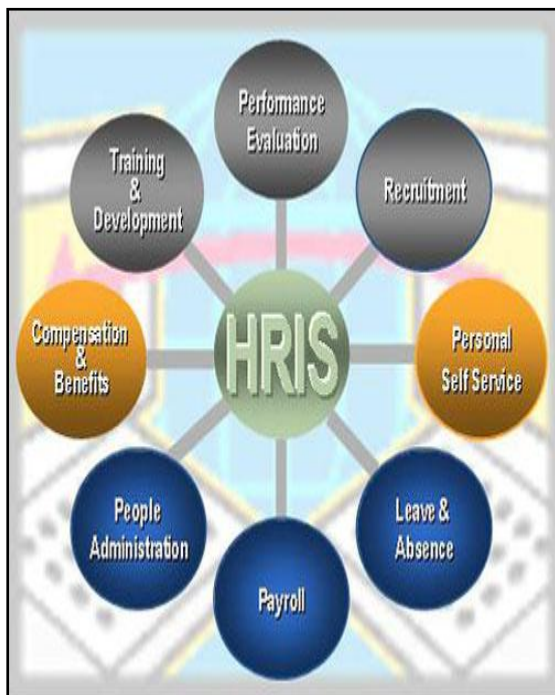
Source-www.google.com

Recruitment:

Traditional way of recruitment is job advertising in newspaper, visiting universities and college campus, job fairs and employee referrals. Nowadays online/web-based recruitment campaign is used to attract potential candidates. Various Job portals like Naukri.com, Monster.com, Timesjobs.com and

LinkedIn are used as the source for getting potential candidates. Online test are been conducted to select best candidate out of them. This Information Technology (I.T) enabled recruiting process which generates large number of talented candidates and has shortened recruitment lead time. Technology has made recruitment process more efficient and lowered the recruiting cost per hired candidate.

Training and Development:

Human Resource Management regards training and development as a function concerned with the organizational activity meant for being more productive employees in organization. Large number of organization have started preparing using effective training strategies to retain and get the quality output from the employees so training is a tool to increase the productivity.

Nowadays organizations are using computer assessed training. Various multimedia packages including audio and video element, simulation, virtual training techniques are examples of them. Various customized programmes are prepared as per the training need of organization.

There are several learning portals/online learning centers like courser, edX is also

available for distant learning mode for employees. Effective training assures better productivity in employees as training is the means of development and both are organizational valve driven functions.

Performance Evaluation:

Information Technology has helped to know employee performance and their feedback. Various software programmes are created to assess employee performance using metrics to ensure that employees are meeting performance standards but most organizations still prefer traditional hard copy documentation (paper and pen approach) for performance evaluation. Computerized tools for performance evaluation are less widely recognized for their consistent effectiveness than tools in other HR functions.

Compensation and Benefit Administration:

Information regarding organization's Compensation policy is made available to employees on company's internal portal (Intranet). Data regarding pay grades, benefit plans, performance and skill based incentives are also included in that. Now an employee can selects desired option and can flexibly

administer his own benefit plan within organizational guideline. In this way employees can do their compensation planning in their present salary bracket. Some organizations which don't have their customized compensation and benefit administration system on Intranet, they outsource this function to consulting firms that specialize in this area.

Communication:

Communication is no longer constrained in organizations. Employees can easily communicate with each other on customized organizational portal or over electronic mails. Employees can communicate through virtual team meetings or video conferencing if they are geographically dispersed.

Thus Information technological tools are highly significant for HR professionals as they increase the overall efficiency of the business.

PROBLEMS ARISING BECAUSE OF EXCESSIVE USE OF INFORMATION TECHNOLOGY AND SUGGESTIONS TO OVERCOME:

1. Skilled professionals are required to handle IT enabled HR Practices.

2. Sometimes it increases the hiring cost to company so carefully recruitment and training drive should be conducted.

3. It may cause unemployment for those HR professionals who are proficient only in handling HR functions in traditional way.

4. Intensive work pressure is squeezing out personal lives as technology has minimized the difference between work place and home. Organizations are demanding more working hours which is disturbing work-life balance of employees which has become most important upcoming issue in HRM yet to be addressed.

CONCLUSION:

Information Technology is used to enhance the effectiveness of HR practices by changing its focus from traditional to modern HR management. The pace of change and demand of workplace require skilled HR professionals. Most of the organization have understood the need of technology by adopting the effective Human Resource Information System (HRIS) to align their HR strategy with the Corporate strategy.

To cater the demand, need of present scenario, HR manager needs to ensure that their workforce can handle technology enabled HR functions in an effective way. To meet this demand either they need to train them and focus on hiring more competent professionals so that their HR strategy can be aligned with their corporate strategy and employees can realise their potential effectively in order to achieve organizational goals and the objectives.

Although organizations are spending on automation of standardized processes in HR department and getting higher value results but still a large scale transformation is the need of changing time in coming years.

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