

Human Resource Management Scope & Challenges From Search to Conversion : Adopting Intelligent Attribution Modeling by E-Tailers for Competitive Edge

Abstract

In present scenario of technological advancements and competitive market, function of HR manager has increased beyond routine recruitment of employees or to look after welfare of them. HR has to now strategically coordinate with management of the organization in introducing artificial intelligence, technological innovations etc. This article attempts to discuss new HR responsibilities and challenges.

Keywords: Human Resource, Challenges, Employees, Managers, Technology.

Introduction

There is a real challenge for HR department to coordinate a multicultural and diverse workforce in today's tight job market. HR managers have to make balance between employees and employers of an organization. Thus it proves to be a strategic function which improves working environment, planning out HR needs and also increase productivity and meet organizations goals. Especially in countries like India, to understand the diversity of workforce, retain the best talents of the industry, motivate them to perform better are some huge challenges.

What is HRM?

Traditional Meaning

HRM (Human Resource Management) is the process of managing people in organizations in a structured and thorough manner. It includes staffing (hiring) of people, retention of people, pay and perks setting and management, performance management, change management and taking care of exits from the company to round off the activities.

Modern Meaning

HRM is managing people in the form of a collective relationship between management and employees. This focuses on the objectives and outcomes of the HRM function. HR function in organizations is concerned with the notions of enabling people, people development and focusing on making the "employment relationship" fulfilling for both the management and employees.

Thus, to conclude Human Resource Management is a multidisciplinary function that depicts assumptions from different fields such as management, psychology, sociology and economics.

Scope of HRM

Human Resource Management is not just limited to manage and optimally exploit human intellect. It also focuses on managing physical and emotional capital of employees.

Human resource management is responsible for effective designing and implementation of various policies, procedures and programs. It is all about developing and managing knowledge, skills, creativity, aptitude and talent and using them optimally. The scope of HRM is extensive and far reaching. Its scope includes-

In Personnel Management

1. Human resources planning - HRP or Human Resource Planning refers to a process by which the company to identify the number of jobs vacant, whether the company has excess staff or shortage of staff and to deal with this excess or shortage.

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2. Job analysis design - Job analysis gives a detailed explanation about each and every job in the company.
3. Recruitment and selection - Based on information collected from job analysis the company prepares advertisements and publishes them in the newspapers. This is recruitment. A number of applications are received after the advertisement is published, interviews are conducted and the right employee is selected thus recruitment and selection are yet another important area of Human Resource Management.
4. Orientation and induction - This is another important area of Human Resource Management. Once the employees have been selected an induction or orientation program is conducted. The employees are informed about the background of the company, explain about the organizational culture and values and work ethics and introduce to the other employees.
5. Training and development - Training program is also conducted for existing staff that have a lot of experience. Every employee goes under training program which helps him to put up a better performance on the job. This is called refresher training. Training and development is one area where the company spends a huge amount.
6. Performance appraisal - Once the employee has put in around 1 year of service, performance appraisal is conducted that is the Human Resource department checks the performance of the employee. Salary are decided based on these appraisal future promotions, incentives, increments.
7. Compensation planning and remuneration - It is the job of the Human Resource department to look into remuneration and compensation planning. There are various rules regarding compensation and other benefits.

In Employee Welfare

Motivation, welfare, health and safety - It is the job of the Human Resource department to look into the different methods of motivation. Motivation becomes important to sustain the number of employees in the company. Apart from this certain health and safety regulations have to be followed for the benefits of the employees.

It also covers appointment of safety officers, making the environment worth working, eliminating workplace hazards, support by top management, job safety, safeguarding machinery, cleanliness, proper ventilation and lighting, sanitation, medical care, sickness benefits, employment injury benefits, personal injury benefits, maternity benefits, unemployment benefits and family benefits.

It also relates to supervision, employee counseling, establishing harmonious relationships with employees, education and training. Employee welfare is about determining employees' real needs and fulfilling them with active participation of both management and employees. In addition to this, it also takes care of canteen facilities, crèches, rest and lunch rooms, housing, transport, medical assistance, education, health and safety, recreation facilities, etc.

In Industrial Relations

Another important area of Human Resource Management is maintaining co-ordinal relations with the union members. This will help the organization to prevent strikes lockouts and ensure smooth working in the company. It needs careful interactions with

1. Labour or employee unions,
2. Addressing their grievances and
3. Setting the disputes effectively in order to maintain peace and harmony in the organization.

It is the art and science of

1. understanding the employment (union-management) relations,
2. joint consultation,
3. disciplinary procedures,
4. solving problems with mutual efforts,
5. understanding human behavior and maintaining work relations,
6. Collective bargaining and settlement of disputes.

Challenges

Human resource management (HRM) is adopted by many companies because of its benefits. But at the same time, various challenges and issues may emerge in front of managers of human resource department while performing their duties. Any capable HR manager would work on these issues and challenges to prevent the organizational activities from being obstructed. But they must first identify these issues. To remain in organization, human resource managers need to efficiently address following human resource challenges:

Recruitment

A basic problem for the human resource manager is to find a suitable candidate for the job from a large number of applicants. Suitable changes have to be made from time to time in the selection procedure and also to that the candidate is fulfilling the job requirements or not. Training is also be given to get quality results.

Stability of Employees

Only providing proper wages and salaries to employees is not enough. The human resource manager should maintain proper emotional balance of employees. They should try to understand the attitude, requirements and feelings of employees, and motivate them whenever and wherever required.

Management and Employees Relations

A balance the interest of management and employ-ees is key responsibility of HR manager. Expectations by management includes factors like profits, commitment, cooperation, loyalty, and sincerely, whereas better salaries and wages, safety and security, healthy working conditions, career development, and participative working are the factors expected by employees from management.

Training, Development and Remuneration

To sharpen and enhance the skills, and to develop knowledge of employees, planned execution of training programmes and managerial development programmes is required. Remuneration in the form of salary, bonus, allowances, incentives and perquisites is to be paid according to the performance of people. If some of them have done their jobs beyond

expectations, a word or letter of appreciation is also to be given to keep their morale up.

Performance Appraisal

A scientific appraisal technique according to changing needs should be applied and the quality of it should be checked from time to time. Future work of employees may affect if they do not get proper feedback.

Trade Union

Union members are usually the people who oppose the company policies and procedures and that are to be handled skillfully. Demands of the union and interests of the management should be balanced.

Compliance with laws and Regulations

Laws are a struggle for business owners keeping up with changing employment. Many choose to ignore employment laws as they believe that they don't apply to their business but it can result in mean audits, lawsuits, and possibly even the demise of your company. So it is important to make sure with compliance with local, state, and federal labor laws. There are regulations on everything from hiring practices, to wage payment, to workplace safety.

Adaption of Innovation

Technology is constantly changing. Businesses must be quick to adapt these changes, or risk being overtaken by their competitors. To embrace innovation and learn new technology, there is a challenge for small business owners to adapt it to their employees. Setting clear goals for the adoption of initiatives, and providing employees with the training they need to get comfortable with it. With any change, employee must understand the why, when, and how.

Competence of HR Managers

A lot of success of organizations depends on the human capital, this leads to recruiting the best, managing the best and retaining the best. Thus there is a role of HR managers increased. There is a need to develop competent HR professionals who are with strong business knowledge and sound in HR management practices.

Leadership

To keep management team engaged and motivated, and prepares them to take on more responsibilities in the future, leadership is needed for making it part of the culture. Create opportunities for them to use their strengths every day. To accomplish organizational goals, it will motivate them and give them a chance to develop their skills.

Aim of Study

To discuss new HR responsibilities and challenges.

Conclusion

Thus, to meet the changing needs of the organization, HR must be proactive with all strategies and action plans in. They must go through with the basic functions of HR including planning, organizing, leading and controlling human resources. Human Resource used to be considered as other conventional administrative jobs. But it is a strategic function to improve working environment, to plan human resources needs and maintain a balance between the organization and employers to meet organizational goals.

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