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20. Effective Human Resource Management

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Introduction

The economic and business environment of India has changed after 1990 Indian enterprises are making efforts to expand, diversify and internationalize their activities through merger and acquisition. It is observed that adoption of innovative Human Resources management practices provides a sustainable competitive advantage to the firms. This paper presents the nature and activities of Human Resource management. The main focus is on Human Resource planning, Requirement and Selection.

Abstract

Abstract says that every business organization requires redesigning of Human Resource Management in changing environment. Because, Good Human relations is perhaps, is the most important requirement of the staffing function. Without good human relations, the efficient functioning of the organization is always doubtful. What is important here is that requirement of personnel is not only done for the present but for the future, too.

Methodology

Only secondary data is used for study websites Journals and Books etc.

Objectives

- 1) To identify the importance of Human Resource Management.
- 2) To describe the basic activities of Human Resource management.
- 3) To explain the steps in Human resource planning recruitment and selection.
- 4) To discuss key challenges to effective Human Resource management.
- 5) To discuss Entrepreneurial challenges with case study of martui Suzuki.

Definitions

- 1) "Human Resource management is that phase of management which deals with the effecting control and use of manpower as distinguished from other sources of power"

- 2) "Human Resource management consist of all the activities involved in identifying and selecting employees, imparting skills, and knowledge to them and retaining them"

Importance of Human Resource management

- 1) Human resource make efficient use of all the other resources such as capital, raw material , plant and machinery to produce goods and services.
- 2) Human resource determine the performance and its overall success and failure of business.
- 3) Among all factors of production, the human factor is the only active factor of production.
- 4) Human Resource management is concerned with providing timely supplies of competent manpower and ensuring its most effective utilization.
- 5) The Human factor can make a good or bad utilization of the passive factors of production.
- 6) The human resource management is important and highly crucial for the success and survival of any enterprise.

Human Resource Management Systems

The trend of automating payroll & workforce management processes began during the 1970's. That time due to limited Technology and Mainframe computers companies were still relying on manual entry. Initially, Businesses used Computer based information systems-

1. Produce paychecks & payroll reports.
2. Maintain personal record's.
3. Pursue talent management.

Web based human resource management software

Beginning with the late 1990's HR vendors started offering cloud hosted HR solutions to make this technology more accessible to small & remote teams. Instead of a client server companies began using online accounts on web-based portals to access there employees performance.

Mobile Human Resource Management Software

In 2014 Companies used the benefits from the cloud hosting milestone to transfer HR functionally on mobile devices. Ever since popular Vendors have been releasing special Android & I Pad/ Phone applications to meet the needs of all teams & business.

Recent developments of Human Resource Management Software

In 2015 HR Software users got acquainted with gratification technology namely systems that attach an entertaining dimensions to traditional HR operations and motivate employees to perform better by awarding them with badges & bonuses.

Another popular innovations related to specialized HR systems is Video Hiring, as most providers embed web conferencing widgets in their products, allowing managers to locate and attract talents without geographical limitations.

In future human resource management system Software is expected to boost efficiency with more personalized & candidate-centric recruiting and automation of more HR related processes that are correctly performed manually.

Basic Activities of Human Resource management

Human resource management involves three basic activities describe briefly in flowing chart.

1) Human Resource planning

A) Identifying and Selecting Employees →

2) Recruitment

3) Selection

B) Imparting skills and knowledge →

4) Orientation

5) Training

C) Retaining competent and talented Employees

6) Performance Management

7) compensation and Benefits

8) Carrier Development

Steps in Human Resource planning recruitment and Selection

- 1) Assessment of current and future human resource needs and creation of a plan to hire them.
- 2) Forecast the demand for human resource on the basis of future business ventures, new products and project.
- 3) Identify the sources of supply of sufficient number and qualified personnel required.
- 4) Publicizing information about the job openings and vacancies in the organization.
- 5) Assessing the alternation source of manpower and choosing the bet source.

- 6) Selecting the chosen source of recruitment to secure applications from the prospective candidates.

Key challenges to effective Human Resource management

Once the right People are appointed in the right position the organization needs to ensure that they are performing well but challenges that the human resource department of an organization is facing to manage human resource.

- 1) Globalization of business
- 2) downsizing
- 3) workforce diversity
- 4) Sexual harassment
- 5) Work like balance
- 6) There are some problems like communication, mistrust conflict and incompatible approaches etc.

Case Study

Entrepreneurial challenges – Maruti Suzuki to Hire 3000 Employees

There are three key areas of challenges before Maruti-first, to bring about a change were by the company will be acceptable to a dynamic global business scenario. Second to bring in best human resource practices, policies and systems from the global perspective, while being attuned to local requirements and the third is about young people, on whom our future depends They are strong in terms of career aspirations, whereby talent management and refection comes in constitutes this challenge.

In March 2011, the co was facing though competition from the internet car manufactures like Toyota, Hyundai and General Motors. These automobile giants were planning to launch new cars that were likely to compete with Martui's popular cars such as Alto and Swift. To meet the growing competition and to serve its existing customers better the company decide to Hire 3000 employees and increase its strength from 33000 to 36000. It also planed to establish 200 service centers. the company was also planning to strengthen in R and D unit in India. The aim of the new recruits was to support its massive expansion of service network and strengthen R and D and other company activities. The company succeeded in doing all of this.

Conclusion

This research paper conclude that the Human Resource Management and personal management is one and the same thing. Management of Human resource is becoming strategic and is a source of competitive advantage for organization to be successful. These different perspective in Human Resource Management are observed in India

- 1) Indian firms with a global outlook.
- 2) Global firms seeking to adopt to the Indian.
- 3) The HRM practices in public sector undertakings.

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