



Role of Social Media in Human Resource Development in Indian Organizations

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ABSTRACT

Social media or social networking sites are playing a crucial role nowadays in people's awareness about democratic institutions and its powers and values, we can say. This paper focuses on the significance of social media on developing human resource in India. A humble attempt has been made to present the entire contemporary conceptual framework of human resource development climate in the context of social media so as to facilitate devising of appropriate strategies for the organization which will result in the delivery of a culmination of organizational goals and human resource goals for creating and delivering better value to the various stakeholders of an organization- including shareholders, customers and employees.

KEYWORDS : Social Media, Human Resource Development, Face book, Twitter.

Introduction

New Media technologies like Internet, with its instant connectivity and reach transcending geographical boundaries, have changed the world forever. It has also changed the way we see the world. In India, there has been a growing penetration of Internet. At the same time, there has been the emergence of "Social Media" or 'social networking sites', such as Facebook and Twitter, which have changed the Society Information & Communication system in a big way.

It is generally believed that social media is a tool for the youth. Contrary to this, there has been increasing use of this media by corporate houses in the form of becoming an important brand communication tool. India has one of the largest numbers of Internet surfers in the world, estimated at 60 million regular users that do not include people who access the Net through mobiles.

The recent happenings related to Social media in 2015 in India are related to "Digital India, Make in India" and the initiatives by Honourable Prime Minister Narendra Modi. This revolution has been initiated through the use of mobile technology, SMS and social networking sites like Facebook & Twitter and spearheaded by not any certain groups of individuals but Social Media like Twitter and Facebook. It is being termed as the success of Indian democracy through great use of communication tool-social media.

Today's employees, unlike their predecessors, as more demanding and have high aspirations. They demand early development of their skills and competencies. With increasing globalization of economy, marketplace has become increasingly complex, highly uncertain, competitive and transformational. Today, doing business is like a war. What makes the ultimate difference is whether an organization is able to develop and establish competitive differentiator or not. Everything, including capital, technology, product design, and service deliverability can be copied by the competitors, except the talented people. Nobody can emulate a highly competent, charged/ motivated and committed workforce. Such talented people can provide an organization a sustained competitive advantage. However, managing people by any means is not easy. It requires organizations to adopt proactive development programmes towards the attainment of corporate objectives by nurturing a development-oriented culture. Contemporary organizations have to create and sustain shared values and then it should be carefully interwoven with the business strategy of organizations. This simply implies the crucial role of human resource development plays in an organization. In global business scenario, it is not enough to say that people are the strategic assets of an organization, but to believe that people are the greatest assets of customers of an organization. People are not just knowledge workers, but free agents, capable of bringing enormous value to an organization. And they know it. Human resources are the lifeblood of an innovative enterprise. Thus, human resource development is vital to achieving organizational excellence i.e. excellence in people, process and performance.

In this light, we took the above topic up for our research study-"A Study on the Impact of Social Media on Human Resource De-

velopment in India."

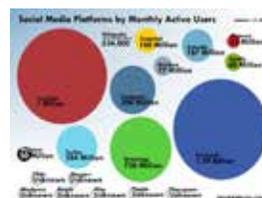
Social Media

Social media or social networking sites are playing a crucial role nowadays in people's awareness about democratic institutions and its powers and values, we can say. Especially, members of the new generation have got this new media tool to express themselves about range of issues or problems in societies and governments, all over the world. Now, young people-working and non-working, students & housewives-have got the opportunity to share their views and opinions on issues which directly affect government's policy and society set-ups. New media platforms like social networking sites-Twitter & Facebook and LinkedIn are providing the great opportunity to people to vent their angst and worry against widespread & deep-rooted corruption menace in democratic political-government-social set-ups. Social Media has been playing a crucial role in criticizing every minute step of government's day-to-day activities and helps form a public opinion about that. Do social media have its own limitations? Who do tweets on this social networking site? What backgrounds have these people who tweet? These are the questions and its answers validate this research topic, here?

A study conducted by Universal McCANN (2009) among active Internet users between the age group of 16 to 54 years in 38 countries, in an effort to measure consumer usage, attitudes and interest of social media platforms, revealed the following: over 394 million people watch video clips "online; 346 million people read blogs/weblogs, 321 million people read personal blogs/weblogs and 307 million people visit a friends social network page. In addition, 303 million people share a video clip, 272 million people manage a profile on a social network, 248 million people upload photos, 216 million people download a video podcast, 184 million people start their own blog/weblog, and 183 million people upload a video clip (Universal McCANN,2009).

Possible Outcomes of Social Media

The ever-changing media has brought about so much convenience, so much joy and so much connectivity in an average person's life that future innovations seems just a blink away. It is hoped that the Internet will closely bond with varying communities and like-minded people across the world in all coming future. It has been proved in this recent Narendra Modi's event in India. Continuing with this trend, people will engage with media more and more, stretching time for all kinds of media during the course of the day. In other words, social media will become all pervasive.



Research Questions regarding Impact of Social Media on Human Resource

- Do social media have any role in strengthening human resource?
- Does human resource find social media as a great new media tool to their development?
- Do social media play a great role in the success of human resource in India?
- Does social media has its own limitations in representing views and many voices about human resource?

Social Media and Indian Democracy

Indian Democracy is the largest democratic social and political set-up in the world. Although, Indian society is not as democratic as the Principles of Democracy and its values expect from its members to perform. In this scenario, the advent of New Media has revolutionized the patterns of Communication Information systems in various sections of Indian social and political society. Earlier, traditional media forms like Press-Newspapers & Magazines and T.V.news channels or Radio FM & News channels performed their roles and duties surrounded by pressures and influences like political and business lobbying, resource crunch, lack of freedoms to do the job unbiased & society's inability to learn from the outputs created by these traditional media forms due to illiteracy and un-education widespread over here. These media were the forms of mediated communication among members of democratic society or political & government set-up where intended meanings of communication messages have been likely to be transformed into un-intended meanings and people of democratic society felt unheard & non-participated in process of democratic decisions and policy formations in democratic government systems

But, New Media platforms have given the tremendous opportunities to people regardless of class, caste, economic status to share their views, to raise their voices, to express themselves against and in favor of any issue, problem & subject in democratic social-political-economic set-ups. Social networking sites, which are the forms of New media platforms, are boosting the confidence of people across the board to participate in all democratic processes and activities and to share its outcomes after changes in the systems. Narendra Modi's revolution is such the example which has proved that Social Media has broken all boundaries

The new media and its technologies, especially social media, have given a new hope to India and its people to save the democratic values and its sanctity within Indian democratic government and political set-up.

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