



## Emerging Trends In Humanresource Management: Hr Professionals Perspective

### KEYWORDS

Emerging Trend, Human Resource Managemet, Hr Professionals, HRIS

**SARATHKANNA.D**

M.Phil Scholar, Bishop Heber College (Autonomous)  
Tiruchirappalli – 620 017

**Dr.A.UMESH SAMUEL**

Associate Professor of Social Work, Bishop Heber  
College (Autonomous)Tiruchirappalli – 620 017

**ABSTRACT** *his Paper attempts to portray the emerging trends in Human Resource Management as perceived by the Human Resource Professionals. As the world is considered as a global village HRM is now getting a vast updates internationally. The recent trends starts from the change of the term includes Personal Management to the term Human Resource Management, it also includes the changes from letters to mail, record notes to computers, attendance registers to card swipe and bio metric system, manual data maintenance to hr software systems, cash salary to card through banks and account transfers, increment promotions and other based on experience to benefits based on performances, help through juniors or clerks to self help system etc. This paves ways to the emergence of new concepts in HR profession in various dimensions like Management, ISO, Benefits, Recruitment, Social Media and HRIS. Hence there is a growing demand to update the current trends become the need of the hour for HR Professionals. Keeping this in mind, this paper attempts to portray the birds' view of the emerging trends in HR.*

### INTRODUCTION:

HR professionals are facing many challenges in present business scenario like workforce diversity, technological advances and changes in political and legal environment change in information technology. All these challenges increase the pressure on HR professional to attract, retain and nurture talented employee. HR professional can't ignore these challenges rather they ought to be in-line to design and execute innovative mechanisms of developing skills and competencies of human resources to prepare them to accept the emerging.

### EMERGING TRENDS:

#### HRIS:

Virtual HR uses technology to provide HR programs via an employee self-service platform. Typically includes use of such items as voice response systems and virtual media. HR-XML is a new development in the application of Internet technologies specific to HR processes. HR-XML is an effort by a group of vendors and service providers to formulate a standard for data communication between companies, for adoption by the entire HR community. It can best be explained by comparing it to a related language, HTML. All the HRIS is learned and practised through a software application Learning Management Software and System for the administration, documentation, tracking, reporting and delivery training programs.

### UPDATED PROFESSIONAL ROLES:

Hr Generalist is the person with responsibility for performing end to end of HR activities and HR Specialist means person with in-depth knowledge and expertise in a limited area of like recruiting, planning, selection, payroll, back office etc. Finally Hr Audit is a formal research effort that evaluates the current state of HR management in an organization.

### RECRUITMENT AND INTERVIEWING TRENDS:

Recently the organizations are Accepting Errors where they accept low calibre people through Casual Employment practices form of hiring employees on an as-needed basis, either as a replacement for permanent full-time employees who are out on short- and long-term absences or to meet employer's additional staffing needs and providing Realistic Job Preview which allows job candidate to learn negative as

well as positive information about the job and organization (accurate picture of the job) and managing the Human Capital Management an collective knowledge, skills and abilities of an organization's employees. HR Outsourcing is a contractual agreement between an employer and an external third-party provider whereby the employer transfers responsibility for certain HR, benefit or training-related functions or services to the external provider and Job Board from a candidate' is a place to look for a job. From an employer's perspective, it's an advertising and publicity vehicle. Recruitment Trends also includes Mobile Recruiting where candidates actively and passively through the use of mobile career pages and internet recruiting strategies through social platforms. It is a dynamic and growing industry with over 19% of job seekers using mobile devices to search for jobs. Observation Interview is process of passively observing an employee perform their job in order to gain insight into the demands and subtleties of the position or the way in which the individual carries out their job function and responds to stresses and demands. Finally, Exit Interview in which individuals are asked to identify reasons for leaving the organization.

### INFLUENCE OF SOCIAL MEDIA:

Social Media plays a major role in the HR field. Where in Social HR the online social media platforms are used to fulfil the HR functions likewise in recruiting also most notably recruitment, but also including employee engagement and internal discussions etc and Social recruiting falls into two different categories. The first is internet sourcing using social media profiles, blogs, and online communities to find and search for passive candidate data and information. The second is social distribution. This involves social networks as a means to distribute jobs either through HR vendors to share job openings through online social networks. Ex. LinkedIn, Facebook, Twitter, Google+ etc.

### PAYMENT BENEFICIAL'S:

Mean Wage is the average wage for a worker in a specified position or occupation, which is determined by adding together the total wages for all incumbents in a specific position or occupation and then dividing it by the total number of incumbents and Median Wage is the margin between the highest paid 50 percent and the lowest paid 50 percent of

workers in a specific position or occupation.

Performance Related Pay is variable pay strategy that pays employees based on their individual performance and contributions, rather than the value of the job they are performing. Similarly Competency Based Pay recognizes employees for the depth, breadth and types of skills they obtain and apply in their work.

Medical Savings Account in which employers and individuals are allowed to contribute to a savings account on a pre-tax basis and carry over the unused funds at the end of the year. MSA allows carrying over the unused funds for use in a future year, instead of losing unused funds at the end of the year. Most MSAs allow unused balances and earnings to accumulate. MSAs are combined with a high-deductible or catastrophic health insurance plan.

#### MANAGERIAL TRENDS:

The Managerial Trends includes the different managements and some of them are explained here. Performance management includes the process of maintaining or improving employee job performance through the use of performance assessment and providing continuous feedback. Then Change management is a systematic approach and application of knowledge and resources to deal with change. Knowledge management is the process of creating, acquiring, sharing and managing knowledge to augment individual and organizational performance. Talent management is defined as the implementation of an integrated strategies or systems designed to increase workplace productivity with the required skills and aptitude to meet current and future business needs. Innovation management is a set of tools that allow managers and engineers to cooperate with a common understanding of processes and goals. It allows the organization to respond to external or internal opportunities, and use its creativity to introduce new ideas, processes or products. Competency Management System is based on identifying the business processes in a company and breaks them down into tasks. These tasks are what an individual needs to do in their work through skill gap analysis, succession planning, competency analysis and profile. Finally Objective Management specifies the performance goals that an individual and her or his manager agree to try to attain within an appropriate length of time.

#### ISO UPDATES:

The various ISO updates includes the recent trends like ISO 9000(Quality management)provide guidance and tools for companies to ensure that their products and services consistently meet customer's requirements, and that quality is consistently improved.ISO 14000(Environmental management) provides practical tools for companies and organizations looking to identify and control their environmental impact. ISO 50001(Energy management) using energy efficiently helps organizations save money as well as helping to conserve resources. It supports organizations in all sectors to use energy more efficiently. ISO 31000(Risk management) helps in managing risk effectively helps organizations to perform well in an environment full of uncertainty.ISO 22000(Food safety management) deals with the consequences of unsafe food can be serious and it help organizations identify and control food safety hazards. ISO 26000(Social responsibility) provides guidance on how businesses and organizations can operate in a socially responsible way also acting in an ethical and transparent way that contributes to the health and welfare of society. ISO/IEC 27001(Information security management) deals with managing the secured information such as financial, intellectual property, employee details or information entrusted to you by third parties. ISO 20121(Sustainable

events) provides guidance and best practice to help in manage the event and control its social, economic and environmental impact. It also helps in cutting unnecessary costs and making the event sustainable, no matter its type or size.

#### EMPLOYMENT BENEFITS:

Recently the employees are provided with various benefits like Flexi-Time working where the working hours of the workers are flexible (not fixed) to the convenience of the workers (i.e.) 24/7 time. Individuals should provide Equal Employment Opportunity in all aspects, and a plan whereby employees' gain stock ownership in the organization for which they work is known as Employee Stock Ownership. 401(k) Plan is agreement in which a percentage of an employee's pay is withheld and invested in a tax deferred account. Work Life Balance Benefits including proper prioritizing between "work" (career and ambition) and "lifestyle" (health, pleasure, leisure, family and spiritual development/meditation). Thus the benefits provided in this concept are the work life balance benefits. Supplement Unemployment Benefits pay benefits are taxable payments form a fund which can be combined with state unemployment insurance benefits during periods of temporary layoff to provide a higher level of unemployment benefits during the term of layoff.

#### PLANNING TRENDS:

**Work-force Diversity:** In the past HRM was considerably simpler because our work force was strikingly homogeneous. Today's work force comprises of people of different work force. One means of achieving that is through the organization's benefits package leads to the family friendly organization. HRM must train people of different age groups to effectively manage and to deal with each other and to respect the diversity of views that each offers.

Employee Assistance Programme: Providing counseling and other help to employees having emotional, physical, or other personal problems. A work-based intervention program designed to identify and assist employees in resolving personal problems that may be adversely affecting the employee's performance.

**KPI:** Key Performance Indicators are quantifiable, specific measures of an organizations performance in a certain area(s) of its business. Once uncovered and properly analyzed, KPI's can be used to understand and improve organizational performance and overall success.

**KSA:** Knowledge, Skills & Ability. The attributes required to perform a job; generally demonstrated through qualifying experience, education or training.

**ERP:** A process by which a company manages and integrates the important parts of its business. An ERP management information system integrates areas such as planning, purchasing, inventory, sales, marketing, finance, human resources, etc.

#### COMPANIES PRACTICING THESE TRENDS:

These above mentioned emerging trends were been evolving in the companies like COKE, TATA MOTORS, FIAT, JELLY BEAN LTD., MC KINSEY & COMPANY, BOOZ & COMPANY, BRITISH AIRWAYS, APPLE, MICROSOFT, IBM, GOOGLE, HP, RELIANCE, LENOVA, WIPRO, FORBES, BLOCK BUSTER, U S STEEL, BHEL, TNPL, NLC, MRF, U S AUTO ENTERPRISES, MDI CONSULTANTS, GENEVA LABORATORIES, VOLKSWAGEN, PILOT FISH TECHNOLOGIES, REYNOLDS, MAHINDRA etc. Apart from these a huge list of companies were started to adopt the recent trends of HRM globally. In this scenario both the service sectors and the core sectors are equally updating themselves with these emerging trends in a lightning speed. Thus hopefully creation, adoption and application of new and

emerging trends may help the concerns to grow better, faster and also to understand the employees in an appropriate manner.

#### **COPING WITH THESE EMERGING TRENDS:**

- Cross cultural training of HR personnel so that they understand other cultural people
- Motivate Professional personnel more and more so that do not change organization more frequently financial motivation is not always required you can motivate through non financial motivation like encouragement, training of employee, job satisfaction
- HR should adopt the change at internet speed.
- Shifting HR strategy with changing economy – strategy of HR should be agile, capable of flexing and adaptive to changes in the economy.
- Technical changes in the workplace often require the implementation of additional training for workers. As training and development is generally the realm of the HR department, this creates yet another challenge for human resource managers. HR must first determine what training is necessary and then implement training measures to ensure all workers can keep up with technical changes. Human resource managers must also determine when it may train existing employees, and when it must search for new workers to fill technical positions within the organization
- Training of HRIS – Human resource information system should be given to the HR managers or HR professional so that they can overcome Information Technology challenges.
- Proper performance evaluation system and proper career development plans should be used in the organization to reduce professional mobility.

#### **CONCLUSION:**

To conclude that it can be said that HR practice is becoming more and more challenging day by day, they have to face lot of problems like retention, attraction of employee, dealing with different cultural people, managing work force diversity, technological and informational changes to overcome with these challenges training is necessary of HR people. To reduce mobility of professional personnel HR people have to motivate them from monetary and non monetary techniques. Proper performance evaluation system and proper career development plans should be used in the organisation to retain the professionals. Due to all these challenges it is very difficult for HR professionals to retain, attract and nurture talented employee. But it can be possible through motivational techniques, HR professionals cannot motivate employee from only financial techniques but they can motivate from non financial techniques.

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