



**ORIGINAL RESEARCH PAPER**

**Commerce**

**HRM ISSUES AND CHALLENGES IN MODERN ERA**

**KEY WORDS:**

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**ABSTRACT**

In this paper I, have studied about HRM for a modern corporates, which is the term used to describe formal systems devised for the management of people within an organization and corporate sectors. The major role of HRM personals are- staffing, employee compensation and benefits, defining and designing the work. Management discipline extracted its roots from organizational psychology discipline and proved to be an important practice for managing organizations. The role of this practice has emerged to be strategic with due course of time. In an organization, HR has become an important strategic partner and the management of the same has become a challenging task for HR managers. Now a day, the role of human resource management departments has become indispensable for modern Era modern businesses. In this paper particularly focuses on changing role of human resource management practices in modern Era. In addition to that, this article also elaborates the upcoming challenges which are being faced by modern Era HR managers. The literature analysis has been conducted to present emerging issues, challenges and practices of human resource management discipline in context of modern Era

**INTRODUCTION:-**

HRM means of communication, breakthrough technologies and dismantling of economic and social barriers, the world is becoming borderless and the countries are fast integrating into a truly global economy. In this scenario the role of an HR manager has assumed much greater significance as he is expected to create conditions in an organization where the employees from diverse background, culture and nationality could work together with ease and flourish. Human Resource Management is a multidisciplinary function that depicts assumptions from different fields such as management, psychology, sociology and economics.

An effective HRM attempts to get extraordinary results from ordinary people. Besides hiring the right person for right job at right time, HRM is also responsible for employee motivation, satisfaction, training, long term development & retention. This function has to assure through hard and soft approach that everyone is complying with companies' laws and regulations. It is vital to remain well versed with not only environmental changes but also technological shifts. One of the biggest challenges today for HR personnel is to develop employees in accordance to global environmental factors as well as international marketplace.

In other words, we can say that the HRM is undergoing a massive transformation that will change a career path in as at uncertain ways. Employees are placing the greater emphasis on business acumen and are automating and outsourcing many administrative functions, which will force many HR professionals to demonstrate new skills and compete for new, sometimes unfamiliar roles and supportive role in the organizational functioning but actually it is taking a lead in developing strategic and competitive edge by being involved in making strategic decisions elucidates that the integration of HR with businesses require a brand new paradigm for managing people in an organization, it also explains that HR propose solutions for many complicated issues related to organizational success. Current modern Era approach of HRM is to utilize the knowledge and expertise of people efficiently and effectively to meet organizational targets

**PROBLEMSWITH MANAGEMENT:-**

**• Recruitment and Selection of Staff**

The foremost function of HR is to locate the people with needed expertise for the progression of a company. The quality of people hired depends highly on how effective recruitment & selection strategies are. However, this process of recruitment & selection is not always sailing smoothly and is faced with many challenges due to globalization that has

allowed firms to invest overseas. Tangible problems faced during the process may include the cost of advertising job openings while intangible obstacles can be communication gaps between recruiters and hiring managers. We know that every person is different from another; even the hiring committee will make decisions on the basis of their own perceptions as they are influenced by their values, beliefs and social views and thus it is difficult to rule out the possibility of biasness. The HR of multinationals and local firms is passing through a difficult time. Both kinds of firms are struggling hard to find suitable candidates. In order to select the cream of talented people out of the whole pool, it is extremely important for modern Era managers to broaden their view of judging people on the basis of their origin, culture, values, ethnicity and background.

**• Corporate Globalizations**

Globalization has invaded the mind of every successful businessman and the concept of Global Village is common issue in modern business world. Globalization is a process that is drawing people together from all nations of the world into a single community linked by the vast network of communication technologies. This aspect of globalization has also affected in the business world of today. HR Manager today need not rely in small limited market to find the right employees needed to meet global challenges, but today they can recruit the employees from around the world.

As globalization spreads, more foreign firms are entering Indian market and challenges before domestic firms are going to be much more severe in the years to come. As a result of Globalization businesses are forced to rapidly expand beyond their immediate borders into global marketplace

**• Multivariate Culture**

Multicultural workforce is one made up of men and women from a variety of different cultural and racial backgrounds. The labor force any country is a reflection of the population from which it is drawn, despite some distortions that may be caused by discrimination or cultural bias in hiring. Dealing with people from different 'age', 'gender', 'race', 'educational background', 'location, income', 'parental status', 'religious beliefs', 'marital status' and 'ancestry' and 'work experience' can be a challenging task for HR managers. Cultural differences may often lead to difficulties with communications and a rise in the friction that can develop as people with different expectations and habits interact. As a result, workforce diversity is increasing. Managing these people with different religious, cultural, moral background is challenging task for HR Manager. Thus it is important for a HR manager to create an environment in which the positives of

diversity are harnessed and the negatives are minimized as much as possible.

**• Legal Concept**

Keeping up with changing employment laws is a struggle for business owners. Many choose to ignore employment laws, believing they don't apply to their business. But doing so could mean audits, lawsuits, and possible even the demise of a company. As HR manager will be responsible in hiring employees it is his duty to care of laws and regulations regarding employment, thus it will be very challenging to him to select an employee with taking into consideration of all laws and regulations. He must get updated himself about the changing rules and regulations regarding employment.

**• Organizational Development**

Training is about knowing where you are in the present and after sometimes where you will reach with your abilities. By training, people can learn new information, new methodology and refresh their existing knowledge and skills due to this there is much improvements and adds up the effectiveness at work. The motive behind giving the training is to create an impact that lasts beyond the end time of the training itself and employees get updated with the new phenomenon. Training can be offered as skill development for individuals and groups. Organizational Development is a process that “strives to build the capacity to achieve and sustain a new desire state that benefits the organization or community and the world around them.”

**• Issue Resolve Technique**

There is no organization without conflict situations. It is known that 90% of conflict situation occur independently of human will. Its causes are people's individual characteristics, as well as structure of the organization, conditioned by the culture established in the organization. Work-Life-conflict is a clear and present danger to organizations and denial of this fact would be at the peril of accepting suboptimal employee performance. HR managers should know how to handle employee-employer and employee-employee conflicts without hurting their feelings.

Although it is almost impossible to avoid conflicts among people still handling them tactfully can help HR managers to resolve the issues. They should be able to listen to each party, decide and communicate to them in a convincing manner in order to avoid future conflicts.

**TECHNIQUE TO HANDLE HRM CHALLENGES:-**

**• Best Planning:** To overcome the above challenges a HR manager must have to do a proper planning before going for recruitment or selection process with regard to how many vacancies are there that is of what kind of job and for that from where he has to recruit and what must be the qualification of a candidate and how they have to conduct interviews and what are all the hurdles, influencing factor may arise in selecting a candidate.

**• Services:** A HR manager must take care of facilitation to be given to the existing employees or for new employees. He should see to that what will be the motivator for employee to get stimulated to give his best and he must take care specially about women employees and most competent and talented employees to avoid retaining of employees.

**• Ethics and Skills:** A HR manager should adopt ethical behavior to have cordial relationship with employees and to avoid conflicts and handle diverse workforce with care.

**• Adequate Knowledge:** An HR manager should have complete knowledge of labor that is, he must know the mindset of workers. A manager must have long experience with diverse workforce not only this but also he must know about changing trend in labor sector as well as changing rules and regulation of employment. He must

know about what is the minimum and maximum wage rate and average working hours.

**• Staff Education:** To be HR manager one should have high academic qualifications with proper knowledge and experience

**• Channels and Communication:** There must be proper communication among HR manager or departmental managers and employees and it must be clear and understandable. Business owners should focus on communicating the benefits of the change for everyone so that employees can adjust to changes very easily and quickly.

**CONCLUSION AND FUTUTE SCOPE:-**

From the view point of above explanations, the globalization has many implications for the firm that may entail the diversity of cultures. The HRM in today's era has to mount the expertise, mindset and capabilities that are needed to gain a competitive edge on global scale. HR manager must be on continuous look out for creativity and innovation as it is known to be the key to success. It depends highly on HR to face the challenges of globalization which has given an entirely new view to organizations. The organization have grown savvier in using technology hence it is important to adopt all changes. Not only globalization effects but also some other factors like technological changes, competency of existing employees and well developed skill and knowledge among younger generation, laws and regulations regarding employee benefits and increasing competition in business environment will be a very challenging thing which a HR manager must have to keep in mind while recruiting and selection of the best employee.

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