

# ROLE OF HUMAN RESOURCES IN ORGANISATIONS INNOVATION

Lata Raj

(Research Scholar Faculty of Management Studies, Janardan Rai Nagar Rajasthan Vidyapeeth (Deemed-to-be) University, Udaipur and Guest Faculty at UCCMS, Mohan Lal Sukhadia University, Udaipur)

Dr. Hina Khan

(Associate Professor, Faculty of Management Studies, Janardan Rai Nagar Rajasthan Vidyapeeth (Deemed-to-be) University, Udaipur, Rajasthan)

## Abstract

In today's globalised world it becomes a challenging job to sustain in a long run business environment. For survival of a business or to gain higher productivity there should be new innovations in terms of organizations growth and development. Present scenario states that fastly adoption of advance technology seeks to get the development of an organization or a business.

Well said that human resources are the valuable assets of each and every organization and plays a vital role in facilitating and communicating the goals of an organization and achieve effective and efficient results. So for the organizations innovation HR faces many challenges as well as opportunities too. Human Resource Management can performed or managed by organizing, staffing and motivating approach which affect practices and activities as freedom, encouragement, feedback, working environment, organizational support and knowledge distribution.

Crux of this study is to manage the challenges and gaining the opportunities while promoting the organisations innovation towards better advancement and sustain in such a competitive era.

## Key Points

HR practices, Innovation, Challenges and Opportunities, Motivational Approach.

## Introduction

In present competitive environment companies face many types of challenges regarding higher productivity, better services in order to achieve competitive position. So for better performance and achievement of goals effectively a company must enunciate some innovation in its working style and field. Apart from this company has to perform well for long term sustainability in such a demanding market.

'Innovation' word itself says that new and creative ideas for successful implementation at the organizational level and this can be possible by qualified and skilled human resources of that particular department. Each and every organization wants a safe environment within its premises and develop innovation to compete with the external factors.



In a rapidly changing environment it becomes more difficult to sustain in such a competitive market where technologies are changed and innovated frequently. In this dynamic environment HR plays an important role towards the accomplishment of targets through innovations. HR should prepare themselves for any type of challenges or uncertainties. For higher productivity there should be highly qualified, skilled, knowledgeable employees who creates some innovation for the growth and development of an organization. Sometimes it is very complicated or crucial for an organization to manage its HR and challenges facing from the external sources regarding innovation. At that condition skilled human resources have to play a vital role to overcome the critical situation by taking corrective actions.

Apart from this an organization have to fulfill the basic needs of its manpower for desired results. If employees get motivated timely by their top authorities so that they can do their work with zeal and enthusiasm and invent new innovations in their related field. HR can bring innovation in their respective organization in following ways:

- By effective Decision Making process.
- By delegating the responsibilities, authorities, power, duties to the right person.
- By proper Training and Development programmes.
- By Motivational Approach
- Applying Performance Appraisal system for higher productivity
- Effective Communication

## Meaning of Human Resource and Organizations Innovation

### Human Resource

*"The people that staff and operate an organization."*

*William R. Tracey*

In simple words human resource means a workforce, manpower or an individual who engaged with an organization or a company to fulfill its objectives effectively and efficiently. Generally human resource plays a vital role in any sector or field, without HR not a single work can be done. Now a days skilled and talented HR are in demand for higher productivity.

## Organizations Innovation

*"Organisational innovation means the implementation of a new organisational method in the undertaking's business practices, workplace organisation or external relations.*

Organizations Innovation contributes to new technologies, ideas, inventions, methods for organizations activity. By which results and outputs can be achieve in more effective manner. Innovation helps an organization to sustain in such a competitive environment.

In above details it proved that best HR practices provides by helping employees to improve skills and knowledge, jobs values, competencies, activities and assignments, which are needed to be creative in their jobs. In response to the increasing demand of research in this filed, based on reviewing the available literature, this article has been contributed about the set of best HR practices that advances and promotes the culture and environment for creativity among the employees.

**Following are some human resource functions for organizations innovation towards accomplishment of goals or objectives of an organization. These functions help an organization to sustain in such a demographiced and competitive market.**



**Source: Author's Compilation**

From above all the factors which contributes towards the attainment of organizations goals by innovation process. HRM plays an important role while maintaining the organizations sustainability through innovation or new technical ideas. For this HRM have to underline these functions or factors which are more effective for the organizations innovation.

All in all, HR are the golden asset of an organization. Achievement of goals and sustainability in a competitive environment through innovations an organization have to fullfill the basic as well as necessary needs of its HR, by which HR practices provide information and shape the behaviors of employees, they become the source of creating certain organizational innovations.

## Key HR drivers for Organizational Innovation

While performing for organizations productivity or maximizing the wealth there are some key drivers which intervening towards it. Departing from the traditional approach to innovation approach which mainly focuses on the features of creative human resources. Considering that each and every individual has the potential to be creative and innovative can engage within an organization. In fact, people have more creative styles which tend to make them better, in that condition some can execute themselves and some cannot. So for this category HRM have to conduct some training and development programmes, apply some motivational approach too.



**Source: Author's Compilation**

There should be a proper and uniform flow of communication, information, authorities and responsibilities which results positive impact to the business market. Internal HR system should emphasizes human capital, compensating people for performance, commitment towards team development for such a critical innovation oriented enterprises.

Consequently it is considered that there is a significant relationship between organizational and HR strategies. So following table demonstrate its effectiveness for innovations in a globalised era:

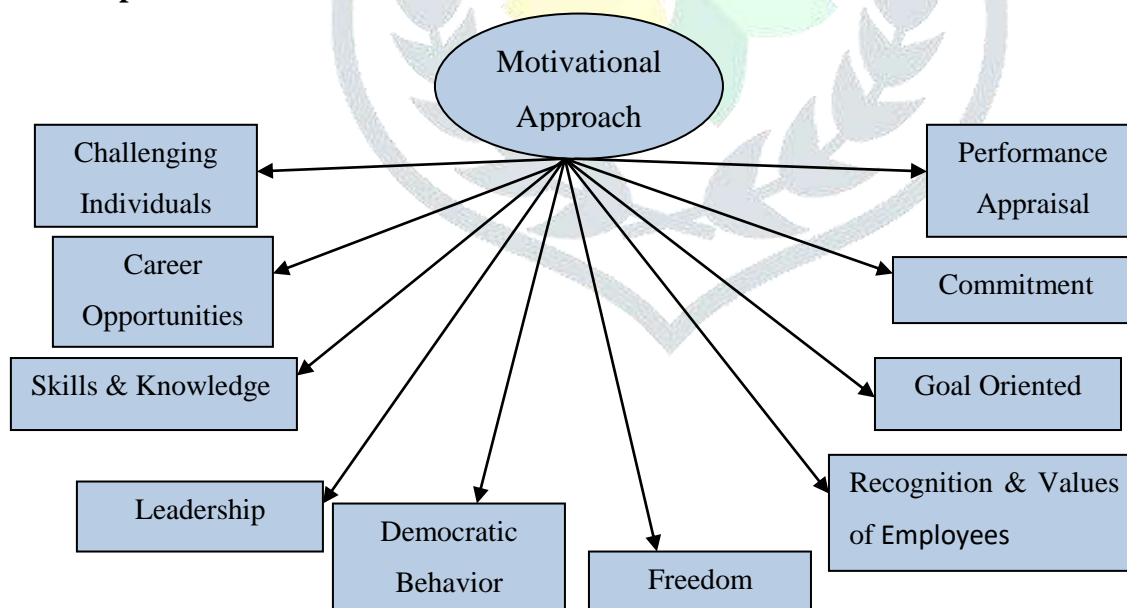
**Table: 1 Relationship between Organizational and HR Strategies**

Relationship between Organizational and HR Strategies			
Organizational Strategy	Strategic Focus	HR Strategy	HR Activities
<b>Cost Leadership</b>	- Efficiency - Stability - Cost Control	- Long HR planning perspective - Develop skills in existing employees - Job Design	- Promotion - Effective Training - Train specific capabilities
<b>Differentiation</b>	- Growth - Innovation - Decentralization	- HRP - Workplace flexibility - Rewards and Recognition	- External Staffing - Less training - Sustainability in Competitive Climate

**Source: Author’s Compilation**

There should be a sound relationship or connection between the organization and HR strategies for gaining competitive advantage through new innovation and creativity. Regarding which HR are relevant and can brings the ‘**innovation**’ at workplace. In present scenario HR skills and knowledge are a key to success in R&D. HR can enrich themselves by maintaining a sound connection among the organizations premises.

**There are some motivational approach which leads to better performance of human resources for innovative production.**



**Source: Author’s Compilation**

Indeed it has been suggested that without motivational approach HR cannot perform well in their related working area. Each and every organization should following the motivational approaches for smooth running business and grasping new technologies with innovation process. By providing motivation HR can work with zeal and enthusiasm and results higher productivity and gain competitive advantage too.

## Conclusion

This study reveals that for sustainability an organization have to understand the importance of innovation. For innovation there should be skilled, experienced and knowledged HR because ther are vitally important for an organization. Without human resources an organization cannot sustain and gain in competitive climate. So there sholud an eagerness to develop a culture of continuous innovation. Regarding this HR facing unique opportunity to develop and enrich themselves in a globalised era. Integration of best HR practices at work place results better productivity and brings innovation in working fiield too. Last but not the least, HR helps in capitalizing the organization's wealth towards establishment of a better perspective for innovations at large.

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