

IMPACT OF TECHNOLOGICAL ADVANCEMENT IN HUMAN RESOURCE DEVELOPMENT

V. Gayathri, Assistant Professor, Adhiparasakthi Engineering College, Melmaruvathur.

S. Srimathi, Final MBA, Adhiparasakthi Engineering College, Melmaruvathur.

ABSTRACT

Human Resource Development is a set of systematic and planned activities designed by an organization to enhance employee skills and to maintain competent work force to achieve the goal in an effective manner. The purpose of the research is to study the impact of technological advancement in human resource development. Technology plays a vital role in almost every levels of organizations. Number of key areas are discussed in order to gain an innovative human resource development based on the technology preferred to attain the present and future goals of an organization.

KEYWORDS:

Human Resource Development- Technological Advancement– Essential Tools - Impact of Technology on Human Resource.

1. INTRODUCTION

“The HR professionals should remember that employees are the lifeblood of any company. If we create a great workplace experience for them, they’ll pay you back one hundred fold in feedback and productivity”, Craig Bryant.

HRD may be defined as a continuous process to ensure the development of employee competencies, dynamism, motivation and effectiveness in a systematic and planned way. It helps the employees to,

(a) Acquire capabilities required to perform various function associated with present or expected future roles in an organization.

(b) Develop their capabilities, discover and exploit their inner potentials to the organizational development.

(c) Develop an organizational culture where the relationship between superior and the sub-ordinates are strong.

HRD is set of systematic activities to enhance employee skills, knowledge, and experiences to meet the current and the future goals. HRD is a positive concept as an area of managing human resources.

HRD is mainly concerned with:

- a) Staffing
- b) Training and Development
- c) Performance Management

d) Working Conditions

DEFINITION OF HRD:

➤ According to **M.N. Khan**, " Human Resource Development (HRD) is the across of increasing knowledge, capabilities and positive work attitudes of all people working at all levels in a business undertaking."

1.1 OBJECTIVES OF THE STUDY

- A study on impact of technological advancement in human resources development.
- To establish a standard measure to evaluate Human Resource Practices, technological changes.
- To find out the impact of Technological advancement changes on Human Resource Development Practices.

1.2 NEED OF THE STUDY

- To find out the effects of Human Resource Development (HRD) with respect to technological changes.
- To measure the organizational complexity with the technology changes.
- To give suggestions for multi-skilled human resources and changes in economic policies.

1.3 SCOPE OF THE STUDY

- The study will reveals how the human resource development is engaged in organization which will clearly help in the better understanding.
- The study facilitates the HR practices to be carried out in an organization which has impact on technology.
- The study facilitates company to know to why and where the improvement it needed.

2. HRD PRACTICES ON TECHNOLOGICAL ADVANCEMENT

HRD may be defined as a continuous process to ensure the development of employee competencies, dynamism, motivation and effectiveness in a systematic and planned way.

Among the other Indian authors, T. Venkateswara Rao has worked extensively on HRD. He defined HRD in the organizational context as HRD is a continuous planned process by which employees are helped to,

(a) Acquire or sharpen capabilities required to perform various function associated with present or expected future roles.

(b) Develop their general capabilities as individuals and discover and exploit their own inner potentials for their own and organizational development purposes.

(c) Develop an organizational culture in which superior-subordinate

relationship, team work and collaboration among sub units are strong and contribute to the professional well being and motivation of employees.

2.1 FUNCTIONS OF HRD:

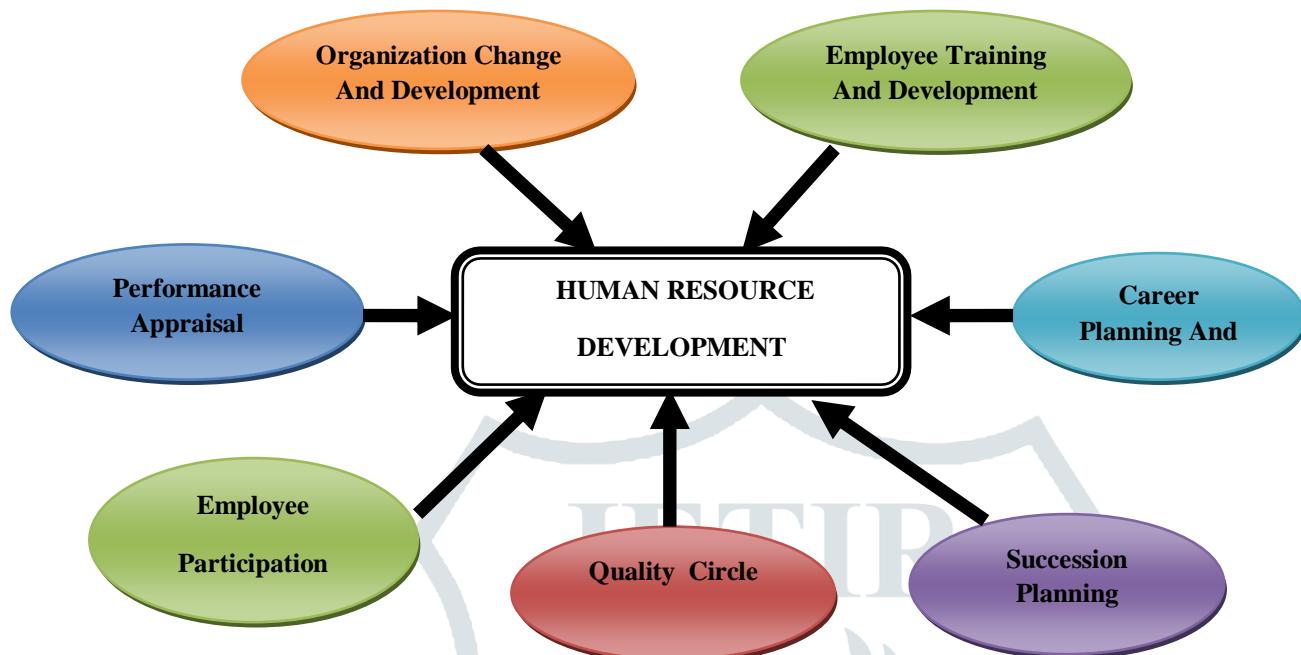


Fig 2.1 Functions of HRD

2.2 META-PERSPECTIVES OF HRD:

In the conclusion to the issues of advances in Developing Human Resources, McGuire, et al. (2007) propose four meta-perspectives for HRD research and practice:

1. **The Community and/or societal meta-perspective**, recognizes the importance of HRD in advancing knowledge and skill among the individuals across groups, countries, and economic regions.
2. **The language meta-perspective**, recognizes the language that remains in the principal method through which HRD can be developed.
3. **The psychology meta-perspective**, recognizes HRD in helping individuals to understand themselves and their co-workers and to enable organizational personnel to deal HRD issues and problems between employees more effectively.
4. **The systems meta-perspective**, recognizes the importance of achieving the best fit between the organization, HRD practice, and external environment.

2.3 MAJOR FACTORS OF HRD:

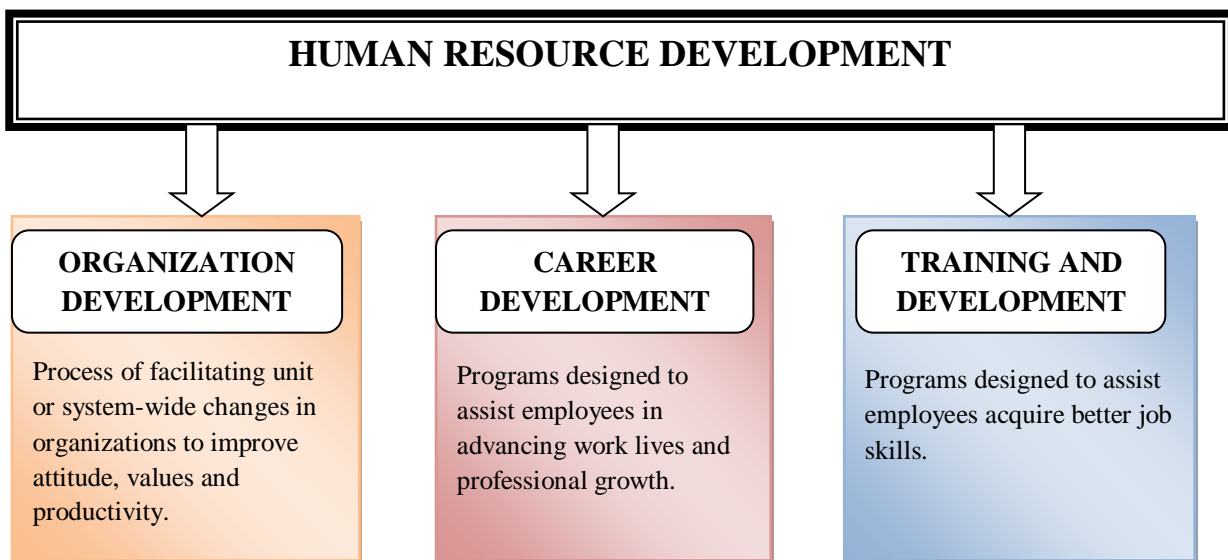


Fig 2.3: Major factors of HRD

Why Organizational Development important?

- It emphasizes both macro and micro organizational changes.
- Macro changes are proposed to ultimately improve the effectiveness of the organization as a whole.
- Micro changes are directed at individuals, small groups and teams.
- Organizational Development is important in order to enhance organizational performance through,
 - Improving communication.
 - Building teams & groups.
 - Change in management.
 - Encouragement to collaboration.

Why Career Development important?

- Career development increases productivity that achieves organizational goals.
- Career development helps in enhancing both individual and organizational performance.
- The strategies used to perform career development are,
 - Promotion.
 - Transfer.
 - Demotion or exit.

Why training and development is important?

Training and development is so important because,

- Improvement in worker performance.
- Consistency in duty performance.
- Ensuring worker satisfaction.
- Reduced cost.

- Reduction in supervision.
- Increased productivity.
- Improved quality of service and products.

3. TECHNOLOGICAL ADVANCEMENT

The main perspective of HRD is to improve organizational efficiency by developing an individual knowledge, skills, and expertise technology has significant implications. There are several key factors that have had an enormous impact on the development of Human Resource. Likewise, technology is also one of a key factor of Human Resource.

Technology have a significant impact in job defining and also by the challenges in the workforce. Organizations in order to survive and develop, should adopt the latest technology. Adaptation on the latest technology will not be complete until they are maintained by skill-developed employees.

The technological advancement has been driving force for creating new roles for the HR function to improve their business competence. Human Resource Information technology has made it easier for the HR department to integrate their databases, and provide information on the policies, news, and publications etc.

Human Resource is evolving into a more technology-based profession because organizations need to:

- ✓ Streamline HR processes and reduce administrative burdens.
- ✓ Reduce HR administration and compliance costs.
- ✓ Compete more effectively for global talent.
- ✓ Improve service and access to data for employees and managers.
- ✓ Enable human resource to transform so it can play a more strategic role in the business.
- ✓ Provide real-time metrics to allow decision-makers to spot trends and manage the workforce more effectively.

3.1 IMPACT OF TECHNOLOGY ON HUMAN RESOURCE:

Technology changes the way HR departments contact employees, store files and analyze employee performance. When it is used well, technology makes HR practices more efficient. When used poorly, it can get in the way of managing the company's human resources. Good HR practices maximize the benefits and minimize the problems.

- The job will be challenging for those who pick up and acquaint themselves with new technology.
- Jobs have been upgraded hence an enhance level of intellect is now required.
- Technology has attributed development and promotion of human relations.
- Introduction of team work, quality control teams are outcome of technology–human interface.

- Job holders have become highly knowledgeable and hard core professionals.
- Organizations have become “techno-structure” having ideal combination of scientists, technocrats and management specialists.

3.2 IDENTIFICATION OF PROBLEM:

Some of the problems identified while adapting technology in the work of human resource development are,

- Due to change in technology new HR process are required.
- Requirement of people with highly technical knowledge.
- Strategic impact
- New Competencies

3.3 ESSENTIAL TECHNOLOGICAL TOOLS USED:

HR tools are the wide range of technological solutions that help organizations to manage their day-to-day HR activities effectively. Here are six HR tech tools that businesses of any size can implement for a happier, better-organized workforce.

a) HRIS :

An HRIS is an integrated system designed to improve the efficiency with which HR data is compiled and to make HR records more useful to management as a source of information. An HRIS offers a wide range of HR uses, with payroll, benefits administration, and EEO/affirmative action tracking being the most prevalent.

The major characteristics are:

- Recruiting / ATS(Applicant Tracking System)
- Core Human Resources
- Benefit Administration / Open Enrollment
- Absence Management
- Compensation Management
- Training & Development
- Workflow
- Reporting

b) Payroll Service:

HR technology can help businesses handle all their human resource needs, including the payroll services for small businesses. Some of the most popular, well-established, or well-known online payroll service companies and payroll technology firms to consider when researching small business payroll solutions.

- **Paychex**

- A cloud-based platform where employers and accountants can upload payroll data, create custom reports, and manage benefits.

- Paychex provides personalized customer support from their team of payroll specialists.
- It acts as a popular choice among small businesses ie.,between 1-49 employees.
- Their current software packages includes cloud-based access and mobile app capability which helps in handling the employee payroll details for the busiest business owners
- **Automatic Data Processing (ADP)**
 - ADP is a well-known provider of payroll and human capital management solutions.
 - ADP offers a wide variety of solutions for businesses of every size. It helps small business to handle their payroll based on various determinants of an employee.
 - Employees can access their records and pay information through a self-service portal available on any device.
 - The specific products you consider will depend on the size of your business. RUN is a good choice for small businesses, Workforce Now for midsize companies, and Vantage HCM for enterprises.
- **Intuit**
 - By using QuickBooks software, it is possible to reduce financial errors, keep track of deadlines, avoid financial penalties and also improves the overall experience of a small business.
- **Patriot Software**
 - It is a lesser known software, but a solid choice for small business.
 - A unique thing in Patriot Software is that they offer both accounting and payroll so that customers can potentially manage their financial information from a single system.
 - Also Patriot doesn't offer a mobile application, hence the self-service options for employees are limited.

c) **Performance Solutions:**

Performance evaluations and tracking are not only an annual meeting between supervisor and employee, but the goals and objectives discussed in that meeting are tracked and re-visited throughout the year in an organization by the HR. Many HRMS and payroll solutions such as ADP comes with customized module.

d) **Employee Engagement Tools:**

- Employee engagement is a high priority for many companies. With today's tech tools, you can monitor your organization's culture, giving you better insights into what your employees want.
- Other options for engagement technology includes:
 - Company intranet platforms (Igloo, Podio, OneWindow Workplace,..)
 - Corporate social networking (Yammer, WeVue,..)

- Technology within the workplace continues to allow businesses to improve communication with employees.
- Tools such as virtual technology, social networking, and online portals make employee engagement limitless.
- The list of five ways that can able to incorporate technology in the business to increase employee interaction are:
 - i. The Use of Performance Management Tools.
 - ii. The Ability to Collaborate Between Departments.
 - iii. The use of Technology Based Workgroups.
 - iv. Social Engagement within the Workplace.
 - v. Employee Training and Education.

e) **Recruiting Software:**

The potential of these new technologies can become overwhelming. It implies, recruiting software streamlines the hiring process. You can post job ads, sort and accept applications, manage candidates and more.

Some of the Recruiting software packages and its determinants used in an organization are:



- Video Interviewing.
- Testing and Assessment.
- AI & Automation.
- Applicant Tracking System (ATS)
- Recruitment CRM.

f) **Benefits management platform:**

Benefits Management platform includes the benefits provided to the employees working in the organization like vacation time, retirement plans, health insurance, paid time-off, worker's compensation and other perks.



The Professional Employer Organization (PEO) acts as a legal employer of your workforce, issuing employee's paychecks and managing benefits and compliance as it operates under a co-employment arrangement.

4. FINDINGS OF THE STUDY:

- Helps to attract more diverse pool applicants.
- Use of these technology should have positive impact motivation to apply for jobs and their subsequent satisfaction levels.
- These online is significantly reduced the paper version cognitive ability tests.
- These HRD technology are more flexible, efficient convenient for trainees and cost less.
- By using the technological tools, employees performance can be easily noted.

- The new digital technology in HRD could increase the communications, performance feedback in different locations of supervisor to give feedback to employers can improve their performance.
- By using the updated technology, an organization can able to achieve target goals easily and swiftly.
- The task of HR professionals has been simplified with new technological tools and communication technologies.
- Using new application software, employees can spend more of their time in policy framework and strategic planning.

5. SUGGESTIONS

- To achieve successful individual and organisational outcomes, most appropriate development interventions have to be selected/designed and implemented.
- Organizations that combine effective HR management processes with effective HR technology are likely to be more productive and more profitable than those that do not.
- HRIS can offer powerful analytic tools to help managers make tough choices.
- For any large organization, handling of data provided by the employees using HRIS and other technological tools can make easier for accessing.
- We have to choose the new technologies which enables periodical appraisal and monitoring of environmental threats in light of weakness and strength points of the organization.
- If an organisation wanted to organise a study session it can be studied wherever they have access to a computer and Internet.
- The work should be scheduled around personal and professional work.

6. CONCLUSION

HRD practices enhance the internal and external capabilities of an organization to achieve present and future goals of an organization. The outcome of HRD based on the impact of technological advancement influence organizational business goals, and results in higher productivity, reduction in cost, which yields more profits and build organization image to a higher level.

The task of HR professionals has been simplified with new technological tools, communication technologies and new application software have made and they can now spend more of their time on policy framework, strategic planning and other such issues.

Technology has positive effect on internal operations for organizations, but it also changed the way how human resource management works. The study in the project has lead to an understanding impact of technological changes in an organization.

By using essential tools based on technology, organization can able to overcome the impossible facts that it can achieve the future goals in a facile manner. New HR process

requirement, new competencies, strategic impact are identified as a base for technological advancement in Human Resource.

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