

DEMANDING CHALLENGES OF HR IN CONTEMPORARY WORLD

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Abstract

Due to dawn of IT revolution, World has now become a universal community. The Government policy of liberalization, privatization and globalization has change the economic and industrial scenario of India over the past few years. The policy of liberalization has unchained restrictions and controls on business with such a result that there has been a burst of entrepreneurial activity and a spawning of mega-conglomerates. In business organization HR has become a substantial strategic partner and has demonstrated to be a significant practice for dealing with organizations. The role of this practice has developed to be tactical with due progression of time. This paper explores not only the challenges face by corporate HR but also remedies for the same. Secondary data collection method is being used.

Key words:-Globalization, Socio-technical changes, demanding challenges, HR.

INTRODUCTION

Human resource is considered as talents and energies of people in an organization contributing to the realization of the organization's mission, vision, values, and goals. For any business organization Men power, Market ,money and machineries are crucial resources without them we can't imagine the business .Among all the most dominant resource is human resource as others are carry by the him, so ultimately success and failure of business greatly depend on their human resources strengths and weaknesses. In earlier time resources were not considered as valuable resources and they were treated like machine but after Second World War business organization knew about the value of HR and starting care about them. Human resources is vital to organizations in innumerable areas, ranging from strategic planning to company image. Hamlin and Stewart (2011) identified four core purposes of HRD- to improve individual and group effectiveness, to improve organizational effectiveness and performance, To develop knowledge, skills and competencies, and To enhance human potential and personal growth.

Core guiding value of HRD is that of 'human flourishing' and this should be embedded as a professional responsibility for HRD professionals (Kuchinke(2010). Human resource development define as “ A set of systematic and planned activities designed by an organization to provide its members with the necessary skills to meet current and future job demands” (Werner and DiSimone, 2007)

Emergence of HRD

Business organization that desire to uphold their cut-throat perimeter, both at current and in the future

require human vigour well equipped with recent techniques and technologies to face the changes and upcoming challenges of 21st century. In current socio technological era Employee needs moving beyond the classroom, Matching the EMPLOYEE knowledge and skill base as required by the organization, Career development and organization Development for the same human resource department have some core belief about the HR of the organization like Organizations rely on human expertise to establish and achieve their goals. Human expertise is developed and maximized through HRD processes and applied benefits of the organization and the individuals involved. HRD professionals are supporters of individual or group, work process, and organizational integrity.

OBJECTIVE

To study and identify the major challenges faced by HRD professionals.

RESEARCH METHODOLOGY

Research design:

To conduct the present research, we have used exploratory research design; Qualitative method for research is used.

Data Collection Method:

Secondary data has been collected from various journals, magazines, relevant literature, authenticated report published on websites.

LITERATURE REVIEW

HR challenges in India since 2010

Telecommuting and recruitment: Information Technology has changed the business world drastically and this communicating system became challenges for HR. The intensification of social media attitudes a number of opportunities and risks for businesses- becoming a major concern in the HR department. Social media outlets like Twitter and Facebook have been used to rake in millions of dollars and recruit talent by many companies.

Generation GAP: Baby boomers and the millennials are significantly different – Both grew up in completely different times. HR and executives have had to acclimatize to the changing workplace demographics, as young, educated, tech-savvy employees enter the workforce. The retired boomers are taking experience and knowledge with them, HR must face this fact and accordingly at workplaces managing two distinguished groups can seem like a balancing act.

Doing More With Less: In 2010 recession demanded companies do more with less. It impacted companies and employees, as both groups had to learn new ways to survive.

Retention: Employees interchange from company to company at a quicker rate than ever before. Although the number vacillates, it's been conveyed that people can expect to change jobs at least 7-10 times throughout their careers.

Laws, regulations and government suppressions have become common occurrences throughout 2010. Many industries, such as the financial and banking industries are under the tightest regulations ever as a result of the downhill spiral they took a few years back. Accountability and transparency are the new sheriffs in town, as both corporations and individuals can find themselves facing the consequences for illegal activities.

Recruiting problems are predictable as issues with talent shortages persist. The continuous obligation for new skills is creating an ever broadening skills gap even as the unemployment rate remains high. In a year 2014 Recruiting the right talent will continue to dog employers in accumulation to the emerging necessity for career development paths. A key method for keeping high-performing employees is to bargain chances for procurement of advanced and rewarding work; especially the younger generation of workers. HR professionals can also no longer depend on their HR knowledge alone. They must advance their business knowledge and be empathetic of compound legal issues as well in order to ensure their organizations remain in compliance with relevant laws.

Retention will endure difficulty as the job market improves as many employees have only persisted at their same positions out of dread of their inability to find more work. High- performance employees are especially vulnerable as new jobs open up offering new encounters. 2015 has observed a more competitive recruiting environment as it was estimated in 2014 with the mounting demand and supply for skilled talent. 69% of recruiters have observed a talent crisis for the right candidates.

2016 brings exclusive challenges for HR professionals in a more inexpensive way than ever, i.e. job marketplace like recruitment , talent management, retention, productivity ,employee engagement, cost constraints, change management ,succession planning.2017 also became challenging year for HR professional in which they had done challenges task like compliance, training, talent acquisition, engagement and retention, flexi time demand.

FINDINGS AND CONCLUSION

Demanding Challenges for HR

Since the HRD activities are taking by HR professionals they are facing many challenges in areas of recruitment, training and development, compensation, talent acquisition, retention, flexitime demand and many more. Here we discuss some core challenges which are not only for one organization but these may includes almost all sort of organization and may be following challenges are going to be in demand for long tenure.

Changing workforce demographic: The workforce is heterogeneous. In India will find that people from all works of life working together .they are from different religious, culture, age groups and the needs and expectations and development requirement is also different. There are some data of world workforce which gives us clear idea about migration of workforce. As per world data about demographic situation- Asian are going to increase in total workforce from 4% to 6%, and if we take look of IT companies of world in which 30% to 40% people working either from India or China. And if we talked about average age junk of workforce in India is around 20 years to 40 years. Now day's women participation in the workforce is also increasing up to 50%, it means half of the workforce will be women, are going to be demand flexi time. Even Older workers below 55 will increase to 25%.

Now take a look of Indian demographical workforce situation from Indicators of India's looming demographic disaster—1000 million people are going to be working age population by 2030, is it possible to provide employment to all?if yes still the question is whether they have requisite knowledge and skill. It means India experiencing jobless growth. Based on data issue related to population of India will need to generate 280 million jobs for 15 years to 60 years working population between now and by 2050 in all kind of organized sector and unorganized sector. If we take a look of unorganized sector growing rate up to 97% in 2017.even growth rate of companies are also very slow .it means Indian companies are facing problem of jobless growth and demographic disaster. So all these data gives clear direction to HRD people to planned intervention and development activities that need to be taken at micro level, individual level, social level and nation level to solved the problem of unemployment as well as provide the job as per their skill and knowledge base.

Competing in global economy: After the liberalization process things had changed and it is almost 25 years now globalization process started in India. Emergence of advance technologies in almost all domain of workplace HR has to match the knowledge and skill of candidates and employees. Since the global competitive market and advance in technology the life cycle of product is changing very fast. It is challenge for HRD professional to cope with the change happen in the field of technology. Cultural sensitivity also affects the attitude and behavior of people towards the work and workplace. For example in comparison of western country, their people works for 35 hours to 37 hours per week and Indian works for 48 hours to 50 hours per week .westerns works less hours compare to Indian still their productivity are high, the reason they dedicative towards work, punctual, easy entry into workplace, requisite knowledge and skill base etc. while in india people remain in boundary of cast, religious even lake of requisite knowledge and skill. Change mindsets of people are huge challenges for HR.

In current scenario organization are moving from individual to team working, in our country probably people are personal oriented. People should require problem solving ability and better interpersonal communication and relation for team work.

Eliminating the skill gap: India facing the major challenges in eliminating the skill gap. If current

employee do not get proper training of HR failed to planned effective intervention ultimately productivity go down. In India every year 15 million youngsters entering into workforce in which only 75% are job ready in India. it means the rate of employability for the new graduates is only 25%. Even already employed growth rate is also slow compare to other country this 75% is become challenges for government as well as industry people. There are some programs like National skill development council, finished schools, skill India and other online coerces offered by government of India to eliminating skill gap. Also eliminate skill gap need better industry –academic interface where HRD professional has to perform important role. In contemporary era Paradigm shift in employment from being ‘qualification-based’ to ‘skill-based’, making educational institutions focus on imparting skills leading to employability. Employees need to be taught basic skills of Math, Reading, technical/Applied subjects as well as Soft and behavioural skills.

Need for Regular Updating of Learning: Due to changes happening in the spheres of organization there is also changes in structure, process, product and technology, and if everything is changing and if HR people do not learn about the change and do not adopt the change their organization will not be viable for long duration .Therefore people must change and adopt to these changes to remain viable So organization restructuring, redesigning and relearning become challenges for HRD professional. Due to technological advancement Product life cycle is also changing .It should be innovative and will have market, but it possible when people have capacity to be innovative and creative. Here HR has to plan kind of intervention programme which boost creativity and innovations of people.HR people should ensure that their employee have those competencies and adopt the change that is happening and plan accordingly.

Need for Organizational Learning: Organizational learning means organization must be able to learn and adopt change to remain competitive. Organizational learning is possible only when individuals are competent enough. move from individual learning to organizational leaning HR should know how individual contribution in terms of growth and development of the organization as well as also focus on team leaning, shared vision, system thinking and mind sets of people.

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