

# A Study on Innovative HR Practices influencing Sustainable Performance

by

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## ABSTRACT:

The purpose of this article is to study the innovative human resource practices in various industrial sectors and its relevance with organizational performance and environmental management. Information has been extracted majorly using questionnaire and through various websites & Journals to develop framework for this paper, the information generated for this research article is from the workforce of various industries including information technology (IT) and electronics, telecommunications, Education & etc of Bengaluru. Primary objective of this paper is to highlight the contribution of HR practices in influencing organizational performance through innovation. Since sustainability is a key focus for the organizations, managers of various industries can be benefited by understanding the significance of Innovative HR practices on enhancing sustainable performance.

Keywords: HR Practices, Innovation, Organizational Performance, Environmental Management, Sustainability.

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## INTRODUCTION

Human Resource in every organization plays a vital role. Human Resource involves in selecting, recruiting, training, terminating, motivating the workers in an organization. In the growing technological arena and increased globalization has a greater impact on the organization in framing their strategies as well as retaining their talented employees. Human Resource plan as to be associated with the objectives and strategies of the firm accordingly they should be aligned with the business needs.

Talent Management is a technique through which the employers tries to attract the talented workers and also enables them to work productively on their job roles. Hence the human resource departments have a

significant role in the success of the entity. This helps in boosting performance of the employees by motivating them through various Innovative Human Resource Practices. IHRP's make employees more involved in the job leading to sustainable development of the entity and employees as well.

For every organization their employees are the asset. With the changing work culture and technology many organizations are facing the problem of attrition. According it has hit various organizations. So as a HR it becomes their duty to fix the right people for right job and at the right time. Employee positioning is indeed a great task so HR has to surface that through the proper recruitment and selection process and also the good work culture which makes people to sustain in the organization along with their progress.

### **SOME OF THE INNOVATIVE HR PRACTICES ARE AS FOLLOWS:**

#### 1. Mandated Time Off

Progressive thinking companies understand that recharging on holiday is vital to workers focus and productivity. Basically organizations emphasised on rewarding the employees for their commitment to work, alongside some organizations have come up with new policies like mandated time off. Taking vacation is a required action which results in a refreshed and re-engaged worker.

#### 2. Owning Unused Vacation

Usually every company provides leaves or vacation to an employee to use as he or she sees fit, but all the employees will not use these leaves, thus some of the corporate have instigated to donate the unused vacations for others without the involvement of the company. Perhaps the beneficiary can take this in case of emergency or in requirements.

#### 3. Customizing the position for the talent

In the present days it would be tough if the company fix the job description for the individual, rather it will be easy to designate the work based on the skills and talents of the every employee. Indeed it poses the challenge to HR in rightly measuring all the skill set

#### 4. Flexible Time

Flexible time is an initiative taken by human resource which empowers employees to fit their working hours according to their needs. It's not about how many hours an employee works in organization will decide the efficiency. In everyday busy schedule it is too difficult for work life balance, so this will be helpful.

#### 5. Time off in the name of volunteering.

In today's situation all the groups irrespective of their size tend to contribute to their communalities and society through various initiatives. Parallel companies also contribute for the

welfare of the society. Hence companies make their personnel to interact in the social projects in which the company chooses to interact by giving time off in the name of volunteering

#### 6. Employee Recognition Strategy

In present days the organizations are facing the problem of attrition. The main reason for this is lack of recognition of the contribution made by the individual. When there is no proper rewards and recognition the employees feel less motivated and their involvement in the work also gets reduced. Hence industries are keenly interested in recognizing the strategy and framework of their employees for the sustainable development.

#### 7. Amazon's the offer

This is strategy which was taken from Zappos Company, who was acquired by the Amazon in the year 2009. Under this the organization gives a open offer for the employees who have experience of an year or less to quit themselves and receive the pay for the service they have provided. This is fixed in the company as they want to avoid non committed workforce. Therefore this makes people more committed to work

#### 8. Training for the older employees.

In the past decades the organizations have realized that sustainable development is more crucial for the long run and the profitability of the business. Hence the major entities are now providing the training and development facility for their fraternity in keeping them update the technology.

## RESEARCH METHODOLOGY:

The study tries to explore the various Innovative Human Resource Practices used in various firms of Bengaluru. The current research has employed descriptive methodologies in the study. 79 employees working in 20 different firms including government organization were selected as the sample for carrying out the study. For measuring innovative human resource practices, a questionnaire was developed by the researchers and Questionnaire link was forwarded to respondents which are generated in Google form. Sustainable performance was measured using the eight different questionnaires aiming to get genuine opinion of target sample audience. The period of data collection was from July 1<sup>st</sup> 2019 to July 29<sup>th</sup> 2019.

## RESEARCH OBJECTIVE:

The main purpose of the study was to study the innovative HR practices and their influence on sustainable performance

The other objectives of this paper are:-

- To know if the right positioning or recruitment is done in various firms.
- To assess extent to which innovation is encouraged among employees which results in self development.
- To assess the effect of training on sustainable development.
- To evaluate the effect of innovative HR practices on employee commitment.

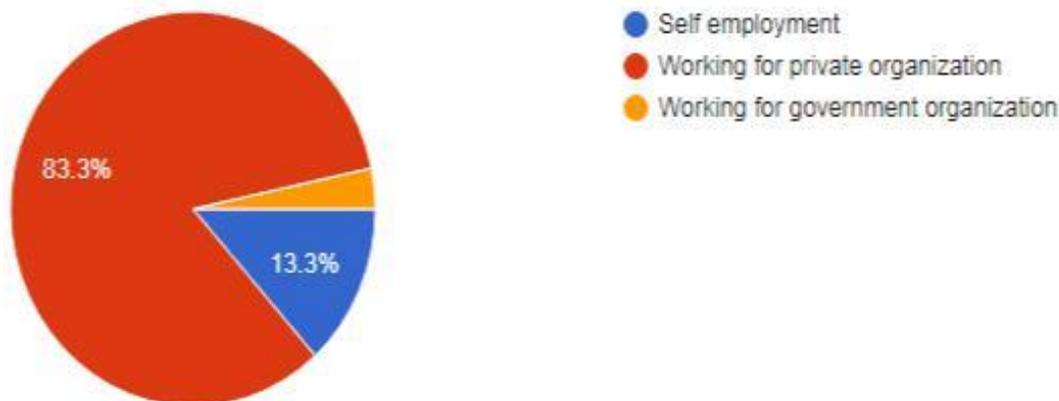
## DATA ANALYSIS:

The following comments were obtained from analysis and processing.

There are total of 79 respondents included; all the respondents are working professionals. Received responses were recorded and managed in the Google form platform and graphs & tables have been automatically generated based on responses. The questionnaire was uploaded on the host platform (Google form) as the research developed is an online research.

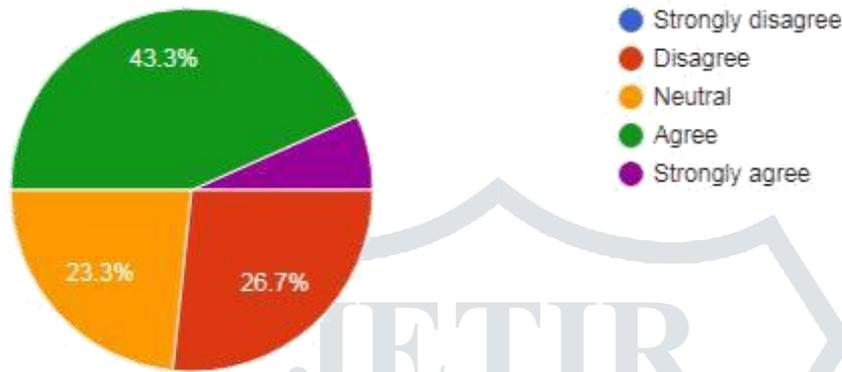
The questionnaire started with asking respondents name followed by their organization, occupation and other questions related to the study.

1. This question was asked to know the Occupation of the respondents

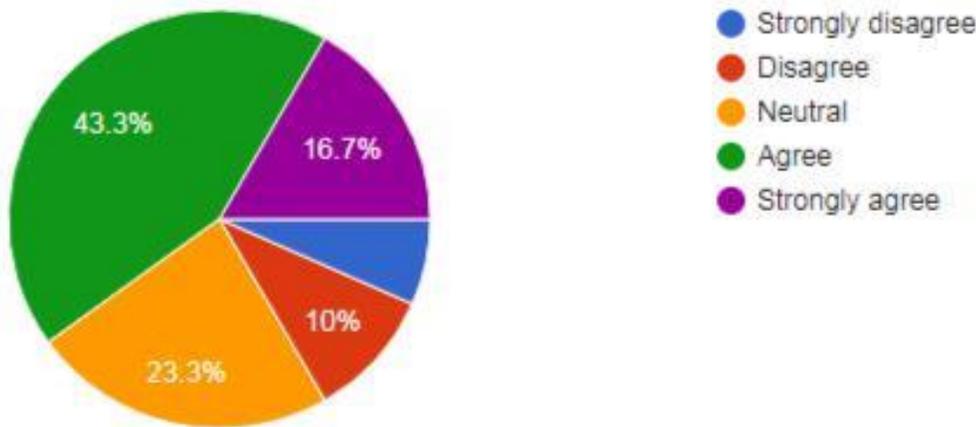


Our question was aimed to find out the respondents field of occupation and 79 respondents 83.3% are working in private organization and 13.3% of are self employed and only 3.4% of respondents are working in government organizations. This difference might have happened as we targeted most of private organization professionals to get the response.

2. Next question was aimed to know if in the respondents organization right person is placed in right position or not Most of the respondents in our survey that is over 43.3% of respondents told that right positioning has happened in their organization as they responded AGREE. At the same time there is equal proportion of response for Neutral and disagree combined. But only small proportions of respondents have told that they strongly agree that there exist a right positioning in their organization.

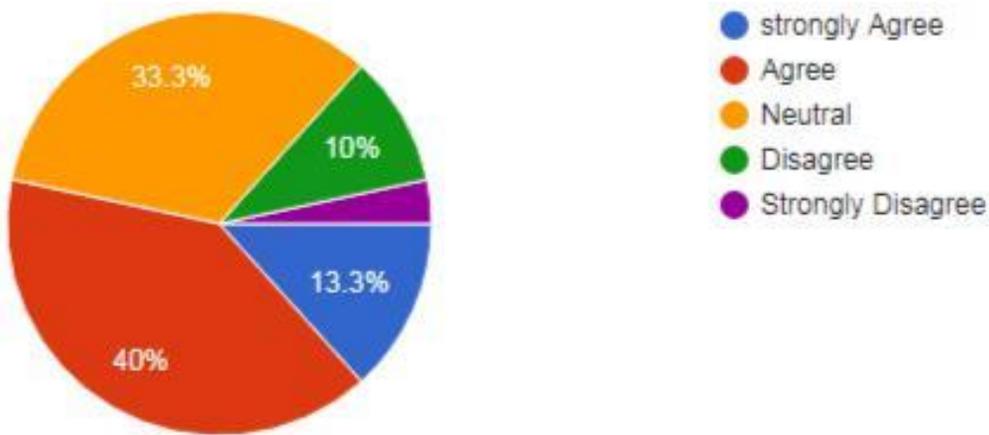


3. This question asked to know if management of various organizations encourages new ideas and help in employee self development



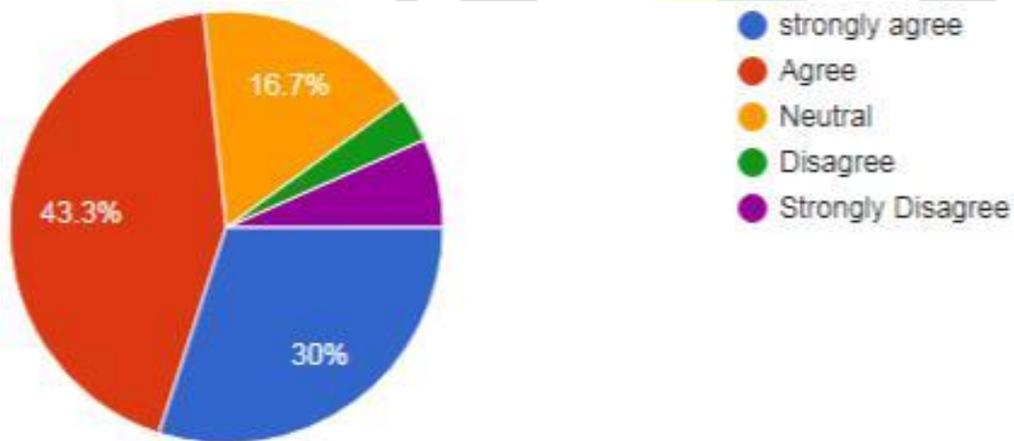
By the data collected on online platform, it is evident that only smaller proportions of respondents have strongly disagreed about the statement being asked to them. By this we can say based on the responses we receive majority of the organizations are encouraging employees to come up with new ideas and helps for self development.

4. Training in my organization is skill based and help in knowledge enhancement



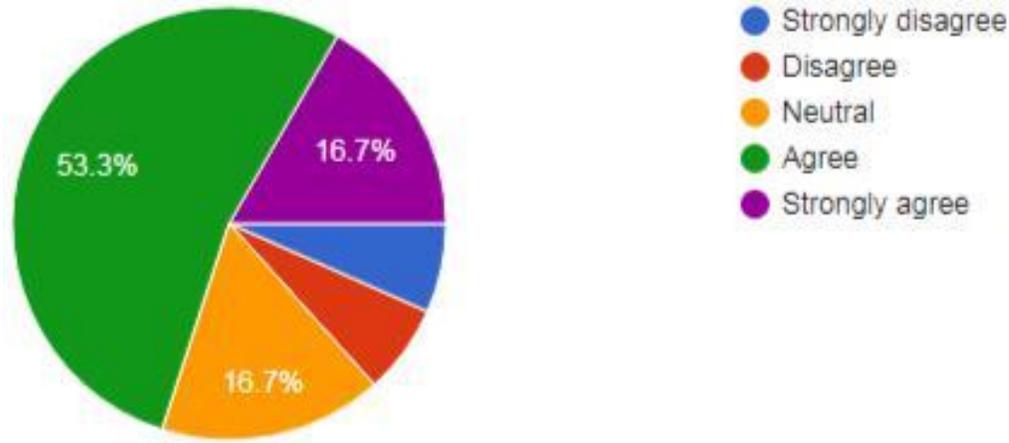
This question is aimed to know the effectiveness of the training provided to employees. As we can see in the data chart 40% of the respondents agreed that training in their respective organization is skill based and help in knowledge enhancement.

5. PTO (paid time off) is very much needed for all the employees for company's growth



Over 43.3% of responded that PTO is needed for all the employees and only minute number of respondents told that PTO is not necessary but over 30% of respondents strongly agree over PTO necessity in the work place.

6. (If )or (whenever) I get time off I feel refreshed to work more efficiently



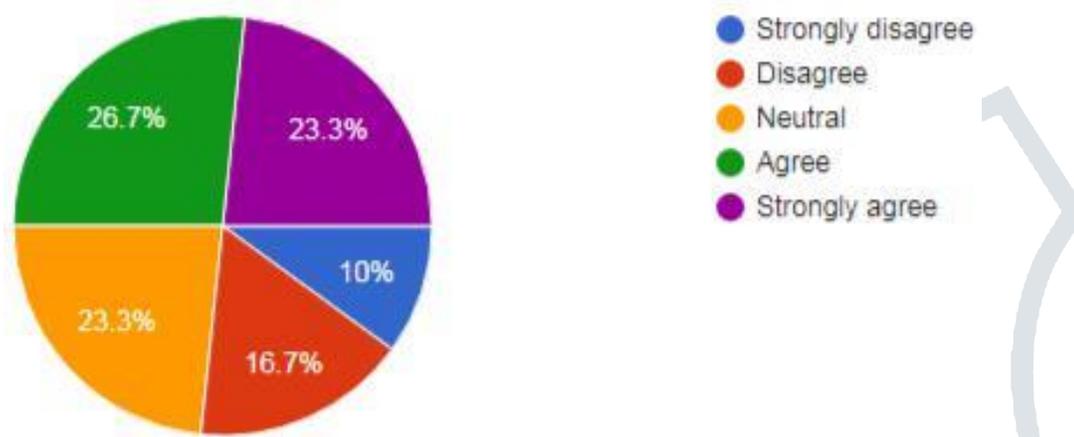
By looking at the data we have received from respondents we can notice that 70% of them feel refreshed whenever they get time off or PTO. So most of the employees at least from the companies where we have received responses are expecting free time to get refreshed.

7. I there provision for one to one meeting with line/reporting manager in my organization



For getting response for this specific question researcher has given only two options that is YES or NO. Out of 79 respondents 90% told that there provision for one to one meeting with line managers in their respective organization but 10% of respondents said no for the availability of provision.

8. Do you agree that your working environment is employee friendly



The last question that was asked to respondents by the researchers is about their response to know the level of employee friendly environment existed in their organization for which 23.3% of respondents are strongly disagree about existence of employee friendly environment and only 10% of them have strongly agreed about the same.

## CONCLUSION:

From the research we can conclude that organizations will be beneficial if it is investing in sustainable development. This results in less employee turnover, reduced sick leave and absenteeism therefore the organizations have to come up with various initiatives which increase the employees' efficiency and commitment towards the work. They should aim at providing the training and development of the employees leading the younger and older people to work together this will reduce the conflict of interest which arises in the minds of the employees due to different age gaps. To make staffing and positioning rightly younger and older employees should be motivated and encouraged to work healthy by streamlining their skills and talent.

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