

Emerging Trends in Human Resource Management

Prof. (Dr) Shubhi Lall Agarwal

Director & Professor

St. Wilfred's College of Computer Sciences, Thane, Maharashtra, India

shubhilall@gmail.com

Abstract

In order to demonstrate the relevance of human resource management (HRM) and how it has evolved, this research paper analyzes its potential as well as past, present, and future developments. Many experts have emphasized that an organization's human resource needs more care and supervision than any other resource. The demands of the evolving organization must be reflected in the HR manager's tasks. Organizations that are flourishing are developing to be more flexible, robust, fast to alter course, and customer-focused. The HR professional must become skillful at planning, organising, leading, and controlling the human resource while staying abreast of new developments in training and employee development.

Keywords: *International HRM, HRM trends, Human resource, Personnel administration, Talent management, Strategic HRM, Technology*

1. Introduction

Today's organizations continue to function in constantly unstable and frequently unpredictable settings. Trends such as globalization, changing demography, and shifting customer connections call for organizational reforms. The human resource management (HRM) function, which has grown from a limited people-management viewpoint to a strategic orientation, is frequently at the center of these developments.

Recruitment and selection, training and development, and remuneration are HRM areas where this strategic human resource management (SHRM) emphasis is evident. Human Resource Information Systems (HRIS) have become one of the most important tools for many businesses, advancing to become an IT field in their own right, enabling companies to cut costs and offer more information to employees in a faster and more efficient way.

2. Objectives

The general focus of this study is to examine the applications and processes of key HRM functions and explore the perception of their value-added contribution towards organizational effectiveness. Specific research questions:

- What are the organization's strategic approaches in recruitment and selection practices?
- How does HRM support the business or corporate strategy?
- What are the perceptions on the value-added contribution of recruitment, selection, and practices towards organizational effectiveness?

3. Methodology

The paper adopts a literature review approach, identifying and classifying the literature in a process model format of HRM. The analysis is based entirely on secondary data drawn from books, journals, articles, and information available on the internet.

4. Literature Review

4.1 Strategic HRM and Organizational Effectiveness

Practice is connected with and integrated into organizations' strategic planning process when recruiting, selecting, and training are conducted strategically. Scholars have emphasized that recruitment, selection, training, and development not only seek to attract, obtain, retain, and develop the human resources the organisation needs, but may also significantly impact the workforce's composition and the employee's long-term employment stability.

Newell and Rice (1999) noted that recruitment and selection lies at the very centre of human resource practices in organizations, where appointment decisions represent one of the most crucial ever taken by employers. Key organizational examples include:

- DHL Logistics implemented Employee Connect hosted HR services for leave and absence management, enabling enhanced collaboration with remote payroll teams.
- Nissan Motors introduced HRIS to create effective means of sharing HR-centric information across the organization.

- The Kaizen concept of continuous improvement stimulates organizational change across customer orientation, total quality control, productivity improvement, and cooperative labour-management relations.

4.2 Social Media and Internet-Based Recruitment

Social networking sites such as Facebook and Twitter have led many employers to use them to screen job applicants. These sites offer advantages over traditional HR tools: they are accessible without cost and are perceived as reliable sources. Platforms such as LinkedIn and Naukri.com serve as substantial databases of skilled labour.

Companies like Hindustan Unilever Limited are using HireVue, a digital recruiting platform that uses video intelligence and artificial intelligence to assess candidates and help companies make better hiring decisions.

4.3 New Trends in International HRM

International HRM places greater emphasis on relocation, orientation, and translation services to help employees adapt to new environments. Training and development often includes sensitivity training and fieldwork to help managers better comprehend cultural differences.

- Performance assessments should blend home-country and host-country appraisal information to balance benefits and drawbacks of each perspective.
- In Germany and many other European nations, workforce representation is required by law, and it is common for salaried employees and managers to be unionized.

4.4 HR Manager Focus Areas

- Motivation: Creating conditions in which people work with zeal, initiative, and enthusiasm.
- Relations: Ensuring fair treatment of people for healthy workplace relations.
- Change Agent: Preparing workers to accept technological changes.
- Quality Consciousness: Committing to quality in all aspects of personnel administration.

5. Conclusion

Firms now prefer to use social media, job portals, and campus recruiting to find people with a variety of skill sets. By utilising these channels, corporations have been able to access efficient resources at low cost and fill open positions with the best candidates.

Channel distribution data makes clear that no single channel can effectively reach all prospects, and that a multichannel strategy is required. When choosing which channels to employ, recruiters must take into account both market flow and application share to minimize the proportion of prospects missed.

References

- Aruna (2011). Emerging challenges in human resource management. *International Referred Research Journal*, April, pp. 83-84.
- Srivastava, E. and Agarwal, N. (2012). The emerging challenges in HRM. *International Journal of Scientific and Technology Research*, 1(6), pp. 46-48.
- Agaidarov, Y. (2013). Emerging global business landscape and innovation challenges for HRM: A case in Russia.
- EmployeeConnect (2023). DHL case study. Available at: https://www.employeeconnect.com/blog/portfolio_page/dhl-case-study/
- Gupta, R. and Bannerjee, P. (2013). HRIS at Nissan: A new era in human resource management. *International Journal of Teaching and Case Studies*.
- Snell, S. A. et al. (2021). The HR ecosystem: Emerging trends and a future research agenda. *Human Resource Management, Wiley Periodicals*.
- Ganeshan, M. K. and Vethirajan, C. (2021). Trends and future of HRM in the 21st century. *Review of Management, Accounting and Business Studies*, 1(2).