

Rising Challenges of Human Resource Management in Present Scenario: A conceptual model Analysis

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Abstract:

The management of Human Resources has now anticipated strategic importance in the achievement of organizational growth and excellence. Human Resource The role of this study has followed to be strategic with due course of period. Nowadays, the role of human resource management departments has become essential for Present Scenario in modern businesses.

This study analysis the various challenges which are emerging in the field of HRM. Nowadays managers face anentire new range of changes like globalization, technical up gradation and changes in political and legal environment changes in Information technology. This has led to a model shift in the of roles professional personnel. The great challenge of HRM is to fascinate, maintain and nurture talented employees. This study also analysis how to overcome with these new challenges. Managing people, as an HRM function, has developed, to include managing organizational abilities, relations, learning and knowledge.

This study to note out the practices on the rising issues and trends in managing human resources and their development.

Keywords: Human Resource Management, Human Resource Development, HR Issues, HR trends, HR functions, HR Roles and Responsibilities

INTRODUCTION

Human resource management (HRM) has always been a very stimulating feature of every business. Human Resource, modification, certainly is the endless when we talk about Human resource management. There are innovative and developed trends in the world of HR emerging every now and then and it is extremely vital for anybody slightly associated with the world of business to know about emergent topics. At current era globalisation human resource walks into has walked into a zone of new technology and certain emerging topics of management. In the study we would talk the most relevant emerging and modern issues about human resource. If researcher take a brief look at the topics that are relevant in this perspective we would be able to figure out that the issues that have very

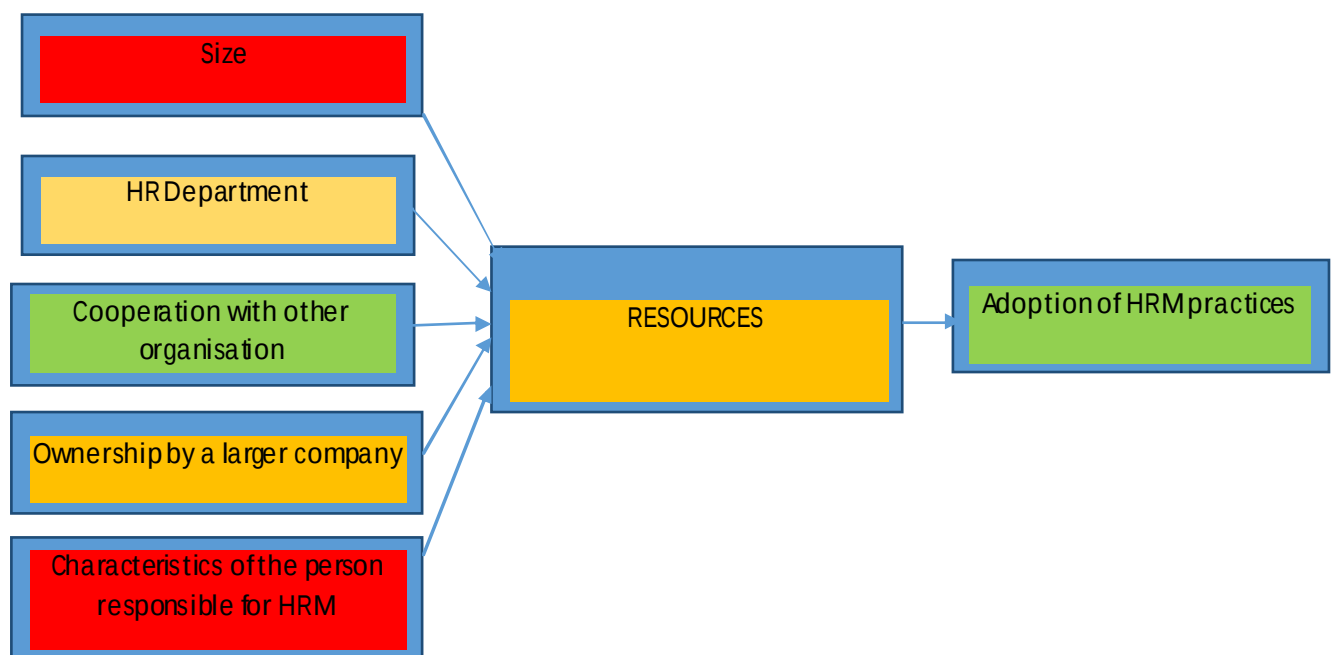
clearly occurred in fresh times are planning, acquisition and development of human resources. Considering this as a management practice, we would find that it covers all aspects of personnel management and industrial relations, converging with the fairly new areas such as communication, counselling, training and development, and even job enrichment. The factor of managing men is not only important function of HRM; the purpose has gone beyond that into four key generic areas that include **1) roles 2) relationship 3) tactical focus and 4) knowledge focus**. These areas are different from that of the conservative ones like traditional, transitional and learning. The modernization of HRM occurs to be the most remarkable part of the latest emerging issues in the world of human resources. Creating of new business strategies in the light of human resource is a main appearance in this particular arena. Organisational restructuring is an important and remarkable aspect of emerging human resource management issues. Formation of social networking in support of business is a remarkable aspect of the new HRM tendencies. Authorizing companies to global, leading to superior performance and creating knowledge workforce are other remarkable part of these emerging issues. When we talk about modern emerging issues of human resource management we have to discuss the relevance of tactical HRM. It is that particular aspect of managerial decisions and schedules that had structured the period of implement ability for any particular business. It involves of environmental scanning, formulation of strategy, implementation of the same strategy, evaluation and organisation. The most important productivity that strategic HRM offers is competitive advantage. HRM makes possible in approach creation by carrying out the SWOT analysis, and it also does it by executing and providing competence of human resources and competitive intelligence. There are some diverse parts from each of the economy purposes, like traditional, transitional and knowledge and an entrepreneur can manage its HR by applying the following practices in daily work area:

At present business, the cutting edge for organization is given by the speed with which it takes decisions to respond to changes in the internal or external environment. A well-designed computerized Human Resource Information System (HRIS) alone can provide the information and analysis within the shortest possible time. Recently many organizations are using the computerized HR systems.

Benefits of HRIS				
simplified data entry	less paperwork	fast and accurate	better use of feedback	increased efficiency

Improved gears for data analysis HRIS has great consequence in every business sector and it can play a dynamic role. It helps to have a better communication process in the organization and we can offer improved service with less effort at reduced cost. Most importantly, organizations can hire and retain top players, enhance job satisfaction and productivity of the employees.

All these contests increase the compression on HR managers to attract, retain and encourage excellent employees. HR specialized can't ignore these challenges rather they should to be line to design and execute innovative instruments of developing skills and competencies of human resources to prepare them to accept the emerging challenges.



Conceptual Model

TRENDS IN HRM AND HRD

1. Old Workforce

Due to demographics changes, many workers retire, leaving gaps in the organization in terms of skill and experience. To confirm that knowledge transfer occurs before these valued members of your workforce retire. Less knowledge means less productivity and a less of revenue. By the year 2020,

five generations will be in the workstation. Accommodating the needs of each generation represents a continuing challenge to HR professionals.

2. Work/Life Balance

The increasing use of technology in the workplace, staffs can work from home and other places. This mobile work environment makes it difficult for many people to shut down for the day. Conference calls and meetings occur at all hours of the day and night. so Stress level will be increased. Staffs report the need for guidelines on maintaining a strong work and life balance in light of all these disruptions. HR professionals respond to this issue by conducting many programs that help workforces maintain stress level work hours and manage their time effectively and efficiently.

3. Employee Retention

In globalization, companies can fill positions with talent from all over the world. When employees become dissatisfied in their jobs, due to issues such as long hours, lack of direction, or diminished chances for promotion, they seek jobs elsewhere. Replacing experienced employees costs your company money. To combat this, I monitor employee attrition rates. I also conduct annual employee satisfaction surveys to assess employee issues and try to address them before they contribute to an employee retention problem.

4. Employee Performance

Maintaining a creative workforce includes ensuring that all staffs have the skills, knowledge and resources to get work done efficiently. Because technology changes so quickly, workforces may need to get extra training and certification to ongoing performing their roles effectively. By conducting 360-degree performance reviews, you can get comprehensive feedback about each employee from their peers, superiors and other members of the workforce. HR professionals like me use the data generated from performance reviews to identify gaps and improve corrective training programs to moderate the impact.

5. Global Human Resources

Most of the companies discovering global markets increases as technology facilitates simpler information-sharing processes and opportunities for growth in markets outside the U.S. borders. Companies are tapping universal bazaars, as evidenced by technology giant Cisco's October 2011 article titled, "How Small Businesses Are Going Global," by Anne Field. Professional networking, Social media, and lightning-speed technology assist businesses in their goals of reaching overseas markets; however, HR plays a critical role in developing staff who are capable of initiating and sustaining those overseas relationships.

6. Compliance

Most of the organizations have successfully managed their compliance with centralized and state employment laws for eras. However, multifaceted legislation that affects the HR function poses a challenge for companies. It requires that HR continually maintain its skill and knowledge of emerging

issues related to legal compliance. This includes regularly evolving laws about perception, sexual harassment and medical privacy.

7. Employee Retention

Worker retention has always been a concern that contests HR leaders -- keeping talented employees satisfied enough to stay with the company. However, the methods that HR uses to retain employees require going the extra step to ensure that workers are fully engaged, enthusiastic about coming to work and recognized for their contributions to the company's success. Reimbursement and profits on their own are not effective retention tools; it takes more than money to keep good employees.

Review of the HR Tech conference, analyst Josh Bersin said, "While the tech markets continue to be hot, let's all remember that HR organisations and their firms need sound, solid solutions which solve business problems, not just deliver fun and imaginary tools."

All HR players will be well aware of the technology opportunity for the year ahead - be it mobile, software as a service, bring own device, connecting data analytics. However, the reality will be how best to integrate systems to deliver real-time intelligence to users, be they line managers or senior executives. Sales and CRM solutions have led the way and HR systems will need to catch up and quickly. For HR professionals, understanding the technology opportunity and turning it into business advantage will be more critical than ever.

8. Focusing on better employee engagement

The Global Workforce study from Towers Watson shines the highlight on the issue of employee engagement. Its survey of full-time workers showed just few of workers was highly engaged. It is an eye-watering measurement. The excellence of the work experience depends far more on the quality of employees' association with their managers, their trust in leadership and their ability to manage stress on the job.

9. Responding to change fast

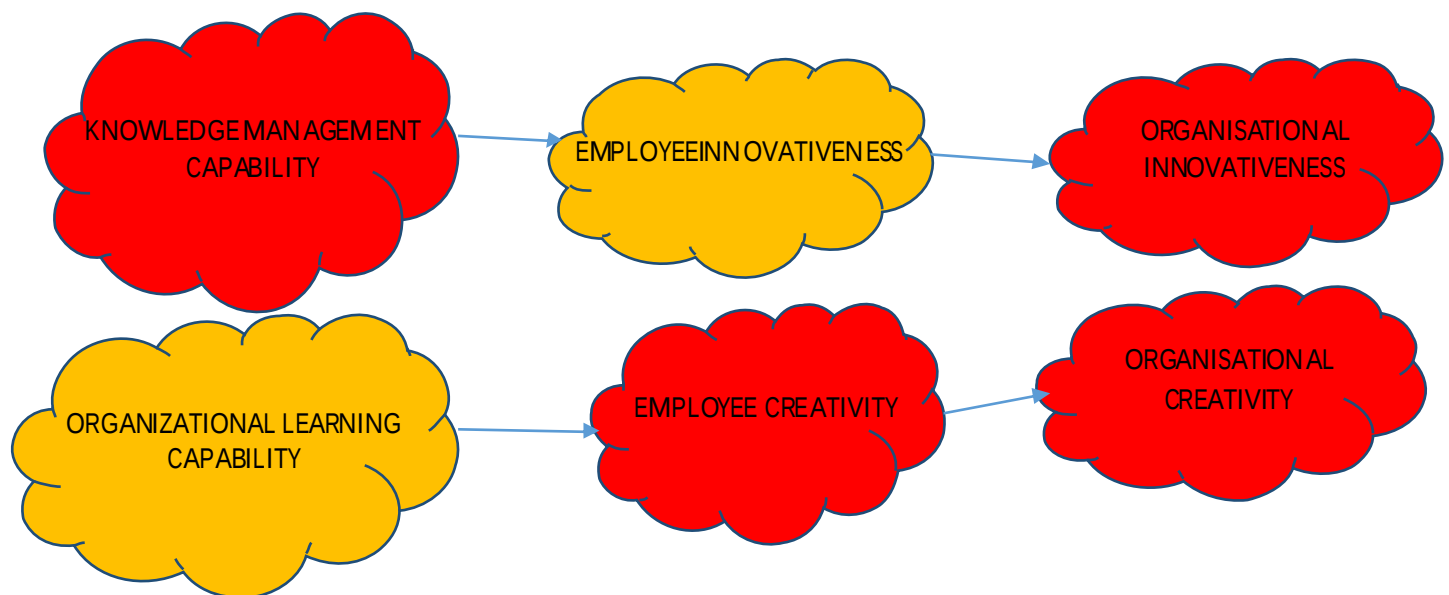
In current scenario, successful businesses will be the ones that adapt to change and quickly. This business imperative is clearly an HR authoritative as our own research of more than 750 HR leaders showed that many large organisations are struggling to provide the training and skills rapidly sufficient to keep speed with how they, their markets, competitors and customers are changing. The same challenges apply across the spectrum of HR disciplines.

10. Getting to grips with 21st century talent management

Research from the McKinsey Global Institute suggests that by 2020, the world could have 40 million too few college-educated workers and that developing economies may face a shortfall of 45 million workers with secondary-school educations and vocational training. In advanced economies, up to 95 million workers could lack the skills needed for employment. Finding talent is only one part of the

story, however. Deloitte's Talent 2020 survey warns that employers must engage employees with meaningful work or watch them walk out the door (coming back to the engagement agenda). It's research shows that 42% of respondents who have been seeking new employment believe their job does not make good use of their skills and abilities.

Use of E-HRM



RECOMMENDATIONS & CONCLUSION

After study all the facts it can be said that it is commonly accepted that a firm can create a competitive edge from Human Resources and their proper management practices in the present situation and the HR Management has to have significances in mind and the strategic impact of the HRM. The role of the HR Management is not to decrease the costs for the time being, but to make the organization stronger and ready for the development to be more competent for better survival and profitability of the organization.

Human Resource Management in a difficult economic situation is even more challenging than working in times of rapid development. The task of HR is important to maintain dependability throughout the hierarchy. For this purpose some recommendations are as follows:

Management should know the emergency strategy. Communicate to the workforce that the company may continue to recruit key individuals even in difficult times. Review of performance evaluations for the employees to determine the key people that company cannot afford to lose. Flow of Communication should be from top to down that will help in making conducive atmosphere within the organization. Make prepare yourself for individual and group concerns therefore there should be a proper counselling session. To maintain culture. Review HR policies, processes and procedures to ensure that they are purposeful and contribute directly to the success of the organisation. The company has to lay-off employees ensure that there are no other opportunities for them in other functions or divisions of the institute. Recommend managers to deal the process of managing change.

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