

DIGITALIZATION OF HR PRACTICES: A BOON TO THE CORPORATE WORLD

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ABSTRACT

Human beings are naturally social and rarely ever live and work in isolation. We humans always plan, develop and manage our relations both knowingly and unknowingly. The whole context of Human Resource Management revolves around the core matter of managing relations at workplace.

By module, Human resource is all about people. But due to digitalization, working in a remote team to employee wellness, employer branding, training and development and a lot more areas have been tremendously coming under the roof of digital world. High risk areas like Employee Data security, environmentally friendly HR practices also come into picture when digitalization is taken into consideration. Digitalization in the HRM has proved to be a boost to the existing industry and will make a remarkable contribution in the effectiveness of the various HR practices in the future.

It is against this backdrop that this research on Digitalization of Human Resource Practices is carried out to bring light on its wide range of applications, state its advantages and scope and specifically include Digitalization for the betterment of the HR management in the corporate world.

Keywords: *Digitalization, HRM, Artificial Intelligence.*

INTRODUCTION

HRM is prone to new ever-changing trends like any other industry. Therefore it's good to bring in the emerging technology in the HR field and grow its effectiveness. From working in a remote team to employee wellness, employer branding, training and development and a lot more areas have been tremendously coming under the roof of digital world. High risk areas like Employee Data security, environmentally friendly HR practices also come into picture when digitalization is taken into consideration.

Artificial Intelligence has come as a rescue in many fields where repetitive, crucial and hectic tasks are involved. It has already entered many industries for different purposes and without any doubt has an immense potential in the coming future. It has made the tasks easier, fast and accurate and precisely carries out the process within no time. Almost all companies are using artificial intelligence to increase efficiency of human resources in different sectors. The initiative begins with automated process in recruitment till performance appraisal of employees. Organizational leaders and human resource executives have faith that merging artificial intelligence (AI) into HR functions like on-boarding and administration of benefits can and will improve the overall employee experience. Its application in the HRM will prove to be a boost to the existing industry and will make a remarkable contribution in the effectiveness of the various HR practices in the corporate world.

LITERATURE REVIEW

Roma Tripathi and Pooja Kushwaha (2017), state that there is a great deal of competition where innovative human resource (HR) practices have become the requirement of the hour.

In HRM, the concept of digital HRM (eg. Pantelidis, 2019; Thite, 2019) and related concepts such as digitization (e.g. Meijerink et al., 2018; van Kruining, 2017), digitalization (e.g. Dixit, 2017; Parry and Strohmeier, 2014), and digital transformation (e.g. Bissola and Imperatori, 2018; Vardarlier, 2020) of HRM are increasingly used.

(Marler,2006;Wyatt,2002)Automating HR duties and practices are transforming the traditional paper-and-pencil, labor-in depth HR obligations, into fee-effective, rapid-response activities that exchange businesses to assume and take gain of environmental shifts to create a manner required aggressive gain.

(**Mariana Jatoba et.al 2019**) Recently, much attention has been given to the machine learning, probably due to the innumerable possibilities of automation brought by recent advances inartificial Intelligence. In addition, it is expected that the impact of Artificial Intelligence progress will go beyond changing the nature of work, causing changes in economic mechanisms and business models, which will potentially bring impacts to management.

(**Kapoor, 2010**) Researcher has examine the role of business intelligence and its use for human resource management. In this research article, a researcher investigated the leading business intelligence vendor to look into the business intelligence and data analytics features incorporated inhuman resource management modules.

(**Jain, 2018**) identified the role of artificial intelligence in human resource management. The researcher has quoted that most of the companies has been adopting modern technology in various HR process like recruitment process, performance appraisal process, cloud-based HR systems.

(**Dirican, 2015**) A researcher in his research paper, title “The Impact of Robotics, Artificial Intelligence on Business and Economics” has studied that use of Robotics and Artificial intelligence in business may have negative impact on the overall functions of an organization like production, performance management, sale, strategic planning, customer relationship management, banking system, coaching, training, taxes etc.

(**R&D,2018**) The research paper title, Recruitment through artificial intelligence: A Conceptual Study. The researchers have narrated the role of AI in recruitment where artificial intelligence is played integral role in recruitment process. Artificial intelligence help sin screening the candidates, auto-generated messages to candidates, employee’s relations, scheduling the interviews etc.

OBJECTIVES OF THE RESEARCH

- This research will help in exploring the different applications of Digital elements in the betterment of the HRM.
- It will provide an aid in the conceptual clearance of the benefits of Digitalization in the HR field of the corporate houses.
- It will provide a larger out look of the applications of digitalization to make the HRM more fruitful and effective.
- It will clear the scopes of the AI and other digital factors in building and growing the effectiveness of the HRM.

HYPOTHESES

Digitalization and application of its different practices in HRM will provide a wide range of benefits for the coming generation. AI being on the verge of modern technology, will immensely contribute to the efficacy of the HRM.

RESEARCH METHODOLOGY

Primary and secondary data collection was done using the existing literature, leading companies reports, HR blogs, Web etc. Semi structured interviews and questionnaires was used for collecting data on the advantages and applications of the digitalization in HRM.

Scope of the digitalization in the field of HRM was explored and a qualitative approach was attained in the findings specially during and post pandemic period.

DATA ANALYSIS

HR departments are racing to redesign talent practices by way of experimenting with digitalization; given the advent of the virtual world and remote cultures. The key is to create a compelling Employee Experience by redesigning organization processes around collaboration and analytics. Digital HR has leapfrogged from being cloud based HR systems to platform-based solutions with workflow-embedded apps. Training and upskilling are two areas that have undergone a revolution with the advent of technology-based solutions that permit rapid assimilation and distillation of curated content, gamification and automated nudges, and online assessments. Automatic mapping of courses to employee skill gaps permits users to have a personalized solution that is customized to their training requirements. Organizations are increasingly using technology to deliver training at scale in a location agnostic manner, without having to scale up on physical infrastructure and resources.

Digitalization in Training and development is one of the constituent parts of the star hotel industry. Proper training and development provided to employees will lead to the success in the goals and objectives of the organization. In the past, hotel training and development took place through demos, lectures, book references, which took time usually time and effort for management to engage staff in training and development.

Digitalization in Recruitment is one of the first and most important processes of HRM. The impact of Digitalization (technology) is more pronounced in this process where the recruitment process has completely changed. Mr Eshan and Dr Binoy in their paper emphasize that the candidate can complete their necessary information (Resume) name, email, experience, qualifications and skills after completing all the details that the candidate can upload their resume and that most of the companies today use social networks like Facebook, LinkedIn, Skype (video conferencing) etc. for recruitment. Today there are different platforms in terms of recruitment platforms which thanks to rapid technological developments are continually changing, and it must be said that Digitalization has increased the effectiveness of the recruitment process.

CONCLUSION

The digital transformation of human resource management is completely changing the course of the process, radical changes in technology, automation and Digitalization have changed the traditional form of work, the introduction of artificial intelligence in HRM processes has facilitated problem-solving and automation of some processes. The World Economic Forum study highlighted the competencies that by 2020 will become the highest priority for employers, namely: the ability to solve complex tasks, critical thinking, creativity, ability to manage people, ability to collaborate with others, emotional intelligence, prudence and decision making, service orientation, negotiation skills, cognitive flexibility (Gray, 2016). The correlation that exists between technological processes (Digitalization, automation) and HR processes (recruitment, selection, performance ...) is extremely pronounced. Radical, rapid change is rapidly increasing the need for an advanced workforce in both its use and adaptation, making this link between Digitalization and human resources a productive power that resists stiff competition and frequent changes.

HRM processes have undergone significant changes which continue today, the recruitment and selection process has changed, with digital platforms, international connections, globalization, social networks and many other aspects that have influenced, training and digital forms of communication have shown its importance even in crisis and pandemic situations such as the current COVID pandemic situation¹⁹. Nevertheless, we must not stop discussing the achievements of Digitalization, they must be practiced, and every innovation every method, successful strategy must be implemented, organizations must allocate funds in terms of technological developments.

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