A Perceptual Study on Digital Path for Transformation in HR

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Abstract: Digitalization has taken over all the business firms in today's world, it has become the need of the day for every business. The rapid changing technology has affected businesses in more ways than we can count. That is from globalization to organizational adjustments. In the same way digitalization in human resource management also plays a very important role in helping business firms to adapt to the fast budding organizational modifications.

Today with the bloated pace in the market and the technology, human resource management must adopt digitalization to avoid going through the long tiring way that older businesses are going through. If digitalization did not take place, many businesses would not have excelled. This change will not only help the human resource management to excel in the business but also it provides with smarter ideas to handle matters in a more creative way.The active technology has driven human resource professionals to avoid risks, underlying every function and task, this helps them in powerfully managing time, dropping paper works and to make better decisions.

Digitalization in human resource has brought in multiple changes such as "digital employees", "digital work" and "digital employee management". As a first major area the concept of digital employees refers to assumed larger changes in the core subject matter of human resource professionals. They are also called as digital natives. Based on this the strategic and operative adaptation to a changing workforce constitutes a step necessary to support organizations further on.

Keywords: digital path, HR

1. Introduction

Digitalization in human resource has brought in various changes such as "digital employees", "digital work" and "digital employee management". As a first main area the idea of digital employees refers to supposed larger changes in the core subject matter of human resource professionals. They are also called as digital natives. Based on this the strategic and operative adaptation to a changing workforce constitutes a step necessary to support organizations further on. A second major area called digital work refers to the organization's work. Here, the manual and routine work are replaced with automation. The third major area is digital employee management which includes planning, implementation and application of digital technologies to support the human resource professional. Here, human resource functions such as payroll processing, attendance management or record keeping are digitally supported and enabled.

Digitalization is bringing about a lot of changes in lives of businesses and individuals which helps in increasing the standards. The fact that mechanization is already changing jobs is not helping employee engagement: The digital transformation in human resource has possessed two fundamental issues. At first, human resource manager has to train and develop the mind-set, of the employees to adapt for digital way working which includes organizing, supervision and bringing about the change. Secondly, human resource has the chance to transform the entire employee experience by revolutionizing human resource processes, systems and the organization through several apps (applications) and services.

A. Objectives of digitalization in human resource

- To change the mind-set within the human resource organisation, prioritizing connectivity, real-time operations, automation etc.
- To measure and test the decision making ability quickly and easily.
- To study the global movements and internal movements which are more appealing to both employer and employees in human resource field.
- To be one amongst fierce competition by enabling mobility and flexibility through digitalization.
- To procure a set of digitally skilled employees.

B. Trends in digitalization in human resource

- Trend 1: Adopting digitalization–human resource departments in the organizations are being able to perform rigorously and complete the given tasks with the help of of IT systems to achieve business outcomes and drive organizational change which means because of the growth of the IT technology the organizations are able to adopt new systems for working which enables adopting of digitalization .
- Trend 2: Human resource become decentralized – decentralization in human resource management has been one of the added advantage for the HR department. With decentralization HR department can control individual personnel issues of every other branch.
- Trend 3: Human resources–When the HR department strives to invent or reinvent new technologies it brings about the add on value to the team and the organization .

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- Trend 4: Human resource wins over the management - Human resource has become one of the important part of the organization by continuously providing solutions and suggestions for the employees on how they can bring out a positive change in their performance.

C. Impact of digitalization

- Organisations shift towards the better model - Human resource department when adopts digitalization, the workload of that department will enhance employees to focus on other works by making them aware of the time constraint.
- Improving employee relations: With the introduction of digitalization in HR many such works like data management, maintaining payrolls, online recruitment process etc. can be carried on which will ultimately improve the employee relations.
- Inventing Technologies in HR- Through digitalization new technologies can come into existence in the field of HR by making that organization outstand its overall performance. This is possible only by getting introduced to the platform of digitalization.
- Organizations become more disciplined: Digitalization has some advantages and disadvantages as well from the employer perspective. For eg: the employer has to report to the office on time and give his attendance through the company's portal using company's wifi. In Such cases, the organization turns into a disciplined firm with the impact of digitalization.

2. Objectives of the study

- The primary objective is to study the impact of digitalization in human resource.
- To determine the usage of services adopted from digitalization.
- To know how digitalization can be implemented in areas of human resource.

3. Scope of the study

This study can be useful to know how the digitalization is having an impact and will have an impact in the future days. It can also help to study the success of the through its innovative services and techniques. This will also help the human resource managers to further improve their services by inculcating knowledge of digitalization. The study has a broader scope on developing trends and use of the technology from the student's perspective.

4. Limitations of the study

- It is restricted to only 50 respondents (companies).
- Time period was limited.
- The respondents were limited to Bangalore city.

5. Research methodology

It is a social research based on primary and secondary data with partially proper findings and analysis. Primary data was collected through the questionnaires and google forms from various professional employees working in different organization using random sampling method. Secondary was collected from periodicals, books, journals and websites. A sample of 50 respondents was taken for the study. Simple tools like tables, pie charts and bar graphs were used for analysis and interpretation of data.

6. Data interpretation and analysis

To what extent do you agree with the flowing statement? Organizations have started having clear and coherent strategies due to digitalization in HR.

50 responses
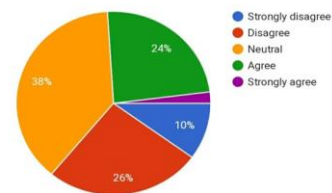
Interpretation:

24% of the respondents agree that the organizations have started to have clear and coherent strategies due to digitalization in HR and 38% of the respondents who are neutral regarding the above statement are expected to agree with the evolvement of digitalization.

Which of the following best describes your company's status with regards to digital transformation effort ?
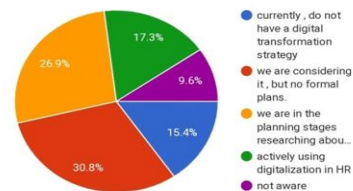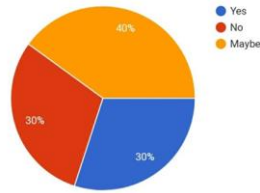

Interpretation:

26.9% of respondents were in the stage of adopting digitalization, 17.3% of respondents have actively adopted digitalization in HR and 9.6% who are not aware about digital transformation in HR can be focused so that they will be actively using digitalization in the near future.

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Do you think digitalization in HR can be problematic to small businesses?

50 responses

- Yes
- No
- Maybe

Interpretation:

40% of respondents think that digitalization might be problematic to small businesses, whereas 30% of respondents disagree and 30% of respondents strongly agree that it can be problematic to small businesses.

7. Findings

- 82% of the respondents are aware of digitalization in HR.
- 42% respondents think digitalization in HR is effective, whereas 34% of them think it's ineffective.
- Organizations have started having clear and coherent strategies due to digitalization in HR, with respect to this 24% agree and 26% disagree.
- In our study we found out that 16% do not have a digital transformation strategy, 30% are considering it but have no formal plans, 26% are in the planning stages researching about digitalization in HR, 18% are actively using digitalization and rest are not aware.

8. Suggestions

- Companies should start implementing digitalization so that company can focus on their main goals.
- Companies can educate the employees and bring about the awareness about digitalization in HR among them.
- Adopting digitalization should be done at the earliest in order to bring discipline and uniformity in the organization.
- Small business organizations can think about digital transformation in HR even though the cost of adopting is expensive it will result in the rapid growth of the organization.

9. Conclusion

Most of the employees are aware about digitalization in human resource and its importance. However, most the companies are still in the process of digitalizing their human resource processes. The employees are sure that there is a benefit of implementing digitalization and looking forward to ease their efforts. It would be important for the organizations to concentrate on the methods of digitalizing human resource practices and increase the number of e-services to help employees and management perform their task in the organization. Overall digitalization is a revolution, not only in human resource sector but also in other sectors of organizations which has created a large impact in the present scenario.

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