

A STUDY ON DIGITALISATION IN HUMAN RESOURCE MANAGEMENT

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Abstract

Digitalization is the newest trend in all industries these days, including finance, marketing, human resources, etc. This paper will provide a quick overview of the digitalization of human resources and provide examples of firms who are implementing this strategy. Digitalization is the process of establishing a business culture that relies heavily on technology. The practice of utilising social media, cloud computing, analytics, mobile, and other tools to improve HR's effectiveness, efficiency, and connectivity is known as "digital HR." HR functions including hiring, performance management, pay, on boarding, training & development, etc. are all becoming digitalized. As they say, everything has advantages and disadvantages.

PURPOSE:

- To track down the essentials for digitalisation in HR
- To comprehend the benefits of digitalisation and difficulties looked in utilization of digitalisation in HR
- To recognize different HR rehearses wherein digitalisation can be conceivable
- To drill down various devices accessible in market for utilization of digitalisation in HR

Procedure:

The research design was descriptive. In an elucidating plan, a scientist is exclusively keen on portraying what is going on or case under their exploration study.

Optional information assortment strategy was utilized: The review comprises of survey of articles and diaries referred to in the data sets, for example, shrm.org, Sage, Science Direct, Springer connect, toolbox.com, Deloitte Bits of knowledge on HR and Innovation. Additionally investigating of writing, drawing the discoveries and further exploration bearings was finished. A comprehensive literature review was carried out in order to accomplish the stated objectives and respond to the research questions. Based on writing, a reasonable system was likewise shaped and further point by point clarification is finished in this paper.

First how about we start with understanding what digitalization is. In a nutshell, then, "digitalization" refers to the process of converting text, images, or any other kind of data into a digital format that can be processed by a computer. Presently further explaining, digitalization is the utilization of computerized advances and digitized information to impact how work finishes,

change how clients and organizations draw in and associate, and make new revenue sources carefully. Everything revolves around innovation, information, process, and authoritative change.

□ As per Dave Ulrich, the advanced HR excursion of any organization includes four stages:

HR effectiveness • Here, businesses make investments and develop HR process management software.

HR viability • Here innovations is utilized to cutting edge rehearses for example, staffing, execution the executives, correspondence and work.

Data • Here data is shared for advantages of business. Inner and outside information is consolidated and made feasible for individuals' examination.

Association/ Experience • At last advanced HR like informal organizations, encounters, innovation, and so on. It is utilized to make an association between individuals

Different HR the executives entryways are superb instruments to work on representative's commitment inside the organization and makes their experience commendable. This kind of devices incorporates everything which a worker could require like admittance to record protests, pay slips, apply for leave, manuals, contract, task sheet, execution sheet, corporate schedule of occasions, rundown of occasions, and so on.

The following are a few of the portals:

□ Execution the executives instruments like impraise gives HR and workers a computerized criticism experience.

□ Candidate global positioning framework helps HR in naturally sifting through the terrible or unsatisfactory applicants utilizing catch phrases and information.

□ Rather than physically strolling each fresh recruit through a lot of on boarding desk work, on boarding programming totally robotizes and digitizes the cycle.

□ Progression arranging frameworks can convey information on worker execution, individual profession objectives, and authoritative abilities holes to give groups more data to help in their advancement choices.

Review of Literature:

(**Samson, 2020**), conducted a study on the effectiveness of digitization of HR management and its upward trend. Digitization has been found to enable HR professionals to attract better talent, closely monitor employee performance, anticipate their training needs to be proactive, encourage engagement by identifying and recognizing the potential of each employee.

(**Maria, August 2020**), conducted a study on the digitization of human resource management and a study on the success factors and consequences during the past decade. The TOP model developed by Bondarouk and others (2017) was used to classify factors influencing the success of HRM digital transformation. Based on this analysis, conclusions were reached that digitization is becoming an increasingly important HR function. The latter actually has the opportunity to simplify, speed up and save on the operations performed. However, these positive effects of digital transformation must be weighed against other negative effects, such as information security issues or employee and proper use of digital tools.

(**Ardelin LUMI, 2020**), conducted a study on the effects of digitization on staff development. It has been noted that the process of recruitment and selection has changed, with digital platforms, international connections, globalization, social networks and many other influencing factors, education and digital forms of communication have shown their importance even in crisis and pandemic situations.

(**Dr. Roberta Fenech et al, 2019**), conducted research on the changing role of HR in the age of digital transformation. The result of the thematic analysis shows two main approaches to the digital transformation of HR managers. The main topics are: Personnel planning; Recruitment and selection; Management of rewards; Results Management; Employee Relations; Culture; Health and safety; Training and development. Widespread use of e-learning is the finding of this survey of 4,444 organizations undergoing digital transformation.

(**Shawn Mike, August 2019**), published an article on How is HR evolving with technology? In terms of Bridging the Communication Gap, Easier to Analyse Employee Data (Software and Apps Make Analysing Employee Performance Data Easier and Less Complex), Easier Recruiting (Companies Have Automated Matchers That Identify Candidate Skills and Resumes), growing efficiency (data is stored more systematically and is easily available when needed) and security concerns are the most important digital advances in HR.

(**Tanvi Rana, January 2019**), conducted a study on "Digitization of HR Practices - An Emerging Trend" on research needs, current role and functioning and effective implementation of digital transformation in HR practices in India. The results of this review seemed to indicate that many studies have focused on the importance and benefits of e-HRM for HR and HR.

(**Hafinas Halid et al, 2019**), conducted a study to investigate the relationship between digital HR and organizational performance. The results show that the following elements were necessary to

make a change in HRM: digital workforce (the organization must be digital to connect with the digital worker), digital work and task (organizations must integrate digital elements into work processes and from routine manual work. to digital work), digital support management (digital technologies that support HR functions such as payroll, performance management, training and development, etc.).

(**Neeraj, 2018**), conducted a study to examine the role of digitization in human resource management. The literature review was found to produce three areas of focus that can be briefly called "digital workers", "digital work" and "digital worker management".

(**Mr.Eshan M R et Dr. Binoy T A, 2018**), conducted a study to investigate the role of digitization in HRM of star hotels. It was found that the advanced technology of personnel management leads to a reduction in the costs of data stored in the personnel management department, saving time and reducing duplication, transparency of the system, and the employee can develop his skills, knowledge and career by following the updated innovative digital practice.

(**Hazel Davies, 2018**), in the article "Innovations in HR Management" noted some very interesting innovative HR practices that HR managers use, such as: Recruiting Chatbots (Chatbots help recruiters focus on other management tasks, send exams, to answer). FAQs and streamline processes), employee engagement software (eg software like Culture Cloud, a suite of apps and services designed to work together to help people succeed at work), Lighting, peer recognition, mental health guidance, etc.

(**Roma Tripathi et Pooja Kushwaha, 2017**), conducted a study on innovative practices in digital HRM. Recruitment and selection through social networking sites like Facebook, LinkedIn, Glassdoor, Skype (video conferencing) etc. as a recruitment tool. Payroll software that integrates reward management, job evaluation, salary structure, salary surveys, salary planning, electronic marketing pricing, incentive compensation, team and individual recognition, etc.

(**Dr Anita Sharma, 2015**), conducted research on the role of digitization in HR work. Data was collected from 100 respondents in Jaipur city through questionnaire. The main goal was to find the effectiveness, awareness and future of digitization in the HR field. The study concluded that the digitization of the HR sector contributes to recruitment, selection, training, bright future of employees and reduction of production costs.

Conceptual Framework

The requirements for the digitalization is;

1. Digital Workforce: The old quote “change is the only constant” is truer today than ever. Expect a change. If the organization is on the way to a digital transformation or has already digitized its activities in the field of HR and if the employees or HR managers are not efficient enough to deal with digitalization or do not have enough knowledge about the use of technology, software, etc., then such a digital transformation is a big mistake or failure. From the point of view of digitalization, a digital workforce is therefore extremely necessary.

2. Digital Work and Task: Organizations must integrate digital elements into work processes and transform routine manual work into digital work. Employees seek purpose in their work and are reluctant to use new technology if the work itself or the content of the applications they interact with is not sufficiently interesting, relevant and motivating. Organizations must also use digital tools and media to connect and communicate with employees.

3. Digital Support Management: This includes the design, implementation and use of digital technologies to support HR functions such as onboarding, recruitment, payroll, compensation and rewards, performance management, training and development, etc.

Tools used for Digitalization:

RECRUITMENT and SELECTION:

Digitization of recruitment and selection covers all processes from sending job requisitions to obtaining resumes and finally their selection and appointment. This can include electronic signatures and self-service applications that allow a job seeker to complete their job application entirely online or using a mobile app. Video communication software such as Zoom, Cisco, Microsoft Teams and Skype make it easy for remote teams to connect and adapt to projects and tasks. Employment platforms like Indeed, Shine, glassdoor, etc. have made it easy to find and hire freelancers or contract workers.

Chatbots like Wade and Wendy, where Wade helps employees with their career strategies and opportunities within the company, while Wendy chats with candidates and helps them understand the company's culture, job opportunities, and hiring process. The Firstjob Mya chat can eliminate up to 4,444 75 percent of the questions people have during the hiring process. IBM supports the

use of CHIP (Cognitive Human Interface Personality), a cognitive assistant that can solve various personal problems. CHIP is a smart chat (available via computer, text message, and soon voice chat) that recognizes the 200 most frequently asked employee questions (eg, "Tell me about my vacation benefits" or "Find me a digital marketing specialist").

The talent management dashboard gives recruiters and recruiters a comprehensive view of their talent pool.

ONLINE:

A reliable onboarding process can improve retention by up to 82%. Boardon-A's 2017 onboarding program allows anyone to customize the onboarding experience for each recruit and gain analytical insights into the onboarding process.

An app called Embark helps employees learn about their new jobs, embrace company culture and meet online with Teams.

EMPLOYEES ORGANIZATION:

Communication tools like Slack, Facebook's Workplace, Microsoft Teams and many other similar platforms are used every day to engage employees.

IBM has continued to improve their processes so that they now support AI tools to give team leaders insight into how their teams are doing, help them identify barriers to performance or retention, and engage them in solving them through training, recognition or team building exercises. . .

RECOGNITION TO COMMON:

Peer evaluation means giving positive feedback publicly to colleagues. Simply put, this means that any co-worker, be it a manager, can praise colleagues for a job well done.

Kazoo, Kudos, Reward gateway etc are examples of this type of software.

MENTAL HEALTH PREPARATION:

□ Employees now expect companies to care about their overall well-being, including mental health. According to the WHO, every dollar invested in treating common mental disorders can generate a return on investment of \$4 in improved health and productivity. Spring Health's platform does a great job of addressing mental health issues in the workplace. It uses data for early detection and helps 4,444 workers access resources in their recovery. And of course, it's HIPAA compliant.

□ A chatbot called Woebot is specially designed for mental health training.

E-LEARNING PROGRAM/APPLICATIONS:

□ Gamification of training and learning uses psychological cues to motivate employees to complete training and upgrade their skills.

□ Today companies use programs like Coursera, Upgrad etc. to help their employees gain advanced education or job skills.

COMPENSATION MANAGEMENT SOFTWARE: 4,444 □ Compensation launched Glassdoor's Know Your Worth and LinkedIn Salary, which leverages connections with vendors like Salary.com and Payscale, which aggregate compensation data for all to see. 4,444 Awards Serving more than 8,000 clients worldwide, Salary.com offers the award-winning CompAnalyst platform, which unifies compensation data management and labor-intensive compensation processes such as survey participation and management, salary structure modeling and salary reporting.

PERFORMANCE MANAGEMENT:

□ Today's performance management technology enables organizations to enable their employees - and their managers - to give and receive continuous feedback. The software tracks people's progress and provides valuable information about their progress. This helps managers support their employees when needed. It also creates a culture of mentoring among peers.

HR TRENDS: 4,444 1. Artificial Intelligence in Recruitment: Artificial intelligence analyzes an applicant's sentences and facial expressions to see if they are appropriate and can reduce wage discrimination and create a diverse workforce.

2. HR Technology Telecommuting Innovations: Signs that the telecommuting trend will continue after the pandemic is over. In addition to the wide selection already available for remote work.

3. Performance and Wellbeing Management: Technology enables managers and employees to regularly monitor, creating a cycle of expectation and feedback. Employees are more aware of their performance and managers can be more precise about their expectations.
4. Data protection: HR technology must keep documents centralized and organized. Meanwhile, features like digital signature can keep contracts and payroll secure.
5. Digital learning, training and development: In short, companies want platforms where they can share files and resources, automate workflows and support employees to achieve professional development.

Findings

It was concluded that the digital workforce, digital work and tasks, and digital HR management are very important from the point of view of digitalization, because the digitalization of the HR field changes the nature of work and the entire structure of the organization. Otherwise, it will fail or lead to the decline of the company, as happened with Toyota, where HRM failed due to Toyota's rigidity to traditional HR practices.

- It has also been noted that today most companies use chat rooms, social networks and employment platforms to recruit employees.
- Even onboarding platforms help newcomers learn about their new jobs and embrace the company culture. And one study even found that a reliable onboarding process can improve retention by up to 82%.
- In today's digital age, the main trends of 2021 are online learning or training, mental health monitoring, remote work and performance and wellness management, especially due to the pandemic, both of these factors have become very important.
- Negative effects such as data flow or privacy, insufficient training of employees in the use of digital HR tools, high fees charged by software companies for HR software, etc. must also be considered and solutions or alternatives must be provided them.

CONCLUSIONS

- Today, HR management is constantly and rapidly developing. It has evolved so much from a mere support function and is now designated as the leader of digital transformation in several organizations around the world. HR managers are now under pressure to be digital, not just digital.

□ The process of digital conversion is not easy at all. It is built for a period of effort. Right now, HR needs to focus more on recruiting the right talent, experimenting with digital programs and software, creating a rewarding employee experience, continuously engaging employees, etc. A new breed of HR software is entering the market, including mobile, artificial intelligence, gamification and consumer apps. like experiences that help HR close the gap in real time.

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