



ADOPTION OF RECENT TECHNOLOGICAL TRENDS FOR SURVIVAL AND SUSTAINABILITY OF HR PRACTICES

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Abstract:

Digitalization and sustainability are two of the most powerful market influences in today's corporate practices. COVID-19 has created a sense of urgency for businesses to achieve one through the other. Because Digital Transformation impacts the Sustainability aspects of doing business. This is very important for organizations since consumers, share-holders and other stakeholders have visibility to business impacts on Brand Value, Revenues and Company Valuation. It is important to understand the link between Digital Transformation and Sustainability and the research aims to find out this.

The research methodology used data collection from two methods - Primary Data and Secondary Data. For Primary Data, Survey Questionnaire method was used and for Secondary data, materials collected from books, Research Paper, Articles, Journals and Business Magazines were used.

The research concluded that digital literacy is still low among employees, both in respect of recent technologies as well as its usage to bring about changes at the workplace. Digitalisation has helped business in operational efficiencies.

Keywords: Digitalization, Digital literacy, HR Technological Trends, Sustainability

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Introduction:

Digitalisation is a complex and dynamic process. It is often regarded as the fourth new innovation in human history. In this new age of technology revolution, Digital Transformation is the new way of doing business by using Digital technologies such as Cloud, Big Data, Mobile computing, Social computing, and Analytics. These innovations has resulted in significant improvements in Operational Efficiencies and Customer Experiences.

We are seeing a lot of changes in the way people were working and the way they are working or will be working in future. The COVID 19 pandemic has forced people to go through this transformation. Social and political disturbances, work-life fusion and hybrid work have added a new layer of pressure on the current role. Many employees are working in a hybrid world with more choices about where, when and how much they work. So the



responsibilities of managers and the number of workers who report to them have skyrocketed, making their task more difficult and complex. Traditional managerial success was based on the ability to manage and evaluate employee performance. This has shifted. HR executives will hire and develop managers who are poised to be great coaches and teachers, and operate with empathy. Empathetic leaders are respected and in demand than ever before.

Smart machines are getting smarter. They are doing all tasks as well as doing things which were thought to be impossible by machines. We are using technology in day to day life as well as in the workplace. It has undergone a major transformation. A good leader takes the organization to another level. Proactive leaders must investigate how the regular use of AI, smart software, robots using cloud communities, open applications and personal virtual assistants are helping us to do work in an efficient manner.

There is always a cost attached to it when we use these infrastructure in our workplace. Leaders need to weigh if the benefits are far beyond its limitations. Digital literacy and changing the mind set of people is the most difficult task but it is the need of the hour if we want to bring changes in the work strategy. High-performing employees should be encouraged to create and share AI tools or personalized portfolios of apps, tools and smart technology to gain competitive advantage over firms.

Technological Trends in HR Practices:

1. Big Data:

Big Data refers to complex and large data sets that have to be processed and analyzed to uncover valuable information that can benefit businesses and

organizations. It refers to a massive amount of data that keeps on growing exponentially with time. It is so voluminous that it cannot be processed or analyzed using conventional data processing techniques. It includes data mining, data storage, data analysis, data sharing, and data visualization.

2. Artificial Intelligence:

Artificial Intelligence is one of the major innovations as well as the majorly used technology in recent times. It is used in the following ways in HR practices.

- Hire the right talent and provide them with the necessary support
- Used to automate, speed up and accomplish a set of repetitive low-value task
- AI-powered chat bots handling all the queries and everyday problems, thereby saving HR department time.
- Helps HR teams personalise their on boarding process to cater to each employee according to their position.
- Helps in automatic form filling and granting device request.
- Devices powered by AI can know the mood, anxiety and stress levels of the employees through their voice and expression.
- Training is a big responsibility. AI tools helps in finding the each learner learning style and devise course accordingly (Manisha Kelkar, 2021)

3. Mobile Applications:

The growing adoption of mobile HR applications features research on trends in more than 30 human resource technologies. The study found that mobile-enabled HR process adoption has increased by 67 percent since 2012. The most popular mobile-enabled HR processes are:



1. Payroll services, such as viewing a pay check or making changes to exemptions.
2. Recruiting/talent acquisition.
3. Performance management systems, in which employees view and respond to appraisals and managers participate in related workflow approvals.

(Crestone, 2013-2014)

4. SaaS in HR Practices:

SaaS stands for software as a service. It's one model for how tech companies can *distribute their software products*. This type of distribution allows for the system and the data it holds to be accessed from any internet-enabled device. SaaS is also commonly referred to as “web-based platforms”. **SaaS HR software** provides business owners with the ability to control every aspect of their employee management tasks online. With this system, HR departments can eliminate human-errors and mundane tasks such as wrangling multiple spreadsheets and managing time cards for

employees' attendance. It also helps to prevent paper personnel records from bursting out of overloaded filing cabinets.

Top 5 SaaS HR solutions are:

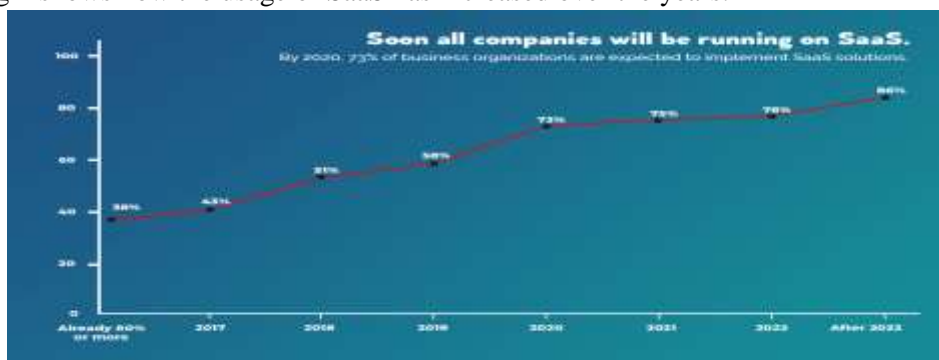
- Oracle Fusion Cloud HCM
- Dynamics 365 Human Resources(Microsoft)
- Sage HR Solutions
- BaboohR
- Hibob HRIS Software

(Science Soft Professional Software development, n.d.)

Organizational benefit of SaaS based HR Software

- Time Saving
- Budget- Friendly and Scalable
- Unified hub for all your HR data
- Low Cost of Entry
- Low Risk
- More Secure

Fig 1 shows how the usage of SaaS has increased over the years.



5. Social Media:

Social media is changing the way organizations track and hire candidates. It has a critical role to play in enabling businesses to reach their HR objectives, such as recruitment marketing.

6. Bring Your Own Technology(BYOT)

Bring your own technology (BYOT) is a developing phenomenon in enterprise IT in which a company's executives and employees choose, and often buy, their own computer devices. BYOT mostly applies to mobile devices such as smartphones and tablet computers (Techopedia, n.d.). Organizations are



jumping the BYOT bandwagon looking to reap the benefits it delivers. The cost-effectiveness of BYOT is poised to keep this trend thriving in the coming years. In addition, employees have fallen in love with BYOT as it supports their desire to achieve a better work-life balance.

7. Wearable Technology

Wearable technology known as "wearables," is a category of electronic devices that can be worn as accessories, embedded in clothing, implanted in the user's body, or even tattooed on the skin. The devices are hands-free gadgets with practical uses, powered by microprocessors and enhanced with the ability to send and receive data via the Internet. (Investopedia, n.d.)

Wearable technology has crept into modern workplaces, and many organizations are already leveraging its capability. Businesses are considering the implementation of this innovative technology, must do due diligence to reap maximum benefits. (Watson)

Limitations of the HR Technological Trends:

Data is the key ingredient for AI, and its quality is of paramount importance. If the data injected isn't good, the results will be vague or distorted. Company websites have to be revamped and modernized on a regular basis. And let's be realistic about it, making a chat bot will cost you around EUR 100,000, while redoing the corporate website will be ten times more expensive. And a chat bot is the 'in thing' and gives you a modern image, there's a lot of hype, and – what's more – it's visible for the company! It's something that can be seen!"

Investing in AI can be costly, with HR managers concerned about budgets and returns on investment.

Big data is the way to go for HR professionals that need to implement evidence-based recruitment, retention, and performance measuring. Big data is opening a new horizon, allowing HR leaders to make critical business decisions using the available vital data. Most companies have started leveraging big data analytics for HR work, but there is still a lot of room for improvement. SaaS based HR Software is Internet Dependent. So we have less control and have less scope of customization.

Literature Review:

1. The IT industry and the IT-enabled services in India face high labour costs, global competition and the rapid adoption of technological advancements, making them particularly to job loss and replacement.

By Christophe Gironde Gilles Carbonnier "The ILO @ 100: Addressing the Past and Future of Work and Social Protection, 2019"

2. The "internet of things", "big data" and "cloud computing" will affect how we work, but robotics, 3D printing and machine learning will affect how we both do our work and how many jobs there will be. Regardless of any exaggeration, artificial intelligence means that it is no longer just routine jobs that are threatened by new technology.

By David Peetz in his book, "The Realities and Futures of Work"

Objectives:

1. To study the recent technological trends in HR practices.
2. To find out how these technological developments have helped HR department in the Survival and Sustainability of HR practices.

3. To make a comparative study of the benefits and limitation of Digitalization.
- Limitation of Study:**
1. The Research is limited to category of working professional who are my known contacts in Mumbai Suburbs, some parts of United States and United Kingdom.
 2. The sample size is limited due to limited time to collect.
 3. The survey questions did not explore the challenges encountered and the change in employee mind set required to adopt these technological advancements and digitalisation in various HR practices through new ways of working.

Research Methodology:

RESEARCH UNIVERSE	MUMBAI SUBURBS, SOME PARTS OF UNITED STATES AND UNITED KINGDOM
SAMPLING METHOD	PURPOSIVE SAMPLING-WORKING PROFESSIONALS
SAMPLE SIZE	60
METHOD OF DATA COLLECTION	PRIMARY DATA & SECONDARY DATA
METHOD OF PRIMARY DATA COLLECTION	PRE-STRUCTURED QUESTIONNAIRE
METHOD OF SECONDARY DATA COLLECTION	MAGAZINES, ARTICLES, RESEARCH PAPERS, BOOKS

Data Collection and Interpretation:

1. The survey shows that
 - 58.3% people are aware of BIG Data.
 - 41.7% are not aware of BIG Data.
 - 43.3% are not aware of the usage of BIG Data in their organization.
 - 41.7% believe BIG Data has improved performance management.
 - 33.3% believe it has helped in critical business decisions.

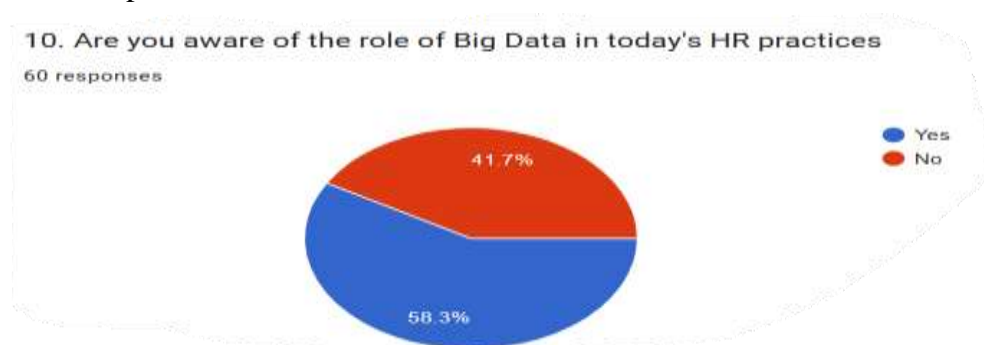


Fig 2.1

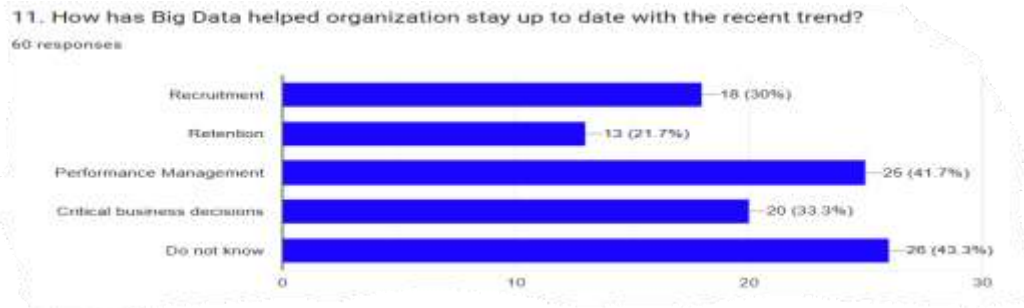


Fig 2.2

- HR Analytics has helped people in different ways.
 - 48.3% people believe it has increased Employee Engagement rating.
 - 20% believe it was helpful in handling turnover.
 - 18.3 % believe it has reduced the time to hire.
 - 13.3% believe it has reduced the recruitment cost.

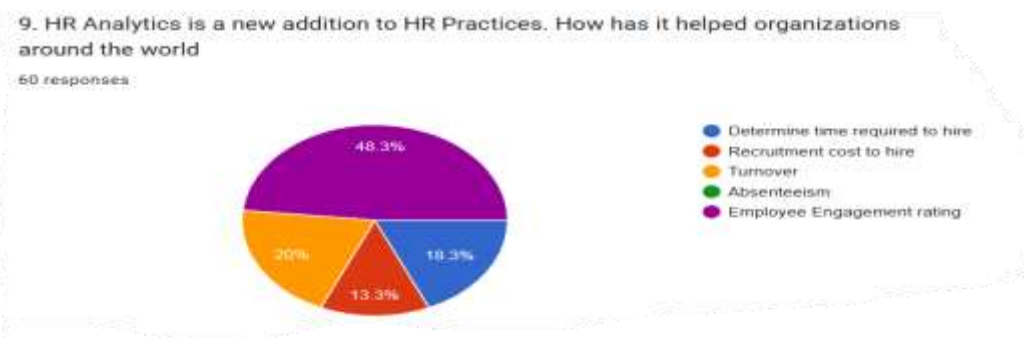


Fig 2.3

- Survey shows 88.3% people believe mobile apps is the future of work
 - 11.7% still do not believe in this concept.

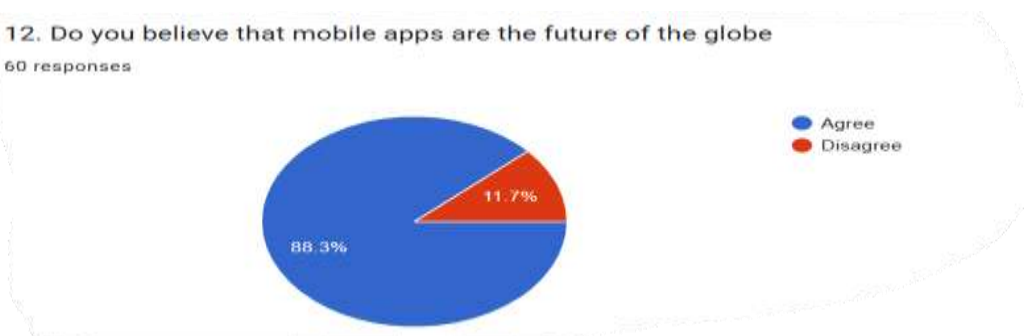


Fig 2.4

- 43.3% agree that BYOT can bring great changes.
 - 43.3% agree to some extent in this technology.
 - 5.1% disagree that it cannot bring great changes.
 - 8.3% people are unaware of this.

14. Do you believe BYOT (Bring your own technology) can bring great changes in the way we work and manage people well

60 responses



Fig 2.5

4. 46.7% have experienced loss of private data due to digitalization.
 43.3% have risk of security
 36.7% it is a distraction from work and study.
 31.7% have experience social isolation.

19. In what way has digitalization been disadvantageous to you and your work

60 responses

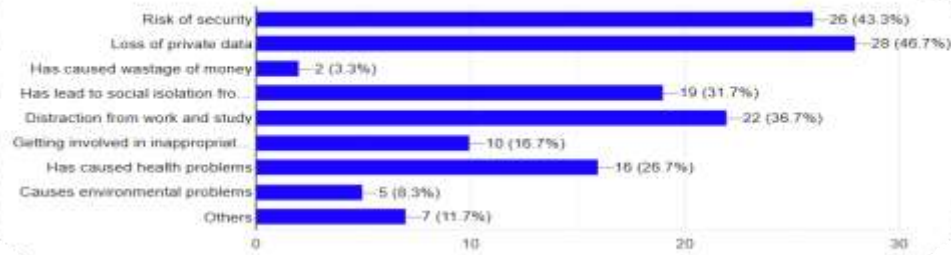


Fig 2.6

5. 63.3% people opined that digital literacy is major reason behind digital gap.
 28.3% believed low literacy and income levels.
 26.7% believed lack motivation to use technology.
 25% believed lack of physical access to technology.

20. What is the major reason behind digital gap

60 responses

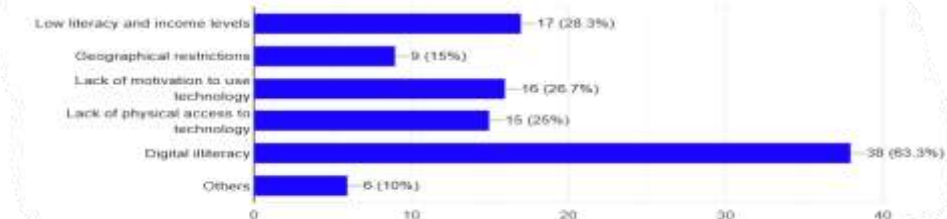


Fig 2.7

Findings and Conclusion:

- The researcher found that Digital literacy is the first step for further digitalisation to

generate interest and motivation in the adoption of these technologies.



- Recent HR technologies has helped organization in reducing their Cost, increasing the efficiency and increased Employee Engagement.
- Digitalisation is the need of the hour for business sustainability and market competitiveness as its benefits are far reaching.
- Though there are few concerns on data privacy and security, these can be overcome through proper controls and organisation cyber security and data protection policies.

Scope of further Research:

- Further research needs to be done to find out the best methods to quantify the benefits to the organisation in bringing down cost, increasing operational efficiencies and making it a better workplace so that company can better plan to invest in these technologies.
- Also research needs to be done to understand change in mind set required in employees to adopt these digitalisation and overcome the initial resistance and fear.

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