
A STUDY ON BRANDING OF HUMAN RESOURCE TECHNOLOGIES AND ITS EFFECT ON EMPLOYEE PRODUCTIVITY

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Abstract

Development and marking of HR innovation is getting imperative for corporate human asset the executives. Marking of HR-advances are consequence of reception of imaginative act of HRM and the board business maintainability. Because of violent rivalry, progressing endeavor to react to such rivalry by the organizations and HR professionals are considering marking their imaginative methods. As a rule, experts are contemplating protecting of such strategies. HR advancements and marking angles are gradually drawing consideration among the companies in India. Financial business sectors have changed. The world is by and by level, and that requires more from staffing than the authoritative cycles left over from the modern age can give.

Key Word: HR-technologies, turbulent competition, Economic markets.

I) Introduction

Over-focused and over-checked HR experts must acknowledge that innovation without help from anyone else is never an answer, but instead a part of an answer. Hence and this explanation alone, merchants are not exclusively to fault for the present status of innovation to help the staffing capacity. Merchants have conveyed what economic situations would permit. As was communicated seven days prior, the deficiency for where we are today lies comparably on everyone's shoulders. Corporate staffing pioneers have focused in on association and steady capability gains while disregarding the suitability of their systems at adding to business objectives.

The branding was "It starts with me" - the emphasis was on getting employees to take responsibility for their own career and personal development within the framework of strategic competences linked to our business goals. It was successful in terms of mobilizing employees and workgroups to align themselves with the overall business goals during a time of significant change. All branding appears to have a limit in terms of its usefulness and impact.

Corporate staffing pioneers have focused in on association and consistent efficiency gains while dismissing the amplexness of their structures at adding to business objectives. Staffing pioneers must beginning architecting another assortment of staffing systems — one aware of the work needs of a front line affiliation and arranged beginning from the most punctual stage to add to the top line of the affiliation. Thinking about new models, staffing pioneers must look to technologists to enable those systems, and enroll the financing to pay for the progression required. The business case will be made on responsibility, not cost capability.

HR is progressing into a more advancement based calling since affiliations need to:

- Streamline HR quantifies and lessens administrative loads.
- Reduce HR organization and consistence costs.
- Compete all the more viably for worldwide ability.
- By and enormous, specialists are pondering permitting of such methods. HR progressions and stamping points are steadily drawing thought among
- Enable HR to change so it can accept a more crucial part in the business

II) The Objectives of the Study

- The concept of Branding of Human Resource Technologies
- The issues and challenges in Branding of Human Resource Technologies
- Effect on employee productivity on Human Resource Technologies

III) Research Methodology

The idea of information utilized in this investigation was principally auxiliary information. The information principally comprises of broad survey of existing writing involving Journals, web, Books, recently directed examination in the field, sites committed for culture and variety, magazines and so forth.

The information essentially comprises of broad survey of existing writing including Journals, web, Books, recently led research in the field, sites devoted for culture and variety, magazines and so on. This had empowered to recognize the predominant holes in the current writing and incited me to embrace this research.

IV) Branding of Human Resource Technologies

Concept and Process of Branding HR technologies

The term brand associates with 'labeling and imprinting'. Chandra (2007) defined branding of human resource function as 'The identification, creation and implementation of the values of Human Resource Functions so as to create a felt need and identity of function'.

Process of HR innovation and branding

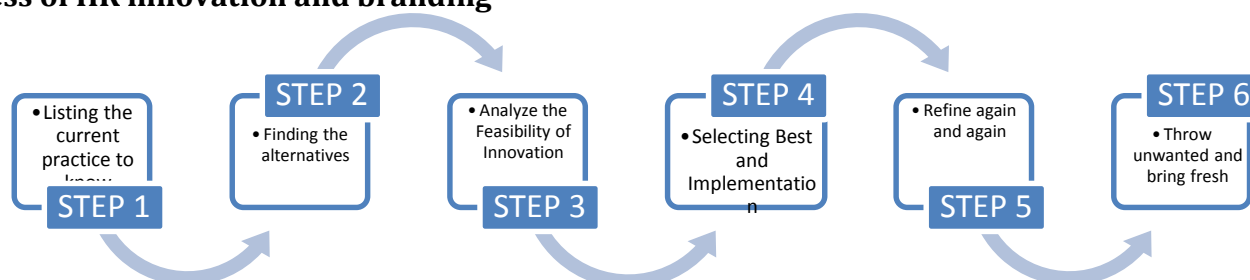


Fig. 1 (Source: Author)

Table 2 (Source: Author)

STEPS	INFORMATION	DETAILS
STEP 1	Listing the current practice to know present	List the current practice and their features -list process involved in carrying out -list what is achieved by this -list what really needs improvement
STEP 2	Finding the alternatives	Start an idea generation stage to know the various alternative ideas- Brainstorming
STEP 3	Analyze the Feasibility of Innovation	Check the feasibility- -whether they can be implemented, -whether fit well with organization culture and structure
STEP 4	Selecting Best and Implementation	See the distinction -assess up-gradation of new version -find the new aspects -name the product (brand) -market it
STEP 5	Refine again and again	Observe what attributes are missing in new HR products
STEP 6	Throw unwanted and bring fresh	Watch internal customer of your HR brand -how internal customer view your HR function -find broad based definition of your HR product.

➤ **Factors that Influence Employer Branding**

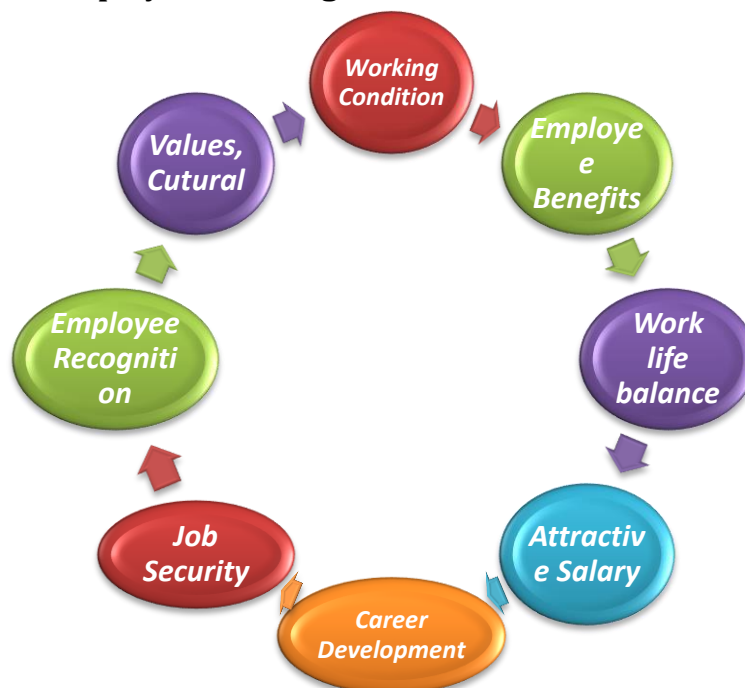


Fig. 2. Source: Author

- ❖ **Working Condition:** Selecting Right candidate for the right job position is an important part of HR. By selecting right candidate every organization also need to provide Good working condition for the employee. If any organization is providing good working condition for employee it will automatically spread good branding about employer.
- ❖ **Employee benefits:** If employer provides all the benefits to the employee it will give satisfaction to all employees to work with such employer. Employer give PF, ESI, Gratuity, Compensation etc benefits to employee then it will be reflected in the employee behavior. It will lead to good branding of employer.
- ❖ **Work Life Balance:** Provide a good quality work culture to employee will motivate them. It is necessary now days to have a good balance between Work life and Family life. If employer provide good working condition and other benefits along with the time consideration then employee can manage both well.
- ❖ **Attractive Salary:** Compensation and pay packages plays vital role in employee engagement in any organization. If organizations are paying attractive packages in terms of monetary and non monetary benefits to its employee then it will automatically attract the best talent. This will lead to employer branding in all the aspects.
- ❖ **Career development:** Providing career guidance will lead to motivate the employee. If employer is taking good care of employees in terms of career and providing better opportunities to grow further in terms of self development will lead to employee satisfaction.
- ❖ **Job security:** Every employee looks for Job security in each type of organization. So if any organization provides a better job security to employee will lead to have good employer branding in market. It will help to attract best talent from the market also to retain the same for the longer term.
- ❖ **Employee Recognition:** If any employer gives timely recognition to its employee will able to manage and sustain best talent in an organization.

❖ **Values, Culture:** The organization culture plays vital role in any organization for its development from employee perspectives. This will lead to have employer branding in market due to a good values and culture followed in organization.

V) Innovation is Changing the Face of HR

As indicated by the 2019 HCM Trends report from The HR Federation, an organization of driving HR market experts, worldwide HR innovation funding has topped \$3.1 billion this year, more than triple the sum put resources into 2017. While there's a scope of advancements, probably the most fascinating — and problematic — models are fueled by man-made consciousness and robotization.

✓ Artificial Intelligence helps in Making Recruitment Smarter

Selecting recently recruited employees is a tedious and exorbitant cycle, however because of robotization and AI it's getting simpler to discover gifted individuals who are an extraordinary fit for your organization. From automated resume screeners to robot examiners, a convergence of these tech answers for enrolling has hit the market.

✓ Compliance Is More Efficient and Sophisticated

Staying pleasing has routinely been a huge test for HR gatherings. Laws and rules are ceaselessly changing and every now and again require colossal proportions of work area work and information. Consistence once required affiliation and committed IT amassing limit, yet cloud-based game plans have streamlined the cycle.

✓ Better Performance Management achieved through analytics

Execution the board has for some time been a significant HR work. HR geniuses have driven the cycle, observing execution, gathering administrative criticism and encouraging standard representative audits. Innovation has smoothed out the cycle and killed a great deal of superfluous advances, yet the following information driven period of execution the board has arrived.

✓ Boosts Diversity and Inclusion with Analytics

McKinsey & Co.'s 2017 Diversity Matters II report says there's a positive correlation between a more ethnically and gender-diverse leadership team and an increase in profits. Purchasers are additionally more regularly searching for organizations that esteem variety and that will affect selecting techniques.

"For instance, organizations can utilize individuals investigation to get a more clear perspective on compensation holes and inconsistencies so they can make a superior showing to advance reasonable compensation remuneration."

✓ Strategic Role for HR with Technical Innovation

Advancement has given HR specialists instruments that reduce the time they need to spend on administrative tasks, allowing them to focus in on issues that require more elaborate thought.

Prior to flexible applications and circulated registering, HR was portrayed by stores of managerial work and a reliable fight to remain mindful of consistence, enlisting and incessant heaps of agent information. By smoothing out obligations like enlistment, record keeping and account, advancement has generally improved profitability, accuracy and even delegate soul.

❖ Using HR Technology

✚ E- RECRUITING

✚ E- SELECTION

✚ E- LEARNING

✚ E- PERFORMANCE MANAGEMENT

✚ E-COMPENSATION

✚ E- BENEFITS

VI) The issues and challenges in Branding of Human Resource Technologies

At the point when an association embraces a HRIS, that arrangement may have underlying cycles and strategies that are not viable with existing practices and corporate culture.

Table 2 (Source: Author)

HR PROCESS USING TECHNOLOGY	USAGE	Potential Pitfalls
E- RECRUITING	<ul style="list-style-type: none"> • Improve enlisting productivity and diminish costs • Increase quality and amount of candidates • Establish, convey and extend brand personality • Increase candidate accommodation 	<ul style="list-style-type: none"> • Increase in application amount, however not application quality • Loss of individual associations with candidates. • Diversity issues and danger of antagonistic effect
E- SELECTION	<ul style="list-style-type: none"> • Reducing the time and assets needed to deal with the determination cycle. • Increasing adaptability in determination test organization. • Improving the utility of determination tests. • Enhancing an association's capacity to give versatile testing of candidates 	<ul style="list-style-type: none"> • Security of substance • Cheating • Privacy and security of reactions • Legality of screening and choice tests.
E-Learning	<ul style="list-style-type: none"> • Reducing training costs • Increasing worker adaptability and authority over learning • Better tracking and management of employee training 	<ul style="list-style-type: none"> • Not everybody is prepared for e-learning • E-learning can be confining • E-learning can lessen profession upgrading organizing. • Not all preparation should be on the web • E-learning doesn't mean essentially putting existing materials on the web.
E- Performance Management	<ul style="list-style-type: none"> • Improving admittance to execution information • Providing information that can make PAs more goal and important • Reducing predispositions in evaluations • Linking execution data to other HR information 	<ul style="list-style-type: none"> • Production increments, yet quality reductions • "Objectiveness" can exceed significance • Job unpredictability versus execution desires.
E- Compensation	<ul style="list-style-type: none"> • Pressure to contain work costs • Increasing representative information on outside market pay information. • More quick recognizable proof of lacking compensation structures. 	<ul style="list-style-type: none"> • E-pay is just in the same class as the information put away in the framework. • Substituting innovation for judgment • Letting the framework or merchant decide your pay procedure
E-Benefits	<ul style="list-style-type: none"> • Outsourcing HR Practices • Time management • Worker Management of E-Benefits 	<ul style="list-style-type: none"> • Websites can't supplant gifted staff individuals. • An association can't rely only upon the site to convey complex advantages data.

VII) Effect on employee productivity on Human Resource Technologies

Advancing Your Results When Implementing HRIS in E-HR for worker profitability

✓ Redesign and smooth out HR measures while executing e-HR gadgets.

✓ At the moment that an affiliation grasps a HRIS, that course of action may have understood cycles and methods that are not feasible with existing practices and corporate culture. It will assist with evaluating the representative efficiency.

✓ Robotize fundamental HR definitive tasks and use the HRIS to support managerial dynamic.

✓ Communicate with agents so they perceive how and why e-HR data are being assembled and used.

- ✓ Use data from the HRIS to ask more eccentric and key HR requests.
- ✓ Engage laborers to control their own data through the HR site and agent crucial HR trades to laborers. In case delegates can't find what they need on the site, they will call HR.
- ✓ Balance innovation with individual to-individual contact. Do whatever it takes not to let advancement manage the relationship with your delegates.

VIII) Conclusion

Human resource information systems have essentially adjusted how HR organizations are passed on and directed by affiliations. Convincing use of HRIS can make HR staff more capable and better instructed and better prepared to pass on how they increment the estimation of the business. As the evaluation shows, affiliations that join practical HR the board measures with weighty HR advancement are likely going to be more beneficial and more productive. The test for HR goes to manage this advancement to increase the favorable circumstances while restricting the traps in transit with the sufficiency of delegate points of interest.

HR is advancing into a more innovation based calling since associations need to Streamline HR measures and diminish managerial weights. Contend all the more viably for worldwide ability. Idea and Process of Branding HR advancements examined in detail with the means. The Factors that Influence Employer Branding like working conditions, worker advantage, representative acknowledgment and so on clarified in the examination. As per the 2019 HCM Trends report from The HR Federation, an organization of driving HR market examiners, worldwide HR innovation funding has topped \$3.1 billion this year, more than triple the sum put resources into 2017.

The issues and difficulties in Branding of Human Resource Technologies examined utilizing the different HR Strategies. Executing HRIS in E-HR for representative profitability with the boundaries.

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