The Study of Effect and Influence of Digitalization on HRM Practices, in India

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Abstract:- **Digitalization means the use of the digital platforms for various services used in the business. Now days digital technology influenced the each and every aspects of human life, and the world going to change from traditional business type to modern digital type.**

Like the others functions of business Human Resource Management (HRM) are also effectively use of digitalization by using the different employee related software in the organization. ITES, Social Media Network, Different android application which are handling their human resource activities. Considering this situation my main aim of this paper is to examine the role of technology and innovation practices in digital world, and these practices are continuously develop and innovate the human resource practices, like Recruitment, Training and Development, Performance Management System, Compensation. Past research also indicates that outcome of Innovative HRM practices can be important towards retaining employees and their performance.

This paper attempts to explore the use of digitized (IT) devices in HR practices i.e. change in HRM to e-HRM with respects to E-recruitment, Training and Development, PMS and Compensation.

Keywords:- Human Resource Management, e-HRM, HRM Practices, Technology, Digitalization.

➢ *Research Objective:*
1. To study the effect of digitalization on human resource management practices.
2. To analyse the development of human resource management through digitalization.
3. To understand the successful utilization of digital tools in HR practices.

I. INTRODUCTION:

The Use of internet/ digitalization is the main change in the organization. The new way to exchange information more prominently and to reach out the maximum population any time in recent memory. HR professionals have to responds to increased competition for globally digitalized transformation and highly advance HR technology. To deal with the new technology adopted by the organization or business, new kind of technical knowledge, Skills, and abilities would be required for HR Practices in future. This process can be start with strategic efforts of the management so that it facilitates organization by planning, recruiting,

Selecting, Training and developing the employee to achieve the common objectives of the organization and individual to fill the gap between old to new generation. HRM programme by finding difficulties in adapting new technologies. This gap can be fulfilled through the e-learning system is a missing key link to join the generations and lead the industry in competitive world.

Today, digitalization is considered as the latest tool in HRM practices. It is a real revolution spreading over the world of job hunting and hiring, using the social networking websites for the HRM practices is more cost effective as compared to traditional ways of practices. With the help of digitalization, many companies use of social media platforms like facebook, LinkedIn, Glassdoor, Skype (Video Conferencing) and due to COVID-19 pandemic in during lockdown many companies start interview through Google meet, Zoom Platform, Microsoft Team is the modern and latest tool for the HRM practices like GD and PI is the part of the recruitment process so it is possible through the above platforms.

Digital technology helps the association to increase its profitability by augmenting its most valuable assets 'Human'. Digital HRM is a path by which strategies, policies and practices can be effectively implemented, "An umbrella term covering all possible integration mechanism and contents between HRM and IT going for creating value inside and crosswise over association for targeted employees and management". The vast majority of the undertakings associated with HR are outsourced. As a result, business requires more new expertise from their HR team.

➢ *Digitalization in Recruitment:*
Recruitment process is the oldest process in the organizations. As the technology invented and adopted by the companies it affect a lot in the recruitment process also. The Recruitment is used to pulling the potential candidates for the authoritative anticipated vacancies. And E-recruitment provide the various ways in the digital platform.

➢ *Types of E- Recruitment*
There are mainly three types of E-Recruitment process
1. Operational E-recruitment process
2. Relational E- recruitment process
3. Transformational E-recruitment process.

1. Operational E-recruitment process.
As the name indicates that, this process used to operational activities in the business and essential exchanges

takes place in the candidate's relationship in the world-wide technological change likewise Automation etc.

2. Relational E-recruitment process.

In this process of recruitment, used the development of relationship through better feedback, personalize message to the potential candidates to keep in touch or maintain the relation with the organization, by taking the help of informal organization sites.

3. Transformational E-recruitment Process.

In this process, identifying the basic position in the Business, identifying the employees and retaining the people who correspond to the established profile, employee branding and reputation of the business.

➢ *Digitalization in Training and Development:*

Now days the traditional learning process is takes place by the E-learning process. And in the COVID-19 situation various E-learning platform available in the world like Zoom, MS-teams, Google Meet etc. So E- learning provides the valuable chance to the employees by making the learning more interesting and attractive. Various instruments and methods used by the facilities provider to make it formal learning at workplace.

By using the digitalization platforms it helps to deliver the content of training so it helps to enhance the employee's knowledge and performance. It includes all types of training tool like online lectures, Webinars, Case Study discussion and you can take the feedback of training through Google form. So now days various companies are came to know the importance of digitalization and starts receiving the concepts of E-learning for training and Developments. E-learning refers to learning depends on enhanced by electronic or online correspondence utilizing the latest information and corresponding technologies.

➢ *Digitalization in Performance management:*

Performance management system is used to measures the employee efficiency and effectiveness in the achievement of hierarchical objectives. There are various traditional and Modern method of PMS is available. E-Performance management System is used to arrange and implementation of information technology in the existing PMS.

E-PMS is the part of E-HRM, IT enable performance management come to an effective instrument to leverage the full benefits of the system, and its available at very low cost for organization.

PMS is done through the feedback from various entities of the organization like 360 degree feedback system. This feedback can be taken online through the Google form. This will also helps to keep the records of core abilities and competencies into the employees overseeing process.

Performance management software helps the HR to carry out performance of the employee in the best route by saving time and cost. Various performance software provides an innovative way to deal with employee's performance examination. It provides performance review as well as helps in increasing efficiency, relationship behaviour, Skill development, and Core competencies.

➢ *Compensation:*

Compensation or Remuneration is the main and important activity of the HR and Finance department. This is critical and little bit complicated function in the HRM. With the help of digitalization these activities becomes easier than the previous. Attendance is the basic and main criteria for the compensation. In past, attendance report of an employee's was done manually so there were chances of malpractices in signing the attendance, difficulty in generating in attendance report. Etc.

By using the digitalization and the use of Thumb punching machine, the attendance is done at the time of reporting and de-reporting to work. Go and give their finger print in the Biometric system and acts as their attendance. Complete report can be out with the help of single click of the machine i.e. how many worked in the day, Week, Month. This can be generated by any authorised person; it saves lot of time of the organization which involves the maintaining and generating the records. This process is much faster and accurate than the traditional system.

The availability of compensation through the use of technology also enables HR managers to view, change when necessary and appropriate, and participates meaningfully in the compensation administration of their respective employees. Also, professionals are able to make use of technology to generate reports for managing the workforce and making appropriate changes. Compensation administration software integrates compensation management, job evaluation, Pay Structure, Salary , Survey, Salary Planning, Incentive compensation etc.

II.   RESEARCH METHODOLOGY

The above information about digitalization human recourses management system. Digitalizations in HR practices are collected from various methods like in depth interview of the employee's feedback from the various business entities, literature review of the various business magazines published by the organizations, research articles, journals, and reference books.

To study this topic, digitalization and innovative HR practices has been reviewed and in depth analysis of the literature related to this study. I was selected the following criteria to gathered the information is,
1. Articles and other study material related to the technology on innovative HR practices.
2. Empirical and Qualitative studies conducted in the content of applying HR practices were preferred.
3. For the better and easy understanding of the subject, I am taking 'digitalization' 'Technology' 'HR Practices' as keywords used in the abstracts have been taken.

III. LITERATURE REVIEW

As the name of this article, study and effect of digitalization on HRM practices, HRM also undergone many changes and becomes the key strategic partner in the organization. This article discussing the influence of the digitization in various functions like recruitment, Training and development, PMS and Compensation, etc.

With the reference of the article "Digitalization- An emerging trends in Human Resource Practices", author concluded that, there is amplified need of IT tools in the HR, by using the modern tools and techniques instead of traditional one. The utilization of new technique is results in the reduction in cost and time which leads to profitability of the organization. The digitalization technology is used in almost all the businesses like Manufacturing, Service Industry, Tourism, Hospitality Industries leads to better performance in terms of efficiency and effectiveness.

The Author of "What drives adaption of innovative 'SHRM' practices in Indian organization", that digitalization also useful in the areas like national environment, Cultural and incentive structure for innovative practices, unionization, professionalization, organizational size in HR department.

According to Nivalianen in his article "an inherent – based employer search and vacancy duration: evidence from Finland", says that information technology is adopted by everyone like friends, relative and employees while the formal technique of HRM consist of advertisement and public and private employment agency.

IV. FINDINGS

HR's virtual transformation starts off evolved with an exchange of thoughts-set inside the HR organization, prioritizing connectivity, actual-time operations, structures, automation, and cellular-first. For many groups, both in HR and across the enterprise, that is a modern opportunity. The digital HR journey focusing at the worker and HR enjoy is one part of the larger virtual HR task: to reply the query, "how can HR play a position in developing the general digital corporation method, company, and tradition?"

In this study, an attempt was made to decide the contemporary repute of e-HRM and the frame of know-how which exists in this regard. It's far argued that e-HRM can boom the performance of HR sports, improve HR carrier shipping and rework the position of the HR feature into one this is extra strategic. This means that using e-HRM may additionally allow the HR function to growth its fee and make a contribution to the competitive advantage of the company. The increasing deployment of HR generation and systems might be an additional source of organisational cost as those assets have lower obstacles to limitability than factors such as know-how. The suggestion that e-HRM can enhance the performance of HR activities via lowering prices and increasing the rate of HRM approaches can be discovered in many portions of current literature and one of

the most important desires of e-HRM is to produce performance profits or cost discounts via decreasing headcount in HR departments and removing administration. E-HRM can for that reason be used as an alternative to having human beings perform administrative or transactional responsibilities manually and also supply those responsibilities extra successfully. Sophisticated e-HRM structures can be used to provide manager and worker self-service options to in addition reduce administrative tasks.

Thus, associations are attempting to diminish their cost and time to accomplish productivity. Associations are endeavouring to change over their HR Practices in to E-HR Practices. In the period of globalization, Organizations need to extend all-inclusive by contacting the general population the whole way across the world

V. CONCLUSION

Purpose of the study was to overview of contemporary literature on the character and extent of digital HRM changed into carried out. Digitalization empowers new work frames through better approaches for conveying and associating all around with the utilization of computerized apparatuses. It likewise requests new work frames as a type of adaptability in meeting the capricious condition that digitalization involves. This makes challenges for HR chiefs as they are placed in a somewhat dumbfounding circumstance, requiring both here and now and vital concentration concerning the representatives. E-HRM (electronic human useful resource control) is boost business answer which offers a complete on-line support inside the control of all processes, sports, statistics and statistics required to manipulate human sources in a modern business enterprise. It's far an efficient, dependable, and easy – to apply tool, accessible to a large institution of different customers. Its miles clear that some components of e-HRM are greater normally researched than others. The findings of this evaluation appeared to indicate that lots of the studies targeted on the relevance and fee of e-HRM for the hr department and personnel. Greater studies are required to benefit a more know-how of this discipline and show the idea that the implementation of e-HRM will cause strategic benefits, including progressed productiveness. This implies a focus in phrases of HRM price chain on 'what the employer achieves in the marketplace/society'. This will entail empirical studies centred on setting up reliable and valid measures to demonstrate the link between e-HRM and reduced prices, elevated revenue or earnings, return on funding, financial price addition, shared income, discount in pollutants ranges, poverty relief, amongst others. Further, it is similarly proposed that future studies need to awareness on assessing the relevance of, and price introduction related to, e-HRM for numerous companies of customers, such as operational personnel and line management. This would mean that HRM cost chain specializes in 'what takes place with the people' and 'what the human beings obtain in the organization'.

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