

Role of Digitization in HR

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Digitization empowers HR to mine employer data. For insights so that it can market messages and initiatives more effectively. It helps HR Dept. to carry their roles and responsibilities. An organization can attract and retain higher quality talent through digitization. This study revealed that Digitization in HR is very important for an organization. It helps in recruitment, selection, capacity building, communication and performance appraisal. In this study questionnaire was designed using structured questions to collect primary data from employees of HR department of different industries like education Hotel and Govt. sector and secondary data was collected from journals, websites and Newspapers etc. Digitization plays an important role. It increases efficiency and effectiveness of an organization. This study suggests that HR needs its own digital strategy to improve productivity and it should not be done hastily. It is necessary to attract and retain the best talent. HR should develop a clear vision and guidelines for the use of digitization.

Key words- *Digitization, HR, performance, effectiveness.*

Introduction

Digitization is changing the world. It creates opportunities for the individual and society. It is the process of converting information into a digital format. In recent years government and private bodies have begun to recognize the importance of archiving digital information and some initiatives are already underway such as the creation of the National digital information infrastructure and preservation program (NDIIPP). If an organization we want to use and reuse of information and knowledge in society, we need digital informations.

In the twenty -first century one of the most important technologies is the power of the digitization. The system which allows individuals to communicate globally All Govt. services and information are available anywhere anytime through digitization. In the digital age every civilian has a bright prospect to transform the lives in many ways that were hard to envision just a couple of years ago. During the Prime minister recent visit to united states and meeting with sunder pichai, CEO Google he has shown interest in providing free public Wi-Fi in hundred of Indian railroad stations which are major transit and social hubs for their communities. This rebellion will open affordability of product and services in better ways.

We Indians and others have worked together to shape the knowledge economy. Many organizations came forward to lend their hands for achieving India a digitally equipped country organizations like BSNL, Reliance Ltd are coming forward to spread digitalization among rural

areas. Digital India Initiative introduced by Indian govt. has contributed a lot to boost the economy of the country.

The HR department's responsibilities have gradually become broader and more strategic since the day when business people began including personnel departments in their organization charts. As technology in areas like testing and interviewing began to emerge the personnel department began to play an expanded role in employee selection training and promotion over the last few years digital and internet technologies have radically changed the way we work, requiring a tremendous change in all areas of human resources. In an organization, technology has changed every part of management capability building, recruiting and communication.

Digital HR is technology enabled way of work that leverages new age sciences to make HR transactions and decision intuitive, informed and inspiring to enable organizational effectiveness. Today, prospective employees leverage digital channels like linkedIn, Twitter and facebook etc. HR Digitization enables recruiting, compensation management, learning & Development and talent management etc. To the manager and employees leading to much higher empowerment and transparency.

Significance of The Study

Human Resources (HR) has managed people separately from other parts of organization. Across all industries HR is one of the departments that are most affected by digitization. While digitization presents many challenges, It also provides HR department with the exceptional opportunity to strategically reshape and reinforce their roles within their organizations. Human resources became decentralize. Digitization decentralizes HR activities to user and embeds them in the business. From day to day, HR expected to deliver value and services. Human resources knows the business. Digitization empowers HR to mine employee data for insights so it can market messages and initiatives more effectively.

Digitization in HR offers the following advantages-

1. Reduction in the cost of stored data in human Resource.
2. Higher speed of retrieval and processing of data.
3. Reduction in duplication of efforts leading to reduction in cost.
4. Availability of accurate and timely data about human resources.
5. Better analysis leading to more effective decision making.
6. More meaningful career planning and counseling at all level.
7. Improved quality of reports.
8. Better ability to respond to environmental changes.
9. More transparency in the system.

It has the potential to let HR Not only understand historical trends but also take a more predictive approach to matching talent strategies to business needs. For HR digital technology is

driving changes. HR can take advantages of familiar consumer technologies such as smart phones to reach employees.

"Mobile HR and talent management applications have largely permeated certain areas such as employee recruitment and employee relations" says Maureen Broshan. With the help of digitization, companies can create and monitor metrics that clearly measure the effectiveness of HR and its impact on business. Digital HR is technology enabled way of work transaction and decision intuitive, informed and inspiring to enable organizational effectiveness. An organization can attract and retain higher quality talent through digital channels.

HR needs to place a priority on management and leadership training to ensure line managers are able to effectively convey expectations and outcomes. HR technologies are the business outcomes that the investment is intended to achieve. If we trying to speed up and improve the selection of quality hires, then we'd better be looking at elapsed time to productivity and quality of hire. Digital HR will lead to a lot of HR aspects getting embedded in everyday work and business.

Review of Literature

The responsibilities of HR department gradually become broader. Digitization changed the way of doing every work. Now, digitization in HR becoming important for an organization. Different studies have been directed at national and in international level some of them are as following :-

People like kognuramath and Angadi (2010) and srivastava and dev kanungo (2010) have examined various types of preservation of traditional documents, as well as preservation of digitized forms of documents, using related technologies. The authors also describe various steps involved in the digitization process. The optical character Recognition (OCR) software used and its advantages over other OCRs, the search interface used, browsing and searching facilities, navigation facilities provided in the CD, etc.

BP Biddappa (2016) in his article "Role of HR in digital information journey at unilever says that recruitment, learning performance Management, recognition, engagement and communication to managing exists have online interfaces. This help us tremendously in a couple of ways enhanced transparency and efficiency. Digitization has also enabled culture change.

Akshay Kanchan, George sheba (2017) in his article "A study on the impact of digitization on human resources : HR professionals, perpective" says that in this era of technological advancement, every field is transforming itself towards digitization. HR has also undergone this change and have become strategic partners in business. This paper studied the impact of Digitization on various HR functions such as recruitment, learning and development performance management and compensation.

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Bhagawan Chandra Sinha, Dr. Mridula Mishra (2014) in his research paper titled" E-HRM An empirical study in select Indian organization" reveals that All the E-HRM tools are not fully

utilized in Indian organizations and private organizations are ahead of public organizations in application of e-HRM tools. Similarly, the service sector is ahead of the manufacturing or mining sector in application of E-HRM tools.

Priyanka Kumar (2016) in his article "most trends for this year point towards a mélange of managing expectations of millennial employees and intelligent use of technology" says digitization clearly associates itself with the overall business goal of an organization as it implies that HR is not an administrative function but is accountable for delivering more strategic and revenue-driven results.

Shaily Singh (2015) in his article titled "5 things HR can do in digitization of banks" proved that the banking industry, which was always seen as more conservative, is now under much pressure to adopt such cutting-edge technologies and go completely digitized. According to her, HR can do:

1. Incentivize employees showing adaptability, creativity, and inquisitiveness for digitization.
2. Hire applicants having digital skills.
3. Bring the IT and other departments closer.
4. Re-design career paths.
5. Encourage innovation in training and branding.

Workday staff writers (2016) in his research paper "How to Digitize HR" says that social, mobile, analytics, and cloud tools are only useful if employees adopt them. It must begin with employee needs and the user experience.

Research Methodology

The role of research in several fields of applied economics, whether related to business or to the economy as a whole, has greatly increased in modern times. Research is an academic activity and as such the term should be used in a technical sense. In every human being, there have to be many problems in life; their effective and acceptable solution is necessary. For this purpose, research is required and a methodology needs to be applied for the solution. This research is carried out to find out the future of HR digitization in Jaipur.

Sampling

Sampling is the process of obtaining information about an entire population by examining only a part of it.

Taking all odds and outs into consideration, the researcher opted a convenience sampling method in which it was convenient to select samples for the study. A sample of 100 employees of the HR department from various industries like - education, Hotel, Govt. etc. were taken.

The researcher collected and utilized both types of data: the primary and the secondary. For the present study, interviews were conducted with sample persons on the basis of these structured questionnaires. Secondary data are collected from books and internet.

The researches opted Questionnaire and the requisite. For this purpose a small group of 100 persons from the whole as sample was selected. The respondents were picked up from the Jaipur City.

Objective of The Study

1. To study the impact of digitization in HR.
2. To study the awareness of HR digitization among the people.
3. To access the future of digitization in HR.
4. To analysis the development of HR practices through Digitization.
5. To examine the effectiveness of HR digitization for an organization.

Data Analysis and Interpretation

Data Analysis and interpretation is essential for the research. It is because the usefulness and utility of research findings lie in proper analytical study and interp set.

Statement	Strongly Agree	Agree	Disagree	Strongly Disagree	NR
	1	2	3	4	5
1. Digital HRM relevant & useful.	78%	13	5	3	1
2. It is useful for recruitment and selection of employees.	66%	14	17	3	-
3. HR Practices play an important role in the success of Indian economy.	81%	08	09	2	-
4. It helps in reducing the cost of production.	68%	11	14	6	2
5. HR Digitization has bright future in near prospect in India.	77%	06	10	4	3
6. Digitization helps HR to become proactive instead of reactive.	76%	15	04	5	-
7. Digitization in HR sector reduces the job opportunity in the market.	22%	05	17	53	3
8. Digitization in HR helps in reducing employee turnover.	59%	12	14	13	2

The above table indicates that digitization is important in HR. Digital HRM is relevant, and useful for HR Functions like- recruitment & selection of employee,s 68% respondents says that it reduces the cost of production and 77% respondents thought Digitization has bright future in near prospect in India. Only 22% respondents says that Digitization in HR reduces the job opportunity in the market. On the other hand this 53% respondents are disagree with state Through Digitization in HR employees turnover reduces and employees feel of job security. 76% respondents says that Digitization helps HR to become proactive instead of reactive.

After Analysis the table we can say HR practices play an important role in the success of Indian economy through cost reduction, by reducing employee turnover, provide job security and make possible intelligent use of new technology. This table reveals when every field is transforming itself towards digitization, HR has also undergone this change. Digitization in HR creates and increases the effectiveness of an organization.

Suggestions

Although above analysis shows that Digitization in HR creates and increase the effectiveness of an organization. But still there are some suggestion to make is more effective they are as followers :-

1. HR should use social and mobile platforms to build stronger relationships with employees as well as prospects.
2. Building a digital HR strategy will need to be an ongoing process for organizations.
3. To attract and retain that best talent digitization should not be done fastly.
4. HR should develop a clear vision for digitization that takes a long term, holistic view of talent acquisition and engagement.
5. HR must also lay down clear guidelines for the use of Digitization.
6. HR needs its own digital strategy to improve Productivity.

Conclusion

Digital HR is about coming to the fold with idea that challenge and change things for the better Digitization in HR is very important for an organization.

Human resource (HR) departments have typically managed people while remaining separate from other parts of an organization. This is rapidly changing thanks to advances in digital technology. The study concluded that Digitization plays an important role in HR.It help in recruitment, selection, training, create, and monitor matrices.

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