

A STUDY ON TECHNOLOGY DRIVEN HR TRENDS IN BUSINESS: A REVIEW

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ABSTRACT

Our world has become a global valley. Improved means of communication, technological advancement, computer and internet have brought about the closure of hotspots and dramatically changed the world of business. Information technology has had a major impact on employee processes and practices (HR). It has become an integral part of all organizations. The impact of technology has been felt in all areas of the business including HR practices. However, a little explored research into these new systems enables organizations to achieve their HR goals of attracting, motivating and retaining employees. Therefore, the main objectives of this current article are to review the Technology Driven HR Business Trends in Business and provide indicators for future research and how to use technology to simplify HR processes.

Keywords: Technology, Impact, Business, HR Practices, Employee Satisfaction.

INTRODUCTION

Employers today are faced with the daunting task of switching to a digital economy that transforms businesses and their traditional HR services. Getting used to new technologies is one of the great ways to showcase all HR in the workplace by 2019 (Bhattacharya, 2019). It was noted that this new technology is cheaper. The main focus is on cost reduction and employee satisfaction (Ghanshyam Mhatre, 2018). HR technology providers are increasingly designing employee applications first, empowering employees to learn and develop, collaborate, share feedback, direct their activities, and manage other people with great success. The practice shows a dramatic change from the last

decade, when marketers designed HR systems primarily to improve HR management, improve record keeping, and help reorganize HR processes (Dr.Jasti katyayani, 2017). Today, digital technology transforms almost every aspect of HR, from acquisition and hiring to talent and performance management. Any HR technology used to attract, recruit, retain, and retain staff, to support human resource management, and to improve human resource management.

OBJECTIVES OF THE STUDY

- To know the role of technology in HR operations by focusing on understanding HRM.
- To study the Technology Driven HR Trends in Business.

RESEARCH METHODOLOGY

The present study is conceptual purely based on secondary data which is collected from various secondary data sources like books, national journals, international journals, published reports of government and other websites.

LITERATURE REVIEW

(Prof. Arup Barman, 2018) Significantly, Digital HR-enabled provides easy operation, retention, retrieval, calculation, identification, analysis, study and implementation strategies to make the organization more efficient and effective. Among the many recent developments, cloud-based personnel technology, a participatory and service-based service delivery model has developed integrated HR technology, as a strategic enabler for any organization.

(Çunaku, 2019) This research confirms that technology has transformed the role of HR managers, by providing new ways of getting the work done with information and web-based functions. This is very important for businesses to understand because it is important to meet the needs of these younger generations in their company, and the way to do that would be to hire an HR specialist and use HR technology to change the role of HR Professionals in terms of professional training and development, reward systems and better representation. of employee interests in senior management.

(Dr. N. Muthu, 2015) HR organizations are working on a transaction, and they are reviving the transformation process. The best use of HR Technology to stay ahead of the curve makes sense. As HR Professionals share information around the world, and companies control employees who

continue to disperse, technology will provide the necessary platform to improve consistency, terms, metrics, and data models to support global HR quality.

(Impact of Information Technology on Human Resource Management, 2017) HR can greatly assist in the implementation of organizational personnel policies through the use of information and communication technology (ICT), such as the Internet, mobile communications, new media. Technological advances can have a profound effect on an organization's HR department. It allows the company to improve its internal processes, advanced skills, relevant markets and overall organizational structure.

TECHNOLOGY DRIVEN HR TRENDS IN BUSINESS

Human resource management (HR) focuses on human interaction and providing companies with the best possible services provided to employees. Now that more companies are turning to long-distance work thanks to COVID-19, HR executives are tackling this change by accelerating digital HR. Technology has become the lifeblood of new HR faces, as they make a difference in recruitment, staff development, and staff development skills (Watson). Therefore, keeping up to date with important proposals in the field of HR technology is essential for forward-thinking businesses. The latest trends that are redefining HR include big data, mobile apps, social media, cloud technology etc. These digital disruptors are bringing major changes to the human resources industry as they impact how organizations manage their workforce, hire new employees, comply with regulations, and handle HR data.

BIG DATA POWERS ORGANIZATIONS

Ensuring compliance and risk prevention are the two most important aspects of every job. However, technology has transformed itself into a monarchy through HR platforms that integrate digital information into employee needs. One such technology is Big Data, which helps HR professionals identify their customers, sell targeted audiences, and communicate with potential customers. When combined with other technologies, Big Data helps to gain in-depth understanding and allows HR professionals to make informed decisions.

MOBILE APPS FOR THE FUTURE

The smart phone has begun to dominate the HR area. As employees in various professions want access to applications via mobile devices, companies are considering adopting HR programs. Delivering this type of functionality means that organizations will process HR applications through the motivation process and interface that employees require. Much further, the tendency to create applications that improve basic HR performance continues to emerge.

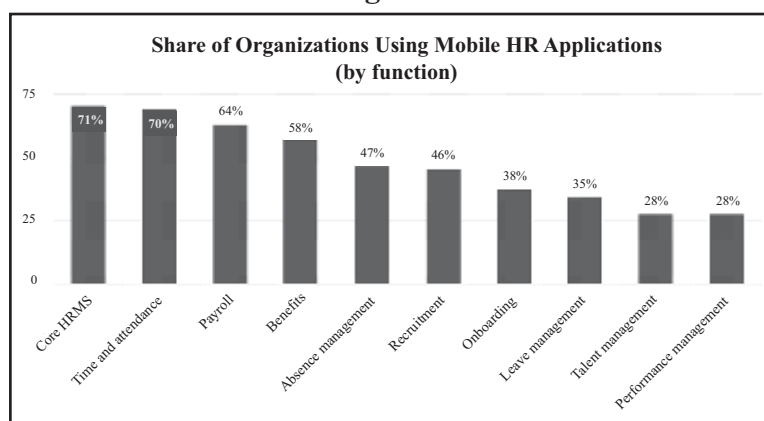
SOCIAL MEDIA - A POWERFUL TOOL

Social media offers countless benefits to HR professionals and allows them to keep up with news, technology and styles. You can nurture relationships by sharing industry information. All of these factors have made it an ideal platform to engage employees, build relationships, and strengthen communication in the workplace. Most companies will consider merging apps with LinkedIn or Facebook instead of making corporate apps in the future.

CLOUD TECHNOLOGY AND SAAS

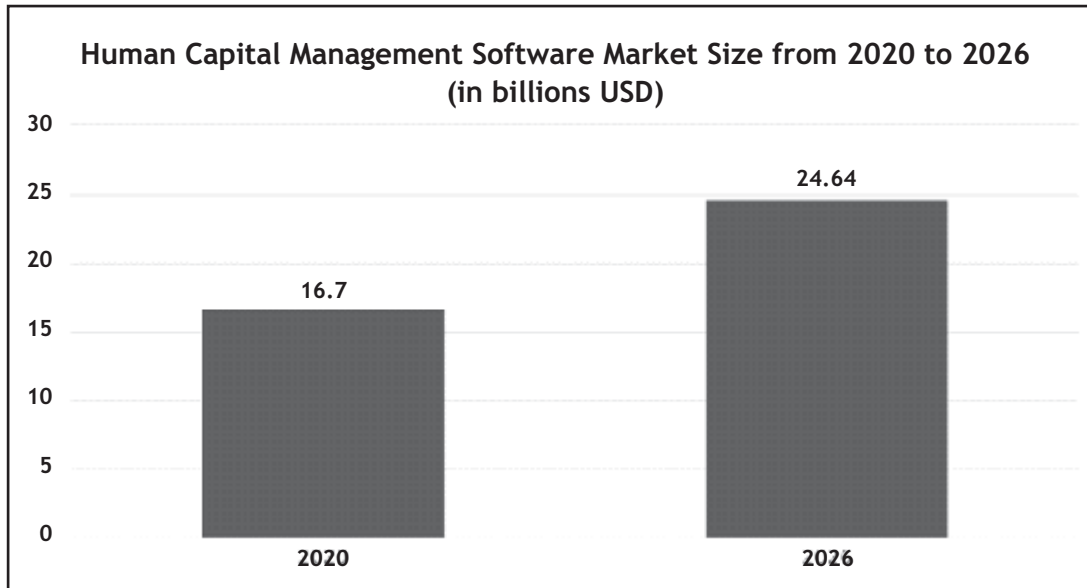
Whether on the web or a traditional application, SaaS applications play a major role in all areas, including HR. Cloud-based applications are inevitable in today's business environment. Data collection and storage became more difficult until a cloud appeared. With the advent of cloud technology, all information, such as texts and other relevant information can be easily accessed online. Employee information can be archived and stored in a secure location.

Figure-1



Source : Sierra-Cedar 2019

Figure - 2



Source: Mordor Intelligence 2020

BRING YOUR OWN TECHNOLOGY (BYOT)

Many companies are interested in innovation that can make their products more efficient. BYOT has become a new trend today, and companies began to embrace it because of the beauty it brings to businesses. Among these are savings on the part of the company as it is not required to provide employees with hardware to operate, as well as ease of use on the part of employees. It has been found that employees are better able to balance their personal and professional lives when using their devices to complete work tasks.

WEARABLE TECHNOLOGY

Top companies such as Google, Apple, and Microsoft have begun to introduce wearable technology to all of their devices. These wearable bracelets can keep your employees connected and improve time management. The wearable technology offers many opportunities for employee

engagement, including increased productivity, profit incentives, and safety. Wear accessories not only improve communication but also improve efficiency. Also, some businesses are exploring new ways to turn a wearable tool into a powerful tool. Any HR department looking to switch to portable devices should get an idea of what kind of information devices can track and how compliance works.

CONCLUSION

While technology plays a very important role in transforming human resource management software and operations from human resource management to business operations, technology itself does not make these changes. HR managers must use technology to drive real value in the business. As HR technology is still in its infancy, analytics has had to be used - to ensure better productivity, seamless change from role, ethical testing, learning and development, counter-attraction, recruiting perfect talent, and the list is endless.

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