"Trends In HRM : Innovative Technology for Higher Productivity of Employees and the Organizations"

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Abstract -

In today's, highly competitive world, managing and people retaining people is one of the most strategic HR decision. The cost factor plays important role, while making decision about training in house existing employee or recruiting new employee.   so that managing workforce productivity involves optimizing the ROI (return on investment) for labour expense, just as other functions do for their activities. As human resource management involves proper management of talent in the organization, the task of HR manager is to set target for highest return on investments in HR function. The HR software market was evolved from ERP to people management to teams and networks management software. It was started with aim of automation, then integration, then engagement and today the focus is on empowerment of employees and elevation of performance with leadership skills.

Now a day's companies are working networks of teams which keep team management as the centre of organizational design. Many organizations replacing their core systems with cloud based systems, these new systems are based on apps, data centre and results of which is that productivity of employees is increasing. Trend is the software focus is shifting from analytics towards artificial intelligence. IBM is the pioneer in this field. IBM Watson make assessment of various modes of recruitment and provides the best cost effective solution to the organization.

Introduction-

It was observed that, these new technologies are cost effective. Major focus is on cost minimization and employee satisfaction. "HR technology can be defined as any technology that is used to attract, hire, retain, and maintain human resources, support HR administration, and optimize HRM" as explained by Julie Bulmash (2008). This technology can used in different types of human resource information systems (HRIS) and by various stakeholders,

such as managers, employees, and HR professionals. This technology can be accessed in different ways. Overall the role of changing HR practices is to improve the employee productivity and effectiveness of HR strategies. In this papers prominent seven trends are discussed.

The fundamental thought behind these shifts in HR is the focus on employee development and employee betterment. Now organizations and the innovative software developers are coming together for delivering the best solution for organizational development, this will be more important for overall growth of the organization. IBM Watson is the cognitive software developed by IBM, which help organizations to attract, hire, train and retain the top talent in the organization. Cognitive software means the software understands your requirements, can understand the data and system continuously learns from the interactions with the people in the organization. This is the talent management software.

Literature Review-

Philip R. Harris, (1983) The emerging technological work culture calls for a massive re-education of the existing workforce, especially for the new careers emerging as a result of the revolutions in microelectronics, biotechnology and communication. In this monograph the author argues that for management it demands a new attitude toward employees as human capital. The emerging technological work culture calls for a massive re-education of the existing workforce, especially for the new careers emerging as a result of the revolutions in microelectronics, biotechnology and communication. In this monograph the author argues that for management it demands a new attitude toward employees as human capital.

Paauwe J,(2013) believe that organizational growth is depends upon the performance of employees. It is necessary to have competitive advantage, (Pfeffer J, 1998) based on HR practices, since the organization will be able to achieve organizations goals through the satisfied employee, Huselid (1995) gives emphasis to the integration of coherent practices for overall development of HR practices. In HR job satisfaction plays very important role as mentioned by (Vermeeren B. et al 2014)

The empirical study conducted by (Bondarouk, T, et al 2014) was focussed on interviews with HR leaders, they used six parameters like business focus, learning focus, strategic focus, HR technology, Delivery, and personal credibility for understanding the individuals job performance and HRM policies.

Bondarouk, T, et al 2017, found the factors affecting acceptance of E HRM by the organizations, it was divided in to technology, organization and people. They found that the there was shift from efficiency to improved HR practices, the HR department has becomes strategic unit for the organizations . The article also found the reasons for slow adoption of the e HRM practices .

From above reviewed literature, we can interpret that, there is strong correlation between employees performance and growth of the organization , there is strong correlation between productivity of employee and the job satisfaction of employees, in this descriptive study the target is to find role of technology for employee job satisfaction and the growth of organization.

Objectives - Following are the brief objectives of this study,

1. To study role of technology in HR practices with focus on cognitive HRM
2. To find how we can improve the productivity of employees
3. To study the new trends in HR technology market

Methodology-

This is based on secondary data, its conceptual paper describing the nature of innovation in HRM area. What are the benefits of innovative technologies to HRM, how this is benefical to Indian Business environment. Relevant articles were studied for innovation in HRM and its impact on the employee productivity. In this study researcher analyzes effects of new technology and its implementation for increasing the employee productivity

Findings and Discussions -

IBM Watson- Talent is the software being used by organizations for better cognitive analysis of the employees.   It was found by Jen Clark, IBM blogger in 2017, that employees does matter, the culture also drives performance. She found that 85% of CEOs said their culture isn't where they want it, and 95% of 'Market Leading' CEOs say they require different skills to compete. But the companies who invested in the employee experience are four times more profitable than those who do not. It was evident from this findings that, employee job satisfaction, working environment are very crucial for employees engagements. Some of the findings of this research work includes, trends in HR practices. For building new age HR team we must focus on creating the best working environment for employees, cater to the

development of employees through training and motivations and focus on return on investments. The basic difference between people thinking and the cognitive thinking is that people are good at common sense, compassion, abstraction, dreaming and generalizations while machine or the A I (artificial intelligence) is good at locating knowledge, finding the pattern in database, endless capacity and no bias. IBM Watson can assist the organizations in talent acquisitions, recruitments, training and development, personalized learning, find better contents for training, guide the career path. So that this new product of IBM will be helpful for the organizations in HR analytics activities and for improvement in overall productivity. This software is the beginning of new era in computing its cognitive computing, where the software learns, then adapts and slowly becomes smarter over the period of time. This software can understand un structured data like sms, photographs, video content. The data is huge so that to find patterns in it, is very complex task, this task is easily handled by this software. When human beings approach to understand something we, firstly observe the phenomenon , then we try to interpret and generate hypothesis based on our understanding of the phenomenon, then we evaluate which hypothesis is right then we decide based on possible best alternatives. Similarly the cognitive system works like human being to find solution to the problems, they can understand natural languages and can take correct decision.

The role of HR is very strategic as it will be the major factor in performance of the organization. HR manager must think about engagement and development of employees. How we can improve the employee productivity, following are some of the methods adopted by successful corporations.

1. Conduct employee survey
2. Improve physical environment of workplace
3. offer flexible work options
4. update technology and tools
5. support creativity and innovation
6. build positive relationship with employees

In employees survey questions can be asked about expectations from employees, are they happy, what change do they need, whether they know career ladder and promotions. Workplace shall be comfortable for working so that, employees can give the best for the organization, employer must think about the brightness of light, noise level, seating levels etc. Flexible work time helpful in cost savings and improving the productivity of employees.

Latest technologies shall be adopted for better employee communications, tools and apps could be helpful for engaging the employees. Training could be possible by using these new communications methods. Innovative thinking and work shall be acknowledged. Give some freedom to take decisions to the employees so that they can use innovative methods. When employee understand that the organization is very careful about his incentives and promotions, this relationship of employee and employer is good for the organization. There are new trends in HR practices these are as follow, these are disruption in technology, people management, talent management and productivity enhancement are the key objectives of this new trend. Seven HRM trend are identified,

1. Integrated tools and cognitive HRM
2. Performances management
3. HR in cloud
4. LMS learning management systems
5. Recruitments new form
6. Mobile tools
7. Employee well being

End to end technology enabled tools will be available for survey, feedback, advices, listen to employees here the cognitive talent management software plays important role. The new age tech companies managing the performances by forming small teams. In cloud based working environment some software like ceridian, , zenefits provide cloud based HR interventions. So that data accessibility will be possible from any place. LMS is now replaced by LEP learning experiential platforms where videos are being prepared about learning and uploaded to cloud. Recruitments systems can evolve around cognitive HR solutions. Global and increasing mobile workforce in place due to innovation in mobile telephony. New age employees will prefer employer who look after the well being of employees, physical as well as mental. Health and wellness benefits will decide employer's ratings.

Conclusion-

HR management is basically focuses on relationships of employee and the employer. In new era which is dominated by technology will have the same focus of HRM but due to adoption of latest technology, we can get access to smart digital context of HR practices with better quality of HR data, which enables correct decision making and management of huge data. E-HRM and cognitive HRM, the will going to have large impact on today's HR practices, right

from recruitment to the social security initiatives those taken by the employers. The HR field is moving from transaction to the interaction field, where the focus will be on interactions between employee and the employer.

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