

# Chapter 13

## Identifying Innovations in Human Resources: Academia and Industry Perspectives

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### ABSTRACT

*HR is evolving into a more technology-based profession because organizations need to streamline HR processes and reduce administrative burden, reducing administrative cost; compete more effectively with global talent; improve services and access data to the employees and managers; provide real-time metrics in order to make on spot decisions for the decision makers; and manage the workforce more effectively and enable the HR to transform so it can play a more strategic role in the business and operations. The purpose of this chapter is to develop a meaningful debate on the innovations in human resource in terms of new ideas, methods, and technology to better meet the evolving requirement of the organization and workforce. Anticipating and exploring the future needs and circumstances rather than simply finding some responses to the situation, this chapter highlights challenges and prospects related to innovations in HR.*

### INTRODUCTION

To maintain the long relationship and survive in the globe new innovations should bring in the organization for the development of new culture and traditions. Creativity plays an important role of competitive advantage of business organization. Researchers suggested, for long term survival organization creativity makes an important role to organizational effectiveness, because it prepares the organization to achieve a competitive advantage in a rapidly changing environment. It is the prime duty of HR department to build up a healthy relationship with employee in terms of creativity and achieve the organizational goal. HR

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department using various new tool and software where they can store all the details of employees and give excess to their employee where employee get the information without wasting the time and that time can be utilized in the operations to increase the output of the organization. The local government fulfills the requirements of the society and increasing the value of life, Organization play an important role of creativity bringing life through inventive, customer desires creating job for contributing to the economy (Ambardar & Singh, 2017). HR applies more effective practices and cut down the problems. These are the three dimension of innovative Human Resource Practice (IHRPs). (Ambardar & Singh, 2017; Ruël, Bondarouk, & Looise, 2004). The term Human resource management (HRM) is used widely but defined very slackly. HRM have different policies related to employee benefits and increase the employee commitment, Quality of work, flexibility and organizational integration. Furthermore some of the UK organization applies to this model and many are moving slowly to apply this model for example policies of employee involvement. Robotic Process Automation (RPA) grows up to 200 billion US Dollar in next four year, because more than fortune 1000 companies adopting it (Papageorgiou, 2018) . Human opted for innovation and improvement since the beginning time and progress was slow until the Industrial revolution. When each industry breach was adopted by others, the first attempt at automation was started.

### **Innovation Tool Used by HRM**

According to Homer, “Inspiration is a muse, and innovation seeds can often be found in the most unexpected places.” forward to 2018. Today many innovations like information technology (IT), artificial intelligence (AI), machine learning, chatbots and RPA. Innovation speed, variety and volume continuous changing across the world and interact each other professionally. But these changes have not supported to human resources benefits function. In business digitalization process HR is once in lifetime opportunity to be strategic and integrating the business. Changing the workforce to purpose based employment, which is task and skill based employment in past (Geer Jr, Tumblin, & Solomon, 2001; Papageorgiou, 2018; Schraft & Schlaich, 1988). Automation technology depends on use, misuse, disuse and abuse.

Advance Bio-Metric machines use for the marking of attendance which will help to cut the time of HR department which provide accurate data and up to date information. The factor of human use of automation can improve effective training method, system design and judicious policy linking automation use (Parasuraman & Riley, 1997; Sheridan, 1992) . Customers support centers reliance on our agents who acquire skills for that is being delivered. There are many skill requirements in call centre like good speech of that language which is speaking on telephone. Other skill is knowledge of computer i.e. knowledge of keyboard, monitor and internet and other electronic devices. When receiving the call customer support agent speak language well, perform the assign task, giving the right information and speaking sound delightful when speaking customer. A method for screening applicants, the customer is asked, via the company web page, to giving responses to a set of question customized to the screening body and responses to the queries are stored and the process of meeting with customer and support is started on telephone and computer (Schalk, Stovall, & Brooks, 2011).

### **Challenge Faced by HRD**

These are the challenge of twenty-first century management. The first challenge to structure companies that can “change as fast as the world around us” says Hamel and Denial, the lack of capacity to innovation of new options which is planned and shares strongly. The second challenge were hardly distributed to

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