

Chapter 32

Innovative Technology and Human Resource Management

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ABSTRACT

Technology plays a crucial role in inclusive growth of modern human management systems. Recruitment, hiring, training, retaining, workplace administration, and optimizing workforce environment are the major functions of human resources management. Adopting innovative technology within the organisation enables the managers to accumulate and deliver the information as well as communicate with employees more effectively. India, as one of the developed countries, is successfully integrating technology in human resource management systems to ensure market-driven product and service development. Technology makes jobs easy; at the same time, it threatens the job market by reducing the human resource requirement to perform particular tasks. An effective human resource management should have the ability to integrate technology and the human resource for the better development of an organisation. This theoretical study focuses on various technologies adopted by the human resource management to make the workplace effective and highly productive.

INTRODUCTION

Managing people is the basic objective human resource management department of every organisation. In this context recruiting and retaining of talented human resource is top priority of an organisation. Organisations constantly strive to make sure that the employees are happy and don't feel to quit at any situations. Modern competitors are interested in reaching out the top talents of rivals by offering good packages and other benefits, so that the employee would feel to leave the company. Modern organisations understand that it is not only the salary influences employees but also the other factors that makes them

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to be motivated to work for an organisation. Surrounding environment, supervisor-subordinate relationship, non monetary benefits, organisational support, reward and recognition, participatory management and organisations adaptability are the other factors motivate employees towards their job. On the other hand, organisations need to adopt innovative skills and technology to keep the employees updated to the competitive market. To achieve this, companies update themselves to innovative technology.

Technological approach to human resource management aims at building an employee's team, committed to make the organisation highly competitive. The digital revolution made the human resource managers to adopt innovative technology in-order to make their work easier and to take better decisions. From recruitment to retirement/change of company, an employee has to go through various phases of involvement and activities, which must be tracked by the human resource department. Networking, Job training, and attendance management etc seek technological support. Today many companies offer cloud based solutions to manage the technical and software related issues of human resource management. Thus technology has become the integrated part of human resource management. This theoretical chapter focuses on various issues of technology and human resource management, advises the pros and cons of technology implication in human resource management. The study may guide the governmental and non-governmental organisations to adopt and implement various innovative techniques that make the employees motivated, so that the work productivity increases.

Review of Literature

Human resource management is the process of recruiting people, training and compensating them and developing the policies and strategies to retain them for a longer duration of time (OUH). Storey (1995) defines Human Resource Management as 'a distinctive employee management approach which has primary objective of achieving competitive advantage through deploying highly capable and committed workforce by integrating cultural, structural and personal techniques'. Human Resource Management acts as a key role in the production process, and through that the entire business organisation reaches out the business goals and objectives. According to Guest (1987), a) commitment, b) flexibility, c) quality, and integration are the key elements of human resource management. Mathis and Johnson (2004) identify 7 major activities if human resource department, i.e., social, cultural, legal, economic political, technological, environmental, and global, which serve the competitive advantages of the business organisation.

Technology is defined as the science or knowledge put into practical to fins solution to problems or invents useful tools. Volti (2009) defines technology as 'a system created by humans that uses knowledge and organisation to produce objects and techniques for the attainment of specific goals. Technology has significant influence on the human resource management. Carroll (2017) identifies technology as something created through ordering, exhibiting organisation whose aspects function with a purpose that can provide some benefits'. The major objective of technology impletion in human resource management is to benefit both employees and the organisation to function in a better way. In other words, technology makes human resources more efficient and maximises output and minimises the possible problems.

Today organisations adopt innovative technology to keep a track on the production, services, customer service, and employee involvement. Selvam (2015) while studying the role of technology in human resource management identifies various areas which include recruiting, training, data storage and retrieval, performance management, communication and motivating knowledge workers. The study concludes that technology has positive impact on the internal operations of organisations.

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