



ISSN NO. 2320-5407

Journal homepage: <http://www.journalijar.com>

INTERNATIONAL JOURNAL
OF ADVANCED RESEARCH

RESEARCH ARTICLE

Effective Role of Electronic Human Resource Management in Organization's Development

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Manuscript Info

Manuscript History:

Received: 15 September 2015
Final Accepted: 22 October 2015
Published Online: November 2015

Key words:

Human Resource Management, E-HRM; e-recruiting; e-selection; e-learning & HR Functions.

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Abstract

The paper discusses the impact of technology on different HR functions and Database Management, covering the technological changes in the areas like Recruitment, Training & Development, Performance management. It highlights the changing role of electronic human resource management (EHRM) in organizations.

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INTRODUCTION

The term E-HRM was coined in the 1990s and refers to conducting HRM activities with the use of the Internet or the Intranet (Lengnick-Hall & Moritz, 2003). Strohmeier (2007) defines E-HRM as the application of information technology for networking and supporting at least two individual or collective actors in their shared performing of HRM activities. E-HRM is the use of web-based technologies to provide HRM services within employing organizations. It embraces e-recruitment and e-learning, the first fields of human resource management to make extensive use of web-based technology. From this base e-HRM has expanded to embrace the delivery of virtually all HR policies. Within a system of e-HRM, it is possible for line managers to use desktop computers to arrange and conduct appraisals, plan training and development, evaluate labor costs, and examine indicators for turnover and absenteeism. Employees can also use a system of e-HRM to plan their personal development, apply for promotion and new jobs, and access a range of information on HR policy. Systems of e-HRM are increasingly supported by dedicated software produced by private suppliers.

Digital is an evolving approach to business practice, customer interactions and employee behaviours. It is present throughout any business and in the everyday lives and interactions of employees. e-HRM is the use of web-based technologies to provide HRM services within employing organizations. It embraces e-recruitment and e-learning, the first fields of human resource management to make extensive use of web-based technology. From this base e-HRM has expanded to embrace the delivery of virtually all HR policies.

In case of Human Resources, technology helps in all processes from recruit to retire functions and has drastically changed the way employees and managers get access to the human resource data. How to use technology in a human resource perspective to connect people and information is the challenge faced by the business leaders presently. HR IT has achieved much importance now because of its use in most of the organizations to increase the productivity through maximizing the value of the organization's most significant asset PEOPLE.

Objective:

E-HRM is seen as offering the potential to improve services to HR department clients (both employees and management), improve efficiency and cost effectiveness within the HR department, and allow HR to become a strategic partner in achieving organisational goals.

E -HRM is designed to achieve the following objectives:

- To offer an adequate, comprehensive and on-going information system about people and jobs at a reasonable cost;
- To provide support for future planning and also for policy formulations;
- To facilitate monitoring of human resources demand and supply imbalance
- To automate employee related information;
- To enable faster response to employee related services and faster HR related decisions and;
- To offer data security and personal privacy.

Theoretical Framework:

According to Biswanath Ghosh [2002], in an organization the most valuable input is the human element. The success or failure of an organization depends to a large extent on the persons who manage and run the organization. In business the greatest asset is the human resource of the enterprise and not the plant, equipment or the big buildings it owns. There was a time when manpower was considered as a cost factor but not it is recognized as an investment. The e -HRM can range from basic personnel records to sophisticated networks of sub-systems with definite purposes. Today most of these will be computer systems. The manpower information system can provide necessary information in a form which can be integrated with any other business data. With most data base systems, there are facilities to pull out any of the data and present them in the required form.

In the view of Michael Armstrong (2003) e-HR provides information required to manage HR processes. These may be core employee database and payroll systems but can be extended to include such systems as recruitment, elearning, performance management and reward. The system may be web-based, enabling access to be remote or online and at any time. The information provided by the e-HR process can communicated across organizations, if it posts static data such as information on HR policies and communications about employer facilities such as learning opportunities and flexible benefits. It can include links that enable managers and other employees to interface directly with HR applications and make changes or enquiries.

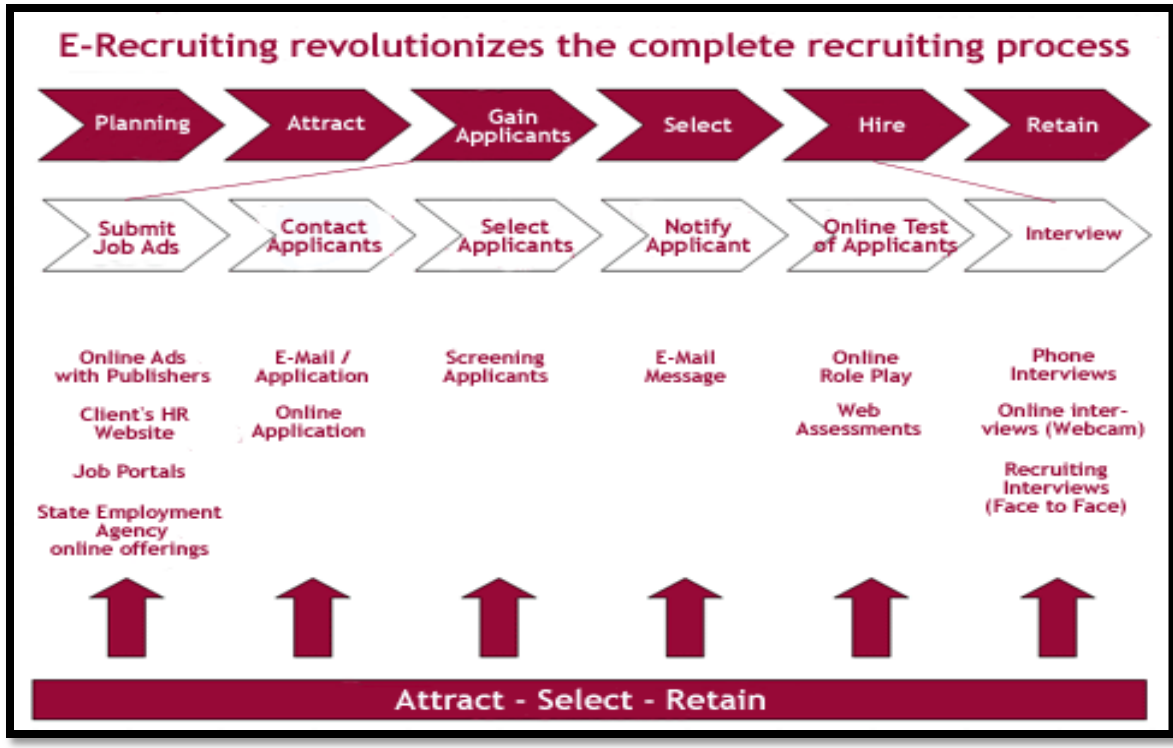
Voermans and van Veldhoven (2007) defined E-HRM as the administrative support of the HR function in organizations by using internet technology. As Zafar (2009) stated, therise of the knowledge economy is accompanied by a transformation of the bureaucratic organization into one of the networked types. This transformation also becomes visible in the relationship between the individual employees and the organization. To sum up, the chosen statement by Ulrich (1997) tries to show that the e-component adds a new dimension that rocks the HR boat'. In other words, E-HRM forces traditional' HR professionals to rethink and redefine policies and practices and, indeed, their own profession (Zafar, 2009).

Electronic Human Resource Management

"E-HRM is an umbrella term covering all possible integration mechanisms and contents between HRM and information technologies aiming at creating value within and across organizations for targeted employees and management"

E-RECRUITMENT:

The primary goal of recruitment process is to attract potential labor whose competencies match with the organization goals and objectives. With application of Information and Communication Technology in recruitment process, organizations have started posting their job vacancies online and attract the talent not only from one region but all over the world. Organizations can also post job description along with incentives to be provided to attract the talent. By online job opening, candidate can go through company profile to understand the organizations vision and goals better. Online recruitment widens the scope and area of talent research for firm's HR. Even with organization intranet, managers could go through existing employee's record for internal recruitment process. Even employees can go find out any job openings. Organizations are building up their own websites for the future prospective employees to leave resume online and update themselves according to requirement of company.



E-selection :

It's very difficult to decide where recruitment ends and selection begins. E-selection can be used to ask the prospective employee to complete the assessment and other formalities via interactive forms and submit to the organization. Assessment results could be generated automated at same time. Interactive online interviews could be arranged via web based technologies. Organization need to critical analyze the e-selection software which is flexible, specialized and helps in reduction of cost of selection process.

E-Training & Development :

To get ahead of competitors, a competitive edge is required for all firms. This competitive edge can be gained by training and development process within the firm. Training practices help the employees to improve and enhance their knowledge and skills for business growth and efficient customer service. It also helps the employees to get familiar with new technologies introduced in the organization, to improve their communication skills and relationships with in peer and management. It helps in increasing their job related skills. It is a continuous learning process. Organizations can develop their own online training material for their employees and upload on intranet for regular access to staff. Online training provides training to workers at any time and at any place. It helps in reduction of cost by providing training via online classrooms. Employees can get and share the knowledge across other departments and companies. But the blended learning is considered as best learning which includes online learning, classrooms and on- job training programs.

E- performance management :

An effective e-performance management system can benefit organization, managers and its employees. It requires application of software's that can help in monitoring, recording, updating and retrieving of employee's information. Performance which was being managed on papers has shifted to memory databases of the company. E-performance management systems can help in automatic linking of performance with the compensation.

E-Learning:

E-Learning refers to any programmed of learning, training or education where electronic devices, applications and processes are used for knowledge creation, management and transfer. e-Learning is a term covering a wide set of applications and processes, such as web-based learning, computer-based learning, virtual class room, and digital collaboration. It includes the delivery of content via Internet, intranet/extranet (LAN/WAN), audio-and videotape, satellite broadcast, interactive TV, CD – Rom, and more. Training program provides. Which helps to save time and money.

E-Compensation:

All companies whether small or large must engage in compensation planning. Compensation planning is the process of ensuring that managers allocate salary increases equitably across the organization while staying within budget guidelines. As organizations have started expanding their boundaries, usage of intranet and internet has become vital. The usage of intranet and internet for compensation planning is called E-Compensation Management which reduces the money.

CONCLUSION

The aims of this paper were to examine the overall concept of E-HRM .E-HRM practice provides a more efficient and strategic way of working to reach the goals. E-HRM facilitates human resource functions with the chance to create new avenues for committing to organizational success. E- HRM facilitates the usages of HR marketplace and offers more self-service to the employees. E- HRM (Electronic Human Resource Management) is advance business solution which provides a complete on-line support in the management of all processes, activities, data and information required to manage human resources in a modern company.

Thus e-HRM as an Implementation Support System (ISS) can help the organization to quickly mature their HR function and institutionalize best-practices for long-term growth.

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