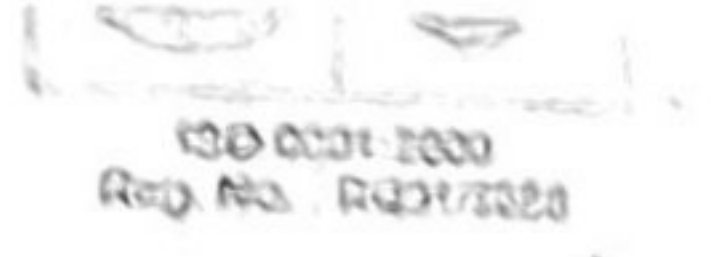




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PG AND RESEARCH DEPARTMENT OF COMMERCE


National Conference on Human Resource Management - An Inventive Approach

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This is to certify that ~~Dr/Mr/Ms~~ [✓] ~~Dr/Mr/Ms~~ ^{Ms} D. MUTHU KRISHNAN, ASSISTANT PROFESSOR,
DEPARTMENT OF COMMERCE, MUSLIM ARTS COLLEGE, THIRUVITHANCODE
has actively participated in the One Day National Conference on "Human Resource Management - An Inventive Approach" organised by the PG and Research Department of Commerce, Muslim Arts College, Thiruvithancode held on 12th Feb 2019. He/She has presented a paper titled CHALLENGES FACED BY HR MANAGERS IN THE CONTEMPORARY BUSINESS ATMOSPHERE


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HUMAN RESOURCE MANAGEMENT PRACTICES - AN INVENTIVE APPROACH

Dr. M. P. Asha Kumari
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CHALLENGES FACED BY HR MANAGERS IN THE CONTEMPORARY BUSINESS ATMOSPHERE

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Abstract

The rapidly transforming business landscape means that there are currently many human resource management challenges which will continue to evolve for years to come. Issues facing HR are expected to change dramatically in the next decades. In this paper, we have discussed about the various challenges faced by HR Managers in Contemporary Business Environment.

Keywords: HR Managers, Human Resource Management, Contemporary Business Environment.

INTRODUCTION

Issues facing HR are expected to change dramatically in the next decades. Thus, HR professionals must play special roles in dealing with these changes and must develop specific competencies to support these roles. HR managers will have to accommodate employees in their virtual work locations and find ways to manage corporate culture, socialization and employee orientation. In order to obtain and maintain a competent workforce, they must act as organizational performance experts and shape employees behavior without face to face meetings shows the Human Resource Management Strategies.

A range of challenges are faced by organizations and HRD professionals in managing and implementing effective HR T&D, particularly in the climate of globalization, and the new technological

revolution begins with the importance of human capital in HRD practices, their education and technical training, and also their communication and language skills.

Human resources' learning and motivation are also described as important features of effective HRD practices

CHALLENGES FACED BY HR MANAGERS

Because of continuous changing socio-economic, technological and political conditions, the human resource managers of the future shall have to face more problems in the management of labor.

The human resource managers of today may find themselves obsolete in the future due to changes in environment if they do not update themselves some of the important challenges which might be faced by the managers in the management of people in business industry. Some of the challenges are as follows:

A. HR Collaboration with Line Managers

HRM function is a joint responsibility for all managers within the enterprise i.e. both HR or staff and line managers must be involved. HR professionals should become a partner with senior and line managers in strategy execution, helping to move planning from the conference room to the market place.

B. HR Exhibition of Expertise in the Organization of Work

As trained administrators, the HR professionals will have to explore and design means of carrying out HR functions in a better, faster and cheaper ways to reduce costs. Beside cost reduction, efficiency and quality have to be maintained in service delivery.

C. HR as Vanguard of Employees' Welfare

The HR professionals will be held accountable for ensuring that employees show commitment and add value to the business of the organization irrespective of attending to their social needs.

D. HR as an Innovative Agent

The HR professionals must work towards initiating change that are focussed on creating high performing teams, reduce cycle time for innovation or implementing new technology.

E. Upgrading the Skills of HR Professional

To be able to cope with the global challenges and be relevant in the current century, the quality of HR staff need to be improved. The enterprise need people who know the business, understand the theory and practice of HR.

F. HR Creating Value in the Organization

To meet the increased expectations of the organisation, the HR professionals must articulate their role in terms of creating value. They must measure their effectiveness in terms of business competitiveness and success rather than employee comfort or satisfaction.

G. Business Challenges and Globalization

Due to globalization, enterprise now face business challenges which require the organization to build new capabilities. This innovation has created opportunity for the HR professionals to play leadership role in assisting the organization to meet the competitive challenges.

H. The Effect of Information Technology in Workplaces

Information technology has made the world smaller and faster through internet. Ideas and large amount of information now move freely and constantly. The challenge for the HR Managers is to make good use of what information technology offers and to make it to be a viable productive part of work setting and tool.

I. The Challenge of Privatization and Liberalization

The privatization of government companies involves the divestment of public holdings in these enterprises for the benefit of

single or multiple private shareholders or owners. The exercise usher in a lot of changes within the privatized organization and the professionals must brace up to the challenges posed by the exercise it relates to HR planning and management.

J. HR and Political Process

With the democratic changes occurring all the world over populace in which the work community is inclusive must internal democracy and discharge their civic duties to the country.

K. Multi-Skilling Process

The pace of change in the HR environment in this era globalization will require the HR professionals to be multi-skilled. They must devote more attention to core strategic issues in HR management and be facilitator or change initiators and internal consultant to organization

Apart from these challenges, few challenges are as follows:

- Change management
- Leadership development
- HR effectiveness measurement
- Organizational effectiveness
- Compensation
- Staffing: Recruitment and availability of skilled local labor
- Succession planning
- Learning and development
- Staffing: Retention
- Benefits costs: Health & welfare

Various Tasks by HR Managers

- Implement strategic organizational change for increased quality, productivity and employee satisfaction
- Construct an effective training program
- Design a compensation system that motivates employees
- Structure benefit packages and measure their success
- Identify principles for developing, utilizing and conserving human resources
- Use data and statistics to make informed business decisions
- Leverage technology to enhance the contributions of the human resource function to an organization
- Develop financial management and budgetary skills

CONCLUSION

The challenge does not stop with recruiting the right person but with how we are going to manage the performance of our employees. The challenge would be to create a performance culture where in opportunities are provided for enhanced performance and where giving out optimum performance becomes a way of life. The future role of HR professional will change from a less administrative role to more of a strategic role. HR managers will continually be required to prove their effectiveness and their existence.

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