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This is to certify that ..... Dr. A. Safia, Assistant Professor.....  
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## A Study on Hr Strategies in Companies

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### Abstract

HR innovation is the implementation of new ideas, methods and technologies to better meet the ever-evolving requirements of the organization and its workforce. India now becomes a player in the global stage. Everyone wants to do business, this change has given lots of opportunities to our country to grow further but it posed it lot of challenges. HR strategy is a road map for solving organization's biggest challenges with people-centric solutions. Human resource practices can increase employee productivity, positively impact employee learning and improve a business overall performance. Innovation practices can recruit and retain their employees and made them feel best place to work and enjoying working and made the companies in the great height in their own field of business. The human resource practices are important factors for ensuring the relation of the employees. Companies focusing on innovation not only competitiveness but also are able to sustain them for a longer period of time.

**Key words;** Human resource, Innovation, Recruit, Business, Strategies.

### Introduction

HR plays a key role in developing reinforcing and changing the culture of an organisation. Performance management, training and development and on boarding and reinforcing the values of the business culture. The primary purpose of HR policies is to manage employees more productively and ensure the organisations smooth functioning. The participation of HR policies creates a clear base or solid foundation for companies to manage and lead their employee towards growth and prosperity.

Human resource strategy means the set of concepts and norms of behaviour that regulate an organisations interaction with its worker's. Every firm needs strategies in order to promote regularity in behaviour and equality in employee relations. Human resource plays a remarkable role in today's organisational development.

### Statement of the Problem

HR strategies set out what the organisations intends to do about its human resource management policies and practices and they should be integrated with the business strategy and other. When Hr strategy can ensure the business is working towards achieving the boarder goals. Such a strategy gives the company a better chance to win in the competitive environment. It helps to identify how departments can modify to hire employees who have the right mix of ability and experience. The main of this paper is to understand the importance of HR strategies of companies.

### Objectives

1. To find out the advantages of HR strategies in companies.
2. To examine various aspects of human resource strategies.
3. To identify the relationship between HR strategies and organisational development.

### Research Methodology

The data used for this study is primary and secondary in nature. Primary data are collected directly from 100 respondents through questionnaire. All the respondents selected for the study belongs to Thiruvananthapuram district. Secondary data has been collected from journals, annual reports etc. The respondents are selected according to convenient sampling method. Percentage and correlation methods are used to analyse the data.

### Data Analysis

Correlation Table-1

Opinion	Hr strategies	Organizational development
Highly agree	10	15
Agree	35	54
Neural	20	23
Disagree	18	5
Highly disagree	17	3
Total	100	100

Table-2

Opinion	x	y	xy	$x^2$	$y^2$
Highly agree	10	15	150	100	225
Agree	35	54	1890	1225	2916
Neutral	20	23	460	400	529
Disagree	18	5	90	324	25
Highly disagree	17	3	51	289	9
	$\Sigma x=100$	$\Sigma y=100$	$\Sigma xy=2641$	$\Sigma x^2=2338$	$\Sigma y^2 = 3704$

$$r = \frac{n \Sigma xy - \Sigma x \Sigma y}{\sqrt{n \Sigma x^2 - \Sigma x^2} \sqrt{n \Sigma y^2 - \Sigma y^2}}$$

$$r = \frac{5 \times 2641 - 10000}{\sqrt{5 \times 2338 - 10000} \sqrt{5 \times 3704 - 10000}}$$

$$r = \frac{3205}{\sqrt{11690 - 10000} \sqrt{18520 - 10000}}$$

$$r = \frac{\sqrt{1690} \sqrt{8520}}{3205}$$

$$r = \frac{41.10 \times 92.30}{3205}$$

$$r = \frac{3793}{3205}$$

$$r = 0.844$$

Since the value of 'r' is positive and greater than 0.5 there is a high positive correlation between the attributes. It may be concluded that there is a positive correlation between HR strategies and organisational development.

#### Findings

1. HR strategies help the employees to attain their career objectives.
2. There is a positive correlation between HR strategies and organisational development.
3. HR strategies provide healthy and safe working environment for all employees.
4. HR strategy is road map for solving organisations biggest challenges with people centric solutions.

#### Suggestions

1. To evaluate employee skills, knowledge and ability.
2. To create effective HR plans through evaluating organisations strength, weakness, opportunities and threats.

#### Conclusion

Human resource strategies maximising the potential of an organisation's human capital. Creating an HR strategies means taking a hard look at an organisation's SWOT analysis. The benefits of hr strategies reduce the turnover, improve employee engagement, enhance productivity, enhance better policies, help to minimise business disruption etc. Through HR strategies an organisation can improve its performance. It essential for retaining the best talent and developing of human resources. It focuses on making employees feel valued and engaged so that they are motivated to stay with the company.

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