

## **Digital Human Resource Management: An Evaluation**

**Dr. S. K. Thakur, Assistant Professor**

University Department Of Commerce And Business Administration,  
L N Mithila University Darbhanga (Bihar).

### **ABSTRACT**

Change is the only permanent phenomenon. The world in which we are living is changing. The environment, situation are changing every moment. Technological promotion and introduction of latest technology has changed the fate and future of HR of the organization. Organization is known by its people having right skill and ability to perform task effectively. The prime problem for all organization today is the human resource management, maintenance and monitoring of the employees and its evaluation. Presently organizations use advance systems for human resource management. The impact of technology especially the information technology is very much for obtaining knowledge where information. Human resource management has changed over the yester years from traditional style of HR creating a human resource strategy for promoting quality of human resource performance.

**keywords: Automation, Digital, HRM, Strategy, Technology.**

### **INTRODUCTION**

There are several benefits to incorporating the recent technological and developments that have occurred. One of the advantages of technology in HRM is the ability to access large pool of talent. With the use of online job boards and social media platforms, HR professionals can easily reach out to and recruit candidates from throughout the globe. This allows organizations to tap into a diverse talent pool and find right candidates for right positions, regardless of their location. Technology has been a significant impact in

the field of HRM. The right ways in which technology has impact on HRM is through streamlining and automation of HR processes. With the advent of HR software and other technological tools many of the tasks and responsibilities previously carried out by HR professionals can now be automated. This includes task like payroll and benefits management, performance evolution, and even hiring and recruitment of HR.

### **Technology and HRM**

The major ways in which technology has impacted HRM is through the streamlining and automation of HR processes. With the advent of HR software and other technological tools, many of the tasks and responsibilities previously carried out by HR professionals can now be automated. The nature of recruitment and hiring has also changed with the incorporation of technology. Most of the organization now use online job boards and social media platforms to advertise open positions and attract potential candidates, and this has made the recruitment process more efficient and easy as HR professionals can easily search for and review the resumes and profiles of a large pool of candidates. Technology has increased the use of tools for HR management, such as human resource information system (HRIS) and Performance And Learning Management Systems. These tools allow HR professionals to maintain and manage employee data, track and access employee performance and provide training and development.

### **Digital Human Resource Management**

The role of digital human resources management in the era of globalization, especially in the covid-19 pandemic has made a major contribution to sustainable business performance. Digital HRM is able to do human work through software and several applications, which are supported by the internet network. Digitalization in HRM will enable companies to operate more efficiently and relevantly in the future.

## **Recruitment And Selection**

Recruitment and selection are the first and the foremost important functions of HRM. The HRM process starts with the recruitment followed by the completion of the selection of the candidate. Now the global human resource employment revolution has become easy and cost effective due to the online social network. Electronic recruitment is designed to make the recruitment process more efficient and effective. The candidate can complete their necessary information (resume) name, email, experience, qualifications, and skill after completing all the details that the candidate can upload the resume. The organization recruitment team will shortlist, and they will inform the candidate. Even with the help of digitalization many organizations use social media platforms such as Facebook, Skype.

## **Training and Development**

Modern technology which has been used as the display of work-related videos, online courses, computerised learning methods, reading through soft copies has revolutionised teaching techniques. Further, on mere digitalization in training and development the HR department came forward.

## **Digital Human Resource Management: An evaluation**

Digitalization in HRM system has positive impact on organization in below stated forms

**Flexibility:** Digitalization allows HR leaders to quickly adapt their business processes for changing market conditions. This is the cause digitised businesses are better able to respond quickly when new technologies are introduced.

**Reduction in Pen Work:** Digitization's reduces the pen work required by employees and managers in different phases of the HR process, from recruitment through training and development for payroll administration. It also minimises pen works.

**Improved Data:** With the implementation of digital tools, accurate information can be collected easily for right decision and satisfied employees.

**Decreasing Cost:** By using proper technology for streamlining HRM, money and time can be reduced.

**Efficiency:** Proper structured HR system can provide proper information.

**Data Analysis:** With the help of digital HR tools, organization can easily access and interpret data to make better decisions that will improve their overall performance. Managers can clearly see how the organization is performing by digital HR, organization can get proper data for analysis.

**Proper and Improved Communication:** By using proper technology for streamlining HR. Managers and employees can have free time to spend on significant tasks.

**Security:** By digitising and automating processes organizations can increase the security of their data by making it more difficult for hackers to access confidential information.

### **Negative Fact of Digitalization in HRM**

**Lack of Trust in Digital Data:** Many people are still skeptical about the accuracy of the information stored in digital media. The fear that the data may not be trustworthy and reliable, especially when it comes to sensitive personal information such as name, address, age, marital status.

**Lack of Awareness about the Benefits of Digitization:** Organizations need a clear idea of how they can get benefit from digitalization in HR processes. They think that they incur extra costs while implementing these new technologies.

**Lack of Knowledge:** Organizations cannot fully use the available technology because their employees do not have proper skills or training needed for their work objectives. This leads them towards choosing automation over human resources.

**Automation:** When you used properly it can save money and increase their profits. If you used incorrectly, automation can create job loss and other negative outcomes.

**Subjectivity:** Managers are generally provided with proper information about employee's credentials, certifications and degrees through human resources management system.

### SWOT of Digital HRM

Technology has been instrumental in promoting communication. Technological promotion and advancement in technology has changed the fate and future of business world. The technological breakthrough has revolutionised the communication. HR and world business. Speedy introduction and use of digital tool in HR practice by managers have attracted the attention of professionals and strategies throughout the globe.

SWOT of Digital HRM



For all functions of HRM various special digital tools has been designed. Further the productivity and efficiency of HR activities have been in enhanced by the use of digital technology in the organization.



**The positive and negative of HRM digitalization:**

Advantages	Disadvantages
<ul style="list-style-type: none"> <li>• Saving cost</li> </ul>	<ul style="list-style-type: none"> <li>• Data security</li> </ul>
<ul style="list-style-type: none"> <li>• Efficiency                             <ol style="list-style-type: none"> <li>1. saving time</li> <li>2. productivity</li> <li>3. hr productivity</li> <li>4. minimization of pen</li> </ol> </li> </ul>	<ul style="list-style-type: none"> <li>• Lack of skill</li> </ul>
Effectiveness <ul style="list-style-type: none"> <li>• The quality of administrative</li> <li>• HR flexibilities</li> </ul>	Potential of existing HR digital solution (not being utilised)
Employee- Employer Relations. <ol style="list-style-type: none"> <li>1. Teamwork/ cooperation</li> <li>2. Communication excellence</li> </ol>	Employees in ability for modern technology

3. Employees are more known to company challenges.	
4. Motivation of employee	

Further digitalization of HRM process promotes productivity

## CONCLUSION

Digitalisation of HR has a significant impact on HRM processes and services. The workflows, processes and other functions of the Human Resource Department are increasingly becoming digital with the help of technology. The process of digitalization is expected to increase in the future, as it helps organizations to manage their business better by improving productivity. The digital transformation of HRM is changing the course of the process, radical changes in technology, automation. The digitalization have changed the feet and future of traditional form of work, the introduction of artificial intelligence (AI) in HRM processes has facilitated problem solving and automation of some processes.

## REFERENCE

1. Bondarouk and Ruel (2009). Electronic Human Resource Management: Challenges in the Digital Era, The International Journal of Human Resource Management, 8(4) 502-509.
2. Walker, (2001). Web Based Human Resources, McGraw Hill Professional, New York, 4(2), 613-621.
3. Ramayah and Haslindar, (2010), E-HRM: A Proposed Model Based On Technology Acceptance Model, African Journal Of Business Management, 4(13), 201-209.

4. Lepak, D.P. and Snell, S.A. (1998), "Virtual HR: Strategic Human Resource Management In 21st Century", Human Resource Management Review, vol 8 No 6, PP 111-22.
5. Nawaz (2014), HRIS as a Tool for Effective Decision Making in Select Software Companies in Bangalore, International Journal of Business and Management Review, 4(2), 72-76.
6. Panayotopoulou and Vakola, (2009), E-Hr Adoption and the Role of HRM: Evidence from Greece, Personnel Review, 24(1), 217-226
7. Sharma, H and Shukla, S (2013) Human Resource Management in Digital Age: Trends in Indian Corporate HR Practices, IRC's International Journal of Multidisciplinary Research in Social and Management Science, Vol 2 Issue -4
8. Sheriff and Ravishankar, (2011), Role of Electronic Technology in Human Resource Management, APJRBM, 2(4), 56-63
9. Sanayel and Marzael, (2009), Designing a Model for Evaluation the Effectiveness of E-HRM, International Journal of Information Science and Technology, 6(4), PP 48-54.
10. Aggarwal, V. (2017), "Digital Human Resource Management. " Gyan Management Journal, vol 11 No 2
11. Bloom and Bengtsson, (2017), "Human Resource Management in Digital Era." He International Journal of Human Resource and Management, vol28 No 1, PP 98-131.
12. Varadaraj and Wadi, (2018), "A Study on Contribution of Digital Human Resource Management Towards Organizational Performance", International Journal of Management Science and Business Administration, vol 7 No 5, PP 43-51.
13. Kotic and Dorde, (2020), "Strategy for Digital Organization: Testing a Measurement Tool for Digital Transformation", Strategic Management, vol 23 No 1, PP 29-35.



