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HUMAN RELATIONSHIP MANAGEMENT: CURRENT TRENDS

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ABSTRACT

People are an organization's most precious resource. Every firm must improve their workforce by matching their human resource strategies with the latest trends in order to be successful. Companies' human resource (HR) departments have been gradually altering over the years as technology has advanced. The global COVID 19 epidemic has prompted HR managers to respond quickly to essential business needs, manage workforce volatility, and use cutting-edge technology. The purpose of this article is to identify contemporary trends in human resource development as well as to review existing research on these trends. As a result, the following patterns emerge: Globalization and its consequences, Workforce Diversity, Employee Expectations, Changing Skill Requirements, Corporate Downsizing, Continuous Improvement Programs, Re-engineering Work Processes for Improved Productivity, Contingent Workforce, Mass Customization, Decentralized Work Sites, Employee Involvement, Technology, Health, Family Work-Life Balance, Confidentiality According to the trend, relevant existing research is examined, and prospective research avenues are discussed.

KEYWORDS: Management, Human Resource, Productivity, Trend, Customer

INTRODUCTION

Human Resources and their management are affected by constant developments in technology, economic, social, and psychological understandings and structures. As firms strive to make the HR department smaller and more 'strategic,' current HRM models show that expectations about HR jobs are evolving. The administration of human resources is known as human resource management (HRM or simply HR). It's a method of bringing people and organisations together to achieve mutual interests. It is a role in organisations that aims to maximise staff performance in order to achieve a company's strategic goals. Human Resource Management has changed dramatically over the last century, with a substantial shift in form and function occurring especially in the last two decades. In recent years, the function of human resource management in corporations has changed substantially. HR is rapidly being recognised as a crucial strategic partner, with tasks and responsibilities that are strikingly different and far-reaching. Workplaces are changing at a rapid pace. Human Resource Management (HRM) must be prepared to deal with the effects of the changing world of work as part of the company.

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For HR professionals, this means comprehending the financial implications of globalisation, work-force diversity, changing skill requirements, corporate downsizing, continuous improvement initiatives, re-engineering, contingent labour, decentralised work sites, and employee involvement, all of which have financial implications for the organisation. HRM has evolved from a largely maintenance function with little if any bottom line impact, to what many scholars and practitioners now regard as a source of sustained competitive advantage for organisations operating in a global economy, thanks to a number of significant internal and external environment forces.

GLOBALIZATION AND ITS IMPLICATIONS

Today's business transcends national borders and reaches all corners of the globe. Human resource managers face new challenges as international organisations grow. The expansion of transnational firms, the usage of communications technology, and the increase of unrestricted cross-border trade are all likely to continue. Keeping up with new tactics for locating and recruiting global talent is essential for attracting global talent. The HR department must guarantee that the right mix of people is available to undertake worldwide assignments in terms of knowledge, skills, and cultural adaptability. Organizations must teach individuals to address the challenges of globalisation in order to achieve this goal. HRM would have to teach management how to be more adaptable in their methods. Infosys, a business technology consulting firm, chose to hire Chinese graduates and began by inviting and teaching a limited number of Chinese students English at its Mysore, India, office, allowing the firm to source personnel from a neighbouring nation at a lower cost.

WORK-FORCE DIVERSITY

Employees' similarities and variances in terms of age, cultural background, physical abilities and disabilities, colour, religion, gender, and sexual orientation are all examples of workforce diversity. There are no two people who are the same. The strategic orientation of the organisation is inextricably tied to diversity. Over time, the makeup of the workforce has shifted as well. Demands for equal compensation for equal work, the elimination of gender disparity and bias in particular occupations, and the abolition of the grass-roots ceiling have all been met. A family-friendly business is one that offers flexible work schedules and employee advantages like child care. HRM must be cognizant of the age inequalities that exist in today's workforce, in addition to the diversity offered by gender and nationality. HRM must teach people of various ages how to effectively manage and deal with one another while respecting the diversity of viewpoints that everyone has to contribute. In instances like this, it appears that a participatory approach is more effective. Employing a diverse workforce is a requirement for every organisation in the contemporary environment, yet managing such a diverse staff is a major issue for management.

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CHANGING SKILL REQUIREMENTS

For any firm concerned with competitiveness, productivity, quality, and efficiently managing a diverse workforce, recruiting and training competent labour is critical. In terms of poor quality work and decreased productivity, as well as a rise in staff accidents and customer complaints, skill deficits result in considerable losses for the business. HRM practitioners and specialists will need to communicate this to schools, community leaders, and others, as an increasing number of professions will require more knowledge and higher levels of language than present jobs. Skill shortages and inadequacies will have to be carefully weighed in strategic human resource planning. To close the skill shortages and inadequacies, the HRM department will need to develop appropriate training and short-term programmes.

RE-ENGINEERING WORK PROCESSES FOR IMPROVED PRODUCTIVITY

In many of our firms, continuous improvement projects are a good start, but they usually focus on gradual change over time. The ongoing and permanent search to make things better is inherently appealing. Nonetheless, many businesses operate in a dynamic environment that is constantly changing. When more than 70% of an organization's work processes are analysed and changed, it is called re-engineering. It demands members of the organisation to reconsider what work should be done, how it should be done, and how best to put these judgments into action. Re-engineering alters the way businesses operate and has a direct impact on personnel. Certain personnel may get irritated, furious, and unsure of what to expect as a result of reengineering. As a result, HRM must have in place methods for employees to receive appropriate instructions on what to do and expect, as well as aid in dealing with any conflict that may arise inside the firm. HRM must provide skill training to its staff in order for re-engineering to produce its benefits.

TECHNOLOGY

With current technological advancements and their projections for the future, HRM has gained new perspectives. A variety of computerised systems have been developed to aid in HRM, and they are viewed as simplifying HR functions in businesses. For example, paper work files are being phased out in favour of HRMIS, which may be customised or purchased off the shelf. These technologies, rather of having a room full of file shelves, help to handle a large amount of data on a chip. The safety (confidentiality) of staff data/information is what HRM is concerned about here, thus it is at the forefront of having to train individuals in operating such systems and building the integrity of such personnel to handle the sensitivity of the problem.

HEALTH AND SAFETY

Managers are concerned about workplace safety and accident prevention, at least in part because of the rising frequency of workplace deaths and accidents. Managers who fail to ensure a safe working environment may face significant fines and perhaps criminal charges.

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Supervisors are crucial in ensuring the safety of workers. With the rise of wellness clubs and exercise centres, as well as the necessity for a healthy workforce, HRM has to take another step, such as subscribing its employees to such clubs and paying for health insurance services for their employees. This isn't only a productivity plan; it's also a strategy for attracting and retaining top talent. HRM has altered its focus to delivering health services to employees through health insurance, sensitization, and free medical treatment bills in order to maintain relevance. This has yielded excellent results, not only in terms of performance but also in terms of attracting and retaining highly qualified employees.

CONFIDENTIALITY

Current developments have been viewed as new cost issues, particularly in the near term, but for organisations to succeed in this competitive market, it is critical to rethink HRM in terms of current trends at all levels. It goes without saying that as long as there are no clearly defined human resource management strategies in a given firm, there will undoubtedly be a problem simmering or an explosion will occur. Organizations must delve deeper to sustain the present trend in managing the most valuable organisational resource.

CONCLUSION

Globalization is a force that is rapidly affecting the lives of people in every country. As a result of trade liberalisation, rising levels of education among women and workers in developing nations, and technological improvements, country borders are transforming from barriers to bridges. Goods, services, and labour talent are now more freely flowing around the globe than they have ever been. There are numerous options for firms to expand job chances and pay talented individuals higher remuneration. The difficulties are plentiful. Organizations must deal with an ageing workforce while also attracting, integrating, and maintaining multicultural workforces. In order to stay relevant as a business development partner, human resource management must generally explore into new trends.

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