

## Emerging Trends in HRM and Its Impact on Employee Performance

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### Abstract

In today's scenario human resource management plays a vital role in terms of engaging employees in the job which leads to the organizational success. The changing trends in HR leads to a great impact on employee performance.

The recent tendencies start from the conversion of the term Personal Management to the term Human Resource Management, it also includes the variations from letters to mail, record notes to computers, bio metric system, attendance registers to card swipe and manual data maintenance to HR software systems like SAP etc., cash salary to card through banks and account transfers, increment promotions and other based on experience to benefits based on performances etc. The purpose of this research is to identify the emerging trends in HR and also to study the impact of emerging trends on employee's performance, also to identify various emerging trends in HR which came into existence as a result of technology revolution.

In this research we have used descriptive research and convenience sampling as a sampling technique. The sample size adopted for this research is 50 employees of various Companies. It is identified that digitized rewards and recognition and Flexibility of work timings creates a great impact on the performance of employees which leads to job satisfaction and employee engagement.

Hence there is a growing demand to upgrade the current trends which becomes the need for HR Professionals.

**KEYWORDS:** Emerging Trends, Employee Performance, Employee engagement, Job satisfaction, technology revolution.

### INTRODUCTION:

In today's world HRM plays a vital role and it is a buzz word in each and every organization. In simple words HRM is defined as the process of engaging and managing employees in a company which involves recruiting, selecting, dismissal, training and motivating employees. An example of human resource management is the way in which a company hires new employees and trains those new employees.

Globalization is one of the main base route causes for the evolution of emerging trends in Human Resource Management.

Globalization is defined as the process of interaction and integration among people, companies, business and governments worldwide. With the globalization, the whole world changes with better means of interactions, breakthrough technologies and dismantle of economic and social barriers, the world is becoming boardless and the countries are fast integrating into a truly global economy.

## Emerging trends in Human Resource Management

The following are the most important emerging trends in Human Resource Management

- Digitized rewards and recognition
- HR Bots(Artificial Intelligent driven HR)
- Increase in part-time employment and contingent workforce management
- Use of Online skill assessments
- Flexible work Arrangements
- Clear & Transparent Work Culture & Open Leadership

1. **Digitized rewards and recognition:** One of the best motivators for most employees has been receiving praise and recognition from their managers. In 2018, every person expects the trend to advance. We all hope to see digitized rewards and recognition. Hence, to make your employees productive, digital recognition is a trend you need to implement.

2. **HR Bots:**

Another interesting HR trend to focus in 2018 is Artificial Intelligence driven human resources. Even though it is not expected to abolish the usual human HR, it will transform and help to analyze the data. It will also support in the primary repetitive HR tasks. When you use Artificial intelligence to hiring the workforce, you will be able to eliminate bias. It will help to access the applicants based on their requirements without partiality. It will also let your team focus on employee relations instead of being caught up in unexciting tasks.

3. **Increase in part-time employment and contingent workforce management:**

In most advanced countries, there is a usual trend where more than 40 percent of employees are being hired on a contingent basis. This means you need to learn more about your workforce structure and whether you can reconsider structuring it. Even though it is not practical for any organization to adopt a new workforce structure instantly, it is essential to be aware of the emerging HR trends.

4. **Use of Online skill assessments:**

Online assessments have also become increasingly popular as an effective talent management tool. Employee assessment is no longer just about complying with an organization's procedures. It is now an vital part of management strategy. In today's highly competitive global economy, an organization has to have a grip of what exactly the workforce knows, or doesn't know. Online assessments including tests, surveys, quizzes and exams have been used to mitigate the risks or relying on mere self-assessment.

5. **Fitness and wellness apps to develop employee engagement:**

Another vital HR trend that most organizations are expected to focus on is fitness and wellness apps. Most companies these days are focusing on creating life and work balance. If you want your employees to be productive, and to be able to build a sustainable workforce, you need to balance work and life. To achieve this objective, you can introduce wellness and fitness app for your employees. The apps will help to create a balance between their professional and their personal lives. For example, your employees can have access to dietary counseling, yoga, and work and life counseling among many others.

**6. Flexible work Arrangements:**

Flexibility in the scheduling of hours worked, such as alternative work schedules and arrangements regarding shift and break schedules; Flexibility in the amount of hours worked, such as part time work and job shares.

**7. Clear & Transparent Work Culture & Open Leadership:**

Transparency starts with the right people. In order for a company to be transparent, its people need to be transparent.

**RESEARCH METHODOLOGY:**

**1. TYPE OF RESEARCH:**

The Type of research used for the study is **descriptive Research**, which describe factors of a population being studied.

**2. SOURCES OF DATA:**

a. **PRIMARY SOURCES:** Employees of IT Companies.

b. **SECONDARY SOURCE:** Journals, textbooks, website, published papers.

**3. DATA COLLECTION TOOLS:** Structured Questionnaire.

**4. SAMPLING TECHNIQUES:** Convenience Sampling.

**5. SAMPLE SIZE:** 100 Employees of various IT companies.

**6. DATA ANALYSIS:** Percentage analysis, Correlation – SPSS 21.0

**LITERATURE REVIEW:**

1. Preetibedi, Poonam lakra and Sumanthmeena (2014) in their paper “Emerging dimensions for hum resource managers in today’s scenario” the authors state that the aim of the paper is to highlights the challenges that is being faced by the HR managers in the current scenario and the various strategies that they can use to overcome the challenges. It is found through this study that HR Managers must change the role parallel to the changing organization. The organizations becomes successful only when they become customer oriented and adopts the changes.
2. Dr. Jasti Katyayani and C Rani (2017) in their paper “Technological Trends in Human Resource Management” speaks about the various trends which have actually come into existence due to the technological revolution. They say that there are managing changes that has taken place HR Department in terms from sourcing of Human Resource to the Performance management. It has been found that to increase productivity, recruit talented candidates and better training of employee’s technology is very much essential.

**OBJECTIVES OF THE STUDY:**

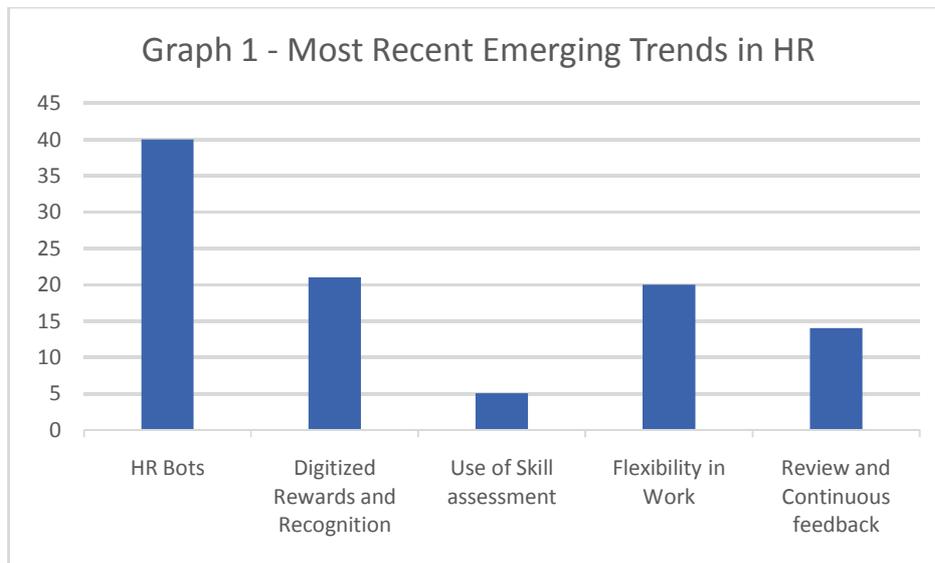
1. To identify the Emerging Trends in HR
2. To study the impact of emerging trends on performance of employees.
3. To identify various trends in HR which came into existence as a result of Technology Revolution.

**DATA ANALYSIS AND INTERPRETATION:**

1. **According to you which is the most recent Emerging trends that you have come across in HR?**

**Table 1 – Most Recent Emerging Trends in HR**

Options	Respondents	Percentage (%)
HR Bots	40	40
Digitized Rewards and Recognition	21	21
Use of Skill assessment	5	5
Flexibility in Work	20	20
Review and Continuous feedback	14	14



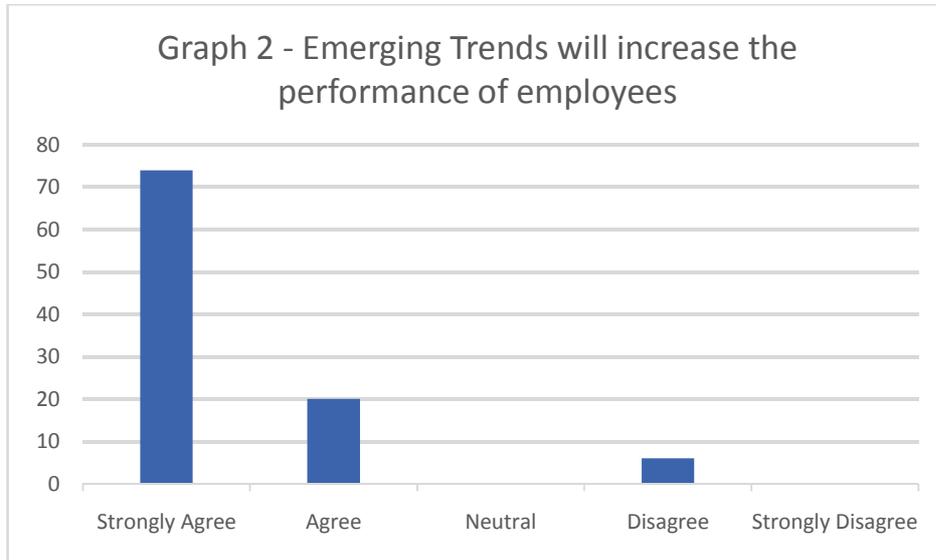
**Analysis:** From the table we can make out that 40 respondents says HR Bots is a recent emerging Trend in HR, 21 Respondents says Digitized rewards and recognition, 20 Respondents says Flexibility in workforce, 14 Respondents says Review and continuous feedback and 5 respondents says Use of skill assessment.

**Interpretation:** In graph 1 we can identify that majority of respondents says that HR Bots and Digitized rewards and recognition are the Emerging Trends in HR.

**2. Do you think that Emerging trends in HR will increase the performance of employees?**

**Table 2 – Emerging Trends will increase the performance of employees**

Options	Respondents	Percentage (%)
Strongly Agree	74	74
Agree	20	20
Neutral	0	0
Disagree	6	6
Strongly Disagree	0	0



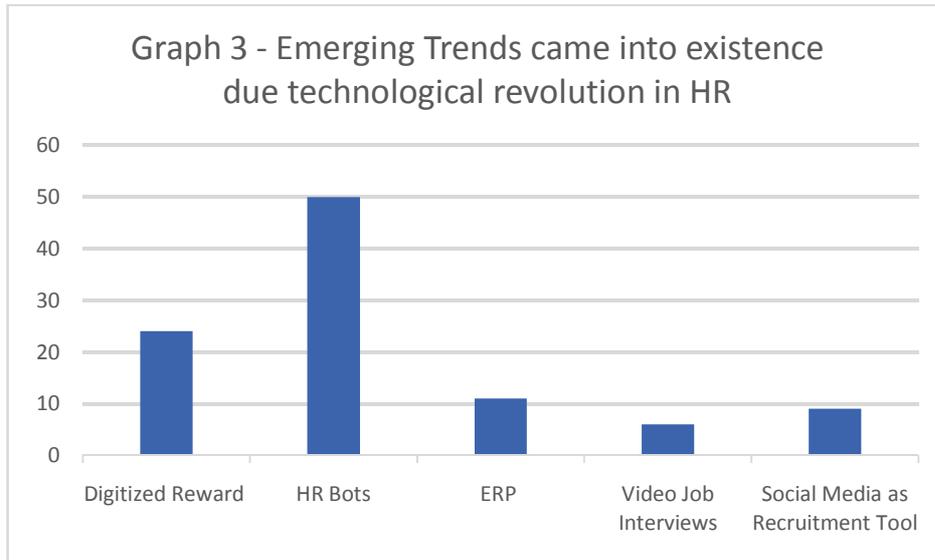
**Analysis:** From the table 2 we can make out that 74 Respondents strongly agree that Emerging trends will increase the performance of employees, 20 respondents just agree and 6 respondents disagree with the statement.

**Interpretation:** Above Graph 2 states that majority of them strongly agree with the statement that emerging trends will increase the performance of employees.

**3. According to you from the following which is that Emerging Trend which came into existence due to technological revolution in HR?**

**Table – Emerging Trends came into existence due technological revolution in HR**

Options	Respondents	Percentage (%)
Digitized Reward	24	24
HR Bots	50	50
ERP	11	11
Video Job Interviews	6	6
Social Media as Recruitment Tool	9	9



**Analysis:** From the table 3 we can identify that 50 Respondents says that HR Bots are the Emerging trends in came into existence due to technological revolution in HR, 24 Respondents says Digitized rewards, 11 respondents says ERP, 9 Respondents says Social Media as a Recruitment Tool and 6 Respondents says Video Job Interview.

**Interpretation:** Graph 3 states that majority of respondents says that HR Bots and Digitized rewards came into existence as a technological revolution.

**STATISTICAL ANALYSIS:**

**Hypothesis:**

- H0:- Emerging Trends in HR will not have an impact on Employee performance.
- H1:- Emerging Trends in HR will have an impact on Employee Performance.

**Correlations:-**

		Emerging Trends in HR	Employee Performance
Emerging Trends in HR	Pearson Correlation	1	.373*
	Sig. (2-tailed)		.000
	N	100	100
Employee Performance	Pearson Correlation	.373**	
	Sig. (2-tailed)	.000	
	N	100	100

\*\* . Correlation is significant at the 0.01 level (2-tailed).

### **Interpretation:-**

From the table we can observe that the significance value is less than 0.01 at 99% confidence interval. Hence there is a relationship between Emerging Trends in HR and Employee Performance. So therefore reject null hypothesis (H0) and accept alternative hypothesis (H1). As the Pearson Co efficient Value is 0.373 which shows there is a moderate relationship between Emerging Trends in HR and Employee Performance.

### **FINDINGS:**

1. Most of the respondents said that HR Bots and digitized rewards and recognition are emerging trends in HR.
2. Emerging trends in HRM leads to the increased employee performance.
3. HR Bots and Digitized rewards came into existence as a result of technological revolution.
4. It is found that there is a moderate relationship between Emerging Trends in HR and Employee Performance.

### **SUGGESTIONS:**

1. Employees must be updated with the changes in technology.
2. Employees should be flexible enough to adopt emerging trends in HR
3. The organization should provide training to the employees to cope up with emerging trends in HRM.

### **CONCLUSION:**

Emerging trends in HR leads to the increase in employee's performance. It is found that HR Bots and Digitized Rewards came into existence as a result of Technological Revolution. Hence, Training should be provided to the employees to increase their efficiencies with respect to emerging trends in HR.

### **REFERENCE:**

1. Preetibedi, Poonam lakra and Sumantmeena (2014), "Emerging dimensions for human resource managers in today's scenario", International Research Journal of Management Science and Technology, Vol.5, Issue.5, ISSN: 2250-1959.
2. Dr.JastiKatayayani and C.Rani (2017), Technological Trends in human resource management", International Journal of Scientific and Engineering Research, Vol.8, Issue.5, ISSN: 2229-5518.