Paradigm Shift in Human Resource Management withChange in Perspective Digital Era

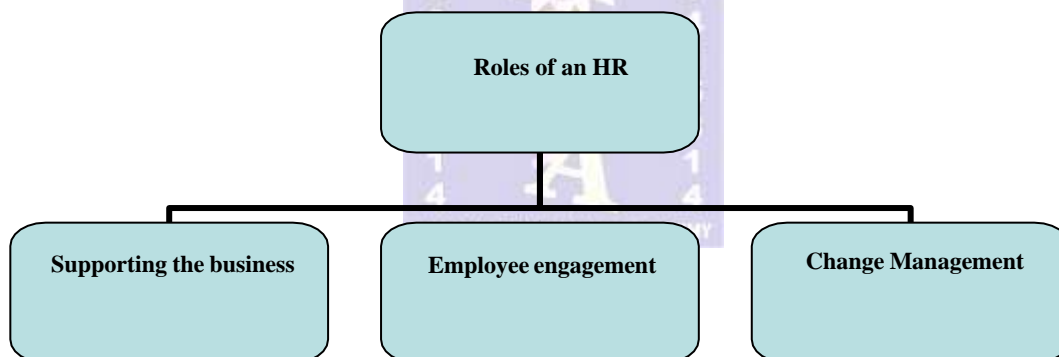*Ms. Pallavi Mishra,Assistant Professor, Schoolof Business Management , CSJM University*

Abstract:

In the digital transition era of today, human resource management experiences a paradigm shift for change. Changes in the market economy, globalization, diversity in workforce and technology have put new demands on the organization and have led this area in a completelynew direction. However, I believe that these challenges have created many opportunities for HR and the organization as a whole. Therefore, the main purpose of this article is to (a) review the challenges and opportunities that will affect the future of HR and (b) provide an overview of howthese problems can be resolved in order to continue on the market.

Keywords: *Human Resource Management, digital transformation era, challenges.*

Introduction:

Digitization has been the driving force of change in the industry and the changes are increasing. While you can measure the speed of digital interference in a month, organizations and people take years to fully embrace these changes. Change management is the longest bottleneck in digital conversion. I continue to like technology acceptance in all digital areas. The fundamental changes in leadership and talent characteristics are even more important for successful digital travel. The general shifts and implications of the digital conversion of HR are no longer a problem for niche markets because they move from the technology department to the conference room of industry, sector and local leaders(1). The current digital era is a springboard to the evolution of the world made possible by the use of technology in the workplace. The digital age is moving fast and radically changes the way organizations work. The same applies to the privateor public sector.

You need to develop new ways of thinking and thinking about delivering services that influence the way you model your business model. It therefore has a significant
impact on the functioning of the personnel departments of these organizations and identifies new approaches for managing people(2).

1. Role of HR

Previously, the role of human resources management was "workforce management", but in the 21st century it changed from HR to HR business partner. HR business partners form an important link between HR departments and business units. And to succeed in the competitive dynamics of today, it will be more than just market information and trends. Can be used. What ismost needed is labor(3). The most important role of HR in an organization can therefore be understood in three parts

Fig.1.1 Role of HR in Dynamic environment

1.1 Business support

Human resources capabilities must meet the needs of the modern business world, a highly dynamic team for personnel management and planning that can adapt to the rapidly changing requirements

of an organization or market need(4). Human resources must be seen as strategic partners, and human resources are directly infused into the company's actual competitive advantage because it works closely with human resources. By managing the current staff and leaving employees, staff must ensure that the company always has the right people to do the rightthing(5).

1.2 Employee participation

Human resources should no longer be seen as the last option of an employee for negative meetings. Modern human resources must be defined by actively participating in employeeaffairs, supporting employees in the workplace, listening to concerns and building professional and stable relationships between staff, employees and managers(6).

Managing expectations through flexibility, communication, rewards and appropriate training is one of the most important factors in maintaining employee satisfaction. Human Resource Managers can perform tasks such as performance appraisals, career development and competence management, the development of effective reward systems and task design to meet both business and personnel needs. Being active and being involved in the happiness of employees promotes optimal performance by helping to maintain and motivate employees(7).

1.3 Change management

In a sudden situation during an organizational change, a human resource manager ensures that employees have the skills and knowledge they need when they change their working environment, for example during a merger or takeover between the two companies. The right process for change management ensures that all changes are handled smoothly, disruptions are minimized and employees are fully involved(8).

Human resources play an important role in ensuring that changes are made according to plan because of their unique location as the heart of all employee relationships. These added angles give the human resource manager a direct role and authorize these during the development of the company based on available functionality. This means that bold changes are delivered in an orderly manner and are delivered in a better way to the employees who have to work through them(9).

2. Organizational implications of the digital economy

It is important to identify the selected organizational implications of the digital economy before starting the HR function.

• Organizations are becoming increasingly flat and decisions are becoming increasingly scarce.

• Leaders have always focused on results. With digital conversions, technology can quickly and easily measure and test the accuracy of decisions.

• Mobility and flexibility are essential to keep employees connected to the digital economy. Competencies are transferable and internal and global movements are more attractive for both employers and employees(10).

As a result, the HR dilemma is no longer between cost savings and added value. Instead, the concerns of the HR department will focus on the changing nature of the organization and the increasingly digitized staff and the impact of the following disruptive factors:

• Digital trends, including but not limited to cyberspace, data, cloud, social and mobile.

• Multiple generations of employees, including millennial or digital citizens of the first generation.

• Integrate work and life with digitally connected employees.

• The emergence of a new level of digitally trained personnel.

• Business model due to digital failure.

• Employees who are considered the first customer of an employer's brand.

Because HR plays a crucial role in shaping the digital identity of the organization, we need to pay more attention to digital conversion. Planning the future capacities of the workforce in the digital economy is difficult and complex. The same applies to the ability to combine the right talent in a dynamic organizational context and to help existing employees and leaders develop new digital opportunities that can make a difference(3).

The key areas where HR must acquire or improve responsibilities are directly related to the success of digital conversion.

• **Business reconfiguration to enable digital conversion:**

Prior to this change, each organization's leadership team must adapt the implications of digitization to the organization and how it is incorporated into the overall business model. This alignment forms the digital operational model of the organization of integrated future digital situations (ie processes, people and technology).
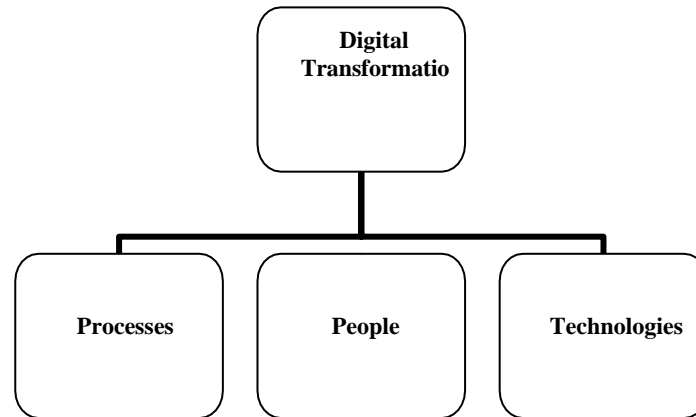

Fig.1.2 Digital Operating Model- Digital Capabilities

The role of HR is to connect the digital functions that are needed in the future and where they need to be implemented in the organization. Digital functionality is centered around the following core areas of the control model:

- Strategy: how does digital drive drive the value of an organization? What role do organizations want in the digital age? How do you want to excel in the digital age?

- Planning and operations: how will digital plans understand, operate and track value?

- Development of a product or service: which technical skills are important for the development of a product or service?

Innovation: What capacities do you need to stimulate the innovation that is needed to achieve the set goals?

- User experience: what do you need to understand your requirements and how to meet them (eg Channel, marketing mix)?

After building up the necessary competencies, the HR department must support the organization that connects the competencies with specific roles and responsibilities. The HR department must follow a structured process that includes the following activities:

- Evaluate workloads related to each competence and potential.
- Determine the role on the basis of the assessed workload.
- Define roles and responsibilities assigned to unique positions.
- Determine the correct control range for effective and lean management.

Depending on the approach to the ability to act, HR needs an organizational structure that can be used to design the objectives of the organization. Based on the structure and position of the future HR, the talent evaluates gap between the current and the future role and creative ways to overcome the gap(11).

3. Consider the digital lifecycle life cycle:

HR plays an important role in helping to manage the talent life cycle from the digital environment, varying from the development and maintenance of the acquisition.

Fig.1.3. Talent Lifecycle

1. Manpower Planning and Acquisition: attracting the best talent has to do with creating the right talent that is competitive in the right job. There is very little digital talent and organizations often do not find the skills they need on the job market. However, the recruitment process must use innovative solutions to show organizations as digital brands(12).

The role of HR is important in promoting modern organizations, especially in creating a recruitment organization in a competitive environment where supply is low and demand is increasing. And since HR is an important pillar of the organization to make progress, we need to focus on attracting digitally savvy and socially recognizable job seekers. Employees who are familiar with digital tools such as social media, mobile banking and online shopping will rather understand the impact their organization can have on the digital transition process(13).

2. Lead, development and development: organizations must activate their learning and knowledge business environment and invest in existing functions within the organization. By offering an adapted learning and development framework for your employees, you can use existing talents and make them digital. It is the responsibility of the HR manager to develop and deliver training and education programs through different channels. They help employees not only to make technology plans, but also to adopt and develop new ways of working instead of the organization's digital strategy(14).

3. Participation and retention: HR maintains its organization by drawing up strategic employee engagement plans and maintaining a workplace where appropriate talent can be deployed at the right time. It is important for organizations to use innovative, collaborative technologies that encourage the use of digital platforms and enable flexible employees to work where they are most suitable. The role of HR is monitoring the overall welfare of the workforce(15).

4. Strengthening digital leadership: leaders play an important role in laying the foundation for digital transition and communicating and communicating with key stakeholders (internal or external) in the taking, designing and delivery of digital organizations. The reader must clearly define the costs, the risk and the benefits of digital conversion and determine which type of change management intervention is needed to guide the organization. That's why leaders need the right skills to manage and manage change. HR plays an important role in revitalizing the leaders of the organization, in the skills they need and in sharpening their leadership characteristics.

Examples of important critical leadership skills that have undergone successful digital conversion include:

- A complete understanding of the digital market.
- Future predictions to develop solutions for possible confusion.
- Financial insights that quantify the costs and returns of the investment.
- Cross-functional business insight that exerts pressure and drives between teams.
- Manageable ability to effectively operate and channel digital teams.
- An entrepreneurial spirit that innovates products, manages the life cycle of products or services and improves the user experience.

As far as leadership qualities are concerned, even those that overlap with traditional leadership characteristics are those specific to the digital environment:

- Adaptive: flexible and adaptable, giving people freedom of innovation and individual style and preference for work(16).
- Tolerance: stimulate experiments and idea development.
- Mobility: master digital tools and media use and enable flexible and occasional working hours.
- Leadership at all levels: eliminate progress barriers and lead your employees to succeed.
- Collaboration: Collecting parties and people to use a variety of technologies for collaboration and problem solving.
Decision making: taking quick analytical decisions and strategies. Develop a suitable team to provide essential insights where necessary.
- Communication: you must be visible, accessible and communicative with your colleagues, regardless of their level and level(17).
- Feedback: provides feedback on real-time and personal and team performance.

Conclusion
In the end, digitization affects every industry and every organization. Managing digital conversions will affect which organizations will survive and not affect the era of digital crowds. It is therefore to be expected that every element of the organization will play a role in contributing to a successful journey. This view provides a step-by-step approach for internal organizations to deal with digital conversions. Border and scalability are the key to digital conversion. State-of-the-art digital organization is an organization that continuously improves its internal functions. HR capabilities have important and crucial responsibilities that lead to change and turn strategic goals and goals into competencies that are constantly generated to keep pace with business challenges and market trends.

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