

IMPACT OF INFORMATION TECHNOLOGY AND SOCIAL MEDIA ON HR PRACTICES

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ABSTRACT

In the present scenario, Information technology, Social media and HR management are thoroughly linked with each other. HR management with technology's help and social media can play an important role in modern organisation's management. Although various plus points come along with automated tools, organisations are likely to have various dangers once workers starts applying them. In order to tackle such types of dangers, an organisation should bring into existence internal common alertness programs and start creating awareness regarding the same. As HR person lot of time consuming jobs are being carried out and by making use of Information technology, most of our routine tasks can be computerised. By use of social media you can save your time as message will reach out to the masses in fraction of seconds. In large organisations, one of the problem which exists is maintenance of current data and for such upkeep the support system is Information technology. HR must look out for numerous ways of handling inside procedures along with conserving the morality. This study explores the impact of information technology and social media on HR practices.

Keywords: Human resource management, Information Technology, Time, Social media, Organisation

1. Introduction

Information Technology

Technology has brought changes in the business world. Without technology's support there are many businesses who find it difficult to function effectively. The word is often used as an equivalent name in place of pcs and workstations. These days HRM has emerged as technology familiarized work. The research carried out in this area indicates that those establishments with success devise & settle for the HR automated instruments. These results brings about some variation in the manner in which the Human resource functions. Such change in the human resource function is named as technology based HR.

Social Media

Social media, a term accustomed conjointly describe a group of tools that foster interaction, discussion and community, permitting folks to make relationships and share data. It is changing into a big surface of communication, each for the people still as establishments. Many years back, societal media remained thought of solely such a method which is used to build networks. Within the recent years, its changing into a vital part of the business practices and currently its getting used for creating value addition not only to their organisation but also to the employees at work.

Acquiring and Managing Talent

Managing talent talks about the expectation of

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needed human investment for a company & therefore reaching to complete those desires. Talent management is an establishment's assurance to hire, maintain & improve foremost gifted and staff which is superior out there within the job industry. Hence, talent management is a helpful word once it defines establishment's assurance to appoint, achieve & preserve proficient staff.

Training

Training is a function of human resource management involved with structure activity geared toward corrective accomplishment of people & teams included in organisational situations. Technology makes possible for HR experts to teach fresh workforce in an effective way. Power to make use of firm's data & coaching plans from distant location excludes the requirement for instructors to figure rightly with fresh recruits on each & every coaching.

Talent Analytics

Human resources analytics, conjointly known as talent analytics, is the utilisation of subtle information processing. The aim of HR analytics is to supply a company with discernments for efficiently handling staff in order to accomplish business goals effectively. HR analytics main obstacle is to spot which knowledge is required to be apprehended & the way to utilise the information and forecast abilities that an establishment requires it to be invested which is Return on investment (ROI) on its human capital.

Performance Management

The method of message exchanged between a manager and worker which happens entirely in a year with achieving the tactical goals of the establishment is Performance Management. The exchange of message method consists of elucidative anticipations, setting goals, distinctive aims, providing response, and reviewing outcomes. The goals related to individual enlargement are also updated. An execution of skills set up leads the

worker's exertions towards attaining precise outcomes in order to backup firm's superiority and worker's accomplishment. Aims & purposes are conferred completely in the year, during check-in meetings.

2. Literature Review

David G. Allen, Raj V. Mahto and Robert F. Otondo (2007) has stated that the staffing concept and study demonstrate that objective features, subjective concerns, and critical contact give direct indications to potential aspirants about the organization and available opportunities. In the generating applicants phase of recruitment, critical contact may consist largely of interactions with recruitment sources (e.g., newspaper ads, job fairs, organization Web sites); however, research has yet to fully address how all 3 types of signalling mechanisms influence early job pursuit decisions in the context of organizational recruitment websites.

Swati A. (2018) has stated that from the past years, the continuous observation of social media has great impact on the field of human resource management in so many ways. In the response, scholars and practitioners have required to start an investigation of the in numeral of ways that social media impact organizations. Till date, research facts on a variety of HR-related topic are just commencement to come out, but are spitted over the degree of diverse literatures. As the key motive of the current article are to check the recent effects of technology on HR procedures, keeping in mind the present literature on the topic, and elaborate the merits and potential demerits of utilising such systems.

3. Impact of information technology and social media on hr practices

Co-operation

Continuous, clear and active co-operation is required amongst staff, aspirants, clienteles and dealers. The usage of information technology and societal media for co-operation and message communication is encouraging as it is used in the

parts of administrative or rule communication, essential meetings, procedural decisions and worker appreciation.

Talent Acquisition and Management

Recruitment practices are changing with times, the conservative procedures of staffing are not at all the lone process to appoint aspirants. Talent acquisition is the initial space in various businesses to clinch the social media prospects. Besides this, recruitment doesn't only mean that it is about employing an aspirant against a job post but it is about generating a talent loch in the business to achieve competitive advantage.

Employee Engagement

The basic idea of the societal age is to replicate the offline world online. It is the knack to build societal know-hows at work that reflects your worker's real world. At the very least, you are required to build a workplace that agrees for creativity by your personnel and provide them means to carry it out. The more the gossip on these boards, the more actual are the discussions. Actual discussions with real individuals will positively affect the value of your goods and facilities. The worker societal experience can have many dimensions that can trace upon each task of your business and your business's culture gets open every day on these platforms based on how the organisation responds to the incessant movement of data. This perhaps signifies your biggest chance to connect to this free but strong information. Also it can be the biggest shortcoming if you do nothing with the information.

4. How information technology and societal media will affect hr practices

Use of Societal Media for Enlarging Linkages and Rise Admittance:

Irrespective of the occupation we belong to, we have very well recognised that using Societal Media permits us to enlarge our networks on completely diverse stages. HR is not an exclusion to the present new truth. Ensuring the power to move with co-workers round the nation regarding the trials

encountered by HR experts leads to power to accept the newest advances and find out about newest errors so as not to repeat them. With increasing our networks, we need to have a tendency to rise our entrance to the newest data and innovative equipments.

Never Actually Separated As Anticipations

Change: Prior to Facebook & iPhones, it was agreed that people weren't accessible all the while. Although corporations presently attempt to inspire - detach time, it has become vital for establishments to mend up beliefs & tackle those beliefs where Societal Media usage exists. This is not solely applicable to workers who use Societal Media however for client services. For grasping client demographics & desires, we are able to use Societal Media for searching out corporate clarifications quicker and from a broader kind of sources. Additionally it implies that a corporate will reply to wants of its client quicker. Within the modern times, the reality is that we can never get 100 percent detached from the work we are doing & these new hopes and truth will still evolve as technology will start bringing about different changes.

Not to be Scared — Upkeep Advancement: There is marvellous prospective in Societal Media for association & also the allocation of period thoughts or explanations with group members. Application of personal enterprise implements is utilised for in-house seminars or group improvement & conferences. It is possible to make usage of Twitter to stay up-to-date with business seminars, data & articles. Facebook & blog related tools can be utilised to co-operate & update workers & purchasers concerned with practices & procedures of your industry. In totality, HR understands that in order to achieve corporate goals, people must be motivated & rewarded for using non-traditional thinking.

Combination of Technology Devices & Social Media: The blend of latest technology & cell phone

equipments alongwith the dynamic desires of the workers putforth a big task for establishments. The skill to access data & applications from laptop, Android phone or iPhone from all around the world has generated an expectancy of imminence for present personnel.

Only bringing into line complicated corporate strategy to societal media aims, assessing headship & worker change willingness, & managing the complete personnel through a change aren't enough, our multigenerational personnel adds yet additional layer of intricacy. Four generations have created current place of work demographics for the initial period in latest history & at the excesses, their patterns of working & understanding each other are different & distinct. It is clearly visible in workplace implementation of social media. To effectually create a societal media policy it is required that it is being embraced by your workforce, you must consider the exceptional viewpoints and desires of your complete personnel.

5. How should hr manage & control information technology and societal media effectively

Alongwith various technologies, there is not a sole size that fits into all approach and not a particular correct method for a corporation to utilise societal media applications. Advantages & the downsides of societal interacting platforms differ on the basis of display place sort, characteristics, industry, & therefore the company itself.

Merits

- Facilitates open communication, which results in increase in data detection & supply.
- Licenses staff to deliberate thoughts, flash the news, raise queries and share the links.
- Offers a chance to enlarge corporate links. Encourages variety & inclusion.
- Enlarges investigation, selling campaigns implementation, communications delivery & interested individuals are directed to explicit websites.

Demerits

- Likelihood for the hackers to obligate scam and launch spam and virus related attacks.
- Chances of the individuals falling victim to on-line forgery which appears real, leading to knowledge or fraud or a compromise of the business's workstation safety.
- The possible channel for harmful remarks from staff concerning the business.
- Legitimate penalties if staff makes use of these sites to look at or uses offensive, illegal or belligerent material.

6. Challenges faced by hr

Evaluating Early adoption

Traditionally HR is not known for adopting anything at an early stage. HR loves to speak about information technology and societal media but till now has done very little contribution with it.

Decision on functions to be automated

HR needs to evaluate what functions are required to be automated and can provide the wanted level of service.

Training for communicating expectations in technology age

HR needs to prioritise leadership and management training to ensure that managers are able to effectively communicate the expectations as well as convey the outcomes.

Usage of internet by Employees Policy

A policy to be made for usage of internet and there has to be restriction on the content which is uploaded online because a wrong move or strong comments against the company can hamper the organisation's image.

Reliability of information

On social media platform there are chances of receiving fake information about a candidate till the time you don't conduct the personal rounds of interview. Reliability of the information is required to be checked.

Manage risks from use of societal media

Employee utilisation of societal media gives rise to unlawful harassment, invasion of privacy, retaliation etc. In order to cope up with the risks in an effectual manner it is required to have social media policy which will help and educate its employees.

7. Conclusion

The Electronic Human Resource Management installation & alteration procedure, if managed with a correct viewpoint, can lead to the progress & efficacy of the establishments in the long run. Technology primarily based HR functions makes available real time metrics to the superiors which facilitates the superiors to trace & identify trends which are effective & so ends up in an efficient management of the personnel. But then the execution of electronic based HR entails a vital transformation in the method in which HR professionals look at their roles. Although, there are several opportunities which are available but still there is existence of certain challenges which are associated with the use of this medium. An establishment needs to know that the employees are skilful in dealing with plentiful of information and organizational in-house policies are up-to-date related to reimbursement for information plans & policies. In order to deal with this, an establishment needs to deliberately structure policies & create consciousness about the use of societal media, guide & develop managers on the organisation's societal media policy. Also proper documentation of all policies, procedures and practices is a must. If we look at the present situation evading these networking sites will not be a feasible solution for the companies.

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