

Role of Human Resource in the Contemporary Business Environment

¹Balwinder Singh, ²Dr. Seema Dhawan
CMJ University, Shillong, Meghalaya, India

Abstract

Human resource Department is core of all the functions in an organization without involvement of which an organization cannot perform its financial as well as operational functions properly. So, in this paper, we have discussed about the Role of Human Resource in the Contemporary Business Environment.

Keywords

Human Resource, Business Environment, Corporate Social Responsibility (CSR).

I. Introduction

Human resource professionals have a key role to play to help a company achieve its Corporate Social Responsibility (CSR) objectives. Employee involvement is a critical success factor for CSR performance. Human resource managers have the tools and the opportunity to leverage employee commitment to, and engagement in, the firm's CSR strategy [1]. The role of HRM will be more significant in future due to the emerging scenario. Fig.1 shows Employee Engagement Pyramid [5].

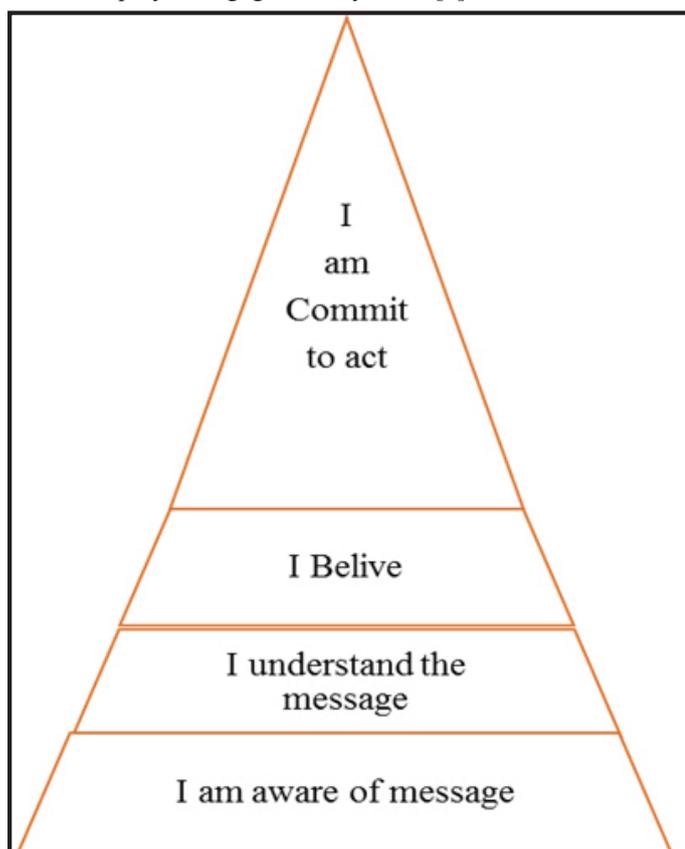


Fig. 1: Employee Engagement Pyramid

II. Various Aspects of Human Resource Management

- Vision, mission, values and CSR strategy development
- Employee codes of conduct
- Workforce planning and recruitment
- Orientation, training and competency development
- Compensation and performance management

- Change management and corporate culture
- Employee involvement and participation
- CSR Policy and Program Development
- Employee Communications [1]
- Measurement, Reporting – and celebrating successes along the way

III. HRM Skills

The set of necessary skills for HR Managers is similar to the one for other managers, but of course it emphasizes people skills more than some other management positions would.

Skills required are as follows:

- Technical Skills
- Human Relations Skills
- Conceptual and Design Skills
- Business Skills

All managers require a mix of technical, human relations, conceptual and design, and business skills in order to successfully carry out their jobs [6].

IV. Importance of HRM

- HRM is very important due to its numeral features:
- It helps management in the preparation adoption and continuing evolution of personnel programmes and policies
- It supplies skilled workers through scientific selection process.
- It ensures maximum benefit out of the expenditure on training and development and appreciates the human assets.
- It prepares workers according to the changing needs of industry and environment.
- It motivates workers and upgrades them so as to enable them to accomplish the organisation goals.
- Through innovation and experimentation in the fields of personnel, it helps in reducing casts and helps in increasing productivity.
- It contributes a lot in restoring the industrial harmony and healthy employer-employee relations.
- It establishes mechanism for the administration of personnel services that are delegated to the personnel department [8].

V. Marketing and Social Marketing

Marketing is defined as the process of determining the needs and wants of consumers and being able to deliver products that satisfy those needs and wants. Marketing includes all of the activities necessary to move a product from the producer to the consumer [4].

Social marketing was “born” as a discipline in the 1970s, when Philip Kotler and Gerald Zaltman realized that the same marketing principles that were being used to sell products to consumers could be used to “sell” ideas, attitudes and behaviors. Kotler and Andreasen define social marketing as “differing from other areas of marketing only with respect to the objectives of the marketer and his or her organization. Social marketing seeks to influence social behaviors not to benefit the marketer, but to benefit the target audience and the general society.” This technique has been

used extensively in international health programs, especially for contraceptives and Oral Rehydration Therapy (ORT), and is being used with more frequency in the United States for such diverse topics as drug abuse, heart disease and organ donation [3]. Table 1 shows the concept of Marketing and Social Marketing.

VI. Competency based HRM

Observable abilities, skills, knowledge, motivations or traits defined in terms of the behaviors needed for successful performance.

Competencies and competency frameworks are proven tools for translating the strategic vision of an organization into the behaviors employees must display for the organization to be successful.

Competency Based HR Management plays a key role in:

- Understanding and defining the talent needed and available
- Addressing skills deficiencies
- Matching talent available to performance needs
- Matching the right people with the right skills to the right jobs
- Each is essential to aligning organizational capability to organizational mission [7].

VII. Standardized Management System

In place of a long-term building of the TQM concept, goals of political excellence can be achieved in a shorter time period on the basis of applying successive integrated management system modules, based on respect for the international standards ISO 9001, ISO 14001, ISO 18001 and SA 8000. Each of these standards contains some of the tenets of the concept of corporate social responsibility, with the SA 8000 standard being directly connected with the development of this principle. Table 2 shows various Standardized Management Systems.

VIII. Conclusion

Human Resource Management deals with recruiting, managing, developing and motivating people, including providing functional and specialized support and systems for employee engagement and managing systems to foster regulatory compliance with employment and human rights standards. The role of HRM will be more significant in future due to the emerging scenario.

References

- [1] Coro Strandberg, "The Role of Human Resource Management in Corporate Social Responsibility, CSR and HR Management Issue Brief and Roadmap", May 2009, [Online] Available: http://corostrandberg.com/wp-content/uploads/files/CSR_and_HR_Management1.pdf
- [2] Dejan Dordevic, Srdan Bogetic, "The Role of Corporate Social Responsibility in Contemporary Business", Megatrend Review, Vol. 5 (1) 2008, [Online] Available: <http://www.megatrendreview.com/files/articles/008/Djordjevic-Bogetic.pdf>
- [3] Nedra Kline Weinreich, "What is Social Marketing? Weinreich Communications", [Online] Available: <http://www.social-marketing.com/WhatIs.html>
- [4] What is Marketing? [Online] Available: <http://www.asbcentral.com/marketing%20pdf/what.pdf>
- [5] Dr. Aruna, "Emerging Challenges in Human Resource Management", International Referred Research Journal, April, 2011, Vol. 2, Issue 19.
- [6] "21st-Century Human Resource Management Strategic Planning and Legal Issues", [Online] Available: http://www.sagepub.com/upm-data/45673_1.pdf

[7] HSRG, Competency Based HR Management, [Online] Available: <http://sta.uwi.edu/hr/training/documents/HRSGCompraining.pdf>

[8] Introduction to Human Resource Management and Environment, [Online] Available: http://www.mu.ac.in/myweb_test/M.Com.%20Study%20Material/Human%20Res.%20Management%20-%20M.%20Com%20-%20I.pdf

Table 1: Marketing and Social Marketing [2]

Concept \ Element	Starting point	Focus	Means	Result
Marketing concept	Market	Consumer needs	Integral marketing	Profit through satisfying consumer needs
Concept of social marketing	Macro-environment	Society's needs	Global marketing approach	Profit by achieving benefit for society as a whole

Table 2: Standardized Management System

Name	Designation	Interested Party
QMS (Quality Management System)	ISO 9001:2000	User
EMS (Environmental Management System)	ISO 14001:1996	Community
OH & SMS (Occupational Health and Safety Management System)	OHSAS 18001:1999	Employees
CSRMS (Corporate Social Responsibility Management System)	SA 8000	Society