

EMERGING TREND OF HRM IN INDIAN IT SECTOR AT ZESTWINGS INFORMATICS PVT LTD

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Abstract

Human Resource Management is a process of producing community and arrangement together because the aims of each are join. Few age back HRM ground was nowhere in life before expected time it is very low in trade globe on account of allure needs and significance. The aim concerning this project search out authorizes the significance of HRM and by what method it has progressed to support few authentication of allure framework so concerning elaborate over allure potential and future happening. Many masters have authorized to the reality that Human Resources need more consideration and reasonable administration than some additional reserve of an organization. The function of HR people must and must meet the needs and necessities of the intensely changeful organization. Companies that are more flexible, bouncy, keen to change guidance's, and are consumer familiarize certainly confirm profitable in the end. An Effective and ideal HR people must be gifted enough to accomplish efficiently the workforce through differing administrative forms like Planning, Organizing, Directing, Controlling etc. On the other hand he bear perform sound information of arising styles in preparation and clerk incident.

I. INTRODUCTION

The era of skill-based workers has arrived but if India wants to truly move to the global arena, it has to spruce up its workforce. Small may be beautiful, but not in the IT industry. In the knowledge era and a skill-based economy, it has become imperative that human resources become one of the most essential

ingredients of success. The growth of IT companies worldwide depends on its people and the intellectual capital it possesses. Knowledge workers' has become a buzzword in today's IT scenario. And if we look at the top software exporters, they have been growing phenomenally in workforce

strength. To make it big in the global software market, India needs to increase its mass of knowledge workers. The establishment of Indian Institutes of Information Technology is definitely a step ahead in the right direction, but what the industry needs is experts in niche areas, in other words, persons with domain expertise. In the era of cutting-edge technologies, it is this skilled workforce that will make all the difference. The total human resource strength of the IT industry as a whole stands at 425,609. A company-wise break-up of this figure reveals that nearly 525 companies constituting 35% of the IT industry employ an average of 58 persons each, 750 companies constituting 50% of the industry employ an average of 275 persons each, and 150 companies constituting 10% of the industry employ an average of 726 persons each. At least 40 companies have more than 1,000 employees, while some very big companies like TCS, Wipro, HCL and Infosys have staffs above 5,000 each. Despite having abundant English-speaking skilled workforce, an acute shortage of skilled workforce will affect the country's software exports in the long run, if remedial actions are not taken immediately.

Geometrical growth of Information Technology in the world as well as India has created lot of revenues for government and number of avenues for employees. The introduction of computers has changed the way of life everywhere, including work places and our homes. The life has become quite fast and speed of provisioning of different services has also increased. But all this activities are being managed by number of well qualified professionals. They may be from computer hardware developers, software engineers or marketing managers. As the things are running fast, so they have to be managed fast. This fastness of services and higher level of education/training standards are not easy to manage by the organizations concerned. As we already know that Human Resource Management of the organization deals with the individuals putting their hard work to meet the organizations goals. Managing people is the toughest element of any organization than land, machinery or finances. Every human being has its own degree of preferences, likings and attitude. So, an HR manager has to take care of all these things in mind while dealing with the number of people working in the organization. Different type of employees/workers recruited for different level of working has to be

managed in different styles. The hundreds years of organizational, management experience has been converted into a standard personnel management and industry and service organizations are following these HR techniques for their organizational management. Due to availability of written down procedures and rules by the learned managers, it was felt that HR managing was not so typical. But, emerging HR trends of Information Technology industry cannot be managed properly by the old traditional HR techniques. As it is commonly known that man learns by experience. 50 years of introduction of computers has provided us the areas to be additionally addressed by the HR managers in IT sector. Indian IT industry is not an exception. Moreover, due to existence of old conservative and protective labour laws it is not possible to meet the ever-growing international competition in the IT services. Hence, the IT industry has been devising newer Personnel Management/ HR techniques, which specifically meet the needs of IT industry. The main reason for this is high standards of education and professional training required for this industry. Secondly, there is an excessive job demand for developed countries in this sector and high wage standards.

So, HR managers mainly in developing countries like India find it very difficult to retain and recruit their manpower. An HR manager worldwide has devised handsome compensation methods like Profit Sharing, Employee Stock Option Schemes ESOP etc. Though over the period few schemes has flopped like ESOP due to heavy fall in company share prices. Success of every business enterprise depends on its human resource. Money, material and machines are inert factors; but man with his ability to feel, think, conscience and plan is the most valuable resource. At the same time, human elements are most difficult to be inspired, controlled and motivated. The upcoming competition in India will demand high motivational level of its employees. Growth of an enterprise is vital for the economic development of the country. This is possible only by maintaining the enthusiasm and motivation of the employees, which is vital for carrying out the operations in most efficient manner. The most successful companies, all over the world have designed their business policies to achieve higher productivity by using potentiality and strength of people. The basic aim of human policies is the genuine concern for the people. Proper design of human policies is based on the higher responsibilities, personal and

positive approach in the total perspective of organizational interest. The world's best companies have established their strength with their people. The employees identify themselves with the company they are working for. This also helps in building up their spirit, morale and esprit-de-cops that becomes strength of the company.

Research Objective:

1. To enlist emerging HR trends in Indian IT Industry
2. To find out lacking areas regarding the HRD in IT sector.
3. To measure the perceptions of IT sector employees in respect of application of HRD in their organization.
4. To suggest the measures to fill the gaps and improve motivation level of employees and HR management in IT industry.

Research Methodology:

Research is a careful investigation or inquiry especially through search for new facts in any branch of knowledge; it is a systematized effort to gain more knowledge" Types of Research selected for this project is EXPLORATORY .In exploratory research design we focused

the objective of the study, method of data collection and then select the sample. After collection the data we analyses and at last interoperate the final result & finds the best solution of particular problem. In Quantitative research is based on the measurement of quantity or amount. It is applicable to phenomena that can be expressed in terms of quantity

Primary data has been used in the form of Questionnaire the survey was based on structured questionnaire. The questionnaire was mainly based on objective type close-ended question, but few open ended questions were also included. The pilot survey on ten randomly selected respondents was undertaken. Then the questionnaire was modified accordingly

Secondary data has been used from various internet sites such as motorola.com & google.com has been used.

II. REVIEW OF LITERATURE

In this complex and evolving landscape, HR emerges as a strategic lynchpin for organizations. Traditionally viewed as an administrative function, HR has transitioned into a role that goes beyond routine personnel management. HR professionals are at the forefront of managing the challenges posed by

technological disruptions, global expansion, and the changing expectations of the workforce (Baluch, & Ridder, 2021, Orozco, Kilag, & Parinasan, 2023).

One of the critical roles of HR is adapting to the impact of technology on jobs and skill requirements. Automation and artificial intelligence have not only altered the nature of work but have also given rise to the need for continuous upskilling and reskilling. HR's role in identifying skill gaps, implementing training programs, and fostering a culture of lifelong learning is instrumental in ensuring the workforce remains adaptable and competitive (Dhanpat, et. al., 2020, Parry & Battista, 2023). The advent of remote work, accelerated by technological advancements, has redefined traditional notions of the workplace. increasingly embracing flexible work arrangements, allowing employees to work from

anywhere. This shift has profound implications for organizational structures and HR practices (Carroll & Conboy, 2020, de Lucas Ancillo, et. al., 2023). Hanif Khaki (2023) is of the views that, today's businessman have understood the value of hiring professionals with experience working in HR. The companies have learned the importance of good relations with their

workforce. The company which does not realizes the importance of its human resource cannot progress. The employee also likes an organization which cares for them and rewards their services accordingly. Likewise, health benefits are probably the second most important factor, besides financial benefits which is always welcomed by the employee. The HR department is generally very open for such aspects in the workspace.

Sheth Hiral (2023) did a global IBM study on human capital that provided a deep insight into the issues related to HR practices. He observed that the human resource team is more active and takes care of employee needs in an emerging or upcoming market than in a maturing or developing market. According to the study, the build strategy is a better option in the long term, than buy talent strategy. However a balance between the two is the best approach. It was found in the study that companies that invested in building talent, has higher profits per employee as compared to organizations.

Suman Shikha (2022) studied the knowledge athletes in organizations. Successful companies effectively manage their human resources to create and market new products and services. Human resource management strategies have the potential to fuel innovation and

creativity in the organization. The four dimensions in which the HRM strategies that can push innovation and creativity are: human resource planning, Performance appraisal, Reward system & motivator. The motive is to maximize productivity and minimize turnover. The challenge lies in balancing team rewards with individual rewards. Managing employees careers to provide them a well-rounded professional experience. Innovation has as much to do with the environment that is created as the creative types that are employed to support the R&D activities of the organizations.

The rapid pace of technological advancement presents both opportunities and challenges for HR. Automation, artificial intelligence, and machine learning may streamline processes but could lead to job displacement. HR must proactively address these challenges by implementing reskilling programs, emphasizing the development of uniquely human skills, and facilitating a culture of adaptability. As workplaces become more diverse, HR faces the challenge of fostering inclusivity and managing potential conflicts. Addressing issues related to unconscious bias, discrimination, and creating equitable opportunities for all employees is crucial.

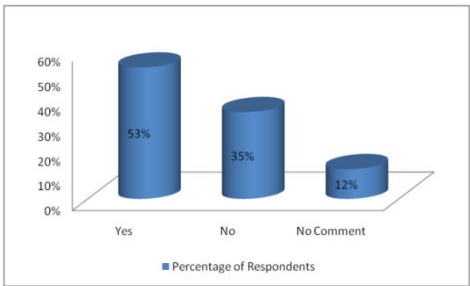
HR must lead initiatives that promote a culture of diversity, equity, and inclusion, ensuring that every employee feels valued and respected. The increasing prevalence of remote work introduces challenges related to employee engagement, communication, and work-life balance. HR needs to develop strategies to maintain a sense of connection among remote teams, foster a supportive work culture, and implement policies that address the unique challenges faced by remote workers. The evolving nature of work, coupled with external stressors, has heightened the importance of mental health and well-being in the workplace. HR must address the stigma around mental health, provide resources for employees, and create a supportive environment that prioritizes the holistic well-being of the workforce (Kuknor & Bhattacharya, 2022, Triana, et. al., 2021).

HR professionals are at the forefront of designing and implementing initiatives that foster holistic well-being in the workplace. These initiatives encompass physical, mental, and social dimensions of well-being, acknowledging the interconnectedness of these aspects. A comprehensive well-being strategy extends beyond traditional healthcare benefits to address the multifaceted needs

of employees (Cvenkel, 2020, Xiao, Cooke & Chen, 2022).

III.DATA ANALYSIS & INFERENCES

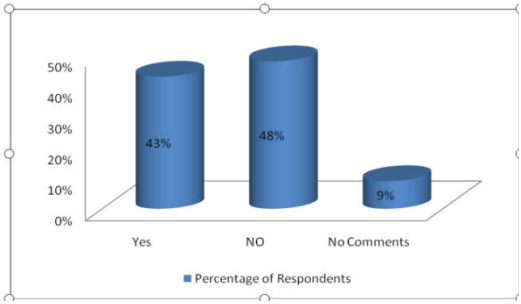
3.1.In your view whether excessive competition in Indian IT sector is harming the overall long term prospects of employees in this sector?



INTERPRETATION :

Whether excessive competition in Indian IT sector is harming the overall long term prospects of employees in this sector the respondent’s opinion is that 53 percent of the respondents have replied yes to this question. While 35% has a negative viewpoint & 12% Respondents have no reply.

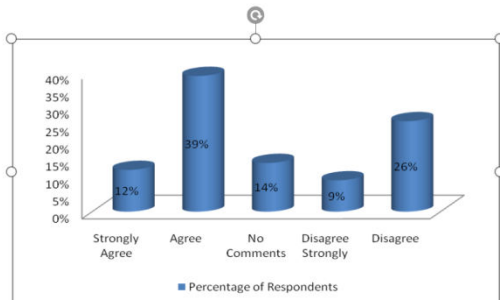
3.2.Whether IT Industry has a Positive attitude towards its employees?



Interpretation:

It has been found that in many organizations the management ignores the employee’s welfare for their profit sake and does not give proper attention towards employee’s career and prospects. What is the state of affairs in IT Industry in India was quizzed from our valued learned respondents. The results are mixed one. While 48% of the respondents' replied in negative and 43% gave a positive reply. So, there is a profit motive operating more than employees proper welfare management in Indian IT Industry.

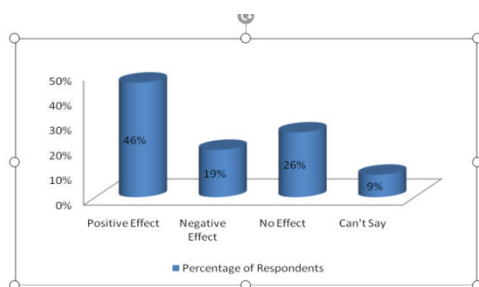
3.3.The grievances of the employees in Indian IT sectors are handled properly". To what extent do you with this statement?



Interpretation:

The respondents responses to the status of grievances handling mechanism was through an indirect approach. In this respondents were to comment upon the positive hypothesis that grievance handling is done properly in the IT organization. The five choices provided were strongly agree, agree, no comments, disagree and strongly disagree. Only 12% respondents strongly agree to the statement and similarly a small number of 9% respondents strongly disagreed with this. Only 14% percent have nothing to comment. 39% percent agree that the grievance handling in Indian IT industry is done properly and remaining 26% percent disagree with it.

3.4. Whether new compensating methods being adopted by the various IT companies are positively affecting the employee's welfare?



Interpretation:

The IT industry has been devising newer compensation methods like Profit

Sharing/ Stock Options etc. to increase employee welfare and retentively. Whether these new compensation techniques are positively effecting or not was the key point in our next question. 46% of the employees responded that newer compensation methods have a positive effect in IT industry. While 19% said that it has a negative effect on employee welfare. 26% view that it has no major effect and 9 percent has replied as can't say. In the initial stages when IT Industry was sunrise, the employees and when an IT industry share price has gone down mostly welcomed it. It has a negative effect

IV.FINDINGS

- As per the survey result Indian IT sector feel different HR needs.
- New compensation techniques in Indian IT Industry are giving positive effect.
- Employees Grievances are not properly handled in these Industries.
- Good relationship between employee and employer in Indian IT Industry.
- Indian IT companies are unable to retain its employees due to most attractive avenues outside.

- Excessive competition in Indian IT sector is harming the overall long term prospects of employees in this sector.
- Shortage of IT workers in India.
- More employees say that negative attitude of IT sector towards its employees.

V.CONCLUSION

- It can be concluded that Emerging HR trends of Indian It industry are quite different from the old economy industry.
- India is considered one of Super Power in Information Technology and allied fields.
- Majority of world leaders in IT sector are outsourcing their requirements from Indian IT Industry and recruiting Indian IT professionals.
- The Indian Government must allow the Industry to meet international competition and desired environment in respect of Labor Laws and financial rules must be liberalized for this Indian IT Industry.
- HR managers in Indian IT Industry must keep the sensitive nature of IT professionals and state of greater opportunities outside in mind for devising HR policies for their organization.
- China is also entering this area vigorously and Government of India must help Indian It industry to meet this challenge.

VI.REFERENCES

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