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HR REVOLUTION: NEW OPERATIONAL TRENDS & CONCEPTS IN HUMAN RESOURCE MANAGEMENT

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ABSTRACT

The goal of this article is to study the new trends which have already occurred in the market or going to be occur in the market. A HR manager must understand, prepared and aware about all these changes occur in the market to deal with these rapid changes. The new emerging trends in HR which makes an organization Globally competent are performance consulting, individuals to teams to network of team building, skill enhancement training, highly empowered teams, workforce management and diversity, corporate downsizing, Shift from work-life balance to work-life integration, HR working closer with IT etc. These are the few emerging trends in HR which are shaping the future of HR to make it Globally competent. In this article, we study the new emerging trends and their impact on the company's.

KEYWORDS: *Corporate downsizing, work-life integration, work-life balance, Shaping future etc.*

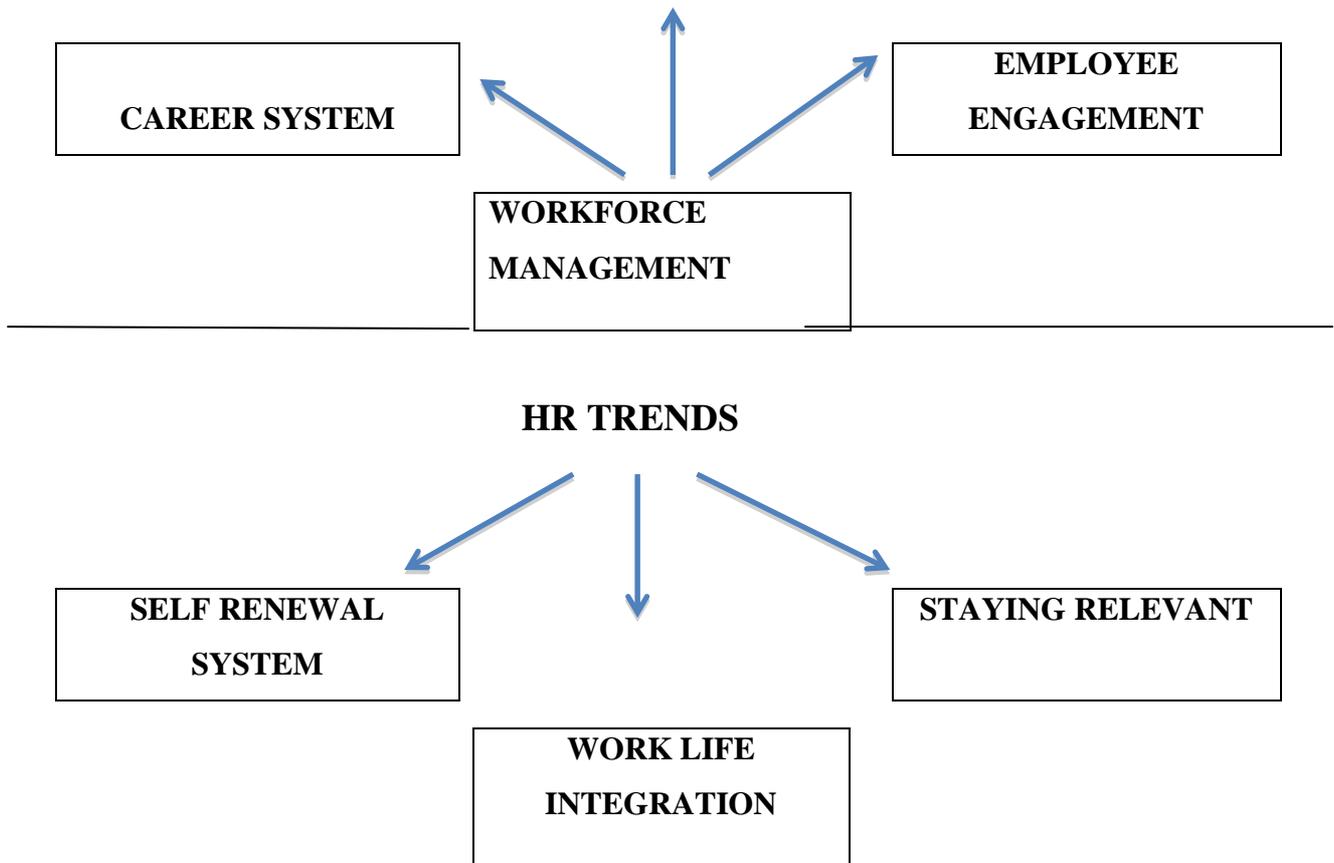
INTRODUCTION

HR Trends means the new techniques and tools which we recently adopted by HR. These factors are team building, skill enhancement training, highly empowered teams, workforce management and diversity, corporate downsizing, Shift from work-life balance to work-life integration, HR working closer with IT etc. Every researcher has its own point of to define these points which mentioned below as per their experiences. But somehow the theme and rationale behind these points of HR trends are same.

HR Manager of any company understands these updated HR trends and implements into their organization which ultimately results in better leadership, high productivity, low attrition rate and the most important mutual satisfaction of company as well as employee who work for the organization.

LITERATURE REVIEW

The trends of HR which are currently adopted by organization for their benefits are mention below with their impact:



1. WORKFORCE MANAGEMENT

The workforce management is a very difficult task to be managed by HR of the companies who are employing the full-time, part-time and contingent workers because they need a separate and specific policies and procedures to manage workforce by Kayla Van Schyndel (2016).

Power, status and composition are the three factors which are considered as workforce factors or dimensions among the group-Nancy Di Tomaso

2. EMPLOYEE ENGAGEMENT

By George Bradt (2017) clearly stated that the organization which doesn't have clear unity of direction for their employee results in low employee management.

Suzanne Mancini (2017) clearly stated that 86% of Dutch employees are satisfied at their because of their employers friendly and positive towards them.

3. STAYING RELEVANT: As per Chakraborty(2017) research, the must be curious to learn new things rather the training imposed on them and open online courses as well as the certifications can be a good option to make your relevant with the market .

Mark Fenwick & Erik P. M. Vermeulen (2015) clearly defines the term relevant which

means that the company should work towards the stakeholders' of the market by offering relevant service to create a n image in the mind of its customers.

4. WORK LIFE INTEGRATION:

Rachel Ritlop (2016) clearly stated that there is no clear difference between the work life balance and work life integration because both the concepts are used to make the balance or equality between different parts or positions of life of an individual withers personal or professional life or different jobs .

Brad Harrington (2009) clearly states the difference between the work life balance and work life integration which means the company now taking many new initiatives with their diversity and inclusion programs.

5. CAREER SYSTEM:After considering the current economic contextEliza Antoniu (2010)the competitive advantage can be gained by career planning developed by HR department which includes first identifying need, aspirations and opportunities in their company employees. Manolescu (2003) develops a concept relate to career planning where the employee develop their and enhance their own skills at their workplace

6. SELF RENEWAL SYSTEM: Toni Saarivirta (2009)stated that the every person state

or country faces the situation or crisis in their life which are different from its daily life routines. These crisis can be managed only by the developing a Self renewal system or capacity. There are other so many trends emerging out as per the time to time requirement of this changing environment. Some main factors are explained above.

IMPLICATION OVER THE ORGANIZATION

The world of organization work changing rapidly under the global effect. Old concepts of Human Resource Management must be renewed or updated to survive in the competitive environment.

The impact over the workforce are stated below:

1. **Skillful workforce:** Now-a-days the employee get easily convince to enhance their skill either any of the HR techniques like training or development or third party. This is not merely the requirement of the company but also for the employee for its growth, to learn new things, to get promotion, to survive in the highly competitive market.

2. **Turn from quantity to quality based work:** In this environment, company needs a quality based service from their employees but earlier days the concept was quantity based.

3. **Reward in place of pay:** Now the organization are using the term reward in place of salary and wages. As per the performance of the employee, company will provide financial as well as non financial benefits for mutual benefits and making a long term relationship with their employees except only salary payment.

4. **Turn from formal to informal or friendly environment:** This step creates trustworthiness and a long term relationship building with their employees. The delegation of authority as well as boss colleagues formal relationship by superiors to its subordinates can create a healthy environment for new development, innovations in the products as well as organization culture.

5. **Change haters to Change lovers:** Change is a word which means no body can survive without any change in their lifetime. Earlier time the employee mostly dislike or oppose the change occur in the organization like new technology learning, new policies change etc but now as per time change employees love updating in their work life environment as well as their skills.. which a HR manager turns into the reality.

6. **Controlled Labour turnover:** HR practices which are acceptable and liked by company existing employees can create a family type environment where they work by itself and think thrice before changing its job from its current profile. The things which retain a employee to work for many years in the same company are the good HR practices like unfair recruitment, selection, increment policy etc.

OBSERVATION & CONCLUSION

The incredible pressure over the company is directly due to pressure in the market like environments pressure, political pressure, technology updating or obsolescence makes the company more prone to adopt the concepts of new and updating concepts HR.

Concepts in HR are changing time to time as per the need of the time and environment and every company should adopt these emerging trends or update to survive or face the cut throat competition in the market.

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