



# HUMAN RESOURCE MANAGEMENT AND ITS SIGNIFICANCE IN THE PRESENT WORLD

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## ABSTRACT

*Before moving on to the topic we should first understand as to what commerce means , In order to better explain what commerce is, let us take the example of Mega Bakers, a baking shop that bakes and delivers bread and other products to their customers. Commerce for this company would be the process of exchanging its baked products for money. Commerce would also encompass the logistics of getting the raw materials to the bakery and of distributing the finished product to their customers .So what exactly is commerce? Well, it is described as the effective process of exchanging products or services using some monetary aspect as well as the logistical process of transforming raw materials into usable products or services. Commerce in the proper sense is said to occur if the scale of this exchange is large enough to include logistics and transportation of these products or services across various boundaries. In order for commerce to occur effectively, trade and industry have to take place together in a harmonious way. What exactly are trade and commerce, you may ask? Well, Trade within the context of commerce is the process of buying and selling goods and services through the use of some medium of exchange The use of scarce resources for satisfying human wants is very important. The allocation of available resources is done in such a way that optimum satisfaction is achieved.*

**KEYWORDS:** *E- commerce, B2B, B2C, C2C, C2B, HR (Human Resource), Leadership Rolls, Educational climate assessment.*

## INTRODUCTION

“Commerce refers to all those activities which are necessary to bring goods and services from the place of their origin to the place of their consumption. In the words of Evelyn Thomas, “Commercial occupations deal with the buying and selling of goods, the exchange of commodities and the distribution of the finished products. According to Thomas, commerce deals with only the trading part of commerce and ignoring many other activities known as aids to trade which are also very important. According to Dr. Noel Branton, “Commerce comprises a group of specialized activities which together form an essential part of the process of production.”It links suppliers and consumers by means of trade and activities auxiliary to trade such as transport, banking, and insurance and warehousing. The most important links are provided by a series of markets controlled by the price system. James Stephenson has given an exhaustive definition of commerce. He says that, “Commerce is the sum total of all those processes, which are engaged in the removal of hindrance of persons (trade), place (transport and insurance) and time (warehousing) in the exchange (banking) of commodities.”

## TYPES OF E-COMMERCE MODEL

When someone is planning to start an e-commerce business, it is most probable that it will fall under one of the following categories of e-commerce business model. Every business model has its benefits and challenges and requires different approach to business. The four general e-commerce models are;

1. B2C (Business to Consumer)
2. B2B (Business to Business)
3. C2B (Consumer to Business)
4. C2C (Consumer to Business)



### **B2C (BUSINESS TO CONSUMER)**

It is one of the most common business models where businesses sell their products to consumers i.e. end users. Anything an individual buys online as a consumer is B2C business model. The benefit of B2C is that consumer is aware of the product and purchasing decision is much easier when compared to other business model. Consumer browses the product online, do all the comparison online and make purchase decision, completing the payment process. Today, B2C involves a higher volume of consumer engagement and is leading the retailing industry. Some of the B2C ecommerce are Apple, Amazon, Dell, Netflix, Wal-Mart etc.

#### **Characteristics of B2C Business model**

- B2C ecommerce requires heavy investment in advertising and customer.
- B2C business model is more personalized, optimized, social and Mobile.
- Content Management is backbone this business model.
- Audience is the major asset to business houses
- Business is product driven i.e. product drives the customer.

### **B2B (BUSINESS TO CONSUMER)**

In this business model, both the customers and the suppliers are the business organizations. A business is selling products or services to other businesses. Transactions are conducted between wholesalers and online retailers and both are benefited from the transaction. B2B businesses have an expected CAGR 18.7% from 2021 to 2028 and are expected to reach USD26.65 trillion business by 2028.

#### **Characteristics of B2B Business Model**

- There are multiple decision makers i.e. hierarchy of command in an organization.
- Business decision making requires longer decision cycle.
- Businesses provide customer-specific discounts to corporate clients.
- B2B involves international business participants i.e. cross-border activities.

### **C2C (CONSUMER TO CONSUMER)**

C2C e-commerce is a type of trade relations where both sellers and buyers are consumers, not businesses. In this model, consumers initiate the transactions matching the need of seller and buyers. C2C e-commerce reduces the role of middlemen in such C2C transaction. In C2C platform, vendor sells their products on the site and buyers purchase what they want. C2C e-commerce benefit from the commission fee or transaction fee during the transactions

#### **Characteristics of C2C Business Model**

- C2C has low transaction cost.
- C2C has a larger reach on consumer i.e. both the involved parties are consumers.
- This business model minimizes the need of middlemen or intermediaries, making process effective and efficient,
- C2C is more dependent on trust and credibility factor than any other business model.

### **C2B (CONSUMER TO BUSINESS)**

C2B e-commerce engages consumers as sellers and businesses as buyers. In this business model, transaction takes place between consumers and businesses. In this, consumer quotes the price for the product and services they are offering and generally, businesses are their clients. Mostly, C2B includes service based jobs like free-lancing, counseling, influencing etc. In present context, social media has become a market place for C2B business model. All the social media influencers follow C2B business model where companies look for consumers for their expertise and influencing.

#### **Characteristics of C2B Business Model**

- In C2B, consumers define the value for the products or service they provide.
- C2B involves personalized marketing approach i.e. consumer can define the circumstance and exposure to marketing.



- This business model is creative, customized and flexible with regards to production.
- Value is created by consumers.

## OBJECTIVES OF HUMAN RESOURCES MANAGEMENT

1. Human capital: Assisting the organization in obtaining the right number and types of employees to fulfill the organizational goals
2. Developing organizational climate: Helping to create a climate in which employees are encouraged to develop and utilize their skills to the fullest and to employ the skills and abilities of the workforce efficiently.
3. Helping to maintain performance standards and increase productivity through effective job design: Providing adequate orientation, training and development; providing performance related feedback; and ensuring effective two-way communication in a right manner
4. Helping to establish and maintain a harmonious employer/employee relationship which is the essence of an organization.

**Societal Objectives:** Seek to ensure that the organization becomes socially responsible to the needs and challenges of the society while minimizing the negative impact of such demands upon the organization. The failure of the organizations to use their resources for the society's benefit in ethical ways may lead to restriction.

**Organizational Objectives:** It recognizes the role of HRM in bringing about organizational effectiveness. It makes sure that HRM is not a standalone department, but rather a means to assist the organization with its primary objectives. The HR department exists to serve the rest of the organization.

**Functional objectives:** Human resources are to be adjusted to suit the organization's demands. The department's value should not become too expensive at the cost of the organization it serves.

**Personnel Objectives:** It is to assist employees in achieving their personal goals, at least as far as these goals enhance the individual's contribution to the organization. Personal objectives of employees must be met if they are to be maintained, retained and motivated. Otherwise employee performance and satisfaction may decline giving rise to employee turnover.

## CHALLENGES OF MODERN HUMAN RESOURCE MANAGEMENT

Human resource experts have identified 11 challenging issues of the HR department:

1. Changing the mix of the workforce.
  2. Changing Values of the workforce.
  3. Changing Demands of Employees.
  4. Changing Demands of Environment.
  5. Introduction of New Technology
1. **Changing the mix of workforce:** One of the most important challenges currently facing HR managers is adapting to people who are different. The term we use for describing this challenge is workforce diversity. **Workforce diversity** means that organizations are becoming a more heterogeneous mix of gender, age, race, ethnicity, and gender orientation. Contemporary workforces have diverse backgrounds. Women's participation in the job market is increasing significantly. For example, women, long-confined to low-paying temporary jobs in Japan, are moving into managerial positions. A growing number of women seeking employment are likely to affect many aspects of HRM, including how a company recruits workers, work conditions, etc.
  2. **Changing values of workforce:** New generation workforces are more educated, and they prefer challenging and difficult jobs. New research suggests that employees tend to hold inflated and unrealistic expectations about work (Wanous, 1998). High expectations can produce anger, frustration, disappointment, and dissatisfaction if work experiences do not live up to values and expectation.
  3. **Changing demands of employees:** The demand for new employees is different from that of their predecessors. Contemporary employees are happy with the money; they demand more freedom and autonomy in the workplace. They are more concerned about **intrinsic motivational factors** such as challenging jobs, recognition, and appreciation. They want more time for leisure, recreation, and self-development. They would like to balance work life and family life. The comment made by Greenhaus (2009) in this regard is noteworthy. He said, "Attaining high-



quality job performance on challenging autonomous projects may be more important to many employees than receiving a **promotion**.”

4. **Changing demands of environment:** The working environment is becoming more unstable, turbulent, and dynamic. The **modern working environment is characterized by globalization**, increased competition, government legislation, and technological innovations. New jobs are being created, and new jobs require more education and skills. For example, it has been observed that automation and JIT manufacturing mean that even manufacturing jobs require more reading, mathematics, and communication skills than before. Thus, it is clear that there is a growing emphasis on knowledge workers and, therefore, on human capital. Human capital refers to the knowledge, education, **training**, skills, and expertise of a firm’s employees.
5. **Introduction of new technology:** After the introduction of new technology the human resource management is facing a various day to day problems as it is various difficult for the person to adopt the new technology

## CONCLUSION

As drawn from the evaluation above, effective management on human resources requires both scientific and a human relations approaches. The emphasis is both goal oriented as well as human welfare oriented. Any successful organization must invest sufficiently on HRM aspect failure to which the wrong organization culture will be developed. In order to effectively invest on the human resources modern firms ought to institute humane employee relations policies, reviews on package offered, appraise performance regularly, build motivation-oriented culture and possibly institute open channels to assist in participative management practices where employees are deliberately engaged during decision procedures.

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