

# CHALLENGES OF HUMAN RESOURCE MANAGEMENT AND EMPLOYEE ADMINISTRATION

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## ABSTRACT

Since the firm acknowledged the importance of HR, the responsibilities of the HR manager have gradually expanded and grown more strategic. As a result of globalization, the globe has become a village of one. Using the term "global village" as a way to describe the concept of a single country that produces components in one country assembles and markets those components in another country, uses banks and insurance companies in the third and fourth countries to finance the operations, and so on and so forth, the concept of a global village was born. As a result, multinational businesses employ workers from a variety of nations and manage a diverse workforce.

**KEYWORDS:** Human Resource Management, Challenges, Employees, Business.

## INTRODUCTION

The globe is becoming increasingly borderless as new technology, breakthroughs in science, and the tearing down of social and economic barriers take hold. When it comes to creating a workplace where individuals from all backgrounds, cultures, and nationalities can thrive, an HR manager has a considerably higher responsibility than in the past.

A profession in human resources management is undergoing a significant upheaval that will alter the route to success in many different ways. Automation and outsourcing of administrative tasks is forcing HR professionals to learn new skills and compete for roles that are sometimes unrecognizable to them, as employees increasingly value business acumen.

## LITERATURE REVIEW

**S. RAMACHANDRAN, DEEPA SHARMA (2019)**In this study, we examine the contemporary issues encountered by Human Resource departments. Management of human resources (HRM) is aimed at maximizing the productivity of employees in order to accomplish the strategic objectives of an organization. Personnel policies and systems are at the heart of HRM, which aims to help organizations better manage their workforces. Human Resource Management in the modern day places a higher value on addressing these difficulties and resolving the specific challenges of individuals and companies in a shorter amount of time. During the next few years, HR departments will face challenges. In the eyes of HR departments, employees are considered precious assets. In this way, workers are able to focus on their work, resulting in the most efficient use of resources at the lowest possible cost and the highest possible profit.

**OLADIMEJI SAMUEL OLASOJI (2019)**Human resource management issues in establishing organizational success were the focus of this study. In order for an organization to function efficiently, its human capital is essential since they represent the company in all aspects of day-to-day operations, while management is tasked with increasing the productivity of the company and its employees' well-being.

**SHUANA ZAFAR NASIR (2017)**HR has become an essential strategic partner in a firm, and the administration of the same has become a difficult work for HR managers. Human resource management departments are now required in every organization in the twenty-first century. Changing roles in human resource management are a major emphasis of this study. HR managers, practices and factors that affect them are highlighted in this theoretical article. In addition to that, this article explains the issues that 21st century HR managers face in the modern workplace. Human resource management difficulties, challenges, and practices in the 21st century have been examined through a literature review.

**THIMMANNA G BHAT. (2016)**It is the goal of HRM to raise a company's output by increasing the efficiency of its workers. Despite the ever-increasing rate of change in the business world, this obligation is unlikely to change fundamentally. In the Journal of Business Strategy, Edward L. Gubman stated, "It is always the goal of human resources to acquire, develop, and retain talent; align the workforce with the business; and be an effective contributor to the company's overall success." That trio of problems is here to stay." Small businesses, who lack an HR staff, may find it difficult to manage human resources.

**ANANTHALAKSHMI MAHADEVAN (2014)**Organizations must ensure that they retain and care for their employees in order to maintain their competitive advantages as the service sector has grown tremendously in the 21st century, particularly in the telecommunication industry. Consequently, a Malaysian telecoms company decided to conduct an investigation on how HR practices (Training, compensation, and employee participation) affect employee performance. The idea was tested by collecting samples from 102 employees via a questionnaire. Independent variables' effects on employee performance were studied using SPSS's regression analysis. Training and pay schemes were found to have a large impact on staff performance, while employee engagement had a smaller impact.

**CHALLENGES AHEAD:****1. Rework the vision and mission of the company**

Strategic planning and the creation of methods by which people may actively contribute to the fulfillment of the organization's goals are becoming increasingly important to HRM. This implies looking at things from a larger perspective and focusing on goals and outcomes. In other words, it indicates that each employee is personally committed to the company's objectives. This personal commitment necessitates a new level of staff involvement, education, and communication that cannot be ignored. That's why businesses build and highlight an HRM philosophy that is strongly supported by the company's top management and that is clearly understood and implemented by all employees. In order to promote the company's objective and provide incentives to assist its achievement, HR planning is tightly tied to strategic planning.

**2. Information & Knowledge age**

When it comes to new occupations, information and knowledge have supplanted production. Work done in offices or at computer terminals has begun to take the place of factory jobs that were formerly handled by machines. Work is shifting away from the physical to more abstract forms of expression such as ideas and principles. Information technology has become knowledge the most valuable organizational asset. The conventional factors of production - nature, capital, and labor - have been exhausted. Knowledge creation and dissemination, as well as sharing and implementing knowledge are today the most critical tasks for human capital. The most successful corporations are morphing into institutions dedicated to lifelong learning. It will become increasingly important for organizations to attract and retain employees who can apply their knowledge to solve problems, offer new services, build new work procedures, and meet customer needs.

**3. Attracting and Retaining Talent**

Organizational performance improvement and long-term viability are two of today's largest issues for human resource management. A company's long-term success depends on its HR department's ability to find and keep top people. Retaining staff is more important than ever. Only if a company establishes a positive employer brand internally and externally can it keep its current workforce. This can only be done if employees feel proud to work for the company. Opportunities for employees to present at international forums, or to join academic institutions or business organizations, can be provided. The rate at which IT companies are losing people is about twice the rate at which they are hiring, and as a result, there is a labor shortage in the industry. To a large extent, the turnover problem may be traced back to the exodus of workers to the United States. An IT company's software consultant now spends an average of one year at the company. In order to retain employees, an organization needs to re-evaluate the compensation pattern on a regular basis, and this will lead to an increase in retention.

**4. Empowering Employees**

Mutual influence, the creative allocation of authority, shared accountability, vitality and energy, inclusiveness and democracy, and long-term sustainability are all characteristics of empowerment. Emotional intelligence (EI) is the ability to recognize one's own strengths and abilities and to use them in a way that enhances one's own well-being and the well-being of the organization. As a result, becoming an effective manager necessitates consideration of both your personality and your work habits.

Managers in an empowering company should feel that leadership comes from everyone, not just a few. It is important for managers of an empowering business to recognize that the firm is most likely to succeed when employees have the tools, training, and authority to do their best and understand that information is power and they share it with all employees. It is the responsibility of managers in an empowering organization to create a culture that values and supports individuals. These people are obsessed with making sure that everyone has a sense of ownership in that culture, and that everyone has a sense of responsibility for ensuring that it continues to thrive. In the end, the managers realize that empowering employees is a long-term process, not a one-time event.

**5. Managing Global Workforce**

When it comes to recruiting new global workers, organizations face a major difficulty in understanding the social classes and categories from which they are drawn, as well as the educational and training systems that form them. Schools play a critical role here, not only in providing the raw materials for the virtual service economy, but also in creating social networks (such as the old boys' networks) that serve as a foundation for the new professional classes' sense of community and upward mobility. To accomplish this, we'll need to change the status of our employees. Companies will have to strike a delicate balance between career planning and free-agent ship in order to attract and retain top talent.

It appears that "go global" is ingrained in the Indian business culture. Inorganic expansion of IT enterprises around the world From the United States to Mexico, Indian businesses have branched out to other countries. MNCs have already used India as a testing ground for their expansion plans. A conflict of cultural ideas and behaviorisms has resulted as a result of this growth.

**6. Enhancing the supplementary Services**

In today's competitive environment, the worker is overworked and under a lot of stress, both mental and physical. The ability to deal with difficult conditions and maintain a healthy body and mind is a skill that must be learned. Increases in the number of computer training centers and manpower consultants, as well as consultants in the fields of "soft skills" and "cultural training," as well as stress management and time management training, as well as the number of yoga

instructors in addition to the growth of these industries suggest that new forms of subjectivity are being produced not only through the work itself but also through the deliberate shaping of personal identity

**7. Managing Workplace Diversity –**

All firms must be able to manage a diverse workforce that can bring new ideas, thoughts, and viewpoints to the table in order to succeed in the future. Diversity in the workplace can be a strategic asset for an organization if it is able to take advantage of the resulting melting pot of varied abilities. For an organization to be successful in the global marketplace, it is imperative that it has a diverse workforce that includes people from a variety of origins, genders, age groups, and lifestyles. More crucially, a lack of support for diversity in the workplace might result in the loss of talented employees to their competitors.

Companies with global operations and employees from many various countries and cultural backgrounds, such as multinational corporations (MNCs), should take this into consideration. When it comes to human resources management, it's important to keep in mind the need of a 'Think Global, Act Local' strategy. Culturally-based Human Resource Management training is needed by many HR managers in the local area because they are dealing with highly qualified but culturally varied employees. HR professionals must also reassure local employees that these immigrant skills pose no threat to their career advancements. HR managers must strike a delicate balance in order to effectively manage workplace diversity.

The tendency to pigeonhole individuals and place them in separate silos based on their diversity profile is one of the primary causes of inefficient diversity management in the workplace. To be successful in the real world, corporations must respond to human complexity by utilizing the diverse skills of their employees in order to expand their businesses and their consumer base.

**8. Managing Cross Cultural Communication –**

Individuals and groups make decisions based on their beliefs and values when they interact with each other and the world around them. In order for cultural statements to be put into action, company leaders must identify and broadcast the values that guide employee behavior. Successful companies have a strong sense of corporate culture, which helps employees stay focused on both the goal and the process of achieving it. As companies expand their operations outside national borders, the importance of cross-cultural communication is growing. These cross-cultural elements, such as cultural connotations and semantics in addition to tone and perception discrepancies can lead to communication difficulties. In order to prevent making mistakes while working or interacting with clients in other countries, managers need be aware of the cultural differences. If the corporate culture is nurtured, this is achievable. This necessitates greater interdependence in work processes and less stand-alone labor, since today's workforce needs greater autonomy in their own work and greater inter-linkage and interdependence with the work of others....

**RECENT CHALLENGES OF HUMAN RESOURCE MANAGEMENT**

Human Resources is currently dealing with a lot of crucial issues in the workplace. The organization’s aims and objectives are readily achieved, as is competing with the competition, thanks to the Human Resources Department. All of the difficulties that HRM faces are depicted in this video (Figure 1.1)

Today’s HR departments face a wide range of obstacles, as depicted in Figure 1.1. To overcome these challenges, the HR department must focus on the following: achieving the organization’s goals, objectives, and meeting the competitions

**Table 1.1 Challenges facing by HRM**

COMPETITIVE CHALLENGES	HUMAN RESOURCES	EMPLOYEE CONCERNS
Globalization	Planning	Age distribution
Technology	Staffing	Gender Issues
Managing Charge	Recruitment	Educational Issues
Managing Charge	Job Design	Employees Rights
Human Capital	Training	Privacy Issues
Responsiveness	Appraisal	Work Attitudes
Cost Containment	Communication	

**Competitive Challenges-:**An example of a competitive challenge is one that is brought on by the factors of intense competition, globalization of markets, and technological advancement.

**Globalizations-**Because of this, managers of human resources must make difficult decisions in order to prepare their employees to take on new responsibilities and compete on an international stage. Today's business world is extremely dynamic, and firms must adapt quickly in order to thrive. Human Resource functions and activities have an important influence in influencing a company's performance in a specific industry.

**Technology –** In the context of technology, this means adopting innovative methods and processes in order to reduce waste and maximize resources. Technology is concerned with the development and application of technological tools and the ways in which they interact with everyday life. Nevertheless, if our competitors begin using the new technology, HR managers will be faced with a brand new challenge: how to ensure that our own personnel are up to speed on the latest developments in the field.

**Managing Change**-HR executives are likewise confronted with these difficulties. An organization's goals, processes, and technology can undergo change in a methodical way when it uses change management. Managers of human resources devise strategies for bringing about change, regulating it, and assisting employees in adapting to it.

**Human Capital**-Human capital refers to the skills, knowledge and experience possessed by an individual in the organization that means HRM according to people knowledge, skill and performance identify and appoint Right Person on the Right job.

**Responsiveness**- HR Managers gave quickly response against the particular problems facing by the organizations.

**Cost Containment**- Every organization wants to maximum profit on minimum cost above all points considered by the HR Departments and minimize the cost ,full utilization of resources.

## CONCLUSION

To be effective, human resources management (HRM) must evolve along with the needs of the organization. Succession-oriented firms are becoming more agile and customer-focused. As a human resources expert, you must learn how to manage efficiently through competent HR departments. Keeping up with the latest developments in employee development and training is an absolute must for HR professionals in today's world. Managers of human resources focus on how to select, train and develop personnel as well as how to keep them in the company. When it comes to the interaction between management and employees, HR managers can be described as a "bridge" between the two groups. There are many obstacles that Human Resource Management (HRM) faces, and this study aims to analyze and highlight these issues. The HRD Programmers are used by HR managers. HR managers in human resources departments face several obstacles and issues as they carry out their responsibilities in today's globalised world. These are the kinds of concerns and obstacles that any competent HR manager would work to address in order to keep firms safe from harmful behaviors. As a final conclusion, HR Managers encourage their employees to perform at the highest level possible for the benefit of both the company as a whole and its personnel.

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