# Topic on

**EMERGING TRENDS IN HUMAN RESOURCE MANAGEMENT**

**By**

DR. S. CHITRADEVI

Associate professor

GIBS of Business Management

Email: [drchitradevi85@gmail.com](mailto:drchitradevi85@gmail.com)

&

Rumana Tabassum Research scholar

Al-Ameen institute of research studies [Email:rumanatabassum22@gmail.com](mailto:Email%3Arumanatabassum22@gmail.com) 8015717146

# EMERGING TRENDS IN HUMAN RESOURCE MANAGEMENT

**ABSTRACT**

ThepaperinvestigatestheemergingtrendsinHumanresourcemanagement.The2020hasbeena year unlike than any other COVID-19 has forever left its mark on the way we live and work. Thoughatthetimeofpublishingwe’restilllivingthroughthepandemic,weneedtostartpreparing for a post-COVID world. The aim of this article is to identify recent trends in human resource development and to review existing research with regard to these recent trends. As a result, the following trends are identified: artificial intelligence, remote employee, virtual team building, automata ion, Data- Driven Strategies, employee learning, better on boarding, work place experience, health advocacy programs, care giving benefits, open work force, mobile friendly recruitment. pre trend, relevant existing research is reviewed and avenues for future research are discussed.

# Keywords: human resource management, technological, recruitment hr trend

**Introduction**

The human resource management is a common term that is heard amongst professionals. This term takes on a key part in the success of any system. The importance of human resource management is high in any organization. This function present in any management helps in **maximizing employee performance**.HR sets up strategies produces policies, systems, standards and procedures. There are some tasks which are taken care of human resource management. They are chiefly responsible for **training employees, rewarding, performance appraisal and recruitment and more**.

**What trends are important for the future of HRM**

HR has changed a lot over the years, especially a technology has grown and workplaces have ushered in and out new generations of employees with different wants, needs, and preferences. But one thing hasn’t changed, that is the department managing the human capital and productive resources of a business is a huge part for the success of the business.That’s why keeping an eye on the emerging hr.trends the experts note the market is important – they can help to improve processes or give your business a cutting edge in competition against other businesses who are drawing from the same talent pool. Here are some of the trends to be aware of when it comes to improving your talent recruitment process or adding more efficient tactics to human resource management.

**Objective of the STUDY**

* The main aim of this paper is to study the recent trends in human resource management.

• To study the how human resource management to deal with effects of changing world

of work.

**RESEARCH METHODOLOGY**

This study is purely based on secondary data. The secondary data has been collected from books, journals, newspaper, published and unpublished thesis, internet, etc.

**RECENT TREND IN HR**

[**1. Artificial Intelligence**](https://i-sight.com/resources/16-hr-trends-you-need-to-know-in-2020-according-to-experts/#ai)

[**2. Remote Employees**](https://i-sight.com/resources/16-hr-trends-you-need-to-know-in-2020-according-to-experts/#remote)

[**3. Virtual Team Building**](https://i-sight.com/resources/16-hr-trends-you-need-to-know-in-2020-according-to-experts/#virtual)

[**4. Automation**](https://i-sight.com/resources/16-hr-trends-you-need-to-know-in-2020-according-to-experts/#automation)

[**5. Data-Driven Strategies**](https://i-sight.com/resources/16-hr-trends-you-need-to-know-in-2020-according-to-experts/#data)

[**6. Employee Learning**](https://i-sight.com/resources/16-hr-trends-you-need-to-know-in-2020-according-to-experts/#employee)

[**7. Better On boarding**](https://i-sight.com/resources/16-hr-trends-you-need-to-know-in-2020-according-to-experts/#better)

[**8. Workplace Experience**](https://i-sight.com/resources/16-hr-trends-you-need-to-know-in-2020-according-to-experts/#workplace)

[**9. Health Advocacy Programs**](https://i-sight.com/resources/16-hr-trends-you-need-to-know-in-2020-according-to-experts/#health)

[**10. Care giving Benefits**](https://i-sight.com/resources/16-hr-trends-you-need-to-know-in-2020-according-to-experts/#caregiving)

[**11. Open Workforce**](https://i-sight.com/resources/16-hr-trends-you-need-to-know-in-2020-according-to-experts/#open)

[**12. Candidate Experience**](https://i-sight.com/resources/16-hr-trends-you-need-to-know-in-2020-according-to-experts/#candidate)

[**13. Pre-Employment Assessments**](https://i-sight.com/resources/16-hr-trends-you-need-to-know-in-2020-according-to-experts/#pre)

[**14. Recruitment Marketing**](https://i-sight.com/resources/16-hr-trends-you-need-to-know-in-2020-according-to-experts/#recruitment)

[**15. Mobile-Friendly Recruitment**](https://i-sight.com/resources/16-hr-trends-you-need-to-know-in-2020-according-to-experts/#mobile)

#### 1.1. Using Artificial Intelligence

Nearly every industry uses artificial intelligence (AI) to simplify its processes. Human resources is no different. One of 2020’s HR trends is incorporating more AI tools into everyday operations for better efficiency and workflow. For most companies, their first implementation of AI based HR tools is in talent acquisition. Companies that embrace AI will see significant reduction in time-to-hire, and measurable improvement in the candidate experience.” For example, using chat bots to correspond with candidates would free up hours of your time each week.

HR professionals can also [use AI to](https://www.hrtechnologist.com/articles/digital-transformation/the-beginners-guide-to-ai-in-hr/):

* Verify experience and education listed on candidates’ resumes
* Spot behaviors that indicate an employee wants to leave the company
* Manage employee performance
* Answer employees’ HR questions
* Customize suggestions for career paths, professional development options, etc. for each employee

#### 1.2. More Remote Employees

The year 2020 changed office dynamics altogether. Employees all around the globe are working from home, with the concept of remote working finding relevance and becoming immensely popular. But this practice has been a working model for developers for ages. Nevertheless, remote working has its shares of cons, if you don’t understand the concept thoroughly.

Remote work is on the rise. Working remotely is only now becoming mainstream and that number has increased exponentially due to the outbreak of COVID-19. With so many people working from home, HR departments face a unique set of challenges.

For instance, how do you:

* Make employees feel a sense of company community?
* Manage employee productivity and morale?
* Operate when employees are located in different time zones?
* Investigate concerns and complaints when you don’t see the people in-person?

#### 1.3 Organizing Virtual Team Building

Virtual team-building exercises can help remote teams to overcome the difficulties, and to drive a sense of community and shared understanding.

Teams can find it difficult to [build rapport](https://www.mindtools.com/pages/article/building-rapport.htm)  when they never meet "in real life." But developing and nurturing good working relationships are important for individuals to feel able to communicate openly, solve problems, and collaborate well. Virtual team building can also reduce feelings of isolation and [loneliness](https://www.mindtools.com/pages/article/loneliness-at-work.htm)

With employees located in different cities, states and countries, you can’t rely on traditional team building activities. HR professionals have to get creative, offering virtual team building ideas to managers to help teams bond.

1.**[4. Automation](https://i-sight.com/resources/16-hr-trends-you-need-to-know-in-2020-according-to-experts/" \l "automation)**

In the human resources “HR automation is the process of enhancing the efficiency of the [HR department](https://techrseries.com/?s=HR+department+&btnSubmit=) by freeing employees from tedious manual tasks and allowing them to focus on complex tasks like decision making and strategizing. By automating standard and repetitive [HR activities](https://techrseries.com/?s=HR+activities&btnSubmit=), organizations can reduce the cost and time they spend on manual .

It also helps companies to enhance their efficiencies by reducing the time required to complete tasks, without hampering the quality of work. It handles many critical administrative tasks such as selecting profiles with certain skills, filing documents, feeding information, creating and sharing files, etc. These tasks may take hours if processed manually.

1.**[5. Data-Driven Strategies](https://i-sight.com/resources/16-hr-trends-you-need-to-know-in-2020-according-to-experts/" \l "data)**

HR professionals have to make dozens of decisions every day, each one a choice that could potentially change the direction of the company. You have to accepting or reject candidates, choose benefits plans and workplace perks, plan events and evaluate employees with no guidance except your instincts.

Use data-driven HR strategies to:

* Choose candidates based on performance capability, skill set and potential to work for you long-term
* Determine risk factors for leaving and eliminate them for better retention
* Gather insight into how to better engage and motivate employees
* Create training modules that adapt to employees’ learning style and pace
* [Find areas of risk in your organization](https://i-sight.com/?p=63355) and implement training to address them.

1. [**6. Employee Learning**](https://i-sight.com/resources/16-hr-trends-you-need-to-know-in-2020-according-to-experts/#employee)

In 2020, HR departments should focus on helping employees achieve their learning goals. Whether it’s personal or professional development, employees who feel their growth is supported by their employer will be more engaged, motivated and productive**.** The investment in employees’ professional development (learning and performance Improvement) helps organizations retain talent and get more committed employees.

* In fact, more than 40% of employees maintain that they are likely to stay longer with an organization if they see a steady investment in learning that leads to performance improvement.
* Similarly, 78% of employees said they would remain longer with their employer if they saw a career path within the current organization (Source: Mercer).

To achieve this mandate, L&D teams and business units must adopt a proactive approach for the professional development of employees (learning and performance improvement) and align it to clear growth plans. With this in place, they can achieve reduced employee turnover, higher productivity, and a more engaged workforce.

.

1. [**7. Better on boarding**](https://i-sight.com/resources/16-hr-trends-you-need-to-know-in-2020-according-to-experts/#better)

Companies are finally starting to recognize they need to find, adequately train, and keep their employees because unemployment is at a low. “In short, businesses are going to want to find the right people, train them well, and try to keep them given the lack of qualified and available employees.”

While it’s every HR professional’s goal to hire the perfect candidate for every position, you may have to “make do” when you’re in a hurry to fill a role. That’s why updating old training programs or creating new ones is key to modern on boarding processes. Good training modules can fill in skill gaps candidates have when they first start working.“On boarding also takes more importance as certain jobs are eliminated, new technology is brought into a company, and workers change positions,” says Holubeck.

Don’t just rely on a day-one orientation about your company’s history. Add elements to your on boarding such as:

* Your company’s core values
* The direction your company is going in
* Annual organizational goals
* The company’s vision, as stated by your CEO or other senior managers

**1.8. Focus on Workplace Experience**

Employee experience and your employees’ satisfaction levels are more crucial to the success of your business than you may realize. While the term employee experience may seem generalized, how they are both identified and later improved upon within your organization can be easily defined and customized to fit your company. Below we break-down the importance of employee experience and highlight strategies to improve the experience in your organization.

Rather than focusing on employee engagement, Beatty says, HR professionals should [work toward a better employee experience](https://emotional-salary.com/blog/priorities-people-teams/). This HR trend shifts “away from the paternalistic towards a more human-centered interaction, empowering employees and encouraging responsibility.”To achieve better employee experience, Beaty suggests focusing on the following elements:

* **Purpose**: Help employees find purpose and meaning in their work
* **Autonomy**: Consider giving employees more say over how, when and where they work
* **Belonging**: Find ways to include remote and freelance employees, as well as those of different generations, ethnicities, gender identities, etc.

**1.9. Care Giving Benefits**

As the world’s population is aging, [one in six employed Americans](https://www.caregiver.org/caregiver-statistics-work-and-caregiving) have to juggle caring for an elderly or disabled family member with their job. Many caregivers stated that their responsibilities “significantly affected” their work. In 2020, HR departments should adopt elder care benefits for employees. What can you offer to help employees with care giving responsibilities? [Rachel Lyubovitzky, CEO and Co-Founder of Everything Benefits](https://www.everythingbenefits.com/) suggests:

* Flexible work hours
* Remote work options
* A care assistance plan to offset care giving costs
* Respite care to give employees time off from care giving
* Paid family leave

When employees aren’t as stressed out financially and physically from their caregiving responsibilities, they’ll be happier, more engaged and more productive at work.

1.10[**. Health Advocacy Programs**](https://i-sight.com/resources/16-hr-trends-you-need-to-know-in-2020-according-to-experts/#health)

When employees or their family members have healthcare issues, it can greatly affect their health and financial wellbeing as well as their productivity at work. Giving your employees access to a healthcare expert, who can advocate on their behalf, can make an incredible impact on the health of your employees and your bottom line.sme of the benefits of it is Increases employee productivity; retention; Reduces claims costs, grievances, appeals ;Supports consumer-driven health plans ;Promotes utilization of network providers ; Eases burden on Human Resources staff.

1**.11 Open work force**

Workforce management (WFM) is an integrated set of processes that a company uses to optimize the productivity of its employees. WFM involves effectively forecasting labor requirements and creating and managing staff schedules to accomplish a particular task on a day-to-day and hour-to-hour basis.In order to find the best talent, many HR departments are turning to the open workforce. That is, hiring freelancers and independent contractors on an as-needed basis.

1. [**12. Candidate Experience**](https://i-sight.com/resources/16-hr-trends-you-need-to-know-in-2020-according-to-experts/#candidate)

One of 2020’s biggest HR trends, according to [Malte Scholz, CEO and Co-Founder of Airfocu](https://airfocus.com/" \t "_blank)s, is improving candidate experience during the recruitment process. With more open positions, companies have to fight for the best, most skilled candidates. One way to do that is to make the application process smoother.“No more resumes and cover letters, use “applications [that] take just a few minutes to fill out” or that pull relevant information from applicants’ LinkedIn profiles. If your application process is too long or detailed, you could miss out on great candidates who are too busy to complete it.

He also suggests “an increased focus on social media ads that promote open positions” to make finding job postings easier for candidates. Go where applicants are instead of relying on them to find you.

1.**[13. Pre-Employment Assessments](https://i-sight.com/resources/16-hr-trends-you-need-to-know-in-2020-according-to-experts/" \l "pre)**

In 2020, HR professionals should craft pre-employment assessments to test applicants’ skills.

“Test your candidates before hiring them,” Candidates may lie about experience or get help writing their resume, but they can’t flub an in-person and/or timed assessment. Work with managers to [create assessments for open positions](https://www.criteriacorp.com/resources/definitive_guide_what_are_preemployment_tests.php), including:

* **Skills tests**: test the candidate on specific skills and tasks required for the position
* **Personality tests**: uncover personality traits to see if the candidate would fit well in the position, the team and the company
* **Aptitude tests**: test the candidate on skills that apply to every position (e.g. problem-solving, critical thinking, ability to learn)

1.**[14. Recruitment Marketing](https://i-sight.com/resources/16-hr-trends-you-need-to-know-in-2020-according-to-experts/" \l "recruitment)**

Hiring the right people in 2020 requires reflection on who the company is and it’s an employer. Recruitment marketing is similar to the traditional marketing process, but instead of trying to attract customers, you’re attracting candidates. Unlike regular recruiting, recruitment marketing is proactive and ongoing. Even if there are no open roles at your company, you want to communicate what it’s like to work there through your social media and blog. For instance, share videos of employees talking about their experience as an employee or behind-the-scenes photos of employees at work.HR and marketing departments can collaborate to craft a communications strategy to share what it means to work for your company.

1.**[15. Mobile-Friendly Recruitment](https://i-sight.com/resources/16-hr-trends-you-need-to-know-in-2020-according-to-experts/" \l "mobile)**

When it comes to modern-day job seekers Over 90% of them use their mobile devices to look for that dream job mobile-friendly website is one of the most essential HR trends to follow. If it is slow, hard to read or difficult to use on mobile, you risk losing out on qualified candidates who abandon the process. A mobile-friendly recruitment system also makes HR professionals’ jobs easier. If you need to travel for work or have a long commute on public transit, you can still screen and communicate with candidates

**Conclusion**

When considering trends in human resources management, increased efficiency, ease of use and automation are the future. All of these features share a common goal of making the system as user-friendly as possible. Ultimately, the actual goal of HR employees is to seamlessly blend the human skills with all the emerging technology. Thus it creates the perfect combination of work place experience that fits the working world for all working in the organization.

Implementing these HR trends will make the life of the HR department easier and ensure that the organization stays ahead of its competitors.

Reference

Miao xiaoluo, "New trends of the U.S. Human Resource Management after financial crisis [J]", Decision-Making & Consultancy Newsletter, vol. 4, pp. 67-69, 2009.

Tague, N.R., 2004. The Quality Toolbox, Second Edition, American Society for Quality, Quality Press, Milwaukee, Wisconsin.

Nayatani, Y., Eiga, T., Futami, R., Miyagawa, H., Loftus, J.H., 1994. The Seven New QC Tools: Practical Applications for Managers.

Tokyo: 3A Corporation.

Hutchins, D.C., 1985. The Quality Circles Handbook. New York: Pitman Press.

Zink, K.J., 1986. Zur Ubertagbarkeit des japanischen Qality Circle Konzeptes ung deutscheUnternehmen , Qualitatszirkel als Instrument

ZeitagmafzerBetriebsfuhung, Bungard W., Wiendieck, G. (Hg), LandsbergKech, p. 152.

Juran, J.M., Gryna, F.M., 1995. Quality Planning and Analysis. New Delhi: Tata Mc. GrawHill Co. Ltd., p.55.

Armstrong, M., 2006. A Handbook of Human Resource Management Practice. 10TH EDITION. Kogan Page Limited, Great Britain,

Cambridge University Press.

Tang, T.L.P., Tollison, P.S., Whiteside, H.D., 1987. The effect of quality circle initiation on motivation to attend quality circle meetings

and on task performance, Personnel Psychology, Vol.40, p. 799-814.