



# Analysing The Digitalisation In Hr Approaches Through A Comparative Study

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## Abstract

*AI data transformation is necessary for digital transformation. It also entails steering analysis toward AI and analyzing and organizing your data using algorithms that keep your staff members informed all the time. Regarding the digital transformation, it has emerged as a trend and a crucial component of all spheres of life. For instance, the medical, business, and technical domains have all seen changes as a result of the transition. All around us, digital change is happening. Similar to how life changes are significant, so too is the digital revolution in business; it has the power to advance an organization and establish a brand. Both the demand and the potential of the companies to grow are increasing. There are five distinct chapters in this project report.*

*The introduction to the company, its field of business, its organizational structure, its accomplishments, etc., opens the report. The conceptual background and literature review are covered in the second chapter. The third chapter describes the approach used to prepare this project; it discusses the data gathering technique, sample, and straightforward procedure types of instruments. The analysis and interpretation of a thorough overview of forecasting principles and procedures are covered in the fourth chapter. The results, recommendations, and conclusion section.*

## INTRODUCTION

### Digitalization and HR.

M, e-HRM, and e-HRM adaptation objectives. Since e-HRM is the theory behind the literature on digital HR, it will be highlighted. We will also present the idea of organizational learning because our study will heavily rely on this theoretical framework.

The invention has also had a significant impact on human resource management, which has changed how businesses hire, choose, inspire, and keep workers. The impact of digital technology on the HR department will be ubiquitous and all-encompassing, affecting every organization. The industry has been completely transformed by new digital HR products and solutions based on mobile applications and AI, according to Deloitte's Global Human Capital Trends study. As a result of shifting business demographics, "new approaches are needed in almost every HR domain." The potential applications of robots, artificial intelligence, and digital platforms in the HR industry are yet unknown, despite the exponential expansion of computation and digitalization capability. As a result, investment in HR technology has increased and appears to be continuing to rise, as one should anticipate given this development. Still, it is challenging to forecast the future. As a result, in order for organizations to effectively address the digital revolutions that are taking place, they must continue to be proactive in thinking about and talking about digitalization in HR. Also, HR is adopting more and more social media plays and marketing-related tactics, which means that "HR

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applications will need to become far more customer-centric, and follow the principles that today's consumers demand."

### Human Resource Management (HRM)

The idea of HRM in the distinctive sense of the term was, and is, based around the notion that people management can be a key source of sustained competitive advantage. Those who work with HR can have a multitude of tasks, but the common denominator is that they work with the organisation's human resources. HRM is often divided into either 'hard' or 'soft' modes. These modes represent two different HR directions in terms of what measures are emphasised to achieve maximum performance from their employees. Hard HRM represents a view of the employees as resources, just as technology and capital, which can be controlled, Soft HRM on the other hand puts emphasis on the "human" trying to enhance the resource through commitment by providing them with e.g. trust and responsibility.

### Electronic Human Resource Management (e-HRM)

Even though there isn't yet a single definition of e-HRM that academics agree upon, we identified these distinct definitions to encompass and summarize the variety of concepts.

- "The collection, archiving, retrieval, and dissemination of [HR] data for business objectives through the use of computers and communication devices"
- "A method of putting HR strategies, policies, and practices into practice in organizations by fully utilizing web-based technology and/or supporting it in a deliberate and directed manner." According to both of these definitions, HR plays a strategic function within the company. Though the second has a more modern view of HR as a support role, the first might be argued to represent a more conventional personnel strategy with the focus on gathering and retrieving information for the organization. HR has gradually been assigned a position in the Strategic HR has emerged as a novel phenomenon in the world of business models. "Better human resource planning is said to be the cornerstone of higher corporate performance. It might be argued that both of these definitions of e-HRM constitute a harsher approach to HR since they see e-HRM as a means to an end, namely attaining strategic goals, rather than as a tool to help the organization achieve its goals.

Efficiency, service delivery, management empowerment, strategic orientation, and standardization are the five objectives for digitalizing HR (p. 338). Since our investigation revealed that some of these objectives appear to align with GSS HR's e-HRM objectives, we have decided to highlight this item in our analysis. By, for example, "increasing the speed of processes, reducing costs and releasing staff from administrative work," the authors describe how e-HRM could promote advantageous efficiency (p. 337). The authors contend, however, that adequate training is a prerequisite for efficiency. Enhancing line managers' level of client satisfaction through service delivery was an additional objective. The authors speculate that, should this come to be, information availability and accessibility could increase, improving the precision of managerial decision-making.

The authors discovered that in order to achieve the intended results, HR competencies like analytical, strategic thinking, communication, and negotiating abilities were essential. Empowering line managers to carry out HR tasks that had traditionally been handled by the HR department was the third reason for adopting e-HRM. throughout the entire company.

### Factors necessary for successful digitalization of HRM

Research conducted has revealed that the factors that determine the success of the digitalization of HRM practices are still divided into three categories. Essential factors for successful digitalization of HRM

Technological factors	Application and characteristics
	Ease of use
	Usefulness
	Data characteristics

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Organizational factors	Organizational characteristics Size of the company Sector characteristics Department size of HR Business area Geographic area  Capabilities and resources
People Factors	Top Management Support  User Acceptance <ul style="list-style-type: none"> <li>• User Age, education, gender, job experience</li> </ul>

The organizational factors that determine the success of the HRM digitalization can be grouped into two main categories: organizational characteristics and, capabilities and resources.

### CONSEQUENCES OF HRM DIGITALIZATION

From the analysis carried out it is clear that digitalization offers positive and negative consequences on HRM practices:  
 Table 4: Advantage and Disadvantage of the digitalization of HRM

Advantages of HRM digitalization:	Disadvantages of HRM digitalization:
1. Cost Saving	1. Data Security
2. Efficiency  Time Saving  Productivity <ul style="list-style-type: none"> <li>• HR Efficiency</li> </ul>	2. Lacks suitable skills
3. Effectiveness  Administrative Quality  Flexibilities of HR	3. Existing HR digital tools are not being exploited to their full potential
4. Employee Relationship  Cooperation  Communication Quality Employee get more informed about	4. Difficulty in using new technologies by employees

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5. Digital HR enables new employment forms	
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### Need of the study

There are many uses if we duplicate the digital transformation and HR plays a significant role in every business. Therefore, it was necessary to know the value of the topic, what people think about the digital transformation, how companies, after taking on digital transformation (DT) and if they are not accepted, what future plans are about this particular aspect. All these questions have inspired me to know the need and recognize the importance of the study. HR, as the main person for the company, has to take care of the person's abilities and behavior in the digital world, promote ingenuity, celebrate the social qualities of digital, lead from the front, open and keep looking, avoid departmental approaches, etc. Such aspects are very important in order to make people understand, so it is necessary to examine the role of HR in digital transformation.

### OBJECTIVES

To Analyse The Role Of HR In Digital Transformation (DT)

To Suggest Strategy To Improve The Role of HR In Digital Transformation.

To Know The Comparison Between The Employee's familiarity Level And Age Groups.

### LITERATURE REVIEW

**Nirmala kumar bitechoo** This research report analyzes the importance of digital transformation (DT) in public institutions and its impact on relevant talent factors such as workforce development, talent and performance management. These three dependent variables affect the HR process of today's organizations, indicating that the independent variables associated with digital transformation have a positive impact on the measured variables. The survey was conducted by two independent companies and compared to a postal service that claims the university is a one-stop shop. The results of this training show that there is a relative similarity between the two attitudes that digital transformation impacts talent and helps increase productivity.

**Dr. Stormy Emma Parry (2014)** This paper describes Professor HR's transformation of social and economic change based on the growing dominance of HRM (Human Resource Management), digital challenges, and digital technology in the digital phase. .. Overall, these changes have made the present era known as the "digital age." With these changes, digital technology is becoming more and more important in both employee life and human resource management (HRM) and appears to be affected in many ways.

**Camilla Bengtssonmao Bloom (2017)** Rapidly advancing technological development and its spread have led to the digitization of society. This digital "revolution"

Impact on modern multi-level organizations. Previous research has focused on the impact of digitalization on customer preferences, purchasing behavior, marketing, and performance. However, how the company is affected internally has been largely ignored in research, especially with regard to its impact on HR managers. Therefore, the purpose of this work was to deepen personnel management in the digital age. The goal was to think more deeply about how digitization affects HR managers. This white paper presents a detailed study that uses qualitative interviews to analyze how HR managers in organizations facing digital transformation perceive the impact of digitalization. Emily Henriette 2015 This study describes the form of digital transformation (DT). (DT) What digital skills are affected by digital transformation? Methodology, research identification, research strategy, research selection, quality evaluation, etc.

### RESEARCH DESIGN

### METHOD

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This section will first outline our study design and reasons for choosing our methodological approach. Thereafter, we have divided our section into in-depth interviews, followed by focus-groups interviews. These sections include the execution of these interviews and the data processing. Thereafter, we have conducted a methodological discussion, involving internal and external validity and reliability issues.

### **BASIC RESEARCH:**

It is also known as the pure fundamental research, which refers to those studies, sole purpose of which is the discovery of new information. It is conducted to extend the horizons on given area of knowledge with no immediate application to existing problems.

### **APPLIED RESEARCH:**

It is attempt to apply the various marketing technique, which have been developed as research, first and later on they become applied research techniques. It is on attempt to apply the basic principles and existing knowledge for the purpose of solving operational problems.

### **DESIGNATED FACT GATHERING:**

It refers to a research where the investigation attempts to gather some pre-determined data.

### **STEPS IN MARKETING RESEARCH:**

- Marketing research process can be out through following steps:
- Define the problems and research objectives
- Develops the research plan
- Collect the information
- Analysis and interpretation
- Present the finding.

### **RESEARCH METHOD:**

It must be classified on the basis of the major purpose of the investigation. In this problem description studies have been undertaken, as the objective of the project is to conduct the market shares study to determine the share of market received by the company to the competitor.

### **METHODS OF DATA COLLECTION:**

The basic method adopted in conducting the study is a structured questionnaire. Questionnaire is administered on the sample respondents. How ever there are certain cases where personal interaction and observation method is followed with the employees to find the required information.

### **DATA COLLECTION**

The information needed to further proceed had been collected through primary and secondary data.

### **SUMMARY AND CONCLUSION,**

- The team is full of enthusiastic people.
- Employees agree that they are familiar with the concept of digital transformation(DT)
- Employees have studied how digitization affects our customers.

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- Employees are ready to accept the changes.
- Corporate values allow technology as a change, and ready to accept the new technology.
- Companies explored and strongly agree on how digitization could affect our industry.
- Employees agree that they are familiar with Internet Things and Business Intelligence.
- People agree that employee engagement provides a platform for transformation.
- 40% of respondents agree that employees are familiar with the forecasting used in the recruitment process and 37% disagree.
- Employees agree that HR regularly conducts training sessions to understand the role of digitization.
- Employees agree that HR should focus on attracting and retaining people who are familiar with digitization.
- Employees say the company's competitive advantage is customer service.
- People's view of digital transformation varies from person to person.
  - Most of them are aware of the digital transformation(DT) and some of them are not.
  - Employees are ready to learn new technologies when initiated by the company.

### SUGGESTIONS:

- More awareness should be created to broaden the knowledge of digital transformation.
- Employees should know and know more about the concept of digitization.
- Businesses should continue with more training program.
- Employees should be ready to accept the technology change.
- Most companies have shown no interest in accepting digitization.
- The company should focus on the 40+ age group to understand the digital transformation team.
- Predictive Analytics should also gain importance.
- HR should offer more training to understand the role of digitization.
- HR should focus on employee retention.
- The competitive advantage of the company should also focus on the technology.
- Female employees should also be encouraged and should be trained.

### CONCLUSION:

The main objective of this study was analyze the impact of digitalization on human resource management and it was conducted trying to answer the following research question: To achieve this goal, we have analyzed the existing literature on the subject in order to identify factors and consequences of digital trasformation. Based on this analysis, we can conclude that as initially assumed, digitalization is becoming increasingly important for HR function. The latter, in fact, has the possibility of simplifying, accelerating and economizing the activities it is performing. However, these positive consequences of digital transformation need to be weighed against other negative implications, such as data security concerns or employees' proper learning to use digital tools. Technological, organizational and people factors are essential to successfully implement new digital technologies within the organization, but it is equally important to be able to meet certain conditions such as clear definition of objectives and precise identification of key figures within the organization. The digital transformation is as important as the company's profit or return, it shapes the company's image and also helps to get the job done. It also plays a very significant role and has influenced the meaning in people's minds. People know that technology plays a dominant role and they have to reach their goal.

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