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A Survey Of Recent Trends In Human Resources Management In Selected Industry: On Selected HR Managers And Their Employees

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Abstract

The aim of the paper is to find recent trends in human resources management on a selected sample of human resources managers and their employees. The paper is based on extensive theoretical research. In order to achieve a more detailed analysis, there has been research conducted. This investigates the relation among different trends. According to the results, there exists a statistically significant difference in a small group of trends.

Key Words : Trends, Human Resource Management, Small, Employees

I Introduction

HR is changing the structure mostly every day in accordance with technology. By taking right measures and approaches from enterprise leaders, thought to have a positive impact on the daily operations and the employees [1]. From our virtual survey, the following figure 1, consists of recent trends in human resource management during 2023 and was collected from the zimyo site.



Figure 1

We selected the travel and tourism industry and studied the above trends as follows

1.1 Hybrid structure

The personnel groups relocated when work-from-home became a routine, leaving all the teams and companies to disband from one particular geographical location to anywhere in the nation [1]. Hybridity is perceived as a ‘multidimensional phenomenon’ and ‘new paradigm’ in the tourism industry [2]. Hybrid structures stand out as a new governance model. A hybrid work model is a workforce structure that includes employees who work remotely and those who work on site, in a company's facilities can be observed in the below figure 2.

Hybrid work models offer varying degrees of flexibility for working on-site and remotely

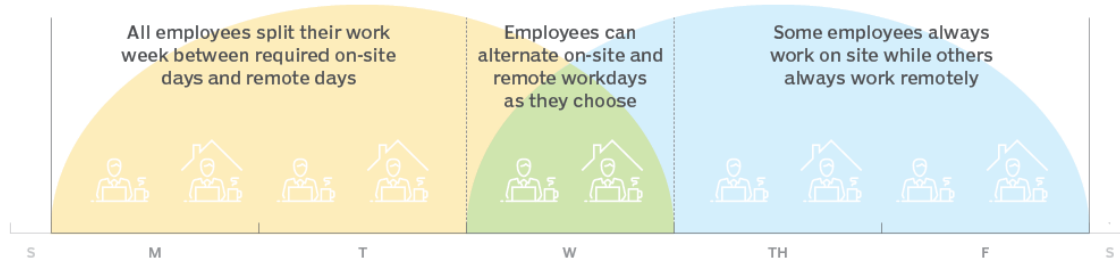


Figure 2

1.2 Global Expansion

Shifting your work into the global market is an initial step. With changing times and technology the trends in HRM have taken a turn too, and starting a business in foreign places is becoming a cakewalk. Furthermore, governments uplifting strict policies in this post-pandemic era – support the businesses too [1]. We asked four business leaders (Anthony Capuano Chief Executive Officer, Marriott International, Shinya Katanozaka Representative Director, Chairman, All Nippon Airways (ANA), Gilda Perez-Alvarado Global CEO, JLL Hotels & Hospitality, Stephen Kaufer Co-Founder and Chief Executive Officer, Tripadvisor) in the sector to reflect on the state of its recovery, lessons learned from the pandemic, and the conditions that are critical for the future success of travel and tourism businesses and destinations [3]. The following figure 3 could suggest that there is a need for global expansion, and it was collected from transparency market research [4].

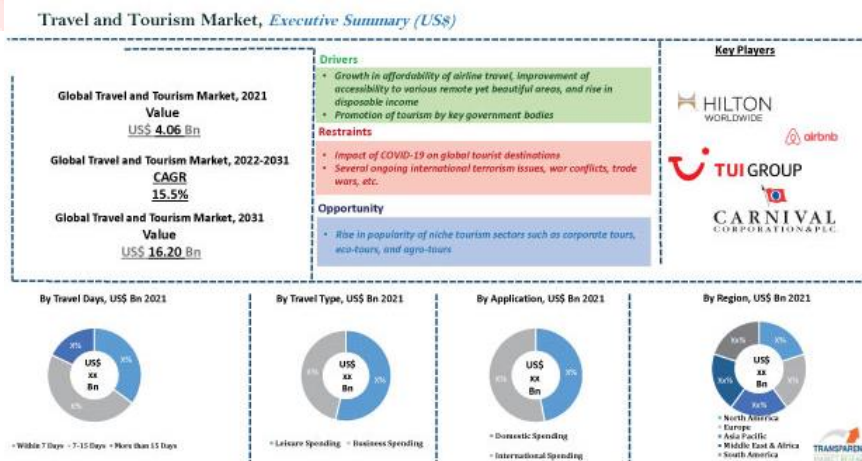


Figure 3

1.3 Employee experience

Employees today don't just want a good paycheck but a quality culture and healthy work environment as well. Organizations today are offering products, services, and methods to enhance not their own but other firms' employee experiences as well [3]. Work-life balance (WLB) with a particular focus on practices within the tourism industry. Work life balance has recently taken the attention of both researchers and executives. This subject interests almost everyone with a professional career [5] as shown in the figure 4, was collected from mba skool [6].



Figure 4

1.4 Employee Analytics

Analytics is said to play an impacting role in offering information for decision-making. Employee management is an integral part of an organization. What work to assign to which employee, tracking their progress, ensuring completion of Objectives and Key Results, and rewarding the employees accordingly is very important to make the functions of a firm a success. About, OKRs (Objectives and Key Results) shown in the figure 5, and it was collected from weekdone [7].



Figure 5

1.5 Employee Monitoring

With the growing number of hybrid workers, managers are often unable to scrutinize every single employee and their work. The lack of personal interaction led to a surge in employee monitoring techniques that gave birth to yet another set of trends in HRM. Keeping track of work and performance, attendance, and leaves, are just a portion of employee monitoring practices [1]. About, HR & Payroll In management shown in the figure 6, and it was collected from piwania technologies [8].

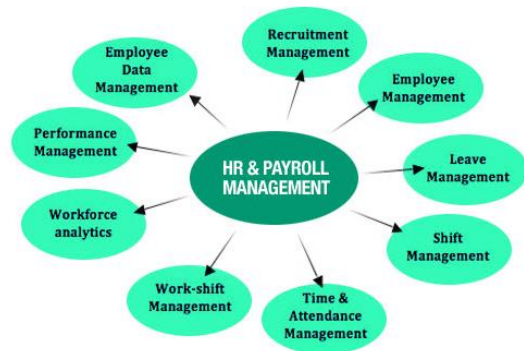


Figure 6

1.6 Automations

Practices such as screening, sourcing talents, onboarding, keeping check of attendance, etc., and a lot more now can be carried out by the systems in this tech-driven world [1]. Onboarding, keeping check of attendance can be followed through the online management system [9], which may be suitable with figure 7. And, screening, sourcing talents can be done with the help of a recruiting funnel method as shown in the figure 8, it was collected from altamira [10].



Figure 7

figure 8

1.7 Enhanced Hiring

Employers can now manage to select quality candidates for relevant positions out of the ample talent pools available [1]. Functions such as resume screening choose explicit candidate profiles, subsequently ensuing in higher work performance and enhanced productivity. Solutions such as Applicant Tracking Software are one of the latest trends in HRM today[13]. And also more benefits can be achieved through Collaborative Recruiting as shown in figure 9, it was collected from talentlyft [12].



Figure 9

II Literature Review

In 1841, young Thomas Cook arranged an 11-mile train journey for a motley group of passengers from Leicester to Loughborough. And it marked the beginning of a chapter in history. He went on to introduce a railway tour of Europe. But it wasn't until the early 1860s that he began the travel firm, Thomas Cook & Son, which included tours of the USA [15].

Incorporated in 1899, the Indian Hotels Company Limited founded its first hotel, The Taj Mahal Palace Mumbai, that transformed the face of Bombay and took India to the world. Jamsetji Tata's efforts were never once for himself but to show India what lies beyond the seas. He made India's dream his own. His vision of being the best of the best continues to drive us today even as we ready ourselves for the bright prospects and disruptive challenges of tomorrow [16].

Alfred Kuoni launched his pioneering travel agency in Switzerland in 1906. He was a total visionary, an adventurer and explorer, opening up new destinations and experiences across the globe. Kuoni grew to be the biggest travel company in Switzerland and arrived in the UK in 1965 [14]. Kuoni-India is committed to building 'A Fellowship of Winners'.

Our story wrote its early chapters in 1934 in Shimla where Mr. M.S. Oberoi pioneered the idea of luxury hospitality in India by opening his first hotel. The lessons self-taught, the inevitable mistakes made, the wisdom gained, the prestigious awards won. All have formed the compass for successive generations of Oberois [17].

In 1958, two brothers borrowed \$600 from their mom to open a pizza place in Wichita, Kansas. They named it Pizza Hut, because their sign only had room for eight letters. How profound! [20].

Launched in 1975, ITC Hotels, India's premier chain of luxury hotels, has become synonymous with Indian hospitality [18].

International Travel House Limited (ITH), one of India's leading travel management companies, started operations in 1981 and is the first publicly listed Indian Travel Company [19].

III Research Methodology

We collected the data of employee experience trends of Kuoni Travels, Taj Hotels, Indian Hotels, Oberoi Hotels, Thomas Cook, Pizza Hut, Indian Travel House Ltd from ambitionbox, which are the companies discussed in literature review. And analyzed employee feedback given in categories of Salary & Benefits, Work Satisfaction, Job Security, Promotions / Appraisal, Company Culture, Skill Development, Work-Life Balance for points out of 5, as shown in the table 1.

The following are the steps used for analysis

Step 1 : Category wise data collection for selected companies

Step 2 ; Find Std Deviation :

(a) Category wise

(b) Company wise

Step 3 : Analyze the data using standard deviation

IV Results and Discussions

4.1 Results

Following the methodology in finding the standard deviation, the table 1 can be achieved.

Category / Name of Company	Kuoni	Taj Hotels	Indian Hotels	Oberoi Hotels	Thomas Cook	Pizza Hut	Indian Travel House Ltd	Std Dev
Salary & Benefits	4	3.8	3.6	4.3	3.3	3.7	4	0.3236694375
Work Satisfaction	3.8	3.9	3.8	4.2	3.5	3.8	5	0.486483984
Job Security	3.7	4.3	4.5	4.1	3.5	3.9	5	0.5094347942
Promotions / Appraisal	3.7	3.7	3.5	3.8	3.1	3.8	1	1.012775536
Company Culture	3.6	4.1	4.1	3.8	3.6	3.9	5	0.4810702354
Skill Development	3.6	4.1	4	3.8	3.7	4.1	1	1.107119815
Work-Life Balance	3.5	3.8	3.7	3.5	3.5	3.8	5	0.5345224838
Std Dev	0.1632993162	0.2149196971	0.3436498772	0.2811540842	0.1988059595	0.1272418021	1.889822365	

Table 1

Available standard deviations for the explanation towards this paper from table 1, can be observed in colors. Yellow shaded color (std dev > 1), indicates that the deviation from the mean is larger. Green shaded color (std dev < 1), but largest value, which is close to 1.

4.2 Discussions

The employees feedback in categories of promotions/appraisal, skill development have low (yellow) values, especially in indian travel house ltd, which expects a change for the HR. For the same company HR, the category of work-life balance received max points (green) from employee feedback.

V Conclusion

From results and discussions, we conclude that the employees feedback in categories of promotions/appraisal, skill development have low values of 1, which expects a change for the HR manager in indian travel house ltd. And at the same time, there is a requirement to be continued as HR manager for the company Kuoni travels. So, out of 7 recent trends mentioned in the introduction part of this paper, the employee experience trend is considerable. The remaining recent trends can be analyzed for further studies.

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