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IMPACTS OF STRATEGIC HUMAN RESOURCE MANAGEMENT TECHNOLOGY ON STRATEGIC GOALS OF A BUSINESS

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Abstract:

This paper examines the impacts of strategic human resource management technology on strategic goals of a business. I used related content analysis and many articles to identify the literature and to research the impacts of strategic human resource management technology on strategic goals of a business. This paper presents an analysis of the literature briefing about the impact of strategic HRM technology on strategic goals of a business. Firms are using various kinds of strategic HRM technology to achieve their goal and improve their margin with respect to their competent companies. Few researchers have studied the impacts of strategic Human Resource management technologies to improve their business. I also found that, while implying risk mitigation strategies to reduce Human resource management risk on the performance, they are effective when used with strategic efforts. I have also found that risk mitigation efforts are only effective and preventive when used in mature strategic ways in different parts of companies such as the OECD countries. This study shows all the impacts of strategic Human resource management technologies on a firm's performance that are carried out for the strategic goals of a business.

Keywords:

strategic, Human resource management technologies, corporate financial performance, risk mitigating strategies, reactive risk mitigation, strategic goals, OECD Countries.

Introduction:

Economy of environment is changing too fast and this change is described by many processes like globalization in businesses, un-loyalty of customers and higher or shortage of investor demands, ever-increasing business competition. To compete with the competent companies in this competent world, companies need to improve their image by reducing costs, updating products and processes and improving quality at regular intervals, efficiency and productivity and speed to attract market.

According to Esra Nemli Caliskan “The people who make up an organization -human resources- are considered to be one of the most important resources of today’s firms”. People of organization and the way they are managed are less powerful than they are used to be to attain success. Knowing that the support for competitive advantage is different and is necessary to develop a different body of allusion in view of issues of human resource management and strategy. Classic sources of success such as material and process methods, protected markets, economies of scale, etc. can even provide competitive advantage but an organization’s human resources are more basic for its suitability.

Understanding that human resources are basic for a business, human resource management function is increasing up in organizational grouping. Human resource management goal is to make sure that the organization gets the skilled, committed and well-motivated manpower it needs. This actually means taking measures to appraise and satisfy future people needs and to increase and develop the suitable capacities of employees – their contributions, sincerity and employability – by giving and continuous developing opportunities. It consists the operation of recruitment and selection making steps, management developing and training activities linked to the wills of the firm. Strategic human resource management (SHRM) shows a comparably new chances in the ground of human resource management. SHRM is anxious with the role human resource management systems take place in firm performance, specially focusing on the alignment of human resources for the need of gaining competitive advantage. Organizations are now aware that successful human resource values and practices will boost performance in different areas such as productivity, efficiency, quality and financial performance.

Methodology:

An analysis of various content was used to gather the relevant publications from the literature of various articles. The listing of collected literature has been gathered, which includes titles, journals, authors, years of publication, etc. In selecting the various literature that provides the study on the impact of This paper examines the impacts of strategic human resource management technology on strategic goals of a business, several keywords were used: strategic, Human resource management technologies, corporate financial performance, risk mitigating strategies. Hard-working on article selection took place to shortlist articles related to the subject of the impact of strategic human resource management technology on strategic goals of a business. Methods used for the elimination and selection of articles are given below:

- Science Direct
- GOOGLE Scholar
- Springer Link
- Scopus
- ProQuest, etc.

Literature Review:

As it is known from academic researches that human resource Management is a source of constant competent advantage, but, similarly, the costs linked with the development of strategic human resource has regarded as an expense of operation, these costs can also be said as an investment in capital assets.

The process by which an organization manages its human resources has a positive relationship with the organization's report, a discovery that supports the resource-based view, where business competitiveness is similar, in some parts, to the investments in business specific assets. While the published research generally reports positive statistical relationships between the greater adoption of Human Resource practices and company performance to achieve its goal, it should also be remembered that many other factors besides Human resource practices could change company performance and it is also possible that there can be complex relation between Human resource practices and other resources of the company.

The potential link between Human Resource and company's performance will enable the Human Resource managers to make programs that will bring much better operation results to achieve higher organizational performance. The goal of the Human Resource management should be to understand organizational operations and make Human Resource practices that impacts processes and outcomes of variables.

Attracting a talented and diverse workforce

One of the primary goals of HR is to attract and retain a talented workforce (Katz & Kahn, 1978). The first process is thus recruiting a qualified, skilled, and motivated applicant force. Proficient recruitment will not only summarize the skills and assurances of the workforce, but can also help in building customer satisfaction and loyalty, and encourage creativity (Cox, 1993). Various forms of technology have been launched to attract applicants, ranging from skilled, one-way technologies (e.g., web-based job ads, job boards or advertisements) to more attractive techniques (such as virtual job fairs). Some researches show that approx. 80% of large companies use one or more types of technologies to advertise their job vacancies and enables applicant to submit their online resume (e.g., Mackelden, 2013).

Many researches on e-testing has focused on the measurement equivalence of computerized versus paper forms of various cognitive ability tests and personality inventories (Mead & Drasgow, 1993; Ployhart, Weekly, Holtz, & Kemp, 2003; Potosky & Bobko, 2004; Tippins, 2009). For example, some studies found that applicants' scored lower on computerized cognitive ability tests that were unsupervised than paper and pencil versions that were supervised (Coyne, Warszta, Beadle, & Sheehan, 2005). Other studies found a moderate correlation ($r = .60$) between the online and paper versions of cognitive ability tests, but the mean scores on the computerized version were significantly lower than those on the paper version (Potosky & Bobko, 2004). In addition, one study found that younger individuals performed better on computerized cognitive ability tests than older individuals, but there were no age differences in performance on the paper version of the test (Potosky & Bobko, 2004)

Conclusion

The findings mentioned here suggest that applicants prefer more interactive, inter-personal, information-rich approaches to all of the areas of Human Resource management. Although e-HR do not conclude that, the attention to date has been on using technology and processes to accelerate Human Resource "transactions." While talking about the above conclusion, the problem here is whether the constant, or even accurate, aim is productivity and efficiency of implementation more so than the nature of, and impact on, employee perceptions of company's climate and culture. To the extent that electronic HR steps are perceived as impersonal, HR effectiveness will likely decline as well as overall organizational effectiveness

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