

THE STRATEGIC IMPACT OF HR IN THE IT SECTOR

E. Kavitha¹, Ch. Hanumath Vittu Bhai²

¹Assistant Professor, Department of MBA Sir C.R. R. College of Engineering, Eluru, India.

²Department of MBA Sir C. R. R. College of Engineering, Eluru, India.

DOI: <https://www.doi.org/10.58257/IJPREMS31835>

ABSTRACT

From the labor officer to the personnel officer to the personnel manager to the modern-day human resource manager, the human resource function has changed over time. In addition to a change in language, the goals and limitations of the function may also have changed. A new emphasis has been placed on how human resources should be organized and managed due to the globalized economy's dynamic and competitive corporate environment. As a result, the phrase "strategic human resource management" (SHRM) has gained popularity. A clear convergence between HRM and strategy has now been achieved.

Keywords: Business, Management, Human Resource, Objective, And Terminology

1. INTRODUCTION

The workforce of a firm and its plans, goals, and ambitions are connected by strategic human resource management. The following goals are part of strategic human resource management: Please make sure the structure of your organization supports its objectives first. Boost the effectiveness of operations. Increase inventiveness, flexibility, and strategic edge. For implicit human resource management to be successful, HR must be a key strategic partner in developing and carrying out corporate policies. Investigating how human resources might directly affect a team's development includes strategic HR. Recruiters must have a strategic approach to staff development and retention to meet the needs of the long ambition. Dealing with dilemmas may be difficult for some firms. Many HR-related issues can befuddle businesses and cause them to make bad choices that slow down operations for their employees and their firm. HR departments must collaborate with other organizational units to determine their goals and implement strategies that support their and the company's fundamental objectives. This is known as strategic human resource management. As a result, the goals of the human resources division align with and enhance the goals of the entire business. Strategic Leadership is acknowledged as a partner in organizational performance rather than being seen as a need for paying employees or complying with the law. HR Strategy uses the expertise and potential within the human resources division to boost and improve the performance of many other divisions. Human resource management's contribution to achieving a competitive edge has been debated in the West's scholarly literature since at least the 1980s. There have been numerous studies into the best methods for using human resources and HRM to give a

company a lasting advantage in the marketplace.

1. To evaluate the effectiveness of IT companies' human resources departments.
2. With the hope of gaining a better understanding of how far these HR departments go in fulfilling their strategic responsibilities for their respective companies.
3. This research aims to understand better how these different organizations prioritize the operational or strategic aspects of the human resources function.
4. Employees and HR professionals understand the HR function's function differently.
5. To propose solutions for strengthening human resources' strategic function in these businesses, and the goal is to propose strategies for enhancing the HR departments of these businesses.
6. As it stands, the HR department in an IT organization provides subpar services.
7. The HR department is more concerned with paperwork than big-picture planning, and Regarding the importance of the HR department, employees and HR professionals have very different ideas.

2. PROCEDURES FOR CONDUCTING RESEARCH

The data used in this investigation came from both primary and secondary resources. The primary information was gathered with the aid of a survey questionnaire. Participants hailed from every IT/ITES firm in Pune. From around 600 IT / ITES businesses in Pune city, 30 were chosen randomly to make up the final sample. Ulrich and Conner's human resource role assessment questionnaire was used for the investigation. Cronbach's alpha was used to determine the instrument's reliability, which was determined to be 0.86. The data was examined for normality and subjected to statistical tests in SPSS.

1. To begin with, we observed that the IT company's HR department delivered services somewhere in the range of 101 and 163.
2. The HR department provided service at a moderate level, as indicated by a score of 101 or higher (above 90 indicates excellent service).
3. Third, a maximum score of 163 was discovered to be greater than the minimum threshold of 160, indicating a strong degree of service delivery by the HR department.
4. The median score was 125, indicating a moderate level of service from the HR team.
5. The strategic partner function was found to be prominent in 13 (43%) businesses, the administrative expert role was found to be dominant in 8(27%) organizations, the employee champion role was found to be dominant in 6(20%) organizations, and the change agent role was found to be dominant in 3(10%) organizations.
6. Six, the highest values for the Strategic partner job were 44 (out of 50), the highest for the Administrative expert function was 40, the highest for the Employee champion role was 45, and the highest for the Change agent role was 40.
7. The lowest scores for the Strategic partner role were 30, the Administrative expert score was 24, the Employee champion score was 26, and the Change agent score was 23.

The same company that scored highest (163) in the Business partner function (totaling all four categories) also scored top (40) in the Administrative expert role, highest (45) in the Employee champion role, and highest (40) in the Change agent role. As in number 9, the businesses that scored lowest in two of the four categories (e.g., Change agent, 23) also scored lowest (101) in the Business partner role. The company can hire outside vendors and experts to handle basic administrative work. As a cost-saving measure and quality-improvement strategy, many companies now outsource HR work. The HR department and professionals can be freed from the day-to-day administrative burden and allowed to focus on long-term strategic activities by outsourcing various administrative tasks such as recruitment and selection, reference checking, payroll processing, training, legal compliance, transportation, the company canteen, etc. Involving and educating line managers in performing normal HR tasks like recruitment, training, performance assessments, grievances, etc., can help increase the HR department's overall efficiency. Line managers will be more aware of and willing to assist with the delivery of HR tasks if they are involved in these activities. Nonetheless, it is important to ensure line managers have sufficient training to carry out these responsibilities effectively and efficiently without becoming overwhelmed..

3. DISCUSSION

With HR's very survival in question, it's more important than ever that HR plays a strategic role in helping businesses achieve their objectives. All four jobs are assigned equal weight and importance, as shown by the lack of a statistically significant difference in the mean score for the four roles. However, a strategic orientation is necessary for the HR function to join the business in formulating and executing its plan. Human resources departments would benefit from having fewer administrative and clerical chores assigned to them so that they can devote more time to thinking strategically about how they might help the company achieve its goals. So, this might performed through IT, specifically through the automation and computerization of processes or by hiring outside suppliers or consultants. Line managers can also be taught to take on many of these responsibilities. It was shown that the change agent job was the least dominant among the businesses surveyed (10%). Human resources' role in assisting the company in responding to change received the lowest percentage of employees' top ratings (6.7). If this is the case, it's because workers believe HR needs to assist the company in adjusting to external and internal shifts. Today's businesses must adapt quickly to a world that is both unpredictable and unpredictable. Organizations must constantly adapt to the ever-shifting conditions of the modern business world. Businesses need to monitor their surroundings and be ready to change with them. For this to happen, there must be a dramatic shift in the company's culture. Human resources (HR) experts and departments are crucial in this change. Organizations might benefit from their guidance in determining and enacting change procedures. They should assist workers in letting go of the past, embracing the present, and determining methods for dealing with change. Human resources have frequently been isolated from other parts of the organizational transformation. The HR department's efforts were counterproductive, as HR policies and practice practiced practices were seen as more of a barrier than a driver of change. As a result, HR workers need to learn skills in change management and develop expertise in leading organizational transformation.

4. CONCLUSION

Strategic human resources are rapidly becoming a reality as numerous empirical studies demonstrate human

resources' importance in management and attaining sustained competitive advantage. The service sector has developed steadily over the past few years, accounting for more than half of the country's GDP. Because of the high dependence on personnel, HRM is paramount in the service and IT sectors. As such, the study's overarching goal is to understand the HR management dynamics and the function of HR in IT/ITES companies.

The analysis concluded that the HR department's service levels were average. Only one company out of all we looked at provided high-quality service. Services provided by many Indian companies, even those accredited at the highest level (SEI CMM level 5), tend to be only so-so. It's easier to assess the relative quality of services these institutions provide with statistics comparing them to those provided by other service sectors or the manufacturing sector. Othman and Ismail (1996) examined the connection between human resource management (HRM) practice and strategy in two different Malaysian industries:

The service sector (banking and financial services) and the industrial sector (electronics/electrical, textile, food, and plastics). Human resource management (HRM) practice and strategy were not found to be more aligned in service organizations. Possible future research directions include comparing HR service quality between and possibly even completely outside of different industries.

Strategic partners, administrative experts, employee champion, and change agents all have different averages, ranging from 31.80 for an administrative expert to 30.06 for a change agent. Since there is no statistically significant difference in the mean values of various roles, it can be inferred that the HR departments of IT organizations treat all roles equally and have a unified strategy. There is no statistically significant difference between the means of the four jobs, but statistically significant variances exist between the means of different organizations. Organizational philosophy, culture, commitment, values, beliefs, etc., may all explain these variations; more study can help shed light on the topic. Differences in how employees and HR professionals evaluate the quality of services provided are shown by analyzing survey data. Human resources received significantly higher ratings than the workforce across nearly all measures. This indicates that the HR department has to do a better job of meeting the demands of the staff.

The HR department thought their work was excellent, but the customers (the workers) didn't agree. This might lead to HR deluding itself into thinking its services meet employees' needs and exceed their expectations. Human resources must have an open dialogue with workers to learn about their expectations and concerns to design policies and procedures to meet their demands. This will help the IT/ICT industry overcome one of its biggest challenges—the difficulty of attracting and maintaining skilled workers. This study enhances our present knowledge of HR's function in IT/ITES companies, the amount to which its various functions are carried out, and the variety of these functions from one company to the next. The study also aids in comprehending the dissimilarity between how employees and HR view the HR department's roles and how HR sees its own.

5. SUGGESTIONS

First, the Government has a significant impact on the growth of the IT/ICT sector. The potential for the IT/ITES sector to generate both direct and indirect jobs and foreign exchange is substantial. Moreover, it is a pollution-free sector of the economy. Therefore, the Government should facilitate the growth and expansion of the sector. The Government should take the following action. To address the industry's need for qualified and skilled workers, the Government should establish national and State level institutes along the same lines as the Indian Institutes of Management and the Indian Institutes of Technology (IIMs and IITs), respectively.

Third, because it has benefited small and medium IT / ITES businesses, the Government of India should continue funding the Software Technology Parks of India (STPI), Scheme (STPI). To better prepare them for the challenges of the market and give them a leg up on the competition, it might be prolonged for an additional five years. When considering the stresses on the IT/ITES industry in light of the appreciation of the dollar and the recession in the U.S. economy, it is suggested that the policy and concessions provided by the Government be extended for another five years, as they are set to expire in June 2008.

The rise of the industry requires a steady supply of electricity, so the State's power situation must be improved by strategic planning and installing more installed capacity. Data and other sensitive information have been stolen by ITES / BPO staff on multiple occasions. The Government should establish a data security institute to ensure the stringent enforcement of the Information Technology Act and provide data security training

6. REFERENCES

- [1] Kaynak, H. (2003). The relationship between total quality management practice and their effects on firm performance. *Journal of Operation Management* 21 (4). pp. 405-439

-
- [2] Shrivastava, R.L., Mohanty, R.R., Lakhe, R.R. (2006). Linkages between total quality management and organizational performance: an empirical study for Indian industry. *Production Planning & Control* 17 (1). pp. 13-30
 - [3] Spector, P.E. (1997). *Job satisfaction – application, assessment, cause, and consequences*. Thousand Oaks, CA: Sage. pp. 35
 - [4] Saari, L.M., Judge, T.A. (2004). Employee attitudes and job satisfaction. *Human Resources Management*. 43