

## INTERNATIONAL TRENDS IN HRM

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**Abstract :** Increased FDI across the world and trend for operating across national borders means that employees have to deal with the demands of managing people in different national contexts and develop HRM policies and practices that are appropriate for their specific location. These demands require an understanding of how HRM policies and practices may differ across countries and how development of management practices may be affected by different institutional and cultural contexts. (Parry. Global Trends in HRM, Feb 2013).

Concerned with the expanding role of strategic HRM, in fast changing global environment the paper focuses on future trends in HRM, drawing on empirical research in areas of strategic management, international business, personnel management, and industrial relation. It also focuses on wide range of issues including employee participation, HR flows, reward systems, high commitment work systems. It aims to address major issues arising from Internationalization of Market, Integration, Increasing Competition, Technological Change, New Concept of Line Management, Changing Corporate Climates

**Keywords:** HRM, Personnel Administration, Talent Management, Motivation, HR Manager.

### INTRODUCTION

The HR of an organization consists of all people who perform its activities .HRM is concerned with personnel policies and managerial practices and systems that influence workforce. In broader terms, all decisions that affect the workforce of the organization concerns HRM function.

The HR specializes in HRM department helping the organisation with all activities related to staffing, maintaining an effective workforce. Major responsibilities include Work Design, Job Analysis, Training and Development, Recruiting ,Compensation, Team Building, Performance Appraisal, Safety Issues, as well as identifying/developing valid methods for selecting staff.(Management Theory Review,Dec14,2011)

The major purpose of HRM is to increase and improve productive contribution of personnels to organization, in more ethical ,social and administratively responsible way.

The 21 century brings with it enormous pressure if the companies will not improve the productivity of the people and treat them human beings which are vital objects of all economic activities leading towards industrial development. Today there is World Wide consensus on HR being one of the major means for Increasing Efficiency, Productivity, Prosperity of the firm.

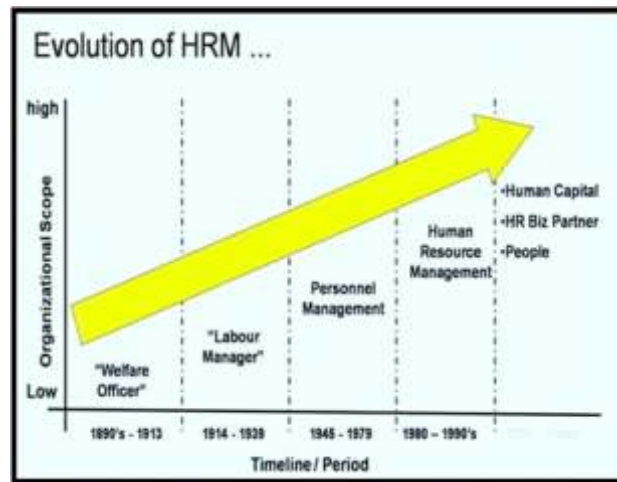
With increase in competition locally or globally organisations are becoming more adaptable, resilient, agile, and customer refocused to succeed. And within this change in environment, the HR professionals have to evolve to become strategic partners, an employee, sponsor, or advocate and changed mentor with the organization. In general, the focus of today's HR managers is on strategic personnel retention and talents development.HR professionals will be coaches, counselors, mentors, succession

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planners to help motivate the organization members and their loyalty. HRM places greater emphasis on number of responsibilities and functions such as relocation, orientation, translation service to help employees adapt to different new environment outside their own Country.

### TRENDS & GROWTH IN HRM :

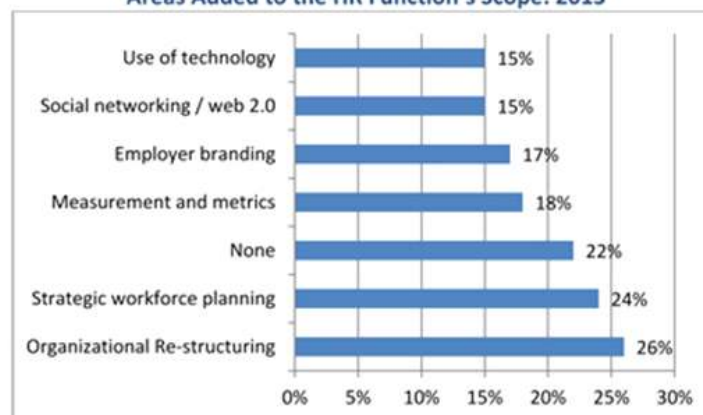


With Growing Competition, Rise in Demand ,Urge to Grow and Succeed , the Evolution of HRM has undergone a change from Welfare Officer to Biz Partners, offering benefits to Customers .

### Top Ten Strategic Technology Trends for 2014 :

- Mobile Device Diversity and Management
- Mobile Apps and Applications
- The Internet of Everything
- Hybrid Cloud and IT as Service Broker
- Cloud/Client Architecture
- The Era of Personal Cloud
- Software Defined Anything
- Web-Scale IT
- Smart Machines
- 3-D Printing

### Areas Added to the HR Function's Scope: 2013



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Various sector have progressed with the upcoming trends of this sector, thereby creating Job Openings, Variety in Trade and Commerce Transactions , and Overall development of personnels all round the Globe. Moreover better relations, technology upgradation has been a greatest boom for organisations as a whole.

### Opportunities:

Several benefits have been made possible due to HRM :

1) **Global Connectivity:** Organisations have been more global in their markets and operations, as they experience high levels of risk and uncertainty. Fast growing demands for varied customers keeps the firms updated with latest connecting options .

2) **Wide Spread Employment:** Job openings have been favourable as people from diversified culture , borders get a chance to come together for common goal achievement. They bring in their talent which is beneficial for firms in long run .

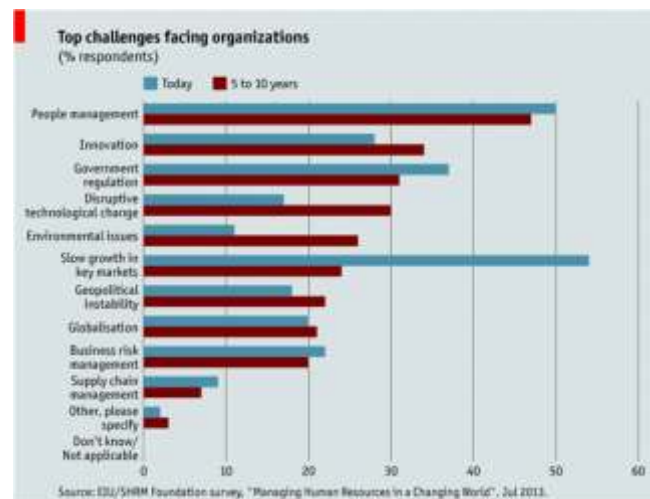
3) **High Inter Connectivity :** There's been wide connectivity for people , resources, organisations, technology that has helped to be in pace with rapidly changing business environment.

4) **Pace for technological Innovation:** Trained personnels from diversified background has also brought in innovation which has benefited customers, organisations and workforce resulting in better scope for improvement.

5) **Competative Advantage:** Proper training, Performance appraisals ,Promotions ,Team Spirit, Quality Controls have facilitated an access to achieve competitive advantage over competing brands.

6) **Working Relationship:** The principle followed in HRM is to ensure committed ,dedicated workforce which shall enable a long lasting firm to have increased efficiency, which has been possible due to motivation, proper recruitment , and relationship building among diversified work force.

### CHALLENGES:



The World of work is rapidly changing. As a part of the organization ,HRM must be prepared to deal with effects of changing World of work. For this HR people, are required to understand the following impact .

#### 1)Globalisation and its implications.

Business reaches around the World. The rise of Multi National Companies places new requirement on HR to select appropriate mixes of employees in terms of knowledge, skills, cultural adaptability. Moreover to cater to customer needs it has to employ workers from different regions who shall be different in colour, talent, which poses a threat to business firms.

### **2)Workforce Diversity:**

Initially in past, HRM was simple as workforce was homogeneous. Today, it comprises people from different ideologies, beliefs. Also communication , language causes barrier in smooth functioning.

### **3)Changing Skill Requirement:**

Recruiting and developing skilled labour is important for any company, concerned with competitiveness, productivity, quality. Skill Deficiency translates into losses. Hence it is required for HR people to weigh such deficiency and design suitable training, short term programmes.

### **4)Corporate Downsizing:**

The premise of downsizing is to reduce number of people employed by firm. Hence HRM is required to play important role of framing proper communication at all levels, reduce negative rumours and to focus reliance on actual layoffs if necessary.

### **5)Continuous Improvement Programmes:**

These focus on longterm well being of organisation. It is a process where organization focuses on quality and build better foundation to serve its customers. For this HR Managers must prepare people for change and its effects.

### **6)Decentralised Worksites:**

Worksites are getting decentralized. Tele communicating capabilities that existed have made possible for employees to be located anywhere , for this HR Managers must train people in how to establish and ensure work quality and completion of targets on time. Work at home may also require HRM to rethink its compensation policy.

## **CONCLUSION:**

We live in the era of not just change, but accelerated rate of changes. As compared to past, 21st century companies are getting to be globally market driven with the concept of investment anywhere and share everywhere.

At practical level we must anticipate and prepare ourselves for likely HR challenges in general that exist, or may be expected in future, which is the main purpose and theme of this article. With technological upgradation much greater use of it and forthcoming e-commerce , new breed of knowledge workers in learning, organisations will make differentiation.

The HR teams will be the only one of the important pillars and other functions will certainly and equally will have to do lot of upgradation for improving the organizational results. Team Work will therefore be a key driver in any organization that will demand and result in high performance both at individual levels or across functions or teams operating globally. Moreover the earlier practices of Job Forecasting, Succession Planning, has broadened into concern with establishing a more explicit linkage between Human Resource Planning, and larger organization strategy and Business Planning of organizations.

To Conclude with only new Technological Changes, Right Sizing, Private Management, Appropriate Training can be effective for future developments and these shall be able to withstand future challenges.

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