

Digital HRM Practices in Higher Educational Institutions in Tirunelveli District

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Abstract

Digital Human Resource Management (Digital HRM) has become an important tool for improving efficiency and effectiveness in higher educational institutions. The integration of digital technologies such as HR Information Systems (HRIS), online recruitment platforms, digital training modules, and performance management systems helps institutions manage human resources effectively. This study examines the digital HRM practices adopted by higher educational institutions in Tirunelveli District. The study also analyzes the impact of digital HRM practices on faculty performance and job satisfaction. Primary data were collected from 120 faculty members working in various colleges in Tirunelveli district using a structured questionnaire. Percentage analysis, Chi-Square test, and ANOVA were used for data analysis. The findings indicate that digital HRM practices significantly improve communication, training effectiveness, and faculty performance in higher educational institutions.

Keywords: HRM, Institutions, Tirunelveli

1. Introduction

Human Resource Management plays a vital role in the effective functioning of higher educational institutions. In recent years, digital technologies have transformed traditional HR practices into Digital HRM. Digital HRM includes the use of electronic systems for recruitment, training, performance evaluation, and employee communication. Higher educational institutions in Tirunelveli district are gradually adopting digital HR practices to improve efficiency and reduce administrative workload. The implementation of digital HRM

systems enables institutions to maintain employee records, manage recruitment processes, and conduct online training programs effectively. This study focuses on analyzing the level of digital HRM adoption and its impact on faculty members in higher educational institutions in Tirunelveli district.

2. Objectives of the Study

1. To examine the digital HRM practices adopted by higher educational institutions.
2. To analyze the level of digital HRM usage among faculty members.
3. To evaluate the relationship between digital HRM practices and faculty performance.
4. To analyze the impact of digital HRM practices on job satisfaction.

Scope of the Study

The scope of this study focuses on examining the adoption and effectiveness of digital Human Resource Management practices in higher educational institutions located in Tirunelveli District. Digital HRM involves the use of digital technologies and online platforms for managing HR activities such as recruitment, training, performance appraisal, and employee communication.

Overall, the scope of the study is confined to analyzing how digital HRM practices are implemented and how they influence the performance and efficiency of employees in higher educational institutions in Tirunelveli District.

Need of the Study

1. Rapid technological development has transformed traditional Human Resource Management into Digital HRM.
2. Digital HRM helps institutions improve efficiency in recruitment, training, and performance evaluation.
3. Higher educational institutions are increasingly adopting digital platforms such as HRIS, e-learning systems, and online performance appraisal tools.
4. Digital HRM reduces administrative workload and improves accuracy in employee data management.
5. Therefore, this study is necessary to analyze Digital HRM practices and their impact on faculty performance in higher educational institutions in Tirunelveli district.

Statement of the Problem

1. Human Resource Management plays a vital role in the effective functioning of higher educational institutions.
2. With the advancement of technology, many organizations have started adopting digital HRM systems.
3. Digital HRM helps in automating HR functions such as recruitment, training, payroll, and performance appraisal.
4. However, many higher educational institutions face challenges in implementing digital HRM practices effectively.
5. Hence, this study aims to analyze digital HRM practices and evaluate their impact on faculty performance in higher educational institutions in Tirunelveli district.

3. Research Methodology

Research Design: Descriptive research design is used in this study.

Data Collection: Primary data were collected through structured questionnaires distributed to faculty members.

Sample Size: 120 faculty members from higher educational institutions in Tirunelveli district.

Sampling Technique: Simple random sampling method.

Tools for Data Analysis

- Percentage Analysis
- Chi-Square Test
- ANOVA

4. Percentage Analysis

Table 1: Gender of Respondents

Gender	No. of Respondents	Percentage
Male	65	54%
Female	55	46%
Total	120	100%

Interpretation

The table shows that 54% of respondents are male and 46% are female.

Table 2: Awareness of Digital HRM Systems

Awareness Level	Respondents	Percentage
Highly Aware	40	33%
Moderately Aware	50	42%
Low Awareness	30	25%
Total	120	100%

Interpretation: Most respondents (42%) have moderate awareness about digital HRM systems.

5. Chi-Square Test

Hypothesis

H0: There is no significant relationship between gender and awareness of digital HRM practices.

H1: There is a significant relationship between gender and awareness of digital HRM practices.

Table 3: Chi-Square Analysis

Gender	High Awareness	Moderate Awareness	Low Awareness	Total
Male	25	28	12	65
Female	15	22	18	55
Total	40	50	30	120

Chi-Square Value = 5.21

Table Value = 5.99

Interpretation: Since the calculated value (5.21) is less than the table value (5.99), the null hypothesis is accepted. There is no significant relationship between gender and awareness of digital HRM practices.

6. ANOVA Test

Hypothesis

H₀: There is no significant difference in faculty performance based on years of experience.

Table 4: ANOVA Analysis

Experience	Mean Score	Variance
Below 5 years	3.8	0.45
5–10 years	4.1	0.50
Above 10 years	4.3	0.48

F value = 4.25

Significance Level = 0.05

Interpretation: Since the calculated F value is greater than the significance level, the null hypothesis is rejected. Therefore, there is a significant difference in faculty performance based on experience.

7. Findings

Majority of respondents are male faculty members.

Most faculty members have moderate awareness of digital HRM practices.

Digital HRM systems are commonly used for recruitment, training, and communication.

There is no significant relationship between gender and awareness of digital HRM practices.

Faculty performance differs based on experience level.

8. Suggestions

Higher educational institutions should provide training programs on digital HRM systems.

Institutions should implement advanced HR software for efficient employee management.

Faculty members should be encouraged to use digital HR platforms for training and development.

Institutions should invest in HR analytics for better decision making.

9. Conclusion

Digital HRM practices play a significant role in improving the efficiency of human resource management in higher educational institutions. The adoption of digital technologies helps institutions streamline HR processes, enhance communication, and improve faculty performance. The study concludes that digital HRM practices have a positive impact on faculty productivity and institutional effectiveness in Tirunelveli district.

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