

Digital Transformation in HRM on Employee Productivity

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Abstract

This research investigates the profound impact of digital transformation within human resources by examining the influence of Electronic Human Resource Management (e-HRM) practices on employee productivity. The study explores the multifaceted dimensions of e-HRM, including automation, data analytics, remote work support, and communication platforms, in enhancing organizational efficiency. The objective is to unravel the intricate connections between e-HRM and employee productivity, providing insights into how technological innovations reshape traditional HR functions. Through a comprehensive analysis, this research contributes valuable perspectives for HR professionals, organizational leaders, and scholars navigating the evolving landscape of digital HR management. Many of the functions and responsibilities formerly performed by HR personnel may now be automated using HR software and other technology solutions. Key findings underscore the pivotal role of e-HRM in streamlining processes, fostering a dynamic work environment, and optimizing workforce potential. The implications of this study extend beyond mere administrative convenience, emphasizing the strategic significance of electronic HR practices in cultivating a productive and responsive organizational culture.

Keywords: *Digital Transformation, e-HRM, HR Technology, Employee Productivity, Automation*

Introduction

The integration of Electronic Human Resource Management practices into organizational frameworks has become a pivotal aspect of contemporary workforce management. As businesses undergo digital transformations, the role of technology in HR

processes has evolved beyond mere administrative convenience to a strategic driver of employee productivity. This introduction explores the intersection of e-HRM practices and employee productivity, delving into the overarching theme of how digital innovations in HR management contribute to enhancing organizational efficiency and workforce effectiveness. In recent years, advancements in technology have revolutionized the way human resource functions are executed. Traditional paper-based processes have given way to automated systems, self-service portals, and data-driven decision-making. These transformations not only streamline HR operations but also have profound implications for employee productivity. Understanding the impact of e-HRM practices on employee productivity necessitates a comprehensive examination of key elements such as the automation of HR processes, the role of data analytics, the adoption of remote work facilitation, and the influence of communication and collaboration platforms.

Review of Literature

Umasankar Murugesan, Padmavathy Subramanian, Shefali Srivastava, Ashish Dwivedi, (2023), “A study of Artificial Intelligence impacts on Human Resource Digitalization in Industry 4.0”, Many adjustments are needed to achieve Industry 4.0, one of which is the Human Resource (HR) role. In Industry 4.0, HR skills are more important and provide an advantage to the organization.

Abedallah Farouq Farhan, Yashar Salamzadeh, Christopher Richardson (2021), “The Impact of E-HRM on Employee Productivity - Mediating Role of Innovation”, The purpose of this study is to investigate the role of innovation as a mediator and organizational environment as a moderator in the link between e-HRM and employee productivity.

Objectives of the Study

1. To examine the digital HR practices adopted by organizations and their impact on employee productivity.
2. To assess the influence of E-HRM on employee satisfaction and engagement levels
3. To provide recommendations for organizations seeking to optimize E-HRM for improved organizational performance

Research Methodology

Research design

According to Paulin V. Young, 'A research design is logical and systematic planning and directing a piece of research'. In simple language, research design is, the plan, structure, and strategy for investigation conceived, to obtain the answer to the research equation and control. The purpose of this study was to collect factual information and to explore the same. So research design is a descriptive study in nature. Universe: The first step in developing any sample design is to clearly define the set of objectives, technically called the universe. The universe for this study consists of "The Indian (Tamil Nadu) Industry".

Sample and sampling size

Sample is the representative of the whole Tamil Nadu. Here, the researcher has used a simple random sampling method and selected 50 respondents from various employees of the Tamil Nadu Industry which are randomly selected.

Tool of data collection

Primary data from the tool for the data collection will be through online Google form questionnaires. Secondary data from the Internet, journals, etc

Electronic Human Resource Management and Employee Productivity

Human Resources (HR) is a support function responsible for managing an organization's human resources, HR practices and policies have an impact on employee happiness, which in turn influences productivity. Traditionally, HR operations have been carried out manually, which entails paper-based activities and file-based record-keeping, which increases the possibility of service delay and inaccuracy. As technology progressed, it was incorporated into HRM, resulting in a move from HRM to e-HRM. E-HRM refers to the use of hardware, software, and internet-based technologies to integrate the HR processes for better coordination and control.

E-HRM is a new method of managing human resources, where E-HRM will reduce company costs and increase the efficiency, effectiveness, and productivity of the company which leads to the company's survival and success. E-HRM technologies will have a greater

impact on staff productivity in the HR department. E-HRM will have a direct impact on their jobs, including fewer administrative procedures in HR because some processes are automated and make the activity process faster. Productivity evaluation involves two measurements: first, achievement of work objectives, and second, time or hours worked. Which of the following E-HRM activities, such as E-Recruitment, E-Compensation, E-Training, and E-Performance Appraisal, has the most positive and substantial influence on staff productivity and cost efficiency at the company? E-HRM actions that have a beneficial impact can assist businesses in reducing expenses and increasing employee productivity.

Data Analysis and Interpretation:

Table: 1 Demographic Profile of the Respondents

Category	Particulars	No. of Respondents	Percentage of Respondents
Gender	Male	28	56%
	Female	22	44%
Age	20 – 35 years	21	42%
	36 – 40 years	22	44%
	41 – 45 years	5	10%
	More than 46 years	3	6%
Overall Experiences	0 -5 years	25	50%
	6 – 10 years	19	38%
	11 – 15 years	5	10%
	More than 15 years	1	2%
Sector of the Respondent	Service	44	88%
	Manufacturing	3	6%
	Agriculture	1	2%
	Healthcare	2	4%

Findings

- Among the respondents, 56 % were male and 44% were female.
- For age groups, 44% of participants were aged between 36-40, 42% of participants were aged between 20-35, 10 % of participants were aged between 41-45 and 6 % of participants were above the age of 46.
- For experience, 50% from 0-5 years, 38 % from 6-10 years, 10 % from 11-15 years, and more than 16 years from 2 %.
- For sector, 88 % of respondents were from services, 6 % respondents from manufacturing, 4 % respondents from the healthcare sector, and 2% respondents from the agriculture sector.

E-HRM practices

- The majority of respondents strongly agree 33%, that in e-HRM, data can be easily shared. ▪ The majority of respondents strongly agree that 26% that work pressure among the employees is reduced due to e-HRM.
- The majority of respondents strongly agreed 30 %, that e-HRM improves the quality of work.
- The majority of the respondents agree that 22% of the training is needed for operating e-HRM.
- The majority of the respondents say that strongly agree 30%, and agree 19% that the implementation of e-HRM is convenient and beneficial to use.

Employee Productivity

- The majority of the respondents Agree 28 % strongly agree 20 % have a high work performance.
- The majority of the respondents said that strongly agree 25 %, and agree 23 % to accomplish tasks quickly and efficiently.
- The majority of the respondents agreed 24%, and strongly agreed 22% to set a high standard of task accomplishment.
- The majority of the respondents said that strongly agree 28% and agree 20% to achieve a high standard of task.

- The majority of the respondents said that strongly agree 28% and agree that 19% always beat our team targets.

Suggestions

1. E- HRM system is more effective than the existing manual HRM system. In this technological era, it should provide its services appropriately and promptly with low cost. So to meet the changeable needs of people, human resources should be competitive, motivated and the organizational environment should be customer friendly.
2. E- HRM system will help more to make the manpower competitive and motivated. An effective e – HR strategy can leverage the value of the service sectors HRM system and help them to develop metrics to better gain the competitive advantage in the market.
3. It should be a premeditated step by Indian organizations to move forwards in the digital age, by freeing themselves from daily operational, monotonous requirements and ascending to newer level like relational and to highest level, transformational, making it more in tune with the decision making. It also amplifies understanding of the employees, preparing change ready workforce, knowledge management and enhance employees brand.
4. Organisations should consider the value of the HR function in the adoption of eHRM and make the effort to design and implement the system in such a way so as to promote and maximise these benefits.

Conclusion

This study has delved into the dynamic relationship between e-HRM practices and employee productivity, shedding light on the transformative impact of digital innovations within the realm of workforce management. The findings underscore the significance of e-HRM in not only optimizing HR processes but also in fostering a more productive and responsive organizational culture. The automation of HR processes has emerged as a cornerstone of efficiency, reducing manual workload and minimizing errors. Employee self-service portals have empowered individuals to take charge of their HR-related tasks, contributing to a more streamlined and agile workforce. The integration of data analytics has facilitated evidence-based decision-making, offering organizations insights into workforce trends and areas for improvement.

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