Human Resource Practices in IT Industries in Chennai

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Abstract

Globally, there is a current situation facing covid-19 problems many industries were affected. There is question arises in HR forums that How industries are facing this scenario. The recent investigations indicate that the human resource practices influence in IT industries especially organizational performance towards economic contribution in the innovation ways drastic approaches in technological advancement. The purpose of the study is recent trends in HR practices followed in IT industries.

Design/Methodology/Approach: The data for the study was collected from various HR Professionals using a HR impact's Employees training and development, compensation packages, under questionnaire survey approach to collect the data from IT industries belonging to Chennai. This study focuses on various contributions towards theory building by examining the determinants of human resource activities of recruiting and selection, training and development, compensation and bene fits, performance appraisal, career development, and industrial relations empirically in the context of internal and external environments in which these activities take place.

Our initial focus was on human resource activities of the firms considered, but the use of an empirical approach of the determinants of HR activities. This approach also assisted in identifying underlying relationships that could be interpreted as linkages among human resource activities and other organizational and environmental factors. It was possible to identify linkages major HR activities, and factors identified as internal process of an IT organization. (Structural Equation Model) SEM package used for data analyses.

The Limitations of the study is that restricted to only Chennai District as well as research conducted places of IT companies also Chennai district in Tamilnadu. The paper ends with a conclusion, limitations and implications for future research.

Introduction

Due to Covid19 many challenges faced by the global, there is advancements in information technology and advent of the Technological knowledge by HR professions have undergone a rapid transformation. Now the key roles of HR Professionals in organizations survive the growth of people in industry. Regarding human resource practices, higher relative wages and internal promotion policies predict lower quit rates, and contingent staffing, electronic monitoring, and variable pay predict higher rates.

India is undergoing a major upward economic trend with the progress of the modern Information and communication Technology (ICT) which is certainly one key ingredient in the process. In India, employee turnover in the ICT sector is a worrying figure; Turnover rates averaging 15 to 20 percent but as high as 50 to 75 percent some sectors (machado & Kouakos, 2004). The Human Resources Policies and practices of these industries have stabilized the whole demand and supply of IT professionals in the country. It is again these newer human resource practices across the industry that has significantly contributed to the growth of the whole gambit.

Under the Covid-19 the various challenges and changes within the business due to factors the competitive world human resource practices are become more increasingly intricate and convoluted.

The global has witnessed that major industries are suffering because of transformation changes need much more support with other industries. The time of arrival of technology need the information system that collect and stores data from various sources. The system will analyze the data to provide the various business insights; the prediction future need analyze to fill those needs by the Human Resource Manager.

It's no secret that job attrition rate as well as many people considers offers in various openings. Identify the HR practices which in combination, may serve to enhance some measure of performance through a raised level of employee commitment to the organization work practice or high performance work system (HPWS).

The HR practices that together select, develop, retain and motivate a workforce. The influence of human resources management practices on employee outcomes such as organizational commitment, OCB, Job satisfaction and turnover intention has become an important topic of research.

Research Objectives:

1. To examine the demographic and Economic impact of environments influences the different dimensions Human Resource Practices under Covid 19, with Specific Reference to Information Technology Companies in Chennai.
2. To find out the relationship between dimensions of Human Resources Practices under Covid-19, With Specific Reference to Information Technology Companies in Chennai.
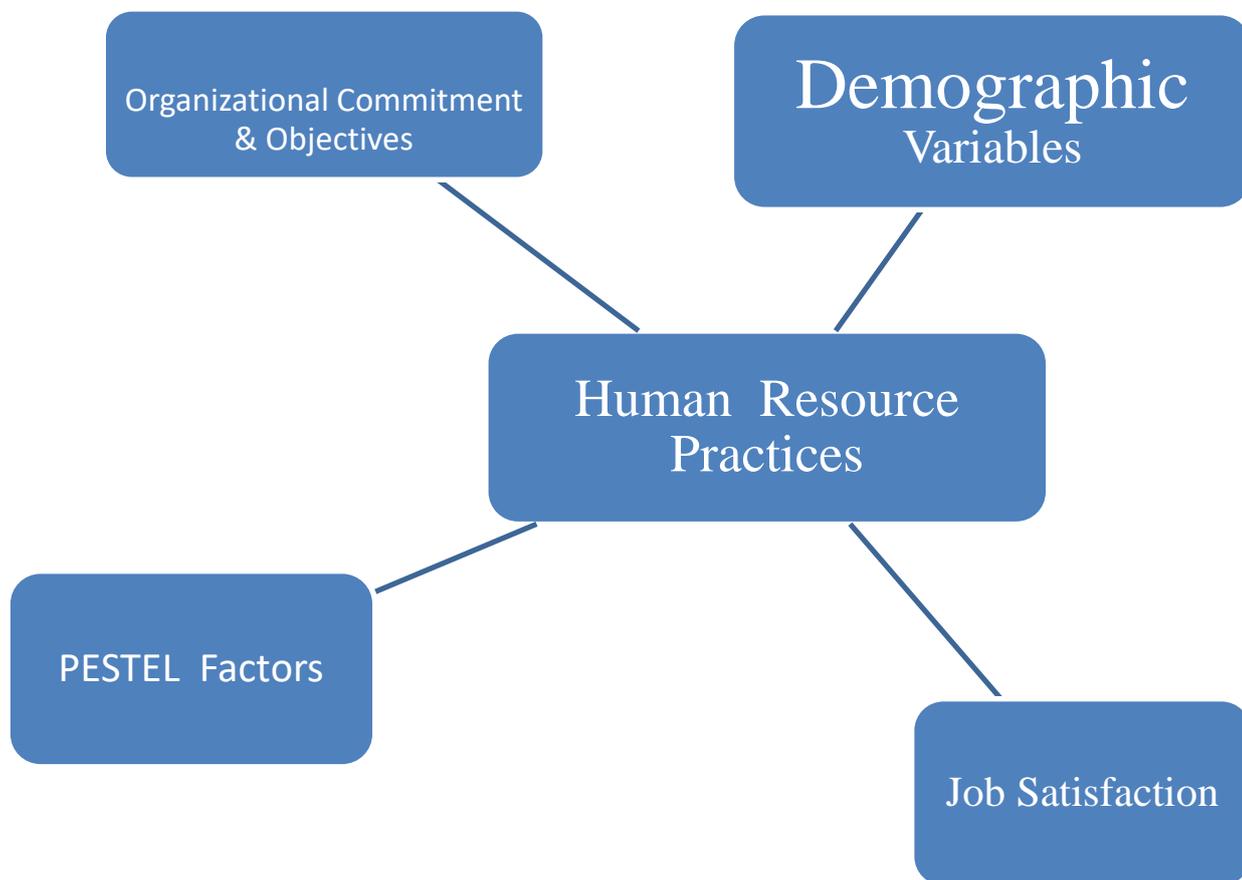
3. To Identify the Moderating effects of Human Resource Practices under Covid 19, with Specific Reference to Information Technology Companies in Chennai.
4. Finally it suggest suitable strategic model for improving Human Resource Practices under Covid 19, with Specific Reference to Information Technology Companies in Chennai.

Literature review

HRM 'is about how people are employed, managed and developed in organizations' (Armstrong & Taylor, Reference Armstrong and Taylor2020: 3). It has been grandly impacted by COVID-19, generating significant challenges for managers and HRM practitioners. This impact and these challenges are explored in this section, in relation to strategic HRM and working conditions, as well as HRM functions, specifically, staffing, performance management, training and development, compensation management, safety and health management, and employees' relations. Each HRM function is discussed individually, however, they are interrelated. This suggests that any change in one HRM function will affect the other function (Mondy & Martocchio, Reference Mondy and Martocchio2016).

Proposed Conceptualized Research Model

There are 4 dimensions were framed for this study. Those are: i) Human Resource Practices, ii) Organizational Commitment iii) Job Satisfaction and (iv) PESTEL. Here Demographic variables, Human Resource Management Practices, Organizational Commitment.

There was structured Questionnaire used to collect the primary data, which consists of various questions with 7 points scale the varied from highly Dissatisfied to highly Satisfied. There are 150 samples were collected throughout Chennai by adopting the method of personal interview method. The questionnaire put under pre-testing among 20 sample respondents, and some corrections and modifications were made on the basis of pretesting.

The data collected were analyzed for the entire sample. Data Analyses were performed with statistical Package for Social Sciences(SPSS) using techniques that included descriptive statistics, Correlation analysis and AMOS package for Structural Equation Modeling (SEM) and Bayesian estimation and testing. The Main study used Structural Equation Modeling(SEM) because to advantages: (1) estimation of multiple and interrelated dependence relationship and (2) the ability to represent unobserved concepts in these relationships and account for measurement error in the estimation process.(Hair et al., 1998)

Analyses

The Role analysis to get realistic picture of HR Practices is difficult to handle the business complexity world. Today HR practices under Covid-19 each managerial role is analyzed by a group consisting of the role incumbent, his boss, subordinates and peers.

The role analysis enables the role incumbent to workout interpersonal problems more effectively than is otherwise possible through a job description.

In the real life is that there is situation handling of employees and seeking compensation packages as well as maintain quality employees in organization is difficult in covid-19 situation.

Findings:

- Majority of the respondent employees (59.25%) in the age group of 36 to 40 years; of these 75.20% are post graduates. 64.25% of respondent are male.
- Out of 40% major companies have better HR Policies and practices.
- PESTEL constraints were major affected in IT Industries in Rural Areas.
- High turnover in industries due to Technology growth all necessary growth should be expected by the employees.
- 70 % of IT industries carry out the role analysis of employees.
- Human Resources planning are done particularly to the meet the circumstances like capacity enhancement, compensation planning and training part.
- The work from home approaches is really affected to Performance appraisal and project development.
- Majority(72%) of IT Companies are not giving importance to domicile state factor in recruitment.
- 70% found that a way to invest in systems is more to help support remote work amid the pandemic.

- Increasing remote-work options and capabilities in the Chennai city itself.

- Implementing COVID-19 employee tracking, tracing and assessment tools consider.

- Implementing new communications processes and technology for getting things done.

- Creating more flexible compensation models, allowing for bonuses .

- Creating pod-based work schedules and new teamwork environments to ensure critical workforces are protected.

- Implementing policies, technology and models for distanced and safe work environments.

- Implementing new social responsibility standards, metrics and governance models.

- The concept of HRIS as a digital form of HRM is increasing along with the outbreak of the Covid-19 pandemic which has caused a large loss impact on all lines of life.
- As the pandemic resets major work trends, HR leaders need to rethink workforce and employee planning, management, performance and experience strategies.
- Increase in Remote work areas : Like Chennai the people will give first importance for applying the post in IT industries.
- Part time workers like gig workers were involved on part time basis so there is performance appraisal methods are not applicable for them.
- HR initiatives for trainings are literally changed into online it has lose the department major functions.
- Companies are reducing the work place focuses on geographical areas moves diversification and investment in secondary markets.
- Job satisfaction level of employees they felt easy for them travelling hours and health wise good for them.
- HR trend will be accelerated by new monitoring of remote workers and the collection of employee health and safety data.
- Virtual meetings will continue but less intensely than at the peak of COVID-19 from work take initiatives by HR managers and project team leaders.
- COVID-19 offers opportunities for organizations to develop the autonomy of their employees, upgrade their digital competencies, and broaden the perspective of their competencies' development.
- The use of cloud computing technology and Artificial intelligence also supports data analytics that can help HRM practitioners to optimize and improve HRM functions and practices in organizations, such as workforce planning, recruitment, and talent management.
- HR Managers need to identify the specific training needs, as not all employees, including managers, have the proper technological competencies under covid-19 Practices.
- Finally there is an unexpected scenario the HR practices are to be considered the foremost factor rethink all the major process systems to be changed adjustment in the system and work allocation providing of resources to work team arrangements feasibility factors.

Suggestion:

The level of quality of service of the HR function should be of a high quality so as to attract and retain the qualified and competent persons. This implies that the administrative role is dominant then the strategic role. The administrative efficiency and

effectiveness of the HR function can be improved by the use of information technology. The ERP system for getting real time HR information and increase the production in terms going out of outsourcing. The grievance handling function the HR manager has the necessary skills to be needed to perform the duties and that they are not overburdened by these tasks.

Conclusion

Information Technology Companies are offering attractive pay packages, performance based salary structure, better job satisfaction, career opportunities, Job Attritions rate, Employee Engagement, Quality work life and challenging nature of human capital. The Study reveals the major part of employee's motivation and retaining the talented employees under covid19 in IT industries in Chennai. It is also found that job security is not an important concern among the IT peoples to opt for a career in a particular company. The overall working conditions in home is fair but it equitable pay package, challenge nature of the job, career growth , work life balance, participation in decision making process, motivational factors as well as cross culture are difficult factor to retain employees in the organization.

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