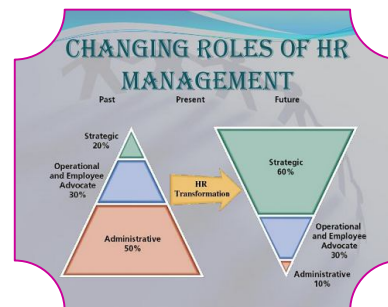


**"CHANGING ROLE OF HUMAN RESOURCE MANAGEMENT"****Dr. Yuvraj Rajaram Thorat****Vice Principal S. B. B. Alias Appasaheb Jedhe
Mahavidyalaya Pune.****ABSTRACT**

Generally the Human Resource Management work managed or furnished initiative and counsel to manage all worker driven issues in an association. With the evolving times, the focal point of HRM is additionally evolving. HRM is gradually moving far from the customary organization. The capacity is currently expected to perform esteem included undertakings by deliberately using workers and guaranteeing that the different representative projects are suggested and executed in a positive way which impacts the business in quantifiable ways. The research paper highlights on the concept of Human Resource Management with brief introduction and definition. It throws light on changing role of Human Resource Management in corporate strategic management.

Objectives

1. To study the changing role of Human Resource Management.

RESEARCH METHODOLOGY

The study is descriptive in nature. It is based on secondary data. The information is gathered from the sources, for example, books, diaries, magazines, papers and sites.

KEYWORDS: Human Resource Management , corporate strategic management , Liberalization and industrialization.

INTRODUCTION

Since 1991 India was moved from a semi-controlled economy in to free market economy. Liberalization and industrialization has paved an increasing pressure on organizations in India to change from traditional, costly, sub-optimal levels of technology to performance based competitive and higher technology. The reaction to advancement has made open doors for innovation up degree and modernity, very aggressive information/yield showcase, high development and adaptable condition. HRM issues associated with it strategic initiatives of diversification, mergers and acquisitions reconstruction, joint ventures and strategic alliances are the outcomes of Liberalization, Privatization and Globalization. The role of HR is changing. Previously considered a support function, HR is now becoming a strategic partner in helping a company achieve its goals. A strategic approach to HR means going beyond the administrative tasks like payroll processing. Instead, managers need to think more broadly and deeply about how employees will contribute to the company's success.

Human Resource Management Defined

Edwin Flippo

"Planning, organizing, directing, controlling of procurement, development, compensation, integration, maintenance and separation of human resources to the end that individual, organizational and social objectives are achieved."

The National Institute of Personal Management (NIPM)

"That part of management which is concerned with people at work and with their relationship within an enterprise. Its point is to unite and form into a viable association of the people who make up big business and having respect for the well – being of the people and of working gatherings, to empower them to make their best commitment to its prosperity".

Significance of HRM in changing scenario

Correct formulation and implementation of HRM provides many direct and indirect advantages to an organization. Some of the important advantages are as follows

1. It helps in recruit, retain and motivate workforce.
2. It helps with recognizing and examining outer and inside circumstances and dangers that may pivotal to the organization achievement.
3. It gives an unmistakable business technique and vision for what's to come.
4. It aides in creating and holding exceedingly capable individuals.
5. It ensures high productivity.
6. It ensures business surplus through competency.
7. It helps with meeting desires for the clients successfully.
8. It facilitates effective utilization of human resource.
9. It facilitates development of high quality workforce through focus on types of people and skills needed.

DIFFICULTIES IN FACED BY HRM IN CHANGING SCENARIO

1. Limited time, cash and the assets.
2. Interdepartmental conflicts.
3. High obstruction because of trouble from main concern.
4. Fear of ineptitude of senior dimension troughs to make up vital stride.
5. Improper vital assignments and administration strife over power.
6. The statuesque approach of employees.
7. Economic and showcase weights affected the adjustment of key HRM.
8. Untrained employees.

Changing role of Human Resource Management

Securing management commitment

HR strategies that originate in the HR department will have little chance of succeeding unless managers at all levels including top executives support them completely. To ensure mangers commitment HR professionals must work closely with them when formulating policies.

Mergers and acquisition

Mergers and acquisition are the outcomes of Liberalization, Privatization and Globalization. Merger and acquisition of companies requires cultural, technological and psychological adjustment. Adjustment of workforce of two different organizations is needed in changing scenario.

Change in workforce profile

There is lots of change in workforce profile. Now a day's employees become well educated. They want various facilities at work place. Number of women employees has increased they need protective working environment. Young and dynamic persons are working at managerial level they want more autonomy flexible working time and various types of facilities. In such situation HRM has to formulate and implement policies which will adopt with the changing situation.

Satisfaction of higher level needs

The workers are becoming much aware of their higher level needs. This awareness would further intensify in future workforce. The managers would be needed to evolve appropriate techniques of motivating the workforce and getting work done from them.

Reinforcing overall business strategy

Developing HR strategies to support the firms overall business strategy is a needed for several reasons. First top management may not always able to enunciate clearly the firms overall business strategy. Second there may be much uncertainty or disagreement concerning which HR strategies should be used to support overall business strategy. Thirdly, large corporations may have different business units each with its own business strategies such differential s may cause problems in strategy formulation and implementation.

Change in Governments rules and regulations

Government policies rules and regulations regarding trade and commerce affects HRM. Human resource manager has to formulate and implement HRM activities within the framework of government's guidelines for the company.

Coping with environment

Just as no two firms are exactly alike .Firms differ in history, culture, leadership style, technology etc. A major role in developing HR strategies is formulating strategies that will work in the firm's unique environment to give it a suitable advantage.

Virtual organization

Virtual organizations are increasing rapidly. Developing and implementing HRM for virtual organization is one of the challenge .

Accommodating change

Strategic HR plans must be flexible enough to accommodate change. A firm with an inflexible strategic plan may find itself unable to respond to changes quickly because it is so committed to a particular course of action. This may lead the organization to continue devoting resources to an activity of questionable value simply because so much has been invested in it already. The challenge is to create a strategic vision and develop the plans to achieve it while staying flexible.

Maintain competitive advantage

Any competitive advantage enjoyed by an organization tends to be short lived because other companies are likely to imitate it. HRM has to maintaining competitive advantage.

Role of Human Resource Manger in changing scenario

The HR trough has enter job in the successful arranging and usage of the approaches and choices that tuned in to the business changes. They should go about as vital accomplice and be agent in their job than negligible receptive, detached onlookers. The HR directors ought to see how far their choices add to business surplus consolidating human competency and execution to the association. HR troughs require an

adjustment in their viewpoint from considering themselves to be relationship administrators to key asset directors. Real developments happen when senior administration leads the pack. Adoption of innovative HRM practices is dependent on the nature of the relationship of the HR departments with the CEO and the line managers committing on the actions of the personnel practitioner in HRM. The success of HRM depends largely on HR practitioner's credibility with information and resource providers. HR managers in this innovative organization is the connecting link between the HR strategy and the business strategy of the organization. A urgent perspective concerning HRM is the idea of fit and adaptability. The level of fit decides the human asset frameworks mix with association technique. It is the job of HR trough to guarantee this fit in the middle of HR framework with the association technique.

CONCLUSION

The role of Human Resource Management is changing fast, to help companies to achieve their goals. HRM has gone through many phases from hiring and firing to relationship building and now its role is shifting from protector and screener to strategic partner and as a change agent. As worldwide business rivalry shifts from effectiveness to development and from expansion of scale to production of significant worth, the executives should be arranged towards the vital utilization of HR. Human asset the board rehearses improve worker profitability and the capacity of organizations to accomplish their main goal. Incorporating utilization of staff rehearses in to vital arranging process empowers an association to all the more likely accomplish its objectives and goals. Joining human asset practice with an attention on the accomplishment of hierarchical objectives and destinations can substantially affect a definitive achievement of the association.

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