

Reinventing People Analytics: A Study Of Changing Scenario With Automated Systems In Human Resources

Apoorva Kapoor* Garima Srivastava** Shubhika Gaur***

ABSTRACT:

The workplace scenario in today's world has seen a paradigm shift in the way we work since early 2020. The swift change in the workplace approach is due to emergence of digital technologies that have had a significant impact on the future of work- that is offline and online mode of operations. HR leaders and recruiters are gearing to update all the processes of Human Resource System in an automated form. Earlier HR Department were at the forefront of addressing various internal and external transformative challenges imposed by external environment, such as innovative workforce models and ensuring employees' physical and mental well-being etc. In 2022, HR professionals will undoubtedly have to ride the waves of transformation that have rippled for the last two years. Incorporation of emerging technologies and making data-driven decisions is no longer restricted only to driving business. HR-related technologies like People Analytics & Digital HR will boost business productivity and employee engagement in diverse work settings. To achieve this goal, recognizing the changes in industry trends is critical in order to remain relevant in today's ever-changing business and work environment. This paper will give an overview of all that data driven system that can be used for faster and efficient Human Resource utilization in the Industry. It will also focus on the challenge that Human resources are facing in the view of this paradigm shift.

Keywords: *Emerging Technologies, Data-Driven Decisions, People Analytics & Digital HR, Challenges of New Improved Methods.*

INTRODUCTION

People analytics is the collection and use of personnel data to enhance a critical talent pool and business outcomes, i.e., an organization's efficiency. Through the development of data-driven insights to guide talent-based decisions, enhancement of workforce procedures, and promotion of good employee experience for long-term retention, the study of people analytics enables improved management of Human Resources. People analytics is the process of gathering and turning organizational and human resource metrics into useful insights that enhance business operations. People analytics may also be referred to as HR analytics or workforce analytics, although they refer to the same thing.

DIFFERENCE BETWEEN HR ANALYTICS AND PEOPLE ANALYTICS:

While HR analytics focuses on descriptive data analysis and decision-making tools, people analytics emphasizes practical analytics applied to people management and recruitment. We must first grasp how the HR data analysis process functions in order to better comprehend their distinctions.

THE SEVEN PILLARS OF PEOPLE ANALYTICS:

Employee Planning: Workforce planning involves analyzing, projecting, and planning workforce supply and demand, identifying gaps, and deciding on targeted talent management interventions to make sure an organization has the right people with the right skills in the right places at the right time to carry out its mission. **Competency and Talent Sourcing:** Employers build talent pipelines and talent pools through sourcing. They actively seek people who

would be a good fit for their company, and then they utilize a variety of networking strategies to keep them interested until a position opens up. The recruitment process's complex and difficult domain is talent sourcing. **Talent acquirement:** The strategies, techniques, and procedures used to locate, hire, and retain the human resources a firm needs fall under the umbrella of talent acquisition. It consists of creating, putting into practice, and assessing programs for sourcing, recruiting, hiring, and orienting. **Source generation, attraction, interviewing, recruitment, and employee onboarding** are the main stages of talent acquisition. **Onboarding Culture Fit and Engagement:** An effective onboarding plan offers an ideal opportunity to boost employee engagement by, for example, fostering a supportive relationship between new

*Assistant Professor, LBSIMDS, Lucknow **Associate Professor, IIMT College of Management
***Assistant Professor, Asian Business School, Noida



hires ...

PHASES OF EMPLOYEE ONBOARDING

Pre Preparation Phase: Once the employee has accepted the offer letter and he/she is starting off day one at a new job. Placing On the Job and Welcoming new employees (Orientation and Induction) Training and Development of the employees on analysis of Performance (Based on data metrics) Transformation of Skill sets of employees to develop for the new role or job through job enlargement and enrichment Placement of Employees On the Job is based on Four C's - compliance, clarification, culture, and connection. Performance administration and Employee Lifetime Value: an ongoing, continuous process of articulating and outlining work obligations, priorities, performance standards, and development plans that maximize performance and support organizational objectives. Talent Maintenance: The capacity of an organization to retain its people is known as talent retention or employee retention. When employees decide against seeking employment elsewhere, they prefer to remain with their current employer. tactics for retaining staff that promote job satisfaction Employee Health and Welfare: 5 ways to improve employee well-being and enhance satisfaction and Productivity in the Workplace:

Identify possible drivers of stress. Implement employee mental health programs. Encourage Mindfulness in the workplace. Offer fun activities to recharge employees. Recognize employees for their hard work.

EXAMPLES OF PEOPLE ANALYTICS IN THE WORKPLACE

The forecasting and prediction of employee departure or turnover. Decide on a workplace. Improving employee work-life balance by lowering stress levels. Increasing staff retention and preserving a supportive and open culture. An increase in worker performance. Workforce planning and forecasting to ensure the right worker is present at the appropriate time and location. Diversity analysis by contrasting different workforces based on age, experience, academic qualifications, etc. Better training and development initiatives that take into account user needs.

REVIEW OF LITERATURE:

Nishad Nawaz Journal of Information & Knowledge Management, April 2017 The purpose of this article is to explore the relationship between HR and technology, identify current HR technology trends, and recommend some potential directions for further investigation. Design/ methodology/ approach: Systematic reviews of publications and articles on HR and technology make up the study. Results: The results conclude the research of HR and Technology and help to provide a more comprehensive perspective on the subject. A conceptual framework is also suggested with the intention of directing and informing future research initiatives. AizhanTursunbayeva, StefanoDi LauroClaudiaPagliaria Pages 224–247 of Volume 43 of the International Journal of Information Management, December 2018. This mixed-method "scoping review" charted the development of the phrase "people analytics" (PA), the value propositions made by providers of PA technologies and services, and the skill sets in demand by industry experts. The

relative trajectory of PA and conceptually related terms over the past fifteen years has changed, according to an analysis of academic research and online search volume since 2002. This indicates both a re-branding of similar advances and a difference of goals and communities of practice. Impact of Artificial Intelligence on HR practices in the UAE: Abhilasha Singh & Apurva Shaurya Humanities and Social Sciences Communications volume 8, Article number: 312 (2021) Social trends and information technology are creating pressure, resulting in organizations being forced to update and recreate themselves. In light of this, there is a growing tendency towards the adoption of artificial intelligence technologies. With the use of a mixed-method approach, this study intends to explore and investigate the impact of artificial intelligence (AI) on human resources (HR) practices in UAE enterprises. The research issues were investigated and put to the test using a mixed-method approach.

CHARACTERISTIC FEATURES OF HR ANALYTICS IN AN ORGANIZATION

By studying historical data, determine the fundamental reasons for and trends in employee attrition. Gathering information on the productivity and engagement of human resources It is simple to analyze data to understand the behavior of both new and existing employees. Interpreting data and turning it into usable information that may be presented in a variety of departmental reports. Through the connection of various forms of data, understanding changes and trends underlying significant issues such as low employee appraisal, compensation increases, etc Improving

process models to better understand how an employee's performance and behavior relate to one another. Writing reports to aid in decision-making and formulating plans to enhance general performance and worker satisfaction.

IMPACT OF HR ANALYTICS ON BUSINESS

As everything becomes digitally data-based, HR management can show how it directly influences strategic company objectives. Data administration and listing can both be automated. It aids in the identification of productivity-related issues and the development of strategies to improve organizational performance. In this unpredictable and fast-changing business environment, success depends on businesses' ability to react swiftly to these changes. Human Resources can employ data analysis to create a hiring process that prioritizes candidates with a higher degree of adaptability in order to adjust to the dynamic enterprises of the modern world. HR may use data to successfully recruit innovators. One of the most important skills in personnel management is the capacity to foresee trends and impending issues or opportunities.

CONCLUSION

High-Quality Recruitment: HR professionals may gain insights into the hiring process by tracking data on recruitment parameters including cost per hire, application completion rates, quality of hire and source, and applicant experience. **Lower Attrition Rates:** Employees are more likely than ever to quit their jobs quickly these days. Using employee-related data, you may use HR analytics to uncover your organization's hidden patterns and trends and learn what influences employee retention. On

the basis of numerous data points, HR experts also provide recommendations for lowering attrition rates. **Gains Employee Trust:** HR analytics can help by gathering information on employee reactions when you adopt a new plan and want to know what they think. Based on the data, HR management can increase employee happiness. **Ideal Work Opportunities:** On the company website, employees can look for jobs based on their location, talents, and interests. The data pertaining to the aforementioned criteria is gathered and shown on the website's dashboard via HR analytics. These facts aid job seekers in locating an appropriate position in the place they prefer.

REFERENCES

1. Suengkamolpisut W. Strategic HR roles to create competitive advantage for organizations (Article of Business Sight), 2010. Retrieved on 26th November' 2014 from <http://www.nationmultimedia.com/business/StrategicHR-roles-to-create-competitive-advantage30210019.html>
2. Ulrich D. Measuring Human Resources: An Overview Of Practice And A Prescription For Results, Human Resource Management, Fall 1997; 36(3):303-320. CCC 0090-4848/97/030303-18, Retrieved from <http://www.e-rh.org/documents/ISO/measuring-hr-kpifor-hr.pdf>
3. HR Analytics (n.d), Data to Information to Strategy to Innovation, Analytics HR Blog, Retrieved from <http://www.analytics-hr.com/>
4. Nerney C. How HR Analytics can transform the workplace, Article of Cite world on Big Data & Analytics, 2014. Retrieved from <http://www.citeworld.com/article/2137364/big-dataa>

analytics/how-hr-analytics-can-transform-the-workplace.html

5. Fiore J, Houston J. Deloitte workforce Analytics the Three Minute Guide, (Brochure by Deloitte), 2014. Retrieved from <http://public.deloitte.com/mediam/analytics/3-minuteguide-to-workforce-analytics.html>
6. Rouse M. Human Resource Analytics (talent analytics), Article posted in search financial applications. tech target, 2012. Retrieved from <http://searchfinancialapplications.techtarget.com/definition/human-resources-analytics>
7. Aquire (n.d), People Fluent OrgPublisher Premium brochure, Retrieved from http://aquire.com/resources/dyn/files/1272655zb4b78ec5/_fn/WPA_OPSAP+Datasheet_FNL.pdf
8. Lombardi M, White D. Analytics into action: Workforce Planning for Talent Success, Research Paper Aberdeen Group, 2012, 12.
9. Saba J. Workforce Analytics: Key To Aligning People To Business Strategy, Research Paper Aberdeen Group, 2010, 6
10. Jauhari, A., How AI and machine learning will impact HR practices, available <https://www.vccircle.com/how-ai-and-machine-learningwill-impact-hr-practices/>, accessed on 24 January 2019.
11. https://www.peplematters.in/site/interstitial?return_to=%2Farticle%2Fstrategic-hr%2Fhow-should-you-reinvent-people-and-work-in-2021-29184
12. <https://www.betterup.com/blog/reinventing-yourself>
13. <https://u-next.com/blogs/hr-analytics/importance-of-hr-analytics-in-an-organization-role-and-its-benefits/>

