New Technology impact on Human Resource Management in Reference to Hotels in BHOPAL

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Abstract

This study is designed to explore the impact of modern technology on HRM practices in reference to hotels in BHOPAL district. The study will cover selected staff of hotels and sample size will be 60 employees, selected with using the Random Sample Techniques (RST). The present Indian government is talking about "Make-in-India". The mission "Make-in-India" is deficient without the growth of hotel industry. India is currently ranked 12th in Asia-Pacific region and 52nd in whole world among the world's eye-catching destination. The prospect of hotel industry is bright. According to ICRA the Indian hotel industry will grow 11% in 2015-16 and the revenue is expected to grow by 5%-8% (IIFL, 2015). This research paper will discuss the use of technology, social media and e-HRM practices and its impact on hotels in BHOPAL.e-HRM is the use of technology for human resource activities and practices at organization. Social media provides a platform for two-way communication between hotel managers and their customers.On the social media, customers can also provide their feedback and comments on the services of thehotels.

The study will be limited only to star hotels of BHOPAL North division. This study will identify the usage of modern technology, social media and e-HRM and its impact on Human Resource Management practices.

Keywords: e-HRM, Social Media, Technology, HRM Practices.

Introduction

Indian Hospitality Industry has its own importance in building up the economy of the nation. According to Travel & Tourism Competitiveness Report 2015, India is currently ranked 52nd in whole world among the world's attractive tourist destination. Tourism in India is growing rapidly. The World Travel & Tourism Council calculated that tourism generated 8.31lakh crore (US$120 billion) or 6.3% of the nation's GDP in 2015 and supported 37.315 million jobs, 8.7% of its total employment. The sector is predicted to grow at an average annual rate of 7.5% to 18.36 lakh crore (US$270 billion) by 2025 (7.2% of GDP). This study will explore the impact of technology, social media & e-HRM practices on Indian hotel industry. e-HRM is a web-based technology which provides HRM services within employing organizations.

Social media provides a platform for two-way communication between managers and theirguests. The use of technology, e-HRM practices and social media is very useful in time management and reducing the overall cost of operation of hotel industry. Objective of the Study: This study will explore the usage & impact of technology, social media & e-HRM practices on the hotels in BHOPAL.

Review of Literature

e-HRM is a web-based technology which provides HRM services within the organizations. It includes e-recruitment and e-learning. In e-HRM, managers can use desktop computers to arrange and carry out appraisals, plan training and development, estimate labour costs, and scrutinize turnover and absenteeism. Employees on the other hand can use this system to plan their individual development, apply for promotion, and access a range of information on HR policy.It also reduces the additional staff from the organization and the communication improves from top level to bottom level in the organization (Sharma, 2011). Recruitment is the process of discovering potential candidates which suits the requirement of industry among all the applied candidates. The modern organizations are facing recruitment challenges because they are unable to retain candidates for longer duration. The human resource managers are looking for new cost-effective, less-time consuming methods for short listing and recruitment of candidates. The use of technology or e-recruitment has provided the speedy and cost-effective solution for India hotel industry.

The use of internet has been vastly increased post year 2000 for recruitment of people. The Indian hotel industry consists of both medium level and large level organizations. Internet and technology has helped many small and medium level organizations in last decade in their

overall growth (Dholakia & Kshetri, 2004). The major problem in implementing e-HRM practices is the rigid attitude of older human resource managers. The old managers didn't want to change themselves. Lewin's change management model can help in reducing the resistance of older employees. It involves three stages unfreeze, change and refreeze (Burnes, 2004).During unfreezing stage, the human resource managers can discuss the importance of change with the old age employees and accordingly they can implement the changes. The modern time and increased globalization process is demanding the use of technology in hotel industry. In the refreezing stage the human resource managers will observe the adoption of e-HRM practices for longer duration of time. Some e-HRM softwares are ZOHO People, Mentis, Snap HRM etc. Influence of New Technology on Human Resource Management in Reference . . .

Social media provides a platform for two-way communication between managers and their guests. Clients can also provide their feedback and comments on the services of the hotels via social media. The major advantages of social media are that it is helpful in reaching global audience and group of audience, fast and no-time lag, easy accessibility and ubiquitous everywhere (Khan, 2012). Social networking sites like facebook, twitter and Instagram are important part of business strategies of global managers around the world. The return on investment is higher by adopting social media channels for marketing purpose (Seth, 2012). Sample Selection: For this study, 03 (three) hotels of BHOPAL will be selected as a sample. A total 60 (sixty) employees will be selected randomly for data collection.

Research Tools: Previous work (Secondary Data) will be used by checking Newspaper, library books & internet. A structured questionnaire will be used for collection of primary data.

Research Methodology

Data Sources and Instrumentation

This research paper is based on both primary and secondary data. Primary data were collected through a software orientation session and prearranged questionnaire which was asked to employees of hotel industry. Suitable sample technique has been used to interview the employees. The target population of this study was employees in BHOPAL district who were serving as a staff in different hotels in BHOPAL. For conducting this research, three hotels of BHOPAL were selected and from these hotels total 60 employees were selected (35 young & 25 old). The questionnaire consists of dissimilar questions on usage of modern technology, social media and e-HRM practices. Despite the huge list of advantages, many organizations today have still not adopted the technology based HR systems. The benefits of cost saving, time saving, accuracy and environment protection far outweigh the initial challenges of setting the system and welcoming the change. Hence, I believe this is just a matter of time and soon all the organizations would embrace this new change with both arms open also because using technology in Human Resource just like in any other function will be the only way out to sustain and survive the competition of the dynamic corporate world. The secondary data used in the study have

been collected from related journals, books, newspaper and internet, etc.

Analysis

Out of the 60 participants in the study,35 participants are young(Below 40 yrs.) and 25 are old(Above 40 yrs.).33 Young employees are very much used to & comfortable with the usage of new technology like e-HRM software & social media, 02 young employees are having no issues with old or new technology. On the other hand, 22 old age employees have negative attitude towards new technology and don't want to change their traditional style of working. They are offering resistance in the path of technology and the usage and practice of e-HRM & social media.03 old employees are having no issues with old or new technology.

Conclusion and Recommendations

On the basis of the study, it can be concluded that the use of new technology has helped hotel industry. The inception of e-HRM practices and usage of social media channels are very beneficial in saving time and cost of the hotel managers. The use of technology at hotels provides sufficient time to the human resource managers to think about training & development

and performance management of the employees. It also helps the organizations in satisfying their corporate social duty because use of paper has been reduced to certain extent by using e-HRM and social media practices. Machine learning is automated data analysis through algorithms that automatically create analytical models. Using algorithms, machine learning programs iteratively learn from large sources of data-building patterns and identify insights without being explicitly instructed and programmed to look for answers, only tot learn to identify data sets.It basically allows for machines to not only collect information from corporate environments, but also learn from it.

This technology can improve the efficiency of the initial analysis that humans can do, allowing people to look at higher level results and focus on more complex analysis as a result.

To date, machine learning applications in the human resource space are mainly focused on predictive analysis and talent relationship, mostly in the recruitment process.

The use of social media is new trend of service industry. Customers remain connected to their social media channels even during personal hours. Though technology has advanced the overall functions of human resource departments but there are certain challenges in the usage of technology. It is key responsibility of the top management and owners to get them ready for the new technological changes. So the management must ensure the proper usage of technology and also encourage the employees to get into it for overall development.

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