

# HUMAN RESOURCE MANAGEMENT

Nidhi Malhan

PHD Scholar Shri JJT University, Jhunjhunu, Rajasthan

## ABSTRACT:

The most important corporate resource over the next few years will be talent: smart, sophisticated business people who are technologically literate, globally astute, and operationally agile.

Human resource management process comprises the following programs: human resource planning, recruitment, selection, professional development, performance appraisal, and compensation.

Human resource planning involves identifying staffing needs, forecasting available personnel, and determining what additions or replacements are required to maintain a staff of the desired quantity and quality to achieve the organization's goals. The human resource planning function involves three different elements: job analysis, forecasting demand and supply, and legal restraints.

Good human resource planning involves meeting current and future personnel needs. The manager ensures that personnel needs are met through ongoing analysis of performance objectives, job requirements, and available personnel, coupled with knowledge of employment laws and manpower availability. In the current climate, organisations are constantly seeking new ways of cutting their operating costs. For the recruitment industry, new technology is increasingly being relied upon to help the industry contain financial pressures and increase productivity.

Humans are considered as the most crucial, volatile and potentially unpredictable resource which an organization utilizes. Manpower planning seeks to make the links between strategy, structure and people more explicit. The purpose of manpower planning is to get a better matching between manpower requirements.

**INTRODUCTION:**

strategic approach towards the human resource is viewing human resources as assets of the organization and making investment in these assets generate high value to the organization such that human resource is one of the organization's major internal factor in this way as it supports the resource based view. Resource based view interprets that if the internal policies, actions, procedures, organizational assets, capabilities and systems are complemented and integrated, they assist a long term competitive gain.

The need to attract and select a highly skilled and a competent global workforce in a tight and competitive labour market characterized by a skills shortage and limited suitability of manpower has necessitated the adoption of best practices in recruitment and selection. Human resource planning begins with a forecast of the number and types of employees needed to achieve the organization's objectives. Planning also involves job analysis, which consists of the preparation of job descriptions and job specifications. Of particular concern for today's executives is the growing body of laws regulating the human resource management Process.

The Internet has made recruitment both more efficient and effective. On the one hand, the Internet has helped to cut down recruiting costs and times dramatically, but on the other it has also made applicant pools virtually unlimited. new Webbased recruitment may be a double-edged sword as it may also facilitate voluntary turnover of a firm's most talented employees..

**PERSONNEL MANAGEMENT**

These definitions emphasize the difference between Personnel Management as defined in the second paragraph and human resource management as described in the third paragraph. To put it in one sentence, personnel management is essentially "workforce" centered whereas human resource management is "resource" centered. The key difference is HRM in recent times is about fulfilling management objectives of providing and deploying people and a greater emphasis on planning, monitoring and control.

Whatever the definition we use the answer to the question as to "what is HRM?" is that it is all about people in organizations. No wonder that some MNC's (Multinationals) call the HR managers as People Managers, People Enablers and the practice as people management. In the 21st century organizations, the HR manager or the people manager is no longer seen as someone who takes care

of the activities described in the traditional way. In fact, most organizations have different departments dealing with Staffing, Payroll, and Retention etc. Instead, the HR manager is responsible for managing employee expectations vis-à-vis the management objectives and reconciling both to ensure employee fulfillment and realization of management objectives.

### **Recruitment Marketing -**

Recruitment Marketing is the creative approach of marketing your open job positions to the most qualified candidates in a way that makes them want to apply. The goal of the content is to tell a good story that leaves job seekers with a meaningful and exceptional impression of your company. By creating a content-and-media-rich experience that engages your potential candidates, the quality of your talent pipeline will increase as they come to associate positively with your brand.

Even though we are in times of high unemployment, companies are still having a hard time finding qualified candidates to fill open jobs. More employers are turning to recruitment marketing strategies to attract the right applicants. Unlike traditional career postings which just describe job positions, a recruitment marketing strategy includes inspiring company stories which humanize your brand – essentially allowing candidates a window into your company culture. recruiting and marketing team can use creative storytelling to showcase the brand and create powerful connections with top talent.

### **REFERENCES**

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