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A Comparative Study on Electronic Human Resource Management Practices between Carborandom Universal Ltd and Kerala Argo Machinery Corporation Ltd., at Ernakulam

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Abstract: *Electronic Human Resource Management is a new trend in the field of Human Resource Management. Many companies are following the concept. It is a process of conducting human resource practices electronically. E-recruitment and E-learning are the common Electronic Human Resource Management practices of almost all the companies. They are able to conduct their Human Resource Management practices efficiently and quickly without the usage of paper. The current study concentrates on the Electronic Human Resource Management Practices of Carborandom Universal Ltd, and Kerala Agro Machinery Corporation Ltd, Ernakulam. Case studies are used for the same.*

Keywords: *Electronic Human Resource Management, Human Resource Management, Carborandom Universal Ltd, Kerala Agro Machinery Corporation Ltd.*

I. INTRODUCTION

Human Resource Management is a technique for managing organization's workforce. It considers the experience, knowledge, judgement, risk taking and wisdom, recruitment and selection, training, and assessment and rewarding of employees. Human resource management plays an important role in improving the organizational performance. There exists a good Organizational effectiveness and Human Resource Management are related with each other. A new dimension of organization sustainability has emerged in the context of Human Resource Management. Sustainability of an organization is very crucial in the near future.

Number of researches done to estimate or describe the role of Human Resource Management in respect of this aspect is very less. Strategic Human Resource Management cannot meet the needs dynamic global environment. So a new concept was established to support these changes. This concept aided sustainable Human Resource Management to cope with changes in the society. The changes in economies, culture and societies is due to the digital technological innovations. It had reshaped the way of conducting human resource functions. These technologies have created enormous changes in the organizational environment, employees and Human Resource Management. They had also paved the way for the introduction of the new outlook Electronic Human Resource Management. Electronic Human Resource Management is the use of internet and mobile communications for doing Human Resource practices smoothly. The concept also enables easy interactions within employee and employers. It stores information regarding employee personal data, performance management, training, recruitment and strategic orientation. It also helps to reduce the use of paper work.

Electronic Human Resource Management changed the way traditional Human Resource Management functions were performed. It creates standardization and also ensure precise decision making. It is mainly used in big companies and is among the leading organizational systems in Human Resource Management. This paper is about strategies of Electronic Human Resource Management; E-recruitment and E-learning. The subject focuses on the analysis of two organizations namely corporation namely Carborandom Universal Ltd, Ernakulam that already use Electronic Human Resource Management systems.

II. IMPORTANCE OF THE STUDY

Human resources are the greatest asset of any organization. Every organization strives to select and retain skilled employees. Proper Human Resource Management is important in this regard. The present world is internet based. All are conducting their day to day affairs electronically. Electronic Human Resource Management is a new trend. It helps to provide quality services to employees and customers fastly and efficiently. Routine works like record keeping, portfolio maintenance, collection and store of adequate information regarding the employees can be performed smoothly. Personal bias of the workforce can be eliminated. The present study is conducted to evaluate the Electronic Human Resource Management Practices of Carborandom Universal Ltd, and Kerala Agro Machinery Corporation Ltd, Ernakulam.

III. OBJECTIVES

Primary Objective

- To compare the Electronic Human Resource Management practices of Carborandom Universal Ltd and Kerala Agro Machinery Corporation Ltd, Ernakulam

Secondary Objectives

- To know about the procedure of conducting Electronic Human Resource Management practices
- To understand the benefits of Electronic Human Resource Management practices.

IV. HYPOTHESIS

H₀: There is no significant difference between the Electronic Human Resource Management practices of Carborandom Universal Ltd and Kerala Agro Machinery Corporation Ltd, Ernakulam.

H₁: There is no significant difference between the Electronic Human Resource Management practices of Carborandom Universal Ltd and Kerala Agro Machinery Corporation Ltd, Ernakulam.

V. RESEARCH METHODOLOGY

This study is based on primary and secondary data. The study is aimed to know about the Electronic Human Resource Management practices of Carborandom Universal Ltd and Kerala Agro Machinery Corporation Ltd, Ernakulam. The design which is used for the study is descriptive in nature using the data collected through interview method and questionnaire. The size of sampling which is selected for the study is limited to 20 through simple random sampling. Case Studies of the two companies are also used.

VI. CASE STUDY

- **Electronic Human Resource Management Practices of Carborandom Universal Ltd, Ernakulam**

The company practices e-recruitment and e-learning as a part of Electronic Human Resource Management practices. Among the Murugappa Group, Carborandom Universal Ltd was the first unit to practice E-recruitment and E-learning. It had made tie-up with Naukri. The recruitment is based on integrity; competency and the ability to work in a team. Individuals with good leadership potential, customer orientation and quality focus are recruited. At Carborandom Universal Ltd, right employees are promoted to the top level. Rewards, compensation, career opportunities and allied employee benefits schemes are best in the industry. Diverse opportunities are offered in disciplines like Technology, Engineering, Finance, IT, HR, Research, Sales, Marketing etc. Interested candidates can mail to recruit@cumi.murugappa.com

It was the first to establish the e-learning concept. Virtu Versity is a new concept developed by the organization. It is external agency involved in providing quality training. This e-learning aids employees to learn new knowledge. It helps employees to gain more knowledge about new concepts and to work more productively thereby increasing the market share of Carborandom Universal Ltd in the distant future.

- **Electronic Human Resource Management Practices of Kerala Agro Machinery Corporation Ltd, Ernakulam**

Kerala Agro Machinery Corporation Ltd. Issues a notice about recruitment whenever the need arises in the official website www.kamcoindia.com. Interested and qualified people need to visit the website. They can get entire information related to essential qualification, salary package, mode of appointment, procedure to apply etc by contacting the members of recruitmentresult.com. Candidates should make One Time Registration using the Official Website of Kerala Public Service Commission; 'www.keralapsc.gov.in'. An User-Id and password is provided to the registered candidates. After that applicants are supposed to click the 'Apply Now' button of the respective posts in the Notification link. Online application form should be filed and a scanned photograph should be uploaded within given time period. They can view and take print-outs of their profile by clicking the link Registration Card.

When employees are punching their cards in the machine their attendance are recorded and stored using the E-punching card system. Attendance is calculated and then leave of each employee is sanctioned accordingly. Based on the attendance incentives are calculated automatically. The salary paid is also recorded. Personal information of like name, date of joining, department of working, qualifications, production of the unit of particular month, details of training received, next time of training, etc are also stored. It is also used to evaluate the efficiency and improvement in job etc

VII. FINDINGS

Carborandom Universal Ltd

- Among the Murugappa Group, Carborandom Universal Ltd was the first unit to practice E-recruitment and E-learning. It had made tie-up with Naukri.

- The recruitment is based on integrity; competency and the ability to work in a team. Individuals with good leadership potential, customer orientation and quality focus are recruited.
- At Carborandom Universal Ltd, right employees are promoted to the top level. Rewards, compensation, career opportunities and allied employee benefits schemes are best in the industry.
- Diverse opportunities are offered in disciplines like Technology, Engineering, Finance, IT, HR, Research, Sales, Marketing etc.

Kerala Agro Machinery Corporation Ltd

- Kerala Agro Machinery Corporation Ltd Issues a notice about recruitment whenever the need arises in the official website www.kamcoindia.com
- Candidates should make One Time Registration using the Official Website of Kerala Public Service Commission; 'www.keralapsc.gov.in'.
- An User-Id and password is provided to the registered candidates. E-punching card system is used by Kerala Agro Machinery Corporation Ltd. Attendance is calculated and then leave of each employee is sanctioned accordingly. Based on the attendance incentives are calculated automatically.
- The salary paid is also recorded.. Personal information of like name, date of joining, department of working, qualifications, production of the unit of particular month, details of training received, next time of training, etc are also stored. It is also used to evaluate the efficiency and improvement in job etc

VIII. SUGGESTIONS

- Employees are benefitted by practicing Electronic Human Resource Management practices .Some may be reluctant to practice and some may be having minimum knowledge about the same. So the management should conduct raining and awareness campaigns to gain employee interest with respect of Electronic Human Resource Management.
- The employees may not be having minimum computer skills. Their skills should also be upgraded. Management should concentrate on appraising the performance of the employees including the intrinsic and extrinsic rewards.
- They should focus on introducing new Electronic Human Resource Management practices apart from e-recruitment and e-selection. Expansion of excising Electronic Human Resource Management practices is also essential.
- Appointment of qualified personalities can also help management as they are experts in conducting adequate researches periodically. Cultural activities and recreational clubs can reduce the stress level of employees.

IX. CONCLUSION

Electronic Human Resource Management is an emerging trend in the field of HRM. Organizations have slowly recognized its importance and are practicing the same to conduct their day to day affairs to enhance their goodwill and reputation. E-Recruitment and E-selection are some of the common Electronic Human Resource Management strategies followed by almost all companies .It helps to recruit skilled employees at the right time. Geographical locations of the employees are not a problem. The companies should open a website and provide instructions to the mobile phone to fulfill the necessary criteria to apply for the job. Employees are also able to learn new things by practicing e-learning concept .This can help to work more efficiently and effectively to achieve the organizational and individual goals of each employee. It also reduces the use of paper work. Stringent penalty measures like e-punching card systems can enforce employees to work more without being lazy. Different organization employees different Electronic Human Resource Management practices. It is important to know the nature and importance of Electronic Human Resource Management before practicing the same. Based on this study, both companies "Carborandom Universal Ltd" and "Kerala Agro Machinery Corporation Ltd" are almost following the similar practices of Electronic Human Resource Management . Thus, both the companies are equally getting the benefits through these practices.

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