



CHALLENGES OF HRM PART 3

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Individual challenges

- The decisions related to the specific individual employees are included in the individual challenges for the HRM. The organizational issues are also affected by the fact that how employees are treated within the organizations. The problems related to the individual level are as follows.
- Productivity
- Empowerment
- Brain drain
- Ethics and social responsibility
- Job insecurity
- Matching people and organization

1. Productivity

- Productivity is defined as the measure of the value that an employee can add to the final product or service of the organization. The increased output per employee is reflected as increased productivity. Ability and motivation are two important factors that affect employee productivity.
- The ability of the employee can be improved by the hiring and replacement along with the proper training and career development. On the other hand, high quality of work-life serves as an accelerator to the motivational factor of the employees.

2. Empowerment

- In modern days, many organizations make changes in such a way that their individual employees exert more control over their work as compared to their superiors. This individual control of employees is called empowerment which helps the employees to work with enthusiasm, commitment and learn new skills because they are more normal decisions about their work by themselves and hence enjoy their work.

3. Brain Drain

- One of the challenges for HRM is the detachment of the key potential employees from the organization which links with the competitors for higher remunerations etc. In such cases, the organization loses its intellectual property and in many situations the leaving employees at the higher levels also take with them the potential lower-level employees. This brain drainage is becoming a serious issue in high-Tech companies.

4.Ethics and social responsibility

- Under this challenge, the organizations make an effort to benefit some portion of society. This is now considered to be the social responsibility of the organization to show favorable behavior towards society. Ethics serves as the basic principle for the social behavior of the organizations.
- Within organizations, the HR departments develop a code of conduct and principles of the code of ethics that serve as guidance for the personal behavior of the employees of the organizations. The employees also expect management to show favorable decisions.

5. Job insecurity

- In recent years, restructuring and downsizing develops a sense of insecurity of jobs within the employees of the organizations. How many employees only desire to get a steady job rather than a job with a promotional future.
- Even most successful organizations lay off their employees in the period of cut-throat competition. The stock market also shows favorable results when layoffs have been made. All these things create fear among employees about the insecurity of their jobs which would hinder their effective performance.

6. Matching people and organizations

- It has been proved from the research that the HR department contributes to the profitability of the organization when it makes such policies of employee selection in which those employees are selected and retained that best suits the culture of the organization and its objectives.

For example, it is proved from research that those employees would become beneficial for high-Tech companies that can work in a risky, uncertain environment having low pay. In short, it is an important challenge for the HR department to hire and keep such employees whose abilities and strengths would match the requirements and circumstances of the organization.