

A Study on Strategy Human Resource Management

¹Mrs. R.MAZHARUNNISA, ²V.AKSHAYA, ³P.KOWSALYA

¹Assistant Professor, ^{2,3}Final Year MBA, Idhaya College For Women Kumbakonam, India.

¹nisa10495@gmail.com, ²akshaya896@gmail.com

Abstract - These research paper of strategy of human resource management. strategy of human resource management is a main issues of dealing with planning , manpower , issues , performance of an employee, employees relationship . In this human resource management established with objectives of profit motive .strategy of human resource management refers to the relationship between human resource and strategy objectives . Human resource has used various techniques based on company.

Keywords: Strategy, planning, profit, issues

I. INTRODUCTION

Human resource strategy set out what the organization intends to do about its human resource management polices and how to they should be integrated with the business strategy each other. They are internally consistent bundles of human resource.

The purpose of HR strategy is to articulate what an organization intend to do about its human resource management policies now and its longer terms ,bearing in mind the business and the manager should perform well in the presents to succeed in the future HR strategy aims to meet both business and human needs in the organization .

HR strategy all the organization are different. There is no such things as a standard strategy and research into HR strategy conducted revealed many variation .some strategy are simple very general declaration of intent. Other go into much more detail. But two basic types of HR strategy

- 1) strategy such as high – performance working and
- 2) specific relating to the different aspects of human resource management such as learning and development and reward.

Objectives:

- To identify what are all the strategy used on company.
- To analyse how to employees get suffered for this strategy.
- To know about various techniques used in human resource management.

II. REVIEW OF LITERATURE

BERNEY (1991) pointed out that firms could develop strategy capability and for attaining this strategy goal will be created firms, which are more intelligent and flexible than their competitors. The human resource management function has emerged as one which act as differentiator among various firms.

HENDRY AND PETTIGREW(1990) Proposed that a number of internal factors such as the organizational culture ,structure (positioning of HR), leadership ,level of technology employed and business output directly contribute to forming the content of HRM.

AMBA-RAO (1994) carried on a study to explore the HRM policies in a small group of firms and industries in the Indian context. semi-structure interviews were conducted with HRM executives and general managers in ten firms in the Hyderabad metropolitan are in Indian to examine their HRM practices.

HUSELID (1995) Mentioned about employment of the various HR practices such as security, selective hiring of new personnel, self managed teams, decentralized of decision making as a basic principles of organizational performance, reduced, promotion.

STONE (1998) Remarkd that HRM is either part of the problem or part of the solution in gaining the productive contribution of people. The above quotes suggest that organizations needs to effectively manage their human resource if they are to go maximum contribution from their employees.

ANANTHARAMAN AND ZABID (1999) Conducted a study on human resource management practices organizational and market performance in the Malaysian furniture industry. The study found the managerial and non- managerial employees did not differ in perceived organizational performance. The managers perceived higher market performance unlike the non – managerial staff.

ADVANTAGES OF STRATEGY OF HRM:

HELPS EVALUATE HR POLICIES:

The premise of strategies HRM is that the company's policies and procedures related to employees should fit into the organisation's broader strategies plan. developing these links between HR and strategy has the distinct

advantage of helping the organisation to evaluate its current HR policies and to replace out dated or inefficient policies with ones that promote a better work place environment and employee relations.

TEAM BUILDING:

Strategic HRM also helps to foster a sense of team spirit and camaraderie with the organisation. A company's strategic vision will ideally only on input from a broad range of stakeholders including manager's, employees, customer, and investor's.

HELPS MONITOR PROGRESS:

While the strategic vision of the company can influence the creation and evaluation of HR policies the reverse can also be true. Human resources can help the organisation monitor its progress toward achieve its stated goals and objective in the strategic plan HR has a key role play in making sure that all of those components of the strategic plan are implemented in a timely and effective way.

KEEP THE ORGANISATION LEGAL:

A final advantages of the human resources management strategy is in keeping the organisation compliant with law relating to employees salary, insurance and the like. the law policies governing business are complex and can vary between jurisdictions, but HR has a key role to play in making sure that the organisation strategy plan is not only presently legal but is also amendable enough that it can adapt to changing times and changing legal circumstances.

DISADVANTAGES OF STRATEGIC MANAGEMENT:

THE FUTURE DOESN'T UNFOLD AS ANTICIPATED:

One of the major criticism of strategic management is that it require the organisation to anticipate the future environment in order to develop plans and as well all long predicting the future is not an easy undertaking. The belief being that if the future does not unfold as anticipated then it may invalidated the strategy taken.

IT CAN BE EXPENSIVE:

There is no doubt that in the not for profit sector there are many organisation that cannot afford to fire an external consultant to help them develop their strategy. Today there are many volunteers that can help smaller organisation and also funding agencies that will support the cost of hiring external consultants in developing strategy.

LONG TERM BENEFIT .IMMEDIATE RESULTS:

Strategy management process are designed to provide an organisation with long term benefits .it you are looking at the strategic management process to address in immediate crisis with in your organisation it won't.

IMPEDES FLEXIBILITY:

When you undertaken a strategy management process. It will result in the organisation saying no to some of the opportunities that may be available. This inability to choose all of the opportunities presented to an organisation is sometimes frustrating.

IMPORTANT OS STRATEGIC MANAGEMENT:

When a human resources department strategically develop. Its plan for recruitment, training, and compensation based on the goals of the organisation .it is ensuring a greater change of organisation success. Let's think about this approach in relation to a basketball team, where player A is the strategic HR department, and players B through E are the other departments within the organisation. The whole team wants to win the ball game and they all may be phenomenal players on their own but one great player doesn't always win the game. If you've watched a lot of sports, you understand that five great players won't win the game if each one of those five great players is focused on being the MVP.

That's not now a basketball win and it's not how an organisation wins either. A team wins when its members support each other and work together for a common goal. HR department must work with play P,C,D and E, our different organisation department. the must run plays that they have planned out beforehand assist when necessary to help another player get the basket and compensate for the weakness of one in order to create a stronger team a whole when a team works together to reach that common goal only then can they be truly successful.

You would also look at strategic HRM as the team captain or watch as his or her responsibility area a little bit different from those of the other players human resources departments are charged with analysing the change that need to occur with each player or department and assisting them in strengthening any weakness.

Strategic human resources management then is the process of using HR techniques, like training, recruitment, compensation, and employee relation to great a stronger organisation. one employee at a time.

SCOPE OF HUMAN RESOURCES MANAGEMENT:

HRM IN PERSONNEL MANAGEMENT:

This is typically direct manpower management that involves manpower planning, hiring, (recruitment and selection), training and development, induction and orientation, transfer, promotion, compensation, layoff and retrenchment, employee productivity.

The over all objective here is to certain individual growth, development and effectiveness which indirectly contribute to organisation development.

III. HRM IN EMPLOYEE WELFARE

This particular aspect of HRM deals with working conditions and amenities at work place. This includes a wide array of responsibility and services such as safety services, welfare funds, social security and medical services. It also covers appointment of safety officers, making the environment worth working, eliminating workplace hazards, support by top management job safety, safeguarding machinery, cleanliness, proper ventilation and lighting sanction, medical care, sickness benefit, employment injury benefits, personal benefits, maternity benefits, unemployment benefits and family benefits.

HRM IN INDUSTRIAL RELATIONS:

Since it is a highly sensitive area, it needs careful interactions with labour or employee unions, addressing their grievances and settling the disputes effectively in order to maintain peace and harmony in the organisation. It is the art and science to understanding the employment relations, joint consultation, disciplinary procedures, solving problems with mutual efforts, understanding human behavior and maintaining work relations, collective bargaining and settlement of disputes.

The main aim is to safeguarding the interest of employees by securing the highest level of understanding to the extent that does not leave a negative impact on organization. It is about establishing, growing and promoting industrial democracy to safeguard the interests of both employees and management.

THE RECENT INFORMATION OF HRM:

- Enable the organisation to obtain and retain the skilled committed and well motivated workforce it needs
- Enhance and develop the inherent capacities and their contribution potential and employability by providing learning and contribution development opportunities.
- Develop the high performance work system that include rigorous recruitment and selection procedure, performance contingent incentive compensation systems and management development and training activity linked to the needs of the business.
- Develop high commitment management practices that recognize that employees are valued stakeholders in the organisation and help to develop a climate of cooperation and mutual trust.
- Create a climate in which productive and harmonious relationships can be maintained through partnerships between management and employees.

IV. CONCLUSION

In these conclude our paper strategy is a multi dimensional concept going well in the competitive strategy concept. Strategy are board statement that a set a direction. strategy are a specific measureable obtainable, set of plants carefully developed involvement by and instruction stakeholders this action statement of linked to on individual are individuals who are accountable and empowered to achieve to state result in specific frame.

REFERENCE

- [1] New Ethics – or No Ethics:? “Fortune (March 20,2000):82
- [2] U.S.Bureau of Labor Statistics “Union members Summary, “Labor force statistics from the current population survey. Internet address: (Jan ,19,2000)