

# A Study of Human Resource Management in 21st Century

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## **Abstract**

The topic of this research is 21st-century human resource management. It will concentrate on the problems, obstacles, and solutions to become competitive in the current environment. The HR phenomena in the current environment will be the main topic of this research study, which will also identify the new problems of the twenty-first century and offer the greatest number of potential answers. Everything has changed significantly as a result of technology, including new equipment, hiring procedures, training methods, and production strategies. Now, in order to manage the workforce as effectively as possible, HR staff members must work with their roles as outlined below. We have covered the main problems and difficulties that organizations are currently facing in these essays. HR managers will need to create a standard structure that enables managing all available workforce alternatives in order to solve these problems and challenges. The company keeps its competitive advantages in this way. To finish the investigation, recommendations and findings are also considered.

**Keywords:** Issues, Challenges, Competitiveness, HR personnel, HR phenomenon.

## **Introduction**

If the workforce is not well-versed in the newest methods and technologies, modern businesses cannot function in the business sector. The human resource manager bears the obligation of providing adequate training to the workforce and identifying the essential requirements for the workforce to attain competitive advantages in the 21st century corporate environment. Great discussions on this subject have been going on for a while now. There is no denying that people are an important part of any organization, but because of the business world's rapid changes, globalization, shifting consumer preferences and habits, and new production techniques, people in organizations are now facing a variety of challenges. To deal with this, today's HR managers are also faced with a variety of issues and challenges regarding how they can best manage and solve all these issues and challenges in splendid ways. HR managers nowadays face a wide range of obstacles. In order to overcome these obstacles, HR managers and departments of the future must be far more advanced than those of the past (Byers and Rue, 2006). Because an international or multinational organization cannot effectively carry out its operations without an HR manager who is knowledgeable about a variety of hacking techniques and how to assemble an indisputable force that will enable the organization to function in the fast-paced, fiercely competitive business world. To ensure a competitive advantage, all organizations should train their human resources staff with consideration for the global environment or market place. The human resource management must create or modify a framework that permits flexibility in order to cultivate a

workforce that will be the workforce of the future (Andries du plessis, 2008). The primary goal of the study is to discuss HR-related problems and difficulties in light of a range of writings by other writers.

### **Review of Literature**

What should the future priorities be for human resources be? The answer to this issue is somewhat complex, because HR managers' duties are influenced by a wide range of variables, and these tasks are ever-changing. With all of these circumstances in mind, the organization's HR department is likewise changing all the time. (Palvast and Marshall, 2008).

WFPMA, 2009, the World Federation of Personnel Management Association. According to a survey, remuneration, change management, organizational effectiveness, and leadership development rank among the top 10 HR problems. safety and health, employee retention. Planning for succession, learning and development. Employment: hiring and skilled labor.

The most significant challenges facing HRM, according to Decenzo and Robins (2001) and Gary Dessler (2000), are technology, e-commerce, diversity in the workforce, globalization, and ethical considerations for the organization, all of which can have an impact on the competitive advantages of the company. In particular, as technology advances, there is a greater opportunity to study how it affects hiring, training, and development, as well as job performance. These can be summarized by noting that globalization is the main obstacle that HRM must overcome. The contemporary flow of capital, ideas, information, goods, and services is referred to as globalization. It refers to the movement of these items without the need for human labor. Markets have evolved into battlegrounds in the contemporary corporate world, as domestic and international rivals vie for the largest possible market shares. Such globalization presents HRM with difficulties. However, without human resources, they are worthless because knowledgeable and skilled workers give businesses a competitive edge over rivals, allow them to compete in international markets, and allow them to invest in both domestic and foreign markets. Since human resources are the key to an organization's success in the globalization era, HR managers devise a variety of ways to cultivate and preserve these resources.

### **Objectives**

1. To be acquainted with HRM in current scenario.
2. To discover the emerging challenges in 21<sup>st</sup> century.
3. To provide the most possible solutions to the challenges.

### **Major 21st-Century Challenges**

#### **1. Attracting and choosing the top applicant**

Finding qualified personnel has grown increasingly difficult because every applicant will be unique in some way during the hiring process. There is always a chance of prejudice because even managers make judgments based on their opinions. Every manager makes decisions based on his or her political, social, and moral convictions. Thus, the problem of the twenty-first century is to find and draw the best candidates while keeping the competition in mind. Managers must understand that exceptional talent can be quite valuable and that companies are vying for their services, but it can be difficult to discover. While gold was discovered in abundance in the 19th century, competent talent of today is not.

#### **2. Fostering a culture of organization**

People from different backgrounds make up an organization, which is excellent in that it fosters

creativity and new ideas. However, managing the culture of such a broad group of people and communicating its principles may be challenging. An effective organizational structure requires a lot of labor and effort on the part of the HR manager, since organizational culture plays a big role in luring in new talent. For HR managers in the twenty-first century, managing these individuals with varying cultural backgrounds—such as differing religious, cultural, and moral perspectives—is a difficult undertaking. The growing number of acquisitions and mergers makes it crucial for HR managers to foster a positive workplace culture, as these events often result in organizational restructuring. Organizations are embracing simpler, flatter structures these days. Because they would need to communicate with foreign citizens while hiring, HR managers will need to acquire new skills as a result of globalization, such as language proficiency.

### **3. Career development of the employees**

Globalization has resulted in numerous technological advancements and modifications. The secret to surviving in business is innovation. Additionally, as a crucial component of the company, the workforce needs to be trained and developed in tandem with changes in the business environment. An important task for the HR manager is to ensure that training focuses on the employee's complete career development rather than just honing their skills and knowledge.

### **4. Adopting human investment perspective**

The HR manager will need to take a more proactive stance as opposed to a reactive one. In order to meet the needs of both customers and employees, he must concentrate on implementing business strategy into human resources policies and procedures. Creating a staff that reflects the diversity of customers and consumers is urgently needed. The next ten years are so projected to see a significant change in the function of HR managers. The HR manager needs to be prepared for these jobs with particular competencies. As a result, as was also previously noted, managers will be responsible for overseeing cross-functional work teams almost exclusively. The managers will need to train a worldwide staff, maintain documentation of various cultures, and warn management of the consequences of ignoring these crucial issues.

### **5. Business ethics and values**

It is now more crucial than ever to uphold ethics and values since workplace cultures and structures are changing. These factors will ultimately determine whether an organization can survive in the global marketplace.

### **6. Making new retention & motivation strategies**

Managers now need to have stronger retention procedures because more and more companies are hiring people from all over the world. A multinational corporation has its own set of policies and procedures, but it also needs to adopt new ones while taking into account the work cultures of the nations in which it operates. Only then would they be able to appease the workers in that nation, which will lower the attrition rate. Employee turnover is lower if they are motivated and enjoy their work. It will take managers going above and beyond to inspire today's workforce.

### **7. Conflict management**

The twenty-first century brings with it long workdays, pressure to meet goals, intense competition, and other factors that can cause tension and conflict inside the workplace. The task of the HR manager grows since he must ensure that work is completed on time and accurately while also figuring out how to lessen stress and conflict before they have a severe negative impact. He must strike a balance between his personal and professional lives at the same time because long hours and stress might be taxing on him.

## **8. Attracting & relocating local & foreign talent**

To keep the staff members engaged with the company, the management must arrange their placement according to their preferences. An employee is unlikely to stay with the company longer if he is moved against his will to an undesirable location. In a similar vein, he will need to assign the most capable staff members to handle critical situations. Thus, the management faces a difficult problem.

## **9. Management of grievances and employee engagement**

When an employee is engaged, HR is keeping a close eye on the day-to-day challenges that they encounter at work. This addresses topics such as work-life balance, having fun at work, etc. HR is responsible for making ensuring that workers' legitimate demands are met and for resolving their complaints.

## **Constructive Approach for Change**

The aforementioned issues aim to transform the HR manager's function as a strategic partner. If he remembers the following, he can overcome the challenges:

### **A. Take the lead and lead the way**

It is imperative that HR managers take the lead in implementing changes inside the company. They should do more than just enforce the rules; instead, they should take on the role of change agents in the company, assisting staff members in developing their skills so that goals are achieved.

### **B. Take up the role of change agents.**

The HR department needs to spearhead the shift and develop fresh training methods that will enable staff members to adjust to the new environment fast and with ease. They must to understand how to respect the past while influencing the organization's future. The change model ought to be created in a way that makes it easy for the staff to accept. HR should be able to adapt to changes in the economy and workplace, according to the managers.

### **C. Sufficient instruction and understanding**

Employees should receive the necessary training and guidance to help them adjust to the change. They ought to familiarize themselves with their new duties and understand how their organizations, their job roles, and their obligations have changed. Technical expertise, decision-making abilities, and group process expertise should all be taught to them. The organization's intellectual capital must be increased through HR policies in order to provide value. Businesses must to be prepared to spend money on employee development.

### **D. The secret is innovation**

It should be possible for the HR partners to contribute creative ideas. They ought to be able to concentrate on alterations in culture and balance diversity at the national and global levels. The HR staff pledged to fulfil the company objective.

### **E. Putting money into technology**

To optimise their profits, the companies ought to make the appropriate technological investments. Investing in the appropriate technology and having the necessary knowledge to operate it are imperative in today's cutthroat environment. Everything has altered as a result of technology: production processes, hiring procedures, and training methods. As a result, spending money on new technology has become essential.

### **F. Skill Acquisition Done Right**

Skilled talent is running out. The businesses are battling to keep their talented workers. To draw and

keep top talent, businesses must fund creative initiatives. Skilled workers will have the chance to tap into a wealth of future talent. To maintain a competitive advantage over competitors, it is critical to keep these individuals on board.

### **G. Reorganising personnel duties**

In order to adapt staffing functions to changing needs, management should reevaluate and reorganise hiring, selection, training and transfer, promotion, dismissals, placement, demotion, and layoffs of personnel. In this manner, the company can hire more gifted individuals.

### **H. Handling diversity in the workforce**

Globalization has resulted in hiring personnel from a variety of cultural backgrounds. In order to interact with his staff, the manager must speak the language of the nation in which the company is located. If not, he will need to hire a translation. Therefore, HR managers need to design methods that aid in employee adjustment in global organizations; they also need to strengthen HR's ability to compete internationally. Consistency between the HR system and other organizational components is important.

### **I. Create fresh paradigms of competency.**

New competency models should be created by HR to reenergize the HR staff. The recently created skills may provide HR professionals a chance to clarify excellence and highlight their contributions to the company. L. Take on the obstacles the difficulties of the corporate world ought to be met by HR managers. Managers who take responsibility for their actions might inspire others to take on challenges and improve their performance and efficiency. The duties of HR professionals in the twenty-first century must be defined, as well as the new abilities required to accomplish their jobs.

## **Findings**

1. An organization's ability to handle the difficulties of globalization presented by the twenty-first century is based on its human resources.
2. Creating a solid organizational framework and providing employees with excellent interpersonal skills is the responsibility of HR in the twenty-first century.
3. HR departments now play a different role and work with organizations as strategic partners.
4. Globalization has resulted in the hiring of personnel from a variety of cultural backgrounds.

## **Suggestions**

1. To draw and keep talented employees, businesses must make investments in creative initiatives.
2. The duties of HR professionals in the twenty-first century must be defined, as well as the new competences required to accomplish their jobs.
3. The HR system needs to match the other components of the organization.
4. To get the most out of their investments, businesses should make the correct technological purchases.

## **Conclusions**

I learned by writing this paper that an organization's ability to meet the challenges of industrialization and globalization in the twenty-first century is mostly dependent on its human resources. Although the companies have other resources as well, people resources are the most crucial. The nonprofit, governmental, and commercial sectors have all undergone transformation as a result of globalization. Organizations are now more technologically adept, which benefits the general public's convenience. HR

departments now have a different function inside an organization, serving as strategic partners. Prior to technical breakthroughs, the IT sector concentrated on the US and the UK, but now MNCs are favoring Asian nations like China and India. For the workforce, expertise, know-how, etc., many MNCs choose to establish a base in these nations. Indian businesses are also establishing themselves abroad. Strategic HRM has become more important as a result of the perception that human resources are the organization's most valuable asset. As strategic partners of the organization, human resources must coordinate all activities and support the strategies by attracting and keeping the necessary competent people in the twenty-first century. The HR department in the twenty-first century is in charge of creating a solid organizational structure, training staff members, and acquainting them with the idea of globalization. Workforce diversity, leadership development, change management, organizational effectiveness, globalization, e-commerce, succession planning, and pay are just a few of the issues that HR must handle. Therefore, 21st-century HR will provide a competitive edge and can enhance the value of human resources by increasing organizational effectiveness, which will enable the business to endure a long time in a cutthroat market.

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