INNOVATIVE HR TECHNOLOGY TRENDS EMBRACING DIGITAL TRANSFORMATION

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ABSTRACT

Modern HR is built on a foundation of a transformed HR organization. In the present scenario, digitizing HR will change everything about the way we work, including the nature of work being performed, career planning for the employees, level of knowledge among the workers, employers' expectations, and the skills one's needs to complete the job. Digital technology has the potential and ability to transform HR and its implementation has the stages of the process of changing the operational HR processes. After the digitalization, the organization has become intelligent, modern, and transparent. Social media has helped a lot to get consumer feedback and now that the work has become totally digitalized, automated, faster, and dynamic to meet consumer expectations. The role of HR is also changing and introducing digital transformation has been a core part of implementing HR professionals in their different functions. This article will discuss the relevance of the adoption of digital transformation in the real sense. The study will try and find out the reasons why organizations need to adopt this transformation to bring change in their way of work. The paper will highlight the different ways in which these transformation strategies are adopted across the companies. This paper will also focus on digital transformational challenges and the ways in which it is to be solved efficiently.

Keywords: **Digitalizing HR, HR Processes Transformational, Social Media, Consumer Feedback.*

Introduction

HR Digital Transformation

Digitalization involves becoming a digital-led organization, an organization that leverages digital tools for its daily operations. Digitalization involves creating a culture of using technology to run a business. It is a revolutionary shift, when we talk about the adoption of digitalization, the shift of work culture wherein people are more flexible to work in a technology-driven business model. With globalization, it is now important that people should understand the importance of introducing the change in an organization's culture and philosophy. Digital transformation is the result of digitization and digitalization creates a flexible organization that can respond to rapid technological change. All firms, from the largest to the tiniest local businesses, are affected by the HR digital transformation. It has been seen that, because to the COVID-19 epidemic, many organization has discovered digital alternatives which has enabled them run remotely in 2021 which has resulted in a massive change. In one hand people have learned a lot and in other hands people have also faced many challenges.

In an age when technology disruption is the norm, HR's digital transformation, has proved to be very critical for the functioning of the department. According to a Deloitte report, digital transformation budgets are expected to rise in the coming year. The application of artificial intelligence (AI), block chain, machine learning, automated performance management, and other technologies must be used by the HR departments which collect and analyze data using Excel sheets. So, it is realized that there must be switch to automation process soon. In any organization what is important is to evaluate whether certain

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procedures are really necessary, removing repetitive chores that were useful when processes were manual but no longer have a place in a digital company. The companies have started adopting the HR digital transformation path. Due to pandemic situation, it was quite challenging to manage a remote workforce and hence the HR professionals have realized the importance of digital HR systems and it has also proved to be the best practices for all businesses. Form the beginning from hiring to training and management is very important task and if there is proper use of HR tools it would be of great help.

Need of Digital Transformation

Every organization is brining change in the process and product and it is important the people associate with it also adopt these changes and which necessitate. The great thinkers and leaders in the organization brings about the change in the thought process and bring a large change in the entire process and take the adoption of digitalization in the easy path. "When digital transformation is done right, it's like a caterpillar turning into a butterfly, but when done wrong, all you have is a really fast caterpillar."– *George Westerman*

Now that the business has transformed from the traditionally and manual processes to technology which needs that all the people attached at its functioning from internal (employee-facing, operational) and external (customer-facing) (customer-facing) must understand it well. It is very much visible that result of transformation is very positive as a result of digitization. It has been see that Digital transformation is needed at all the stages from both the method and result.

For instance, if we look into the impact of AI on the HR industry is real and tangible. AI is most efficient its efficiently is only when the people who really believe that AI can be useful to them in many ways and help them in performing the job. When the data has come it requires a lot of critical thinking skills to interpret the data it presents and not only this but also apply the creative thinking skills to use the data to develop an HR strategy. The HR strategy will be provides lot of support for achieving business outcomes.

Challenges Businesses face in enabling Digital Transformation in HR

However, for HR professionals, digital transformation is about more than just saving time. Some organization take it as a key to change the entire process and make it happen at quickest possible, even if it about the major operations like hiring and leadership to talent development, performance measurement, or even the business use it for creating a new business culture, according to McKinsey, HR has the power to help build the company of the future.

- There is a need to maintain a between financial benefits and employee satisfaction. There may be a situation, when you realize people coming with issues of utilization and benefit and they may think it not to be a inconvenient solution or platform. It's crucial to respect people's interests as long as they have a direct impact on key company metrics and create a potential for revenue growth

- If we see and analyze the trends of modern business and the tendencies that are recently used for globalization increasing the mobility, high competition and adopting modern trends. It is rather important that before we go for adopting the digitalization process we must try and understand the recent and upcoming t trends that are shaping HR. But before we go for following the latest trends it is rather important to analyze the innovation and the cost involved. We must be able to understand whether it is going to be reasonable investment or not .

- Take a complicated strategy which not only covers one method of work but covers broaden horizons, understanding the digitalizing process and the way the HR activities may affect the company's overall operations. As result, it is preferable to develop an HR digital transformation strategy based on a thorough examination of workflows and level acceptance of digitalization of HR functions.

Challenges to the Digital Transformation of HR

Technology can be benefited if it is adopted effectively and deliver value to the organization. There always exist the kind of people who resist the changes which are implemented and here comes the role of leader to stop these resistance to adoption which the organization faces

- Lack of a clear strategy or goal for digital transformation
- Lack of budget to enable digital transformation
- Lack of expertise in leading the digital transformation project
- Lack of agility in upgrading to new digital solutions

It is important to address the issues and create the sense of understanding for reasons of adoption of HR digital transformation. Rather when it is necessary that to keep up with technology trends and implementation, HR employees will need to re-skill and retrain their employees at much faster rate. The goal of digital transformation is to build a flexible organization that can adapt as technology advances. The transformation efforts fail is a lack of agility in the organization. The HR professional need to train the organization and the team members to stay updated with the current information, know their competitors and also must also know what the competitors are doing. The goal of digital transformation is to build a flexible organisation that can adapt as technology advances.

Modern firms are putting everything they have into increasing their efficiency and revenues. As a result, facing and overcoming digital transformation difficulties is no longer a choice, but a requirement. Businesses, no matter how small or large, should turn themselves into digital firms as technology advances. It's no longer about corporations "deciding" to transform; rather, it's about "how" to continue the transformation. While most twenty-first-century decision-makers see the need for digital transformation to better their business operations, many associate the process with the disorderly deployment of complicated technologies. For the greatest results, successful Digital Transformation necessitates not only the correct technologies, but also the necessary experience and advice to guide the process.

- Businesses not accepting/responding according to the needs of digital transformation
- Organizations find it difficult to keep up with the pace of digital transformation, particularly those that use traditional operational procedures.
- 70% of digital changes fail, with employee resistance being the most common cause. (McKinsey)
- People have less faith that company's digital transformations have improved performance and are sustainable in the long term.
- These new-age digital enterprises have altered human life as more Agile-oriented companies have entered the picture.
- The changing business climate exerts strain on traditional organisations' overall operations, including organisational structure, customers, and stakeholders.
- Lack of proper planning, overall co-operation, and lack of flexibility leads businesses due to which is difficult to handle multiple expectations
- It is very challenging to retain the proper level of focus on current business processes, stakeholders, and consumers while dealing with digital problems.
- The reality is that digital transformation is about more than simply technology. It also has to do with company's ability to respond to these developments and the cooperation from different personnnel.
- Failure to explain the importance of digital transformation across the organisation may result in employee resistance to change. Employees typically oppose change until they are informed of the true impact the change will have on their daily lives.
- Employees and other stakeholders must be encouraged to get familiar with digital culture, tools, technology, and solutions. It will assist your company in persuading employees during the transformation phase and hence it is said that company culture and good communication is the key to tackle digitization challenges
- Lack of agile and adaptable employee in the organization should be help in adoption of digital transformation initiatives.

Current trends disrupting the human resources digital transformation enhancing the automation through digitalization

Regardless of the industry there should be adoption of digital transformation. There may be use of technology and software so that people need not to work , hence HR Work can be automated. There are many advantages of adopting the digitalization in the heart of organization:

- Improving the quality of HR processes;
- Minimizing human errors;
- Enhancing the quality of hire;
- Ensuring transparency;

- Streamlining the on boarding process;
- Freeing up employee time;
- Optimizing data integrity;
- Unveiling analytics and metrics;
- Creating positive employee experiences;

Strategies to be Adopted for Digital Transformation in HR

- Regular brainstorming and cross-team communication to make sure everyone is on the same page.
- It is important to bring the real-time decisions based on customer's feedback so that decision should be taken care
- There must be proper resource management planning and IT resources support to remove the critical challenges related to digital transformation
- There must be an apparent digital workforce to succeed in overcoming digital transformation challenge
- A thoughtful approach and an inefficient team are required for successful digital transformation.
- HR department is equipped and skilled to bring innovative solutions to bridge the digital skills gap. Budgeting in digital transformation requires careful planning
- Proper allocation of team member and also to assess current resources
- To tackle any digital transformation issues, Outsourcing is a popular, cost-effective, and efficient way to bridge the skills gap.
- Use of CRM may be done to tackle digitization challenges and understand the plan for the resources available and the need for further digital talent to take the digital transformation forward.
- Organization needs to make a plan of proper investment in acquiring the right technology and the right digital experience team to execute it will help to drive digital transformation in proper direction. The HR activities can be divided into three large groups – recruitment, employee management, internal workforce learning, and development.
- It is critical to teach your employees in order to achieve a successful digital transition. As a result, consider setting aside money for training programmes.

Conclusion

There are many of challenge faced during the transformation process by identifying problems that must be solved efficiently using the technology. The HR professionals have learned to make the system more automated and data-driven. The paper conclude by focusing that digital technology has the potential and ability to transform HR and its implementation has immense impact in the operational of HR processes. However, digital transformation is not only about saving time for HR leaders. It is about changing everything, starting from core processes like recruiting and leadership, to developing talents, measuring performance, and even building a new company culture

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