

JAIPURIA INSTITUTE OF MANAGEMENT, INDORE

PGDM

SECOND TRIMESTER (Batch 2021-23)

END TERM EXAMINATION, JAN-2022

Course Name	Managing Human Resources	Course Code	40302
Max. Time	2 hours	Max. Marks	40

INSTRUCTIONS:

All questions are compulsory. Please read each question very carefully, draft proper answers and write. No additional sheets are to be taken.

Questions.1. The 2020 Employee Care Report reveals that *care*, or a lack of care, plays in whether an employee chooses to remain in your organisation or leave. The findings include:

- ✚ 1 in 3 employees have left a job because they didn't feel their employer cared about them as a person.
- ✚ 1 in 5 employees left a job because their employer didn't support their well-being.
- ✚ 1 in 4 employees left a job because they weren't treated with dignity by company leaders.

Even more surprising is that it isn't only a lack of care from a manager to an employee that encourages an employee to leave their role. The report reveals that 38% of employees have left jobs as they had colleagues encouraging them to leave a job with them.

(source: HR leaders must put care first to retain talent in turbulent times (hrdconnect.com))

Illustrate how do you see the role of modern day HRM department in employee retention, especially in turbulent/crisis times. **(10 Marks)**

Questions.2.

Your insurance company needs to update the sales incentive program for its sales/marketing representatives. Due to growth in the volume and diversity of the products being sold, the existing system of having one incentive program for all sales marketers no longer meets the needs of the company. To maximize sales in each of the product lines, the system needs to provide an incentive and reward system to employees to focus on their specific product lines as well as also cross market the company's portfolio of other products.

Qa. Would a compensation program that offered only commission work for your company? Why or why not?

Qb. What other incentives would assist the company in motivating the sales staff?

(5+5=10 Marks)

Questions.3. Earlier, we judged the corporate success by its profit but now they need to perform green practices to create green environment which help to build loyalty. Corporation needs to reduce the carbon footprints and create positive the attitude of the employees towards social and environmental aspects. Green HRM help the organization to use the resources in an efficient way. It is advantageous for both business & the society. In India many firm adopt Green HRM which help in environmental sustainability like Wipro Technology, Suzlon Energy, ONGC, ITC Limited and many more.

Explain the role of HR department in institutionalizing Green HR practices in an organisation. Also, illustrate how green HR practices can be brought into various HR Sub-functions.

(8 Marks)

Questions.4 Technology Trends in HR for 2021

Taken from : <https://www.paychex.com/articles/hcm/technology-trends-in-hr>

The trends in HR technology have been affected by the shift to remote work during the pandemic and the need to support essential workers.

In the midst of an ongoing pandemic, HR technology continues to serve as a key asset for HR leaders. The ability to disseminate information to a remote workforce is made easier when the proper digital communication channels are in place. Small businesses may also realize that now is the time to capitalize on trends in HR tech and upgrade their systems to help remain in compliance, effectively track time, process payroll, and maintain employee information. For larger corporate structures, advances in human resource technology are helping HR leaders become even more engaged in their company's overall strategy objectives.

According to results from the 2020 Paychex Pulse of HR Survey, more than 85% of HR professionals surveyed said that technology "has strengthened their contribution to corporate success," and more than 80% reported that their company's investment in technology "will allow them to maintain or grow their headcount and increase employee productivity."

A variety of HR technologies are helping HR professionals manage their biggest challenges today, with other technologies soon to appear on the horizon. Here's a brief look into what's happening in the world of HR technology.

Artificial intelligence (AI) in HR tech

AI-enabled programs are increasingly playing an important role in companies recruiting and hiring processes. They can speed the process by which recruiters review and filter job applicants from vast numbers of resumes. AI can facilitate an analysis of the labor market, match skills and identify competencies, and can perhaps detect and mimic bias in posted job descriptions. Also, chatbots can interact with promising candidates prior to in-person job interviews, which can help reduce an otherwise time-consuming hiring process.

Self-service tools

Increasingly, employees want to own, access, and update their personnel information with an employee self-service (ESS) system, employees can perform a range of HR-related tasks without filing paperwork with HR. Depending on the specific ESS system, employees could:

- Access online pay slips
- View and print W-2 forms
- Confirm employer-initiated employment status, rate of pay, and other changes
- Update personal information
- View federal, state, or local tax withholding information

Self-service technology may also allow leadership to communicate changes in health plan coverage, company holidays, and other time-sensitive information. It can also be useful in assisting employees who want to expand the range of their skills and knowledge.

Employee wellness

Another significant trend in HR expected to stay strong in 2021 is attention toward employee wellness. Programs addressing employee health and work/life balance are widespread, with new momentum building to meet the physical and emotional needs of growing numbers of remote workers (and those who serve the company on a flexible work schedule).

The stress of shifting routines both at work and home may also prompt the need for additional mental health resources. Companies may want to allocate benefits dollars toward an employee assistance program (EAP). When adopted, managers throughout the company can refer employees to this important benefit.

Video resources such as Skype, Zoom, and Microsoft Teams are proving to be highly effective resources for sharing wellness-focused webinars and fitness presentations to off-site employees. The employees can be updated via social media feeds on new in-house wellness initiatives and related efforts. This is a useful way to inspire and encourage these employees to participate in team challenges, leaderboards, and other social options.

Q: The article excerpts produced above highlights key trends of 2021 onwards in the domain of technology driven HR. Based on the points shared in the write-up above, explain what kind of challenges do you foresee the organisations may face to make organisations tech-savvy?

(12 Marks)