



HUMAN RESOURCE MANAGEMENT IN 21st CENTURY

CHALLENGES FOR THE FUTURE

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ABSTRACT

This article is about the changes that are to be made in the field of modernity today. 21st Century is a new beginning, which has led to many innovations. This century is the centre of many opportunities and challenges. Human Resource Management is the most prominent in the organization of today's business activities. Handling, leading, selection & recruitment, training & development and creating of co-operation with different people in the organization are the biggest task for every manager. In this paper I expressing the challenges and needs of H R M for 21st century with organizational prospective. Always future is like the ocean of opportunities and challenges but we should be ready for facing or getting experience. This is the article will guide you to take decisions for better organization and should help for reaching organizational goals with 21st scenario.

KEY WORDS: HRM Challenges, Recruitment & Selection, Conflict Management



INTRODUCTION

The role of human resource in today's modern world has a lot to do with business expectations. The challenges are nothing but, adapting of changes, undertaking of global organizational culture and creating of cooperative environment in the organization. These are the challenges, which may affect on every organization in future. This is the theoretical research paper, which suggests you target the problems in modernisation especially in the field of Human Resource Management.

MATERIAL AND METHODS

Descriptive data analysis is applied to explain the collected data and provided conclusion based on theoretical framework of the data. The analysis is totally depends upon secondary data sources such as Journals, books and various websites.

OBJECTIVES OF THE STUDY

The main objective of this paper is:

- To portray the Human Resource Management challenges in a competitive global workplace.
- To discuss various emerging strategic tools of HRM.

EMERGING HR CHALLENGES IN 21ST CENTURY

1. RECRUITMENT & SELECTION

Recruitment & Selection are both key for organizational development. In the era of 21st century is having more work force but the requirement is committed workers. We



should stay focused on this process for better cooperation and for reaching sustainable growth in the organization.

2. CAREER DEVELOPMENT & GROWTH

Career is the important issue for every organization and their employees. We should always try to be in the place of supporting them by developing their career and growth in the organization. If the firm wants to improve empower of the employee, there will be easier development.

3. PROMOTING ORGANIZATION CULTURE & HETEROGENEOUS WORK FORCE

Organization culture is very helpful in bringing good impression on the workforce. This suggests a new impression among employers. It creates unity and uniformity between the employees. Now days the organizational culture is going to be trendy by their uniqueness in dressing and style of representation.

4. CONFLICT MANAGEMENT & RESOLUTION

Conflict management is also a cause for success in a company. Because there are minor errors that cause something in the company, management is very important when some of them are in conflict. If we are in a position of reducing the conflicts inside the organization, that leads to the successful organization.

5. BUSINESS ETHICS & VALUES

The need for ethics and valuation of the business is essential for stabilizing. In this modern analysis the ethics are also plays a vital role in the employees. Even



organization should follow the ethics and create some morality in their performances in the organization.

6. MANAGING MULTI-GENERATIONAL WORK FORCE

Organization is the combination of different employees based on seniority, and performance. But, the firm should be in the position of managing similarity among the multi-generational work force.

7. STRATEGIES FOR MOTIVATION & RETENTION

Giving punishment is not a solution, and accepting of continues failures is not a management. Adapting of strategies is the best solution for employee motivations and retention. An always motivation helps the employees to bounce back by their mistakes. However, high retention is not a favour thing in the organization.

8. FLEXIBLE WORK HOURS

Understanding of employee needs is the best policy for successful organization. We have gender wise discriminations the organization should give priority especially flexible hours. Even maintaining of timing and time management is also sensible in the work place.

9. INDUSTRIAL RELATIONS

Maintaining of industrial relations are also essential now days. This is for creating comfortable work zone outside organization too. Like, maintaining the relations with other industries, dealings with consultancies and business analyst agencies etc...,



EMERGING STRATEGIC TOOLS OF HRM:

Recruitment, selection & Induction

This is the first process in the organization. Choosing it and introducing a person with the staff.

This procedure should take a lot of attention. Priority is that he chooses an employee and enables his natural features to increase the workload.

Personnel Administration

Prior to electing personnel, they have to carry out their work, qualifications, and requirement of staff for that work. Should plan for staff categories based on work life, experience, and roles and responsibilities.

Training & Development

Training & Development are very routine to undertake but the requirement is, how innovatively interacting with them and how much of updated information you are carrying in their minds is very important. “Training with new ideas leads to development” don’t forget it.

Performance reward based Management

Organization should be like a mirror of expressing employee performances and even failures that should be reflect on their rewards and applauses.

Talent Management

It is nothing but providing good platform for the employees who are giving much work support to the organization.

Succession and Career Planning

Always success is not a destination, but making them to build Excellency in their work leads to successful journey.



CONCLUSION

The coming period is like a helper, if we do not understand it, we will not have tomorrow.

So let's think of it for tomorrow. Always accept the challenges but don't forget the needs.

I am concluding this article by suggesting the 9 important elements we should follow for facing the challenges in the field of better HRM. "Always future is like the ocean of opportunities and challenges but we should be ready for facing or getting experience".

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