

# Impact of Technological Modernisations on Employee's Work Efficiency with Reference to It Organisations

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## ABSTRACT

In recent years, IT has had a profound effect in many aspects of life that also includes the personal and professional life of an employee. However, very few research studies have examined the effectiveness of IT. This study will assess the degree to which new systems enable organizations to utilize these opportunities without letting it have an effect on their employees. A considerate effort has been made to review literature on the role, advantages potential limitations of IT in HR processes. Thus, the primary purpose of the present article is to review the current effects of technology on employees of various industries and to give a brief overview for identifying challenges measuring the effectiveness of human capital. In addition, suggestions have been listed on how it can better the employee's work performance without being a threat and how well IT is used to make work life better and effective.

**Keywords:** Information Technology, HR Process, Work-life balance, Employee performance

## INTRODUCTION:

Role of Technology has been increased worldwide in the current global market where top leaders of global trade are fully aware of the IT tools that help in achieving goals but are also helpful to optimize the activities of a business to achieve their business targets. Our world has become a king of global trade which no doubt is possible, only because of effective technology. These improved means of technological advancement and information have changed the functioning of business world in a great way. IT has created a significant impact on increasing the efficiency in all the areas of business. IT has created a significant impact on increasing the efficiency of development, and functioning of the employees.

Information technology (IT) is largely used these days in managing workforce, business operations whether storing, retrieving, accessing or manipulating information and accessing personal information that has greatly impacted human lives. IT professionals work in a technologically advanced set up to which most undermine and understate the scope of the critical career field. The 1958 article published in the Harvard Business Review refers to information technology has three basic parts: computational data processing, decision support, and business software which refers to Information technology related to computing technology, such as networking, hardware, software, the Internet, or people working with these technologies. Technology can help your business grow from a small, homegrown company to a

large corporation. However, technology has a more immediate impact on the workforce, regardless of whether they implement new technology or employees directly having an impact in positive ways.

The industrial sector all over the world is adopting technology for higher efficiency and productivity. Machines can reduce the man hours in production and decrease the production time. Although, this may lead to job loss for the unskilled and semi-skilled labour if they remain uneducated and untrained. But if they become skilled through training and development programs, there would be better job opportunities. Today's workforce is looking at employment opportunities with some degree of computer automation with basic training on the new tools, automation process to ease their work or assignments. Technology changes the nature of jobs, but it does not completely cause unemployment.

Human Resource Management (HRM) includes its managerial functions- Planning, Staffing, Directing, Organizing, Motivating, Developing, Controlling and aims at achieving the heights in the field of HR competition by providing proper education, training, appropriate compensation and by motivating them to attain the personal as well as Organizational development. Human Resources Management is of great importance while studying any organizational behavior. Management of Human Resources and need of HR has become the main importance for the employers in all the organizations. Human Resource is the key element for any business and is vital part in strategic management. H. Heslina, A. S. (2021), HR gets to know the problems of an organization and with various strategies; they solve them by motivating the employees and helps in increasing the performance of an organization. HR people are the essence of any organization. If we create a better work environment to them, and move according to them, the success of company will be achieved and the productivity will also increase definitely. It has proved that HR activities can be improved by the Information and Communication technology (ICT), i.e. internet, media, network communication. They help in contributing for achieving targets of the organization and fulfillment of its personnel policies. Advancement in technology has created great impact of HR department of any business. It helps to company in improving its ongoing process, core competencies, and making the best organizational structure. Human Resource must be focusing on the strategic objectives of the business mainly. These strategies help in incorporating a technological advanced plan for the organization. These activities are related to the development of the technological systems of the business, such as research and development of IT systems. Technological Advancement has become an important part for the innovation process within the organization, and it includes knowledge acquired by HR professionals. In short, all the activities have some technical content, which, in the end, will result in greater productivity. With the help of technology, automation has become advanced to create an era for HR professionals, who are not only administrator for any organization but also the strategy makers and key for taking decisions for the business. Technology advancement moves parallel to the needs of HR which keeps on changing as per the business environment. Litwin A. S. (2011), over the past decade, HR and the technology are moving together to great lengths to achieve the success in the industry. With an increased dependency of business on HR and Technology, we are, today, amid around billions of dollars in the industry. Information Technology created a great impact on organizations which are existing in a dynamic environment. IT leads to greater efficiency and effectiveness of the Human Resources. Hence, by using IT application for database management system and advanced recruitment system, efficiency of the business will be increased. "As money comes to HR technology, so do new ideas and smart people." Human Resources are one of those parts of industry, which are not only working in the organization, but are also responsible for the working and functioning of the organization. The industry, has changed, so, the technology also needs to be advanced, so that HR Professionals can perform their job easily and

smoothly. Technology has changed Human Resource Management in a number of ways. The impact of rapid changes in technology and its evolution has made India; take this issue seriously to be a part of the world trade. Indian organizations needs to cope up with it, and create a highly developed workforce, get them trained, motivated and make them efficient with skills require moving with technology advancements.

## BACKGROUND

Many researchers have studied about the changing role of HR function in the past. HR is no longer, restricted to manpower only, but now technology is equally instrumental in changing the HR processes for effectively meeting its corporate goals. The present study has been made, keeping technological factor in mind and to find out the use of Technology in HR in reducing cost, improving services, and achieving organizational effectiveness. Opportunities for implementing Information Technology with HR function in the business are becoming a great part in the competitive global trade. • Competitive Usage: By providing customized applications with the help of E-HRM, HRM functional portals can be used as a key element for technological advancement of the organization. • Accessibility: With the help of latest technology, data has become accessible for everyone, via internet with ease and less effort. • Fast and accurate changes: Technology has expanded the speed of administration in companies, and is also helpful in removing errors which are occurred during human intervention. • Interactive Environment: Technology has improved and increased the interactions among all the levels of the organization. In large organizations, where there is a need of more data, they can take the help of electronic gateways while small and medium organizations, spreads their data over various areas of need.

## OBJECTIVE & STRUCTURE OF THE STUDY:

The aim of the study is to identify the scope of implementing technology at workplace with challenges and opportunities linked to HRM practices and to assess the behaviour of employees towards technological innovations at their workplace.

The study explores the opportunities for implementing technology, the Challenges associated with HR technology and its effect of technology on the work-life balance of an employee in an organization. The research uses an exploratory research design that discovers new relationships between the variables used for the study. Both Primary and Secondary data are used for our study that has been made to examine the technological tools which can be used for HR Planning, Recruitment, Employees Engagement, Communication, Maintenance and Development of the employees. There is a compromise in the scope and depth of conducting research.

## LITERATURE REVIEW

A number of studies and research have been conducted with reference to information technology and its effects on employees of different industries, their performance, work-life balance and several other areas.

Soonhee Kim, Hyangsoo Lee (2006) states that Sharing knowledge and information is an important factor in the discourses on electronic government, national security, and human capital management in public administration. The authores analyse the impact of organizational context and IT on employees' perceptions of knowledge-sharing capabilities in five public sector and five private sector organizations.

Social networks, centralization, performance-based reward systems, employee usage of IT applications, and user-friendly IT systems were found to significantly affect employee knowledge-sharing capabilities in the organizations studied. For public sector employees, social networks, performance-based reward systems, and employee usage of IT applications are all positively associated with high levels of employee knowledge-sharing capabilities and management leadership.

Murad Mohammed Al-Nashmi, Redhwan Ali Amer (2013) cites that the economic development of a country depends on the nongovernmental sector playing a major role. It evaluates the impact of IT adoption on the employee productivity in nongovernmental organizations and focuses on the relative importance of IT the levels of employee productivity experienced among staff working in nongovernmental organizations through a convenience sampling design method. The results found indicate that staff in nongovernmental organizations showed high employee productivity through three variables: IT infrastructure, IT innovation and IT knowledge management related to IT adoption and a positive relation to employee's productivity. Impact of Technology on HRM practices has become advanced which helps in creating a positive impact on Human Resources in the organisation.

Rosabeth Moss Kanter, who was one of the leaders of management theories, stated that the success and survival of business organizations are totally dependent on technology and innovation which includes innovating new ideas, creating new products, introducing new services, and methods of operations. It encourages decision making and participation on giving innovative ideas at all levels of the organizations. Information technology in Human Resource Management can help in several ways: i. Providing Better services to both HR and other line Managers as they are the main assets in the success of any organization. The main function of HR is to support the needs of its workforce. Strategic plans are made by all the HR and line managers for the various projects which are helpful in achieving primary objectives of the organizations. They also decide whether to train the existing employees or to promote them or to recruit new candidates with high level of skills to help in achieving goals. Training and development, as per the advanced technology must be provided to line managers to prepare them for performing leadership tasks. ii. Enhancing management perspective in engaging the employees to organizational goals and linking them with their personal goals as the main feature of any business (Han Lai, A. H. (2021). The management ensures that the whole organization improves their methods and activities for achieving company's competitive objectives. Technological tools may also help in increasing the efficiency and effectiveness of the organization. Managers measure their performance with benchmarks set by the organization's head, and to analyze their performance, and to find out how to increase the performance. These can be best utilized by using customized HR technological tools. iii. Effective Recruitment today, cannot be one without using technological tools. Various organizations use online job portals to search for the suitable candidates for the job position. The effectiveness of this process has increased as the job seeker and job provider connect on a common platform and hence there is an increased possibility of recruiting more efficient employees. Employers also provide all the necessary details related to job, qualification, career and other information online on the portals. It has become an effective tool for both the organization and the job seekers. These technological tools not only help in recruiting the employees but are also helpful in retaining them. iv. Data management and its analysis have become easier as it becomes paper free and use of technology has improved it. There is a drastic reduction in the manual work. It also helps in increasing efficiency of the work and the work effectiveness. Performance of organization can lead to the success of the business in the competitive global environment. Performance of employees can be easily analyzed critically with the help of

technological tools and become accessible to everyone. v. work efficiency has taken the first priority where advanced tools have reduced paperwork and speed in their deliverables. vi. Leading entrepreneurs developed stock management tools that have improved the revenue generating capacity of the organization and performance has become more effective and efficient by customer involvement, efficiency in operations and leading in an efficient manner. Organizations have now used technological tools to provide a suitable product and diversification of business by providing improved and better products and services than the competitor and also ensuring customers meet customization by providing them better and accurate information. vii. Efficiency in costs has also been attained by providing various reports using technological tools. Considerable benefits can be obtained as various reports can be made using IT tools. Performance of organization can be increased by implementation of management by objectives and using participating style of management. With the help of HR technological tools, management became more responsible as business owners for the achievement of objectives. Performance of managers is justified only if their management can produce desirable results such as to achieve a desired amount of profit in a specified time. Management often uses its Operational Research team for maximizing the profit and utilization of performance. Organizational management creates a system of measurement to set target for changing and measuring the performance of organization. viii. Services of Customer is leading where Performance of organization has also described by evaluation of reliability of services by understanding the quality of customers of the business. Value of the business can come by providing a trustable service to the customers, so that they can receive the services on time, at a given time, at a fixed standard of performance. As change in organization is not evitable, important success factors and main performance indicators are revised where HR technological tools are devised for providing better quality of work. Doing better quality of work, and by providing sound results, performance of organization is increased. viii. Career planning is a tool that helps development of Career and Human Capital Management for learning and it is a knowledge based system, which helps a businessman in managing their personal development, and career path with other employees. Evaluation of performance and career progression are important motivating factors, for the employees for working efficiently and effectively. Measurement of performance and system of reward in a business establish its view of priority i.e. what is important and why? This economic and better performance evaluation system is an important tool for HR technological performance. This sound system must be one so that people can depend on it. This reward system should be reviewed so that managers and other employees can get their rewards on the basis of their performance stored in HR technological tool. Employees must get rewards for the performance based on their desired behavior and the results according to the technological tool database. According to Vroom, who is one of the best management theorists, reward system is affecting motivation for the increasing performance in organization. Managers are expected to reward employees for their performance which is not necessarily in monetary terms but in various other forms like promotions, recognition etc.

### **CHALLENGES IN THE TECHNOLOGY LINKED HR PROCESS**

“Technology” challenges pulls out cost easier in the field of Human Resource Management. A technology-based HR policy is expensive, but once it is executed, it decreases the expenses incurred in operations. Many large growing organizations may introduce HR activity, while small and mid-size organizations, find it difficult to bear high costs. ii. With the use of technology, issues with employee skills and knowledge fall into a danger in job performance and it’s dependably affecting the directions of

the operational activity. Technology connects the employees with the customers than the management. However, its difficult for the organization in attainment of goals. iii. Maintenance cost of technology is comparatively high and to avoid hacking to all arrangements with back-up and Security. With the security at threat, it becomes easier to expose data to a wide range of hackers. Moreso, where there is more need of security there is great need for technology advancement to safety. iv. Due to the arrangement of various networks via internet or E-HR gateways, people connections have reduced and in the traditional frameworks connecting with other areas were considered intrinsic towards the organization. They are however, now disengaged and can be connected by all purposes by such technology only.

## RESULTS AND DISCUSSION

In the current study various industries, from different sectors such as IT, ITES/BPO, Pharmacy, healthcare, recruitment firms and consulting companies have taken part. 60.8% of the organizations have implemented new technology during the respective employees work period and 21.6% have not. The remaining 17.6% respondents were unaware of what new technology exists and what has been implemented in their organization. Employees who agree that technology innovation effects job security is 24.5% and there are 45.3% of them who disagree that it does not affect job security, the rest of them who are unsure of technology advancement affecting job security is 30.2%. Organisations build on their capabilities with the help of technology, while most of them strongly agree, there are 5.7% who strongly disagree and 52.8% of the respondents are rather unsure if technology is used to cater to the needs of the employees. Nearly 24.5% of the respondents agree that the implementation of new technology at their workplace will affect their job security while nearly 45.3% of them are confident that their jobs are secured with the technology innovation at their workplace. A number of organizations of a variety of industries have experienced the change and implementation of information technology at their workplace with BPO's at the top, followed by the HR industry and educational institutions. 5.7% of the employees affirm that the new technology is also being used by their respective organizations to cater to their needs while 28.3% only agree to the statement and 1.9% strongly disagrees and 11.3% disagree while 52.8% of the respondents remain neutral.

## RECOMMENDATIONS

Technology is always transformational and there is always a scope to keep up with the competitors. Initially, adapting to the new technology would be difficult however, gradually technology helps to resolve technical issues. Technology modifies skills due to faster processing of a process. It has made a drastic change in achieving the organization's goals as well as individual goals. There is a possibility of Remote working opportunities with technological connections. It brings about changes in the work life balance. Technology innovation has its advantages and drawbacks depending on the area of implementation and slows down the work process. Due to unnecessary or redundant input requirements, things get more complicated as technology keeps developing or changing. There is a threat in technology taking over manpower besides, getting unskilled in a new technology. Therefore, it can be concluded that the implementation of information technology at an employee's workplace has its great deal of advantage in their professional life. Information has now become a necessity at every organization to simplify the complex work atmosphere. Although it might seem that technology causes hindrance to employees, it can be observed that they are very sure concerning their job security and that advanced

technology will greatly impact their work performance and work-life balance. With a long way to go and the future ahead employees can be rest assured that not only will technology build their skills and improve their capabilities but also make them versatile and create new employment options for them.

## CONCLUSION

Enhanced technology in an organisation can provide better services to its employees. It will also be served as an important tool in achieving the goals of an organization at optimum cost. It also facilitates personal management in the company. With the help of technology, important and useful data is analyzed for making better strategies and taking decisions. It also enables analysis of information for HR assistants. It helps in reducing the labor costs. In the field of HRM, technology has made a crucial change in the organization towards reducing cost and increasing efficiency of its employees. It also helps in reducing the administrative expenses. It enables the organization in data management, which is useful for taking important decisions. It improves HR strategies and helps the organization to attain their objectives. Although there are a few challenges, but technology and HRM are now inseparable. With the rapid growth of the IT sector, it would be a mistake to turn a blind eye to how it is now impacting the work of employees from various industries. Using AI technology, employees can either develop their skills or else they could let it take over their professional career. While this on one side, there is greater scope for IT in the industry today to explore the opportunities and challenges arising from the emerging and converging technologies for the employees and to identify the importance and difference it can make to an employee at his/her workplace without affecting their performance (Sandra E. Black, L. M. (2001). Use of Technology (IT) in HRM has been widely increased because it is helpful for various purposes such as planning to hire the right personnel at the right place. With the help of technology, a technical database is created, where various important information about the employees can be stored that helps in determining if the individual is suitable for a particular job or not. It helps in the administration of all the necessary data identified within the organizational employees, like their names, their address, email-id, contact no., strengths, salary, date of joining in the organization, employment status whether they are full time or part time employees, etc. can be stored in a database which can be used anytime. With Technology advancing recruitment has become relatively easy where internet has created a great change in the enrollment procedure during the last decades, as it acts as the intermediate between the organization and the job seekers. With the help of technology, E-learning is introduced as a very progressive approach which helps the workers to keep pace with quickly changing market. With the introduction of IT there is a great scope for E-learning in all the functions of HR domain.

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