

A Emprical Study on Pre and Post Covid Hr Practices in it Industry with Special Reference to Bangalore

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ARTICLE INFO

Keywords: Precovid, IT, Depression, IMF.

Received : 02 September

Revised : 10 September

Accepted: 24 September

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ABSTRACT

Because of the increasing epidemic, many countries around the world have used lock lockdowns to overcome the deathly impact of the pandemic. This was aimed at locking billions of citizens out of their homes, leading to home-based work - new ones, and taking businesses to ensure security. As a result, the global economy is expected to fall by more than 3% by 2020 - the strongest decline since the Great Depression of the 1930s, according to the International Monetary Fund (IMF). While a recent (pre-Covid) report from Nasscom indicated that the IT sector in India would grow 7.7% in revenue, another report (during Covid) from Gartner indicated that India's IT & ITeS services industry would see 8% decline by 2020. Globally, the IT industry shifted gears to embrace change and was forced to rethink strategies. While the scar will take some time to heal, the IT industry is well prepared to lead and ensure that return to business is much safer.

INTRODUCTION

It's no secret that business success today is more about the people, not the capital. This is especially important for 'human businesses' such as software companies with very high human costs and low capital costs. Man's influence in business has been steadily rising since the Industrial Revolution, even as machinery and automation have grown significantly. There is a change in the role of people in business, people in the past were part of the body, now increasing in the intellectual sector. Technology will always help to make things easier and simpler but in order to stay relevant and competitive, effective human involvement is essential for today's businesses. Personnel management practices have also increased in India and much of the research work is done on the successful implementation of the HRM principles of any business growth.

The effects of COVID-19 on workers and workplaces around the world have been enormous. The whole organization comes from nature and change is inevitable in improving efficiency and productivity. The planet is suffering from a global epidemic and also organizations; technological changes, structural changes, and changes in goals that are quick and pose major challenges to leaders. The epidemic will bring many new policies, innovations, adaptations, and practices through the Department of Human Resources (HR) reforms. The existing sector will be transformed with the blessings of technology and management ethics will be achieved through the use of the internet to create offline and cloud-based operations that will lead to a full range of e-management. As a result of this critical situation, organizations will change many HR practices such as purpose, process, human resource management, performance, and so on. While the coronavirus is spreading invisibly around the world, international organizations have announced road closures, and organizations have been scrambling to comply with lockout restrictions while trying to keep operations running.

Homework (WFH) was the quickest solution to business continuity. Vigority, creativity, flexibility - these are the qualities that HR has shown in the closing state. As workers began to move farther away, HR operations increased to turn brick and mud offices into workplaces almost overnight. Organizations have been in a constant state of flux in almost every process and policy. The inclusion of silver in this unprecedented health problem is that organizations are finding new ways to be more productive with fewer resources. Doing more with less is a mantra in the corona world. Personnel practices are naturally structured. They represent an important management system that is linked to the business plan. HR Actions form the basis for how your company's finances will work. For example, HR practices include developing a method for measuring and analyzing the results of a specific employee reward system. Other examples include the development of a work-related injury reduction plan, and the development of a framework to ensure compliance. HR practices, they form the foundation and guidance for managing the company's employees and should coordinate with the executive business plan.

Some HR practices include:

1. Setting the mission and goals of the HR department

2. Planning, organizing, and managing the HR department
3. Measuring the effects of programs
4. Creating programs to improve the quality of the work environment
5. Developing talent and future leadership
6. Conducting motivational programs.
7. Working with management for ongoing performance evaluations
8. Overseeing employee advancement opportunities

Some examples of HR practices:

1. Directing A Happy Workspace

One of the best ways to keep employees at the desk and in the office is to keep the environment safe, healthy, and happy in the office. Creating a similar environment at home ultimately makes the employee more committed to staying with the organization for a much longer period of time. They should also do research to capture their thoughts and comments about the state of the office. The Open Book Management Style with open book management, we mean having an open business. Your organization must share company and employee updates. It makes a confident statement that employees love the business as managers. This will encourage your employees to keep business objectives by keeping a record because they will have a long-term view of what they are doing and why they are working for you. This will not only improve your business productivity but you will also have fewer problems and challenges such as employee engagement and retention.

2. Bonus Based on Employee Performance

Rewarding talented and miraculous workers for the organization is a great way to keep them motivated. Bonuses should be given in such a way that employees understand that there is no payout until the company achieves a certain profit. Additional decision - making methods can be team success and personal performance. It also helps to keep a dedicated and dedicated job back in the office.

3. The 360 Degree Performance Management Feedback System

This peer-to-peer response program is often adopted as the best way to gather performance feedback. Everyone in the group is responsible for providing appropriate, constructive and positive feedback.

4. Neutral Evaluation System

Develop an evaluation system that clearly links individual performance with business objectives and their importance. Every employee should have a well-defined reporting relationship. Personnel rating itself should be part of the evaluation process as it empowers employees. Assessment is neutral if it depends on the success of the employee. For better consideration, with the exception of the immediate supervisor, each

employee should be assessed and judged on the next higher level as a reviewer. An offline response, if received by an immediate manager from another manager (that employee function is also important), will add to system justice.

5. Sharing Knowledge

To ensure that knowledge management supports strategy, one should adopt a systematic approach. Store and save knowledge in databases to provide better access to the information posted before by the company or the employees on the knowledge portals of the company. Whenever an employee returns after attending any capabilities or skills development program, sharing essential knowledge with others could be made important and mandatory. New and innovative ideas should also be posted on these knowledge-sharing platforms. Anyways, how to maintain a knowledge base and how to store data requires further and detailed plans.

6. Highlight Performers

Excellent performance and performance should be kept in spite of the company intranet, display boards, etc. It will give them impetus and encourage others to use their potential, by creating a competitive environment within the company.

7. Open House Discussions and Feedback

Yes, Ideas rule the world. Organizations that want to create great ideas and try to make them work for it. Employees play an important role in building and discussing this concept, they are a great resource. The lack of a strategic and strategic approach is the only thing that sets the tone for good organization in your organization. Open house discussions, staff management meetings, suggestion boxes and tools such as Critical Incidents Diaries can help identify and develop talent.

8. Rewards and Recognition

Working to recognize talent may not work, you need to pair it with public awareness. Getting a cash bonus is often less important than listening to a lot of applause from a social partner.

REVIEW OF LITERATURE

According to Rajaram Agarwal, 2020, in the recent past some industry sectors made an attempt to apply prudent measures restructure policies to have a workable solution like redeployment, job restructure, compensation restructuring, partial remuneration, retrenchment, defer the salary payment and temporary or partial shutdown. Kelly O'Connell suggested (2020) suggested the review of remote working, leave policy, talent acquisition, and Objective and Key results during Covid-19 Pandemic. People HR (2020) blogged about the Covid-19 HR checklist suggested various measures like new hiring guidelines, new HR policies in remote working and new normal policies. In the similar line several higher education systems, universities, framed HR rules on for temporary

working. A guide for HR Managers indicating how remote employees will be dealt with providing improved communication and motivation developed (BizMerlin, 2020). The HRO Today narrated how the six HR leaders managing their respective human resources taking care of employee safety, health and well ness and productivity during Covid19 Pandemic (HRO Today, 2020).

Post Covid Hr Practices

COVID-19 has thrown a ball that twists humanity, disrupting almost every aspect of life. In organizations, HR teams have been at the forefront, promptly providing employees with organizational feedback on the epidemic. While releasing new guidelines for operating and providing infrastructure and community services, they have tried to maintain employee spirits and high productivity levels during the closure. Now they will need to look ahead and make changes to policies, frameworks, and activities in line with the new approach. The implementation and implementation of these changes requires the cooperation and collaboration of all stakeholders in the organization. However, the challenges are far from over, as the 'normal' approach throws a number of questions that need to be answered before it can begin planning. The rise of data, digitization, and automation have caused an irreversible transformation in the way companies have adapted during the post-pandemic era. This is illustrated by the fact that hiring in the IT-Software/Software services industry registered a record growth of +33% in Feb'21 Vs Jan'21 because of the increased adoption of digital technologies in India. At an overall level, the Naukri JobSpeak Index for Feb'21, at 2,356, witnessed an uptick of +22% in hiring activity as compared to Jan'21 at 1,925. In addition, at a Y-O-Y level, the overall hiring remains flat at -2%.

Region-wise growth

All six metros and key tier-2 cities witnessed positive hiring activities in Feb'21 Vs Jan'21. Hiring in metros showed double-digit growth led by Bangalore (+31%), Hyderabad (+28%), and Pune (+24%). Tier-2 cities such as Ahmedabad (+31%) and Vadodara (+20%) also grew in Feb'21 sequentially. With the opening of schools and colleges/universities, demand for professionals in Teaching/Education (+49%) has shot up in Feb'21 Vs Jan'21. Job roles in IT-Software (+31%), HR/Recruitment (+28%), and Travel/Ticketing (+27%) domains also see an increase in hiring sequentially. Hiring across experience bands saw an average increase of +23% with 8-12 years band being at the top of the table with 27% M-O-M increase in hiring activities. Challenges emerging from the 'new' normal : HR teams have many challenges to deal with, most of the staff have to work remotely. Like having a solid travel model. They will need to set new guidelines and change policies if necessary. Updated job descriptions will need to be built to accommodate temporary, full-time, and remote job descriptions. New methods will be needed to monitor the productivity of remote workers. A performance management system may require a complete overhaul, with new goals, expectations, and rewards. Revised policies and guidelines should include the process of accessing resources and the use of their staff so that they can operate remotely. HR executives will also need to consider and come up

with new ideas to keep the organization's culture at the forefront - both for existing and young employees.

Remote working becomes the new norm: Gartner's analysis predicts that 48% of employees are likely to work remotely, at least half the time after COVID-19. A growing number of industry leaders are of the view that a long-distance working culture will remain, and this number could rise in organizations looking to reduce investment in real estate to offset losses incurred during closure. This will require digital processing and high acceptance of technology and resize and transform brick and mortar workshops into more technologically powerful ones. The biggest advantage from this model is that managers will now be able to find the most suitable person after receiving a high number of job applications from all over the country - since recruitment would become location agnostic.

FINDINGS

Currently, organizations are in dire straits due to the Covid-19 outbreak. The potential impact of the various organizations during the epidemic hampers its efforts and seeks new ways, new leadership, and changing the HR behavior of the epidemic. HRM goes through major changes due to epidemics and major evolving challenges that become major problems in managing the organization. The epidemic has forced many companies to devise ways to keep the business leading to better technology adaptability. The training and capacity building program can benefit from innovation and many employees will face the challenge of adapting to job losses and some employees will be able to show ingenuity. But the use of technology and e-management will lead to the future of HRM work as a whole.

SUGGESTIONS

Human resources professionals should be able to easily promote (through the management process) the changes, their outcomes and their implications for the organization, as well as its employees and other stakeholders. The importance of a learning organization cannot be overemphasized. When participants are aware of their expectations and the consequences of their negligence, it will help them to develop strategies especially as it relates to key HR activities in the company to survive in a situation where an outbreak could cause significant damage to the company. Such strategies should be developed in collaboration with other departments, including risk management, finance and IT. Human Resources professionals should focus on presenting policies and procedures that will allow easy access to these new challenges. Not only should there be a policy presentation, there should also be careful interaction with employees at all levels with a focus on interpersonal relationships rather than regulatory, general and sequential.

CONCLUSION

According to a WHO official, the Covid-19 problem will not go away anytime soon. All we can do is change the way we live and the way the organization works. Not just HR, all activities in the organization are undergoing change and it is important to adapt to new ways of working. The epidemic situation could force many companies to develop work methods to keep the business leading to better technology adaptation as much as possible. This method will not only be used in the closing period but will also be used in the normal time in the future. This flexibility will lead to the company increasing the use of technology in the coming days. The training and capacity development program can benefit from innovation and many employees will face the challenge of adapting to job loss opportunities and some employees will be able to demonstrate strengths. But the use of technology and e-management will lead to the future of HRM work as a whole. However, data security, personnel management, and line management will be a challenge for the organization.

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