International Journal of Research Publication and Reviews

A Study on Role of Technology in HR Practices at Clove Technologies Pvt Ltd Hyderabad

Dr. Rekha N Patil[1], Amit[2]

[1]**Assistant Professor,**[2]**Student**
VTU RRC Kalaburagi, Karnataka, India

ABSTRACT

In the current business climate, "human resource management" has grown in significance as companies realize how crucial their workforce is to their success. A motivated and engaged workforce, increased productivity, and decreased turnover rates can all be attained with effective HRM strategies. Additionally, HRM is essential to establishing and preserving a positive workplace culture and guaranteeing adherence to labor laws and regulations. A strategic approach to managing people inside a company to meet its goals and objectives is known as "human resource management". It entails the efficient administration of a company's personnel, encompassing hiring, screening, development and training, performance evaluation, pay and benefits, and employee relations. The Technology Acceptance Model, created by Fred Davis, is a foundational paradigm for comprehending how people come to embrace and utilize new technology. According to TAM, perceived utility and ease of use are the main variables influencing the adoption of new technology. This can assist in explaining the adoption of new HR technology by HR professionals and staff, such as performance management tools, recruitment software, and HRIS (Human Resource Information Systems).

Keywords: HRM, Technology, HRIS, strategies

Introduction

"The role of technology" in HR practices has become increasingly crucial in today's fast- paced business landscape. "As organizations strive for greater" "efficiency and engagement", technology enables transformative changes across various HR functions, "including recruitment", 'onboarding', 'performance management', and employee development. Tools such as artificial intelligence and data analytics empower HR professionals to make informed decisions, streamline processes, and foster a more agile work environment. Furthermore, technology enhances communication and collaboration, allowing employees to take ownership of their learning and career paths. "This integration not only improves" operational efficiency but also aligns HR practices with broader organizational goals, positioning HR as a key strategic partner in navigating the complexities of modern workforce management.

Theory of Diffusion of Innovations This theory, put out by Everett Rogers, investigates the "how, why, and rate at which" new concepts and 'technologies' proliferate. It looks at the variables that affect adoption and divides adopters into several groups ('laggards', 'innovators', 'early adopters', 'early majority', and late majority). This theory can be applied to the analysis of how new HR technologies are "adopted by different groups" within an organization and how "they are spread throughout" the organization.

View Based on Resources (RBV) According to the firm's resource-based view, firms can obtain a competitive edge by utilizing their special resources and competencies. Technology can be viewed as a tool in HR practices that enhances decision-making, efficiency, and accuracy in HR procedures, therefore giving organizations a competitive edge. HR technology' contributions to organizational performance and strategic HR competencies can be emphasized by examining them via the RBV lens.

Theory of Sociotechnical Systems The link between social and technological elements of an organization is the main focus of this theory. It highlights the need for technology to be developed and applied with the technical system and the human social system in mind. This idea can be used to HR practices to ensure that technical advancements are in line with the social demands of the company by understanding how technology impacts employee interactions, corporate culture, and overall HR performance.

Theory of Human Capital According to the "Human Capital Theory", 'workers are a' type of capital that may be enhanced by experience, education, and training.

effective hiring, onboarding, and performance reviews. Understanding how technology supports the development and management of an organization's human capital is made easier by examining HR technologies through the lens of this idea.

The Framework of Technology, Organization, and Environment (TOE)

The TOE framework looks at how organizational, environmental, and technological settings affect how technology is adopted and used. This approach can be used to examine the ways in which various organizational characteristics—such as size, resources, and outside influences—affect the uptake and application of HR technologies.

Theory of Strategic Human Resource Management The goal of strategic human resource management, or SHRM, is to match the organization's strategic goals with its HR practices and policies. By offering data analytics, improving strategic decision-making, and supporting HR operations 'that are' in line with corporate objectives, technology 'plays a critical' role in enabling SHRM. The investigation of how HR technology aids strategic HR objectives can be aided by this notion.

Model of Job Characteristics (JCM) The Job features Model, created by Hackman and Oldham, focuses on how particular job features affect employee satisfaction and motivation. Technology can alter job responsibilities, automate jobs, and have an impact on job design, among other aspects of a profession. The effects of HR technology on performance, motivation, and work satisfaction can be seen by using JCM to analyze them.

LITERATURE REVIEW

1. **R.N. Chatterjee (1974)** talked about how economic development needs two different kinds of human resources: workers (skilled and 'semiskilled') "who work in" factories or other forms of employment, and entrepreneurs who coordinates and is accountable for every "economic activity that generates" income Through economic and technological progress, 'as well as' wealth increase, the opportunities for originality. The heavily automated and capital- intensive industries need superior talent pool to manage the complex.

2. **'Mridula Mishra' (2010)** talked about "state planning major" expressways and 'power in manner' in his articles. These projects must be allocated in a transparent manner and completed within the allotted time frame. An Moreover, an 'empowered' monitoring system may be implemented at the top level to Continually assess the development based on predetermined benchmarks.

3. **'Suhail S. Zidan' (2011)** talked on 'human resource' planning in his articles, emphasizing how employees take "ownership of their own" learning and growth 'as well as' the organizations   and their own careers. the organization's performance as determined by the needs assessment and the finding performance gaps in the workflow and at the individual level

4. **In his articles, Shyam Kartik Mishra (2013)** talked on how India's economy has grown, its demographics have changed, and living standards have increased. He also covered the socioeconomic aspects of India's economy and how they mismatch employers' needs. of skilled laborers and the abundance of laborers lacking the necessary skills to the Indian economy

5. **Naveed R. Khan (2013)** 'talked about' the similarities between "HR practices and HR outcomes", as well as how HR practices relate to job design, staffing, training development, performance reviews, and career planning. procedures and the HR results in the long-term process section of the HR procedures and HR results, as well as assess the influence of HR practices, HR activities are necessary evolved in terms of workers and organizational expansion's demographics.

6. **In his writings, 'Ripudaman Singh' (2013)** talked about the 'potential for' supporting these kinds of organizations in other domains in "order to create the infrastructure" required toimprove economic success. "They also talked about" this process their issue and come up with appropriate fixes. Ultimately, the initiative of the people can continue the development The government is willing to encourage people to travel about and For India's rural impoverished, this is the sole sign of hope for sustainable development.

7. **Hassan Danial Aslam (2013)** analyzes high-tech businesses, established businesses, and "innovative products" and services in his publications. The influence of 'human resource' "planning and analysis" was aided by the 'acquisition or forecasting' of future plans and strategies. of an employee's work performance. HRP is a company strategy and workforce success Planning is an ongoing, methodical activity. Planning for HR is acknowledged as a "source of development" accomplished / Reaching the business goal.

8. **Osman Abdullah (2014)** The author stated in his papers that "human resource planning" is employed in "the private and public sectors" today because it has an impact on "training and development". It has also changed the requirements process and provided new opportunities for Grading training is employed by the majority of organizations. Try to produce the kind of performance with the potential to increase revenue. HRP directs both financial and nonfinancial activities, and it assesses the "impact of training and development" initiatives on organizational workers' output.

9. **'VN. Shihabudheen' (2014)** talked about how our country's "great planners and leaders gave" higher education, how the growth rate reached full employment, how poverty waseradicated in India, how equality in income distribution was promoted, and how 'inclusive' "growth in the nation" of ours. This article's primary goal is to advocate for economic changes and long-term goals. both long- and short-term objectives, strategically import replacements licenses, and public control sector involved in business operations.

10. **RamezanJahanian (2014)** talked about human resource planning, categorizing the examination of future purposes, analyzing the amount and "quality of the business", forecasting the "supply and demand" for human resources, and "forecasting the human resource" requirements of the organization, and they were providing training 'to enhance' the abilities and familiarity with and capacity to compare to "current and future positions".

11. **"A.P. Pandey (2014)"** talked about how overcoming this infrastructure deficit is necessary to fulfill the aims of inclusive and high-level economic growth in his publications. Developing the infrastructure would also make investments more profitable. the Indian climate. In order to build health infrastructure, it is important to consistently review the Budgetary allocation, fiscal incentives, involvement of the private sector, and public private collaboration to guarantee the necessary infrastructure development.

12. **In his works, "Sharad Chandra Srivastava" (2014)** analyzes how economic 'progress has not' been balanced among regions, with some 'of the most' underdeveloped areas failing to see any notable growth and having the biggest percentage of illiterate people in the world fundamental social services Grassroots poverty is also extremely high, with significantly greater levels of Development of human resources is achievable even with the current economic framework.

13. **"Roop Narayana Chaudhary" (2014)** in "his articles the author" "discussed about the strategy" must be "based on principals which" ensure that public private partnership(PPP) are seen to be in the public interest in the sense of achieving additional supply at reasonable cost, PPP must serve to put private resources into public projects and not the other way round .however for inclusive growth to happen in a country "with the scale and size of India", private sector involvement is equally important.

14. **'B.P. Goel' (2014)** the author discusses the urban and rural market economies, focusing on their impact on employment. He notes that industrial development has not succeeded in generating adequate employment and income opportunities in the urban sector. The labor force in urban areas tends to be more skilled compared to that in rural areas. Effective human resource planning, including training and skill development, is essential to meet manpower needs and support organizational growth, ultimately contributing to economic development.

3. RESEARCH DESIGN'

"STATEMENT 'OF THE' PROBLEM":

Technology is developing at a quick pace, which has a big impact on HR practices and presents both benefits and challenges. Technology improves productivity, simplifies procedures, and permits data-driven decision-making in human resources, but it also brings with it concerns about data privacy, the intricacy of integration, and the requirement for employee adaption. The challenge is in "integrating new technology" with current systems seamlessly, managing organizational change, and enhancing HR operations while maintaining security.

3.1 NEED OF THE STUDY

- Efficiency and Automation: Simplifying Procedures: Through the use of technology, regular HR procedures like payroll, attendance, and benefits administration may be automated, saving time and effort.

- Enhanced Accuracy: Human error in data entry and processing is minimized by automated methods.

- Improved Resolving Disputes: Data-Driven Insights: HR professionals may make educated decisions by using technology to gather and analyze data about employee performance, happiness, and turnover..

- Recognizing the Effect on Efficiency: The way HR departments function has been completely transformed by technology. The study contributes to our understanding of how HR operations like as performance management, payroll, onboarding, and recruitment may be made more efficient through automation, artificial intelligence, and other technologies.

- Adapting to Future Workplaces: HR procedures change along with workplaces. The study can shed light on how technological advancements in virtual collaboration, employee engagement, and remote work are influencing the nature of work in the future.

- Improving Employee Experience: From self-service portals to individualized learning and development, technology is essential to enhancing the entire employee experience. Organizations can improve employee retention and happiness by being aware of this.

3.2 OBJECTIVES

- Analyze the "impact of technology" on recruitment processes at Clove Technologies. Evaluate "the effectiveness of HR" software in employee performance management. Investigate "the use of technology" in improving employee engagement and satisfaction. Explore "the role of technology in" streamlining HR administrative tasks.
- Identify challenges and opportunities in adopting new HR technologies at Clove Technologies.

3.3 SCOPE OF THE STUDY

Adoption and Implementation of Technology in HR Tools and Platforms: Examination of various HR technologies such as Human Resource Information Systems (HRIS), Applicant Tracking Systems (ATS), Learning Management Systems (LMS), and other software used in HR functions. Adoption Rate: Study of how widely these technologies are adopted across different industries, company sizes, and regions. Challenges: Identification of barriers to the adoption of HR technology, such as cost, complexity, and resistance to change**.**

3.4 "RESEARCH METHODOLOGY"

"The project is" a systematic presentation that includes the problem statement, developed theories, collected empirical data, information analysis, and suggestions The data's source: Employees' completed questionnaire

- **Sampling:** The act of choosing a portion of a larger population for research purposes is known as sampling. Creating a small, representative group from which generalizations about the population can be made is the aim. By using samples, researchers can draw conclusions and extrapolate results without having to look at the whole population
- **Sample Size:** A sample of one hundred employees of Clove Technology Pvt Ltd in Hyderabad was used to collect data
- **Sample characteristics:** The sample is made up of "information that was obtained directly" from primary sources, mostly through employee questionnaires.

HYPOTHESIS:

H0 There is 'no' Significant 'Difference in' the Level of Technology used in HR Practices

**H1** 'There is' a Significant 'Difference in' the Level of Technology used in HR Practices

3.5 LIMITATIONS:

- **Data security and privacy:** Issues are brought up by the growing volume of private and sensitive information that HR systems handle. These issues include potential privacy violations and data breaches. It "might be difficult to" ensure adherence to laws like the GDPR and secure data processing.
- **Dependency on Technology:** If systems malfunction or are not properly maintained, an excessive reliance on technology may cause problems. Disruptions in the HR procedures of organizations, ranging from hiring to payroll, may occur.
- **Bias in Algorithms:** If "AI and machine learning" 'technologies' 'are not properly' controlled, they might reinforce or even worsen prejudices that are already present in hiring and performance reviews. The objectivity of algorithms relies 'on the quality' of the training data and system architecture
- **Loss of Human Touch:** Although technology may automate a lot of HR tasks, it can also lessen the face-to-face communication that is sometimes essential in HR positions. For instance, automated systems could find it difficult to manage delicate interpersonal situations or offer the kind of sympathetic assistance that is required in some circumstances.
- **Cost and Complexity:** Especially for smaller businesses, implementing and maintaining cutting-edge HR systems may be expensive and time-consuming. This covers the price of the gear, software, and training needed to utilize them properly.
- **Opposition to Change:** New technologies may be "met with resistance from" "managers and staff", particularly if they are unfamiliar or seen as invasive. The effectiveness and adoption of innovative systems may be hampered by this opposition.
- **Data Integrity and Quality:** For technology to work well, it needs accurate and current data. Inaccurate reports, poor decision-making, and "inefficiencies can result from poor" data quality.

4. ANALYSIS' AND 'INTERPRETATION'

4.1. "Table showing that how" has the integration of technology influenced the efficiency of the recruitment process at Clove Technologies?

| Opinion	No ofrespondents	Percentage
No Impact	14	14
Slightly Improved	44	44
Moderately Improved	27	27
Significantly Improved	14	14
Transformed the ProcessEntirely	l	1
Total	**100**	**100**
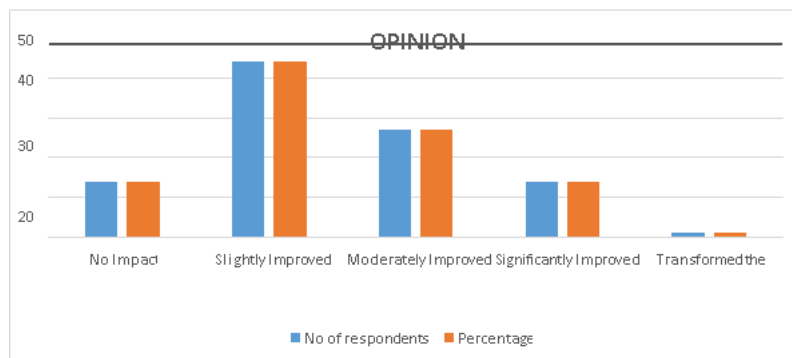
Interpretation:

In a survey evaluating a factor's influence on a process, 44% of participants said the process had improved little, while 27% saw a moderate improvement. A smaller subset of 14% of respondents said the component either had no effect at all or had greatly enhanced the procedure. Merely 1% thought it had completely changed the procedure. According to this distribution, only a small percentage of respondents reported a substantial or total transformation, even though the majority did acknowledge some improvement.

4.2 Table showing that the which of the "following technologies" "have been most" beneficial in improving the recruitment process at Clove Technologies?

Opinion	No of respondents	Percentage
Applicant Tracking Systems	27	27
AI-Based Screening Tools	33	33
Video Interview Platforms	28	28
Automated Email Responses	6	6
Social Media RecruitingTools	6	6
'Total'	**'100'**	**'100'**
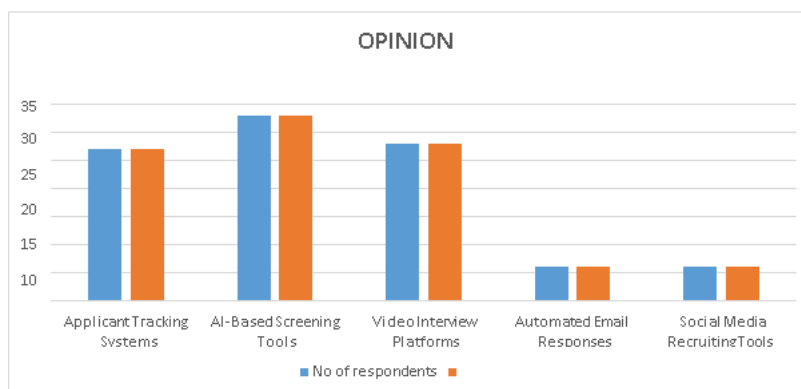
Interpretation:

The most often used recruiting technology was found to be AI-based screening tools, as reported by 33% of participants in a poll of 100 respondents on their use of various technologies. Not far behind, 28% of participants make use of video interviewing tools. 27 percent of respondents surveyed said they employed applicant tracking systems. With only 6% of the respondents using them, automated email responses and social media recruiting techniques were the least popular. This distribution shows a preference for cutting-edge, technologically advanced hiring practices, "with a particular focus" on artificial intelligence (AI) and video interviews.

5. SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 SUMMARY OF FINDINGS

i. A minority of respondents (1%) thought the modification completely changed the process, whilst the majority (44%) thought it just marginally improved it.

ii. With 33% of respondents choosing AI-Based Screening Tools, Applicant Tracking Systems came in second place with 27%. These two technologies were the most popular among recruiters.

iii. Just 3% of respondents thought the improvement totally changed the experience, while the majority of respondents said it was either little (33%) or moderately (32%) beneficial.

iv. The respondents' top concerns were primarily related to technical issues or glitches (33%), high implementation costs (23%), and lack of personal touch (22%).

v. Just 17% of respondents thought it was unlikely, compared to a sizable majority of 83% who thought it was likely.

vi. Only 15% of "respondents are extremely" "familiar with the topic", compared to 34% who are moderately familiar and another 34% who are neutral. Most respondents have varied degrees of familiarity with the topic.

vii. A majority of participants (46%) perceive the element to have a moderate influence on their beliefs, whilst a lesser proportion (11%) believe it has a great influence or has no influence at all (8%).

viii. Just 12% of respondents think the method is ineffective, compared to the majority who think it is effective (46%) or extremely effective (15%).

ix. Seventy-one percent of respondents think the impact is significantly favorable, and twent- nine percent think it is significantly bad.

x. While 21% of respondents think the conclusion is doubtful, the vast majority of respondents (79%) think it is likely.

xi. There is unanimity among respondents regarding the efficiency of the method, since all of them believe it to be effective.

xii. Only a tiny percentage of respondents reported experiencing the event infrequently (7%) or never (4%), while the majority reported experiencing it often (38%) or occasionally (31%).

xiii. The majority of respondents think the matter is handled either very well (24%) or well (42%); a smaller percentage think it is handled poorly (12%).

5.2 SUGGESTIONS

The significance of technology in revolutionizing HR processes has grown in Hyderabad, a rapidly developing technological hub. Companies 'in the area' are using cutting-edge

technologies to 'improve' and expedite a range of HR tasks thanks to a thriving tech ecosystem. While data-driven analytics are offering greater insights into employee performance and retention tactics, artificial intelligence (AI) is transforming recruitment by automating resume screening and early interviews. The efficiency of HR operations is increasing due to the enhanced accessibility and collaboration offered by cloud-based HR tools. Furthermore, the emergence of regional HR software businesses is spurring innovation by providing fresh resources for training, well-being, and employee engagement. Immersion training experiences are being provided through virtual reality (VR), and cybersecurity precautions are essential for safeguarding private HR information

6. CONCLUSION

To sum up, technology is radically changing Hyderabad's HR procedures and resulting in major improvements and efficiencies. By enabling more individualized and responsive practices, the integration of AI, data analytics, and cloud-based platforms is improving the whole

employee experience in addition to easing HR operations. Hyderabad is a leader in HR technology, as seen by the innovative work being done by both established businesses and local entrepreneurs. Examples of this work include enhanced employee engagement systems and virtual reality training. But as "these technologies develop" 'further', "businesses will face new" obstacles including cybersecurity and the requirement for constant change in order to remain

competitive. In order to be competitive and create a more dynamic, effective, and engaging work environment, Hyderabadi enterprises will need to carefully and strategically embrace this technology innovation.

7. BIBLOGRAPHY

   a) Websites

   ❖   **WWW.Clovtech.com**

   ❖   **WWW.Clovetechmology.com**

   ❖   **WWW.Moneycontrol.com**