

# Hrm as a strategic partner

Business



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HRM directly addresses the business related issues or functions. Strategy is normally a long term plan that shows the path to achieve the stated goals and objectives.

HRM is the key to ensure the existence of the organization in this challenging business world. HRM is a separate department which manages the entire work force of an organization. This report has been completed based on the SHRM practices and factors influenced personnel management to transform towards a Strategic partner.

Real world examples are used to illustrate the importance of SHRM as a strategic partner. Maximum information is used to complete these tasks.

Internet, HRM reports, journals, Books, and newspapers are the sources of information used in the project. The word Personnel Management is popular with different names such as Labor management, Staff management, and Industrial management and in modern times is Human Resources Management. Personnel management was focused on employment contracts, disciplinary issues and compensation.

Personnel management can include administrative tasks that are both traditional and routine. It can be described as reactive, providing a response to demands and concerns as they are presented. Personnel management is often considered an independent function of an organization.

(Page West & Bernhardt, 2009) \* The welfare aspect – This is concerned with the working conditions and basic amenities such as housing, schooling, hospitality, sanitary, canteen, creches, handling personnel problems and he

recreational facilities. The labor or personnel aspect – This is concerned with recruitment, placement of employees, remuneration, training and development, promotions, incentives, measuring productivity and individual performance. \* The industrial relation aspect – This is concerned with trade union, negotiations settlement of industrial disputes, Joint consultation and collective bargaining Personnel management can include administrative tasks that are both traditional and routine. 2. 1.

Functions of Personal management Personnel management is different from HRM. Personnel means persons employed. Hence, personnel Management views the man as economic man who works for money or salary. Human resources management treats the people as human beings having economic, social and psychological needs. Thus HRM is broader in scope compared to personnel management.

2. 2 Transform of personnel management to Human resource Management Human resource management has changed in name various times throughout history. The throughout history.

The beginning of Personnel management can be traced to the distress about utilization of people functioning in factories and was set up through law of the land in most of the countries to deal with issues pertaining to grievances and welfare of the workmen. As the dynamics in relationships linking trade unions and management distorted the personnel management tasks grew away from welfare to other areas such as guaranteeing harmonious industrial relations and valuable personnel administration. During this period

the prominence was on planning and observing conformance to rules and procedures.

Page West & Bernhardt, 2009) Social, economic, and technological events also strongly influence HRM practices. These events include: An expanding cultural diversity at the work-place, The merging of work and family issues, The growing use of part-time and temporary employees, An increased emphasis on quality and team-work, The occurrence of mergers and takeovers, The occurrence of downsizing and layoffs, The rapid advancement of technology, An emphasis on continuous quality improvement and A high rate of workforce illiteracy.

These events influence HRM practices in numerous ways. For example: \* Some firms are attempting to accommodate the needs of families by offering benefit options like maternity leave, child care, flextime, and Job sharing. \* Some firms are attempting to accommodate the needs of older workers through skill upgrading and training designed to facilitate the acceptance of new techniques. \* Some firms are educating their employees in basic reading, writing, and mathematical skills so that they can keep up with rapidly advancing technologies.

2. 2. Change in competitive environment The last three decades saw, the changes in the competitive environment brought concerning by rising competition, which resulted in accessibility of wide option for clients and that in turn, gave a new aspect to marketplace, customers' preference, which in result forces companies to constantly innovate and provide the kind of value to customer that competition cannot match. The global business environment

today is a multi-cultural one. While general business considerations are essentially the same the world over, business styles differ greatly from country to country.

The global style of business is mixed with the multi cultural people.

Organizations employees, executives, salespeople, technicians to negotiate or make contracts with little or no understanding of the cultural differences in the ways people communicate and do business with each other. Due to this HRM has to be more dynamic in terms of recruiting, training and developing the employees to assure that they can function effectively anywhere around the world. (Millmore, M, ; M, 2009) (2003 Southwestern College Publishing. ) Technology is forcing firms to become more competitive.