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Evolution of E-business with E-Human Resource Management

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ABSTRACT

Electronic commerce technologies are changing the way that works tasks are conducted and thus has significant implications for the way organizations manage their human resource functions. Although the impact of IT on work and employment has been the subject of research, little attention has been paid to electronic commerce and its effect on work organization and HR management. Currently, concepts such as e-business or e-commerce have found their place and applicability inside the global economy with ease, knowing it promoted models exhibiting an accelerated rate of development, well above the usual average growth rate of the traditional economy. Business markets are becoming smaller day by day because of increasing globalization and market competition. For this reason, organizations are adopting internet human resource based systems called the "Electronic Human Resource Management (E-HRM)". E-HRM involves the adoption and use of web-based technologies with an aim of providing Human Resource Management (HRM) services for employees within the organization. The line managers conduct and arrange the evaluation and development; using desktop computers in the EHRM system, training, and planning, assess labor cost evaluation, and examination of indicators for each absenteeism and turnover among employees. e-HRM systems are supported by dedicated software that is mainly produced or supplied by a private supplier separated from the owners' organization. Therefore, e-HRM can be defined as the planning, application and implementation of information technology that is important for networking as well as supporting collective actors who must be more than two individuals to perform shared human resource activities. Employees can gain access to information through the typical use of the internet or channels of web technology. This, in turn, leads to managers and employees empowerment with an aim of increasing their efficiency in performing certain functions of HR and this also relieves some of the burdens on the HR department most of the tasks hence allowing employees to focus more on the strategic elements and less on the operational elements.

Keywords— E-Commerce, HR workplace Management

1. INTRODUCTION

HR in e-commerce is a challenging portfolio because of the sheer diversity in the organization. By virtue of its novelty and entrepreneurial experience, e-commerce start-ups are attracting diverse talent from traditional industries. This talent may or may not be in the high-awareness zone in terms of what they are getting into. This is precisely what makes it essential for an HR professional in e-commerce to have a strong understanding of various industries, their talent landscapes and how they map to the e-commerce ecosystem.

The purpose of this article is to highlight some of the characteristics of electronic commerce, the global implementation stage, reviewing in the process the main steps taken in this area up to the present and last but not least, to identify possible development trends for the future by human resource management at marketplace/workplace.

Internet and e-commerce had followed, inevitably, a similar road since these concepts cannot be mutually excluded one from the other one. Innovations in the field of Internet technologies have had instant repercussions in the online business world. Since most such companies are start-ups, it is difficult to draw in suitable talent and manage its diversity. A recruitment officer, says that since jobs in start-ups are no longer restricted from 9 am to 5 pm, the scope of work for an HR professional in keeping employees satisfied and motivated is "vast". Within start-ups, we are working round-the-clock. This makes it important for HRs to create, it may sound, an environment that feels like home. Apart from this, regularly incentivizing and recognizing good work and boosting morale at work in non-monetary ways by rewards and recognition have become essential.

Digital agility, flexibility in adapting to change coupled with a futuristic vision are presenting themselves as vitally necessary skills, not only for professionals but also, for academicians. The difficulties that academic studies face due to the dynamic and quickly exhaustive nature of e-business topics are not new the research world. Some obstacles to high-quality e-commerce research are still valid today like the rapid change characterizing the distortion of terminology and data.

Experts speak on the attributes an HR professional must have to be successful in the fast-paced e-commerce environment. Being a human resource professional in India's high-pressure e-commerce industry can be tricky.

The HR professional should have ability and experience for active participation in business decisions to do well in e-commerce. The person should also have the ability to look at the larger picture and strive for continual improvisation and optimization of human resources in all processes.

Seven important Human Resource traits for e-commerce industry:

1. Team player with an ability to create the feeling of 'one team, one goal'.
2. Strong understanding of different industries, their talent landscapes and how to map them to the e-commerce ecosystem.
3. Ability and experience for active participation in business decisions.
4. Ability to do the right communication with the right people at the right time in the right manner.
5. Continual improvisation and optimization at all times in all processes.
6. Adaptability and ability to mould as per evolving business situations.
7. Ability to look at the larger picture

2. LITERATURE REVIEW

From 1990 onwards, methods of doing business have been tremendously changed with the innovations, fast development of ICT ((information communication technology) which offers a powerful mechanism for promoting social and economic growth. Several recent studies have explained the remarkable success in using ICTs to help communities and to create new opportunities in developing countries. The large portion of the articles in this area is related to E-commerce and m-commerce theory and research, especially the study of E-commerce and M-commerce behavioural issues, Development; Cultural differences on adoption; E-banking and Mobile banking and payments issues; E-commerce and m-commerce overview, context, and usage. Miu li., identified that technology foundation, user satisfaction, management of Information, EC security, and potential technology investment tended to have the most significant impact on EC development, Inma et. al evaluated the contribution of the size of the potential market represented by the community of Internet users to the development of electronic commerce, Cipriano et.al suggested that e-buying process has a positive influence on firm efficiency, Prashant P. developed a model that went beyond intention and included key relational concepts (satisfaction, value, loyalty, etc.), trust and its components are a major part of this model, which was based on strong theoretical foundations. Ali Akbar proposed a practical model of e-commerce for rural areas of Iran Very few articles are available on E-commerce in India. [Shweta et. al. revealed that low cost of the PC and the growing use of the Internet are the main growth indicators for E-commerce in India ; Sridhar et. al. many firms in India still have not realized the potential benefits of EC ; Pradip Thomas explored variables that impact on the larger context of ICTs in development in India. Felicitta et. al. concluded that M-commerce business model serves as drivers of the growing market demand; Khawar et. al proposed an initial enterprise architecture framework for mobile commerce that which provides practitioners and researchers with a platform for considering the development of m-commerce systems; Yiming et.al investigated the relationships among personal innovativeness, perceived usefulness, perceived ease of use, perceived behavior control, subjective norm, perceived risk and initial intention to adopt M-commerce; She-I Chang identify the top critical successful factors like Technology and Task aspects and important factors for m-commerce adoption as the support capabilities of the IT vendor, senior management support, and capabilities of the project team of mobile commerce (m-commerce) adoption to develop a model based on this; Qingfei et.al. Concluded that usability is a key factor to mobile commerce adoption in China and to increase mobile commerce adoption in China.

From the study of earlier researcher work, authors found that Developing countries like India failed to follow the advantages of E-commerce and E-commerce is an important indicator of growth for human resources also. The productivity which is measured as output divided by input is likely to be higher than e-firms than non e-firms and m-commerce is an extension of E-commerce will make a large positive contribution to overall productivity as it continues to expand in size relative to rest of marketplace.

3. ELECTRONIC HUMAN RESOURCES MANAGEMENT (E-HRM)

The challenges facing human resource management are deep and comprehensive to the extent that the profession is threatened itself. Some believe it is out of date and have no place in the future without changing and accommodating the challenges facing organizations in general. In this sense when we talk about (e-HRM), it means that there is an information system to manage human resources HRMIS, to differentiate between the two concepts. Human resources information systems appeared like other systems because of the computer technology revolution in the seventies and eighties of the last century. Other systems like-accounting and inventory management and financial systems, and helped the development of databases on the availability and the evolution of these systems dramatically in that time.

Human resources information systems as common elements that include collection, analysis, storage and retrieval of information on the human resources to support employment, control, measure, improve performance, and planning decisions of the management group. Any system that would help the organization in the query, storage, analysis, retrieval and distribution of information on human resources management.

The main difference between (e-HRM) and HRMIS that the human resources information systems are oriented toward human resources management service itself, users of HRMIS systems are mostly working in the human resources management in order to develop the services provided to the organization

While in the (e-HRM), the target group is working outside the human resources management, whether they are managers or employees, so that all employees in the organization offer human resources services via the intranet or the Internet for use.

HRMIS remains a key factor in the preparation and implementation of the strategic plan of the organization, and so by relying heavily on fine data, the speed, and accessibility of information to decision-makers.

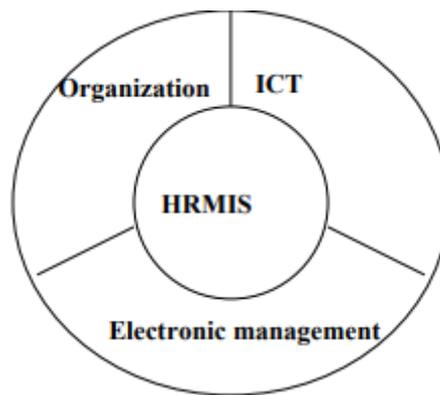


Fig. 1: The relationship HRMIS Organization

The functions of human resource management have not changed within the concept (e-HRM), but the methods and techniques used have changed in those functions. It became dependent mainly on ICT, as well as changing the role of individuals in the organization, where they became involved in functions such management more effectively than previously. The evolution of technology and the evolution of a strong labor analysis on the function of human resources management to science that can make decisions. Its impact can be measured by the results of the work of the organizations, not only large ones but the small ones too. In a study, it was found that the competitive advantage of human resource management factors consists of:

- Human resource management technology.
- Strategic contribution to the management of human resources.
- Personal reliability.
- Good conductivity.
- Knowledge.

The integration of technology with the Human Resources Management is working to increase the efficiency of HRM processes, increase employee interaction and communication processes, in addition to changing the work and the skills required procedures for both the human resources department or to all members of the organization.

Human resources professionals should raise the level of technological knowledge, handle the language of modern technology-oriented business organizations, and develop their knowledge and skills to increase coordination and organization with other management in the organization. This does not mean neglecting the human element in this process, the aim of which is to increase the interaction with the contemporary changes, increase the efficiency and reduce costs. This is cannot accomplish without the human element, where the human element remains the focus of attention in the organization but added updates to help him keep pace with changes in the business environment.

4. THE OBJECTIVES OF ELECTRONIC HUMAN RESOURCES MANAGEMENT (E-HRM)

The objectives (e-HRM) is stemmed from its integration with the objectives of e-management, and keep pace with changes in the business environment, where (Lepak and Snell) selected those goals to increase focus on strategic issues, increase the flexibility of procedures and practices, increase the efficiency of human resource management, reduce costs. Human resource management is geared towards serving management and staff in the organization.

The change of power and the factors affecting the organizations and issues of globalization. The changed outlook from the safe position to the safety profession, the raise of higher education rates in the world, and the change of quality of the required labour force, all these were among the most important reasons directed organizations toward (e-HRM), to achieve the following key objectives:

- Improve the strategic direction of human resources.
- Reducing labour costs and administrative expenses.
- Gains of human resources.
- Facilitate the performance of the functions of HR management.
- Raise the performance and productivity of the organization.
- Development and improvement of labour relations and employees satisfaction.
- Better support for management across the company.
- Provide greater opportunities for participation and training.
- Improve the company's image.

There has become a growing belief in recent years that the organization can have a competitive advantage that distinguishes them from others through the development of its human resources and it this happens in several ways:

- Implementing the training faster and apply the skills acquired effectively.
- The acquisition of distinct capabilities that distinguish them from others.
- Improve relations between different functional sectors within the organization.

- Improve the services provided to customers.
- Flexibility and better response to market changes.

Thus, ICT offers a variety of means by which human resources and its special services are managed and developed.

5. E-BUSINESS AND HR MANAGEMENT

The Internet technologies (World Wide Web, intranet, extranet, etc.) and the knowledge on how to implement them in the business area is the starting point for the concept underlying the symbiosis between technology and business, bearing the name of e-business. To be more specific, what is the definition of e-business? According to IBM, which has defined this concept in 1997, "e-business can be the key in transforming business processes using Internet technologies."

In this fast-moving generation, the world of technology has really improved our lives a lot. With the help of the internet, everything is available on your fingertips. You do not have to even step out of your house and the desired products are available in front of you. It is just a few clicks away from you.

6. ELEMENTS OF E-HUMAN RESOURCE FOR E-BUSINESS

E-HRM is the (planning, implementation and) application of information technology for both networking and supporting at least two individual or collective actors in their shared performing of HR activities.

E-recruitment, also known as online recruitment, is the practice of using technology and in particular Web-based resources for tasks involved with finding, attracting, assessing, interviewing and hiring new personnel.

The purpose of e-recruitment is to make the processes involved more efficient and effective, as well as less expensive. Online recruitment can reach a larger pool of potential employees and facilitate the selection process to serve best in digital India through E-Business.

E-commerce is the buying and selling of goods and services on the internet, by means of a website, through the shopping cart and allows payments through cards or e-banking. It is a frontier for doing global business, which offers multiple benefits to increase the productivity of the business organization in many ways like starting a business process when a request comes from a customer and it uses just-in-time manufacturing way, easily reaching to a fast-growing online community, providing unlimited shelf place for products and services, merging the global geographical and time zone boundaries and helping to reach national and global markets at low operating costs by digitization of information, improves the brand image, simplify the business processes and make them faster and efficient. It helps the government to deliver public services like health care, education, social services at reduced cost and in an improved way and for consumers it provides more options to compare, review and select the cheaper and better product or services. For the society has enabled access to services and products to rural areas as well which are otherwise not available to them, Customers need not travel to shop a product thus less traffic on the road and low air pollution.

The online promotion of an organization as a desirable place to work, through the corporate website or other venues, is one element of e-recruitment. E-recruitment software and systems are available as standalone applications, product suites and services. A recruitment management system is an integrated product suite or portal that streamlines and automates the processes involved who is directly focused on E-Business during recruitment process as per guidelines of RBI directives.

E-Selection: The process of interviewing and evaluating candidates for a job and selecting an individual for employment based on certain criteria. Employee selection can range from a very simple process to a very complicated process depending on the firm hiring and the position. Certain employment laws such as anti-discrimination laws must be obeyed during employee selection. This is a similar process of E-Business because to buy or sell any products we follow a well-defined procedure to get the product with additional benefits of payment facilities like cash on order etc.

E-Learning: In the early days it received a bad press, as many people thought bringing computers into the classroom would remove that human element that some learners need, but as time has progressed technology has developed, and now we embrace smartphones and tablets in the classroom and office, as well as using a wealth of interactive designs that makes distance learning not only engaging for the users but valuable as a lesson delivery medium.

E-Learning is electronic learning, and typically this means using a computer to deliver the part, or all of a course whether it's in a school, part of your mandatory business training or a full distance learning course.

Building partnerships with quality training providers, and combining this with a dedicated experienced technical team and support staff, Virtual College provides the perfect blended learning environment, offering anyone the chance to take their online training to the next level.

E-Training: Sloman's definition goes on to say, training lies within the domain of the organization: it's an intervention designed to produce behaviours from individuals that have positive organizational results. He then defines learning as the physical and mental process involved in changing one's normal behaviour patterns and habits. "Learning", he claims, is distinct from training as it lies within the domain of the individual.

E-Performance Appraisal: E Performance is a functional, practical and effective performance appraisal system. It guides managers through the entire performance appraisal process, maintaining records and timelines. E Performance ensures both

managers and staff take maximum benefit from a highly efficient and productive performance appraisal process. Similarly the same products available on different online site and as per review we select a product for buying/selling.

E-Compensation: The e-Compensation systems are those software packages which are bought or developed by companies and are accessible through the company's intranet or over the internet which all the employees would be able to reach it through browsers from anywhere (in case of the internet). They primarily contribute the effectiveness and efficiency in three ways: Easy Accessibility to the information without any requirement like a special IT infrastructure or knowledge Round-the-clock availability of the meaningful compensation information in detail for employees, managers and HR professionals (for decision support) according to their credentials in an interactive way Streamlining the cumbersome bureaucratic tasks through the introduction of workflow functionality and real-time information processing in a cost-effective manner.

E-HRMS Goals: E-HRM is seen as offering the potential to improve services to HR department clients (both employees and management), improve efficiency and cost-effectiveness within the HR department, and allow HR to become a strategic partner in achieving organizational goals.

The recruiting aspect there are a number of websites for recruiting of employees in companies some of the popular and important websites in INDIA are listed below they are

1. naukri.com
2. jobsahead.com
3. monsterindia.com
4. careerindia.com
5. placementindia.com
6. jobsearch.rediff.com
7. bestjobsindia.in
8. jobzing.com
9. cybermediadice.com
10. Careerjet.co.in
11. Indeed.com
12. Shine.com

7. SCOPE OF STUDY

E-commerce industry definitely has a lot of scope as compared to other sectors in India where the rising importance of HR and systems can be seen. We can see mostly youth brigade following the e-commerce startups as it offers them the good pay and lifestyle desired, but getting the right talent remains the challenge, even in the e-commerce startups. We can choose to automate HR solutions to deal tactically with this. The business world changes rapidly new technology is introduced, employees come and go, and the finances of the company fluctuate. HR's role in helping to stabilize the company for change cannot be understated. Planning for change means helping employees understand their roles in the larger picture of the company. It is about building bridges between departments and managers and getting people to talk about "what-if" situations. HR takes this information and develops a management plan for disasters, for changes in workflow and for reassuring employees in times of crises or frightening change.

8. CONCLUSION

HRM is a web-based tool to automate and support HR processes. The implementation of e-HRM is an opportunity to delegate the data entry to the employee. e- HRM facilitates the usages of the HR marketplace and offers more self-service to the employees. e-HRM (Electronic Human Resource Management) is an advanced business solution which provides a complete online support in the management of all processes, activities, data and information required to manage human resources in a modern company.

It is an efficient, reliable, and easy – to use the tool, accessible to a broad group of different users. With the various advantages and little disadvantages, it can be recommended that all the organizations use E-HRM technology that promises to provide a useful, efficient and increased performance through this e-HRM technology in spite of all barriers it has to face. E HRM is a way of implementing HR strategies, policies, and practices in organizations through a conscious and directed support of and/or with the full use of web-technology-based channels. It covers all aspects of human resource management like personnel administration, education and training, career development, corporate organization, job descriptions, hiring process, employee's personal pages, and annual interviews with employees.

Therefore, e-HRM is a way of doing HRM. Indian e-commerce and online shopping together plays a significant instrument in making comprehensive growth and will definitely witness greater changes in the coming years. It is contributing to the economy in a significant manner and has gained its popularity due to the fast development in the area of information technology. Owing to the increasing internet population, it has become easier and simpler in dealing with the competitive market for better deals on product. However, along with development and changes in e-commerce, there are also security and privacy concerns among the customers. Hence, researchers in this field will need to study more on the security and critical issues relate to e-commerce.

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