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The Importance of HR Analytic

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ABSTRACT: In today's world, we all are aware that anybody who is fresher or old experienced and whoever wants to get job in any organization has to go through certain procedure. That is, he/she has to send their resume, to the relevant HR department. After that they will get a call or appointment, if they crack the interview.
Therefore, all these processes of receiving resume, conducting interview, giving appointment and so on are being done by HR (Human Resource Department) of the organization. The whole process has to conduct in a very precise manner.
In the earlier days, the demand for Human ResourceAnalytic at the work place has never been so high as in today's era. It is so because everyone recognizes that talented employees will be critical in realizing the objectives of the organization. Measurement of human resources activities which were once unheard of has become very much common today. It will not be a surprise that organization will be increasingly using Human Resource data and applying analytic. Sant (2018) has considered that through Human Resourceanalytic, data related to human resources will be subjected to advance technique of data mining business analytic. Human Resourceanalytic integrates critical data associated with the functional activities of Human Resource from the spectrum of the organization. It transfers bundles of date into practicable and implementable insights. Human Resourceanalytics offer organization the one comprehensive and evidence- based assessment of its human resources policies and employee effectiveness.
KEYWORDS: HUMAN RESOURCE(HR), ANALYTIC, EMPLOYEE, ORGANISATION, DATA MINING, POLICIES.

I. INTRODUCTION

In this 21st century, the market globally has become highly competitive with all round growing innovation with new technology.
It is very much clear that, those organization which are capable of adapting themselves to the everchanging environment can only survive in this scenario. Today the organization have felt that the unique strength of an organization lies in the quality of its human resources, which determines the full organizational effectiveness. The human resourcesexecute strategies that benefit the organization. Their role has become very much significant today.
Human resources and line management are facing day to day challenges due to the dynamics of globalization. They are compelled to design and implement suitable human resources policies to keep check and balances while attracting and retaining highly competent talent. In this process human resources have become a strategic asset.
Hence organization need to focus on adequately compensating the workforce and achieve their abilities for having the highest level of productivity for the organizations.
It is not to be surprise that organization are increasingly using human resources, data and applying analytic. Sant(2020) has considered that through human resources analytic, data related to human resources is subjected to advance technique of data mining and business analytic. Human resources analytic integrate critical data associated with the functional activities of Human Resource from across the spectrum of the enterprise. It transforms bundles of data into practicable and implementable insights.Human Resource analytics offers organization the comprehensive and evidence-based assessmentof its human resources policies and employee effectiveness. Several tools an d technique/ technologies are applied in the Human Resource analytics, from mere descriptive figure of Human Resource to an advance level of futuristic prediction.
One of the studied carried out by Bhattacharya in 2022, has also revealed that 14 per cent of the jobs under the Human Resource function in India are analytics based. A significantly high number of Human Resource function is considered to be crucial to handle the strategic issues of the organizations.
India is geared to turn into a global economic super power shortly. With the rise in industries services and technologies, there is a more significant shift in technology adoption that could tackle strategic issues.

II. OBJECTIVES

1-Importance of HR in an Organization.
2-Understanding the Employee in an analytical way.

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III. LITERATURE REVIEW

HR professional's Analytical Competencies-
A Review

Using of any sort technology, it demands certain competencies. So even for the HR professional's need to have certain "Analytical Competencies". Hence the literature pertaining to analytical competencies of HR professionals is reviewed first. Competencies depicts the readiness of an individuals to take up task and perform such task.

According to Richard E. Boyatzis, a job competency is an underlying characteristic of an employee, such as motive, trait, skills, aspects of one's self -image social role or a body of knowledge, which result in superior performance". (Boytzis1982)

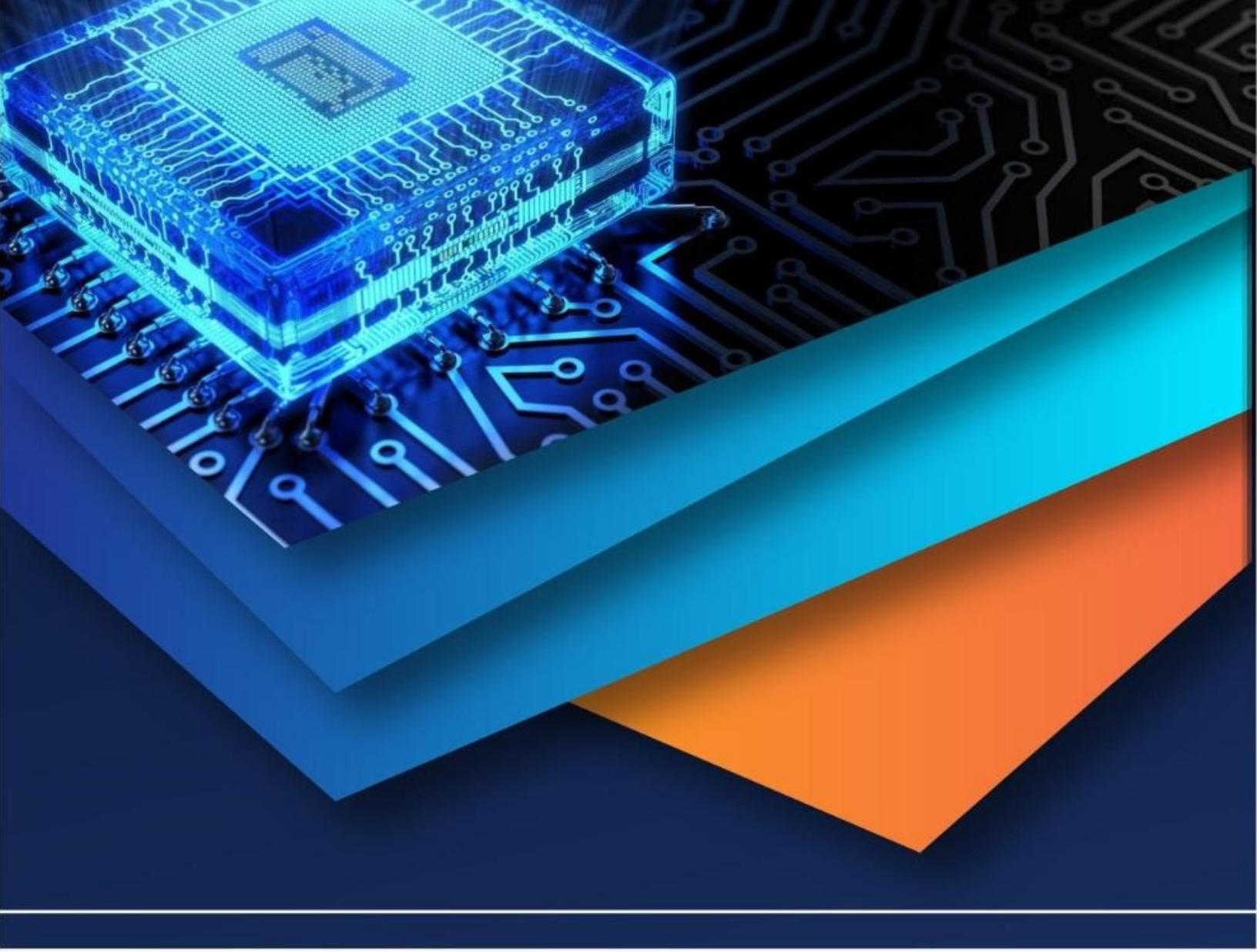
A similar opinion is conceptualize competency is given by Ulrich el at, " Competency refer to an individuals' demonstrated knowledge , skill, or abilities" (Ulrich el at 1995). Another simpler way to define competencies is "work related personal attribute; knowledge skills and values that individuals draw upon to do their work well." (Robert 1997).

IV. CONCLUSION

At last we can conclude by saying that the objective of the study is to examine the competencies of Human Resource professionals, their levels of adoption and extent of application of Human Resource analytics. The adoption and application of the identified Human Resource analytical tools is measured using the Unified Theory of Acceptance and Use of Technology (UTAUT) model.Further, the study results indicate that, the adoption of Human Resource analytics is significantly different by age, total work experience, training offered, and number of training programs attended outside the organization by the Human Resource professionals. The study results, have shown that the application of Human Resource analytics among Human Resource professionals are not significantly different by industry. However, the application of Human Resource analytics is significantly different by the size of the organization, having good explanatory power, as all the required statistical parameters were satisfied. Analytical competencies were not mediating the relationship between social influence and application of Human Resource analytics, but were found to be positively mediating the effect between other independent variables and application of Human Resource analytics. Adoption of Human Resource analytics was not mediating the relationship between effort expectancy and application of Human Resource analytics but was found to be positively mediating the effect between other independent variables and application of Human Resource analytics. The present research theoretically contributes to the assessment of analytical competencies. The study has shown significant role of those analytical competencies in shaping the use behavior (application) of Human Resource professionals towards Human Resource analytics. The research contributes to the assessment of the application of use behavior in technology adoption in general and application of Human Resource analytics in particular.

The study results highlighted that training offered within the organization lacks significance. External experts and certification bodies are to be involved in training Human Resource professionals. Despite availability of advanced statistical software, many organizations are relying on traditional spreadsheet packages for Human Resource decision making. By popularizing the usage of statistical software like SPSS, SAS, and R high precision analytics reports can be generated, which will enhance the decision-making outcomes with higher certainty. Insights drawn from the present study pave way for carrying out further research in the domain of Human Resource analytics and technology adoption. Further, the study results indicate that the adoption of Human Resource analytics is significantly different by age, total work experience, training offered, and number of training programs attended outside the organization by the Human Resource professionals. The study results have shown that the application of Human Resource analytics among Human Resource professionals are not significantly different by industry. However, the application of Human Resource analytics is significantly different by the size of the organization. having good explanatory power, as all the required statistical parameters were satisfied. Analytical competencies were not mediating the relation between social influence and application of Human Resource analytics but were found to be positively mediating the effect between other independent variables and application of Human Resource analytics. Adoption of Human Resource analytics was not mediating the relation between effort expectancy and application of HR analytics but was found to be positively mediating the effect between other independent variables and application of Human Resource analytics.

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