A STUDY ON ADOPTION AND APPLICATION OF HR ANALYTICS AMONG HR PROFESSIONALS TOWARDS CLOTHING SPECIAL REFERENCE TO ESSA GARMENTS, TIRUPUR

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ABSTRACT

The main purpose of the research paper is to determine the effects of performance appraisal on employee performance in ESSA GARMENTS concerning Tirupur.

The result obtained from the study will generate insight that will enable the organization to identify and develop guidelinesthat will enhance effective employee appraisal that will improve employee performance. Thecollection of the data in this research is primary data with well-structured questionnaires.

The sample size of the questionnaire is 150 respondents with simple random sampling techniques and collected data have calculated and analyzed through statical tools like simple percentage analysis, and chi-square, Findings of the study is that research have found that, there is a significant influence of Age, educational qualification, and experience on Appraisal system and appraisal methods at 0.01 and 0.05 level.

keywords: Performance, Appraisal, Guidelines, Questionnaire, Simple random sampling, Sample Size.

1. INTRODUCTION

Human resources are not an exception to the global digital transformation that is occurring in all business functions in firms. The digitalization of HR includes the use of HR analytics, a software application that collects metrics-based, real-time insights for improved decision-making.

The application of HR analytics has allowed employers to enhance employee abilities, boost retention, and obtain a competitive edge. HR analytics is a process that combines quantitative and qualitative personnel data and evaluates it using statistical tools and methodologies to produce actionable insights for future decision-making. HR analytics is an experimental methodology that provides valid and dependable human capital results impact effectively and efficiently by utilizing tools and methods based on HR metrics.

By generating new insights from preexisting ones, HR analytics is a data-driven framework that analyses and interprets the connection between workforce issues and employees' performance.

HUMAN RESOURCE ANALYTICS TYPES

Descriptive: Describes the "What" of human resources. It analyses the historical data and interprets the findings. Dashboards and key performance indicators are included to help explain the data.

Diagnostic: It says what the HR data's "Why" is. It provides an in-depth examination of descriptive data.

Predictive: It clarifies "What will" happen with HR data. It forecasts outcomes through statistical modelling. It explains the future trend.

Prescriptive: It offers guidance on interpreting HR data and producing conclusions supported by facts. It makes use of optimization and simulation methods.

STATEMENT OF THE PROBLEM

The goal of this research is to shed light on the reasons why a greater number of HR professionals are not utilizing HRA to enhance organizational performance and secure and preserve a competitive edge. Is there anything that could prevent HR professionals from implementing HRA? Practitioner research highlights the inadequacies in HR practitioners' application of analytics and metrics. The body of existing research also indicates that executives in many firms continue to see human resources as a "cost centre" that focuses mostly on soft skills. Executives may think HR specialists lack perspective and a bottom-line mentality since they only analyse what has already happened.

2. OBJECTIVES OF THE STUDY

- To study the impact of the adoption and application of HR Analytics among HR professionals in organizations.
- To identify the kinds of human resource analytics, describe the strategy for HR Analytics.
- To find out the most standard features of HR Analytics.

SCOPE OF THE STUDY

HR analytics, also referred to as people analytics, workforce analytics, or talent analytics,involves gathering together, analyzing, and reporting HR data. It enables the organization to measure the impact of a range of HR metrics on overall business performance and make decisionsbased on data. HR analytics does not collect data about how your employees are performing at work, instead, its sole aim is to provide better insight into each of the human resource processes, gathering related data and then using this data to make informed decisions on how to improve these processes.

LIMITATIONS OF THE STUDY

This researchshows only the theoretical concept of HR analytics and no practical understanding has been done to understand the opportunities and challenges of using and implementing it.

3. REVIEW OF LITERATURE

(Bharadwaj et al., 2023) Fully transferring the concept to HR implies not merely aligning digitaltechnologies to pre-formulated HR strategies but formulating and executing HR strategies that are directly based on the potential for digitization to create value for an organization. Inconcretizing this notion, it makes sense to transfer the concept of digital business strategy to HRwhereby a digital HR strategy can be defined as an HR strategy formulated and executed by exploiting digitization potentials to create value for an organization.

(Marler and Fisher, 2022) However, the frequency and success of such attempts appear tobe rather limited at present Thus, regarding a comparable counterpart in HR, exploitation for operational purposes has been realized while exploitation for strategic purposes has not yet been fully realized. Despite this "hybrid" situation, the digitalization concept can be transferred to HR. Third, the exploitation of digitization potentials for strategic purposes is particularly relevant to the digital transformation concept.

(Burbach, 2022) Starting with the digitization concept, in HR there are also technical processesof converting analogue information into digital information for processing purposes. A simple example refers to scanning paper-based application credentials of applicants. Thus, there is a comparable counterpart in HR, and the general digitization concept can be transferred. Second, regarding the digitalization concept, also in HR, the potential for technical digitization is exploited to achieve operational and limited strategic goals. Digitization potentials are especiallyexploited for a broad range of operational purposes from payroll processing to course administration. There have also been attempts to exploit digitization potentials for strategic purposes—mainly by aligning digital technologies with functional HR strategies.

4. RESEARCH METHODOLOGY

Research methodology is the systematic way to solve the research problem. It gives an idea about various steps systematically adopted by the researcher to determine various manners.

RESEARCH DESIGN

A research design is considered the framework or plan for a study that guides aswell as helps the data collection and analysis of data. The research design may be exploratory, descriptive and experimental for the present study. The descriptive research design is adopted for this project.

SAMPLE SIZE

The sample size collected for the survey constitutes150 respondents in the research area.

PRIMARY DATA COLLECTION

The primary goal is original and collected by the researcher freshly. In this study, primary data was collected through a questionnaire. A questionnaire is a popular means of collecting primary data. Aquestionnaire is a list of questions for the owner.

SECONDARY DATA COLLECTION

Secondary data is the data, which is already available. It can be obtained through companyrecords, internet and some data collected from the observation method by the researcher.

STATISTICAL TOOLS USED

- Chi-square Method
- Correlation
- Annova

5. ANALYSIS AND INTERPRETATION

CHI-SQUARE TEST:

Chi-square test for Experience of the respondent and Satisfaction level while applying HR analytics in the organization.

Null hypothesis H0: There is no significant relationship between the Experience of the respondent and Satisfaction level while applying HR analytics in the organization.

Alternative hypothesis H1: There is a significant relationship between the Experience of the respondent and Satisfaction level while applying HR analytics in the organization.

ACTUAL VALUE						
	A	B	C	D	E	TOTAL
EXPERIENCE	63	41	34	9	3	150
SATISFACTION LEVEL WHILE APPLYING HR ANALYTICS IN ORGANIZATION	59	34	26	20	11	150
TOTAL	122	75	60	29	14	300
EXPECTED VALUE						
	A	B	C	D	E	TOTAL
EXPERIENCE	61	37.5	30	14.5	7	150
SATISFACTION LEVEL WHILE APPLYING HR ANALYTICS IN ORGANIZATION	61	37.5	30	14.5	7	150
TOTAL	122	75	60	29	14	300
	CHI.SQ	0.03				

INTERPRETATION: Based on the chi-square test result of 0.03 with 1 degree of freedom at a 0.05 significance level, we fail to reject the alternative hypothesis. This indicates that there is a significant association between the Experience of the respondent and Satisfaction level while applying HR analytics in the organization.

ONE-WAY ANOVA

ANOVA test for age and workers believe their contributions are respected and appreciated

H0=There are no significant relationship between the Experience of the respondent and Satisfaction level while applying HR analytics in the organization.

H1=There are significant relationship between the Experience of the respondent and Satisfaction level while applying HR analytics in the organization.

Anova: Single Factor						
SUMMARY						
Groups	Count	Sum	Average	Variance		
68	4	82	20.5	387		
59	4	91	22.75	94.25		
ANOVA						
Source of Variation	SS	df	MS	F	P-value	F crit
Between Groups	10.125	1	10.125	0.042078	0.844253	5.987378
Within Groups	1443.75	6	240.625			
Total	1453.875	7				

INTERPRETATION: As the p value is greater than sig.value (0.01 and 0.05) all the 2-case Experience of the respondent and Satisfaction level while applying HR analytics in the organization., the Null hypothesis is accepted. Hence, it is concluded that there is a statically no significant difference among the Experience of the respondent and Satisfaction level while applying HR analytics in the organization.

CORRELATION

The table shows that the relationship between Income group and Think about the most stand-out features of an HR analytics.

			Income group	Think about the most stand-out features of anHR analytics
Kendall's tau_b	Income group	CorrelationCoefficient	1.000	.860**
		Sig. (2-tailed)N	.	.000
			150	150
	Think about the most Correlation stand-out features of an Coefficient HR analytics Sig. (2-tailed) N		.860**	1.000
			.000	.
			150	150
Spearman's rho	Income group	CorrelationCoefficient	1.000	.905**
		Sig. (2-tailed)N	.	.000
			150	150
	Think about the most Correlation stand-out features of an Coefficient HR analytics Sig. (2-tailed) N		.905**	1.000
			.000	
			150	150

INTERPERTATION- Both Kendall's tau-b and Spearman's rho indicate a very strong and statistically significant positive correlation between "Income group" and "Think about the most stand-out features of an HR analytics". This suggests that as one variable increases, the other variable tends to increase as well. In practical terms, it means that there is a strong association between the income group of individuals and their perceptions or considerations of standout features in HR analytics.

6. CONCLUSION

There is a vast scope for improving both individual and organizational performance through HR analytics. It becomes possible because through analytics one can identify the variousareas where money, time and effort can be better utilized. Business analytics has been focused more than any other technology in the past decade. The popularization of big data and the subsequent development of analytical tools have greatly influenced the growth of business analytics. With more organizations adopting business analytics, organizations are obsessed with spreading the application of analytics into all domains. The use of analytics in the field of HR has also gained momentum. Digitalization of HR dashboards has helped in producing updated insights about the organization's workforce status. HR analytics will also help assess the strategic impact of HR on business and other core HR functions. Areas of talent planning, acquisition, retention, training, performance management and succession planning can be improved significantly by using the results of the organization's HR analytics.

7. BIBLIOGRAPHY

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