INCREASING INFLUENCE OF MEDIA ON HUMAN RESOURCE DEVELOPMENT ACTVITIES AND ITS IMPACT ON EMPOLYEES: SURVEY

Assistant Professor: Sania Marwaha
Dept of Journalism & Mass Commmunicaton, D.A.V College, Amritsar
Email: marwahasania14@gmail.com
Mobile: +91-9876272786
Postal Address: HNo. 2353/11, Katra Moti Ram, Amritsar

Human Resource Management in India is centuries old. The first reference of HRM was provided by Kautilya as early as 4th century B.C. in his book **Arthashastra**. The work environment had logical procedures and principles in respect of labour organisation such as Shreni. Wages were paid in terms of quantity and quality of work. Workers were punished for unnecessary delay or spoiling of work. Kautilyas contribution was based on Shamrastra Concepts like job description, qualifications for jobs, selection procedures, executive development, incentive system and performance appraisal were very effectively analysed and explained.

Human Resource Management (HRM) has now relatively adopted new approach to managing people in any organisation. People are considered the key resource in this approach. it is concerned with the people dimension in management of an organisation. Since an organisation is a body of people, their acquisition, development of skills, motivation for higher levels of attainments, as well as ensuring maintenance of their level of commitment are all significant activities. These activities fall in the domain of HRM. Human Resource Management is a process, which consists of four main activities, namely, acquisition, development, motivation, as well as maintenance of human resources.

Scott, Clothier and Spriege have defined Human Resource Management as that branch of management which is responsible on a staff basis for concentrating on those aspects of operations which are primarily concerned with the relationship of management to employees and employees to employees and with the development of the individual and the group.

A supporting Media organization can be a coalition of regional broadcasters or publishers or both, a group of journalists covering similar topics, an association of media owners, a society of newspaper designers, a group of media lawyers, or a club for foreign correspondents. Hundreds of these organizations around the world fight for access to information, institute audience ratings and circulation auditing capacity, set standards for everything from column sizes to advertising prices, defend journalists' and citizens' rights, and scrutinize complaints about the media.

Success for these media-support organizations relies on more than attracting members or collecting dues. The factors that strengthen or weaken them are connected to economics, politics, culture, and ethnicity. This research will aim at how media Organisations enhances Human resource management skills which finally facilitate good Management Objectives.

Key Words: Selection, Training, Recruitment, Orientation, Digital Revolution

INTRODUCTION

Human beings are social beings and hardly ever live and work in isolation. We always plan, develop and manage our relations both consciously and unconsciously. The relations are the outcome of our actions and depend to a great extent upon our ability to manage our actions. From childhood each and every individual acquire knowledge and experience on understanding others and how to behave in each and every situations in life. Later we carry forward this learning and understanding in carrying and managing relations at our workplace. The whole context of Human Resource Management revolves around this core matter of managing relations at work place.

Since mid 1980's Human Resource Management (HRM) has gained acceptance in both academic and commercial circle. HRM is a multidisciplinary organizational function that draws theories and ideas from various fields such as management, psychology, sociology and economics.

There is no best way to manage people and no manager has formulated how people can be managed effectively, because people are complex beings with complex needs. Effective HRM depends very much on the causes and conditions that an organizational setting would provide. Any Organization has three basic components, People, Purpose, and Structure. Resource Management as that branch of management which is responsible on a staff basis for concentrating on those aspects of operations which are primarily concerned with the relationship of management to employees and employees to employees and with the development of the individual and the group. HRM is the study of activities regarding people working in an organization. It is a managerial function that tries to match an organization's needs to the skills and abilities of its employees.

Human resources management (HRM) is a management function concerned with hiring, motivating and maintaining people in an organization. It focuses on people in organizations. Human resource management is designing management systems to ensure that human talent is used effectively and efficiently to accomplish organizational goals.

HRM is the personnel function which is concerned with procurement, development, compensation, integration and maintenance of the personnel of an organization for the purpose of contributing towards the accomplishments of the organization's objectives. Therefore, personnel management is the planning, organizing, directing, and controlling of the performance of those operative functions (Edward B. Philippo).

According to the Invancevich and Glueck, "HRM is concerned with the most effective use of people to achieve organizational and individual goals. It is the way of managing people at work, so that they give their best to the organization".

Generally HRM refers to the management of people in organizations. It comprises of the activities, policies and practices involved in obtaining, developing, utilizing, evaluating, maintaining, and retaining the appropriate number and skill mix of employees to accomplish the organization's objectives. The goal of HRM is to maximize employees' contributions in order to achieve optimal productivity and effectiveness, while simultaneously attaining

individual objectives (such as having a challenging job and obtaining recognition), and societal objectives (such as legal compliance and demonstrating social responsibility

Media has changed the business world many times over. In the Information Age, the advent of Technology and mass media has increased Human resource Functioning impact significantly. Many businesses cannot even function without the use of Media technology. This impact is seen in nearly all areas of business, including human resources, where Media continues to have a significant impact on HR practices. Human resources professionals generally process a considerable amount of paperwork and also have to keep much of that paperwork on file for a considerable period of time. The use of electronic imaging with the help of media has made it possible for companies to store and retrieve files in an electronic format. Technology also makes it possible for human resources professionals to simply print the forms that are needed for employees. Printing on demand eliminates the need to dig through an endless number of files in the file cabinet to find what is needed.

SIGNIFICANCE OF THE STUDY

One way in which human resources has been significantly impacted by Media technology is in the area of Recruitment, Selection and Training. Before the Advent of Internet, HR recruiters had to rely on print publications, such as newspapers, to post jobs and get prospects for open positions. Other methods such as networking also were used, but HR recruiters did not have the ability to post a job in one or more locations and have millions of people see it all at once. Media Technology has made recruiting more efficient and, in the hands of the right recruiter, more effective as well. Information technology makes it possible for human resources professionals to train new staff members in a more efficient manner as well. The ability to access company information and training programs from remote locations eliminates the need for trainers to work directly with new hires on all training. Some interaction will always be necessary on some level, of course, but training in virtual classrooms makes it possible for the HR professionals to train a large number of employees quickly and to assess their progress through computerized testing programs and social Networking Sites.

The combination of new technology and mobile devices with the changing needs of employees presents a significant challenge for organizations. The ability to access information and applications from a laptop, BlackBerry®, Android™-based phone, or iPhone® from around the world has created an expectation of immediacy for today's workforce. Organization leaders are now becoming even more engaged and personally bonded to the company, its mission, and goals if done correctly. These employees can come from anywhere in the organization, from interns, to line personnel, to managers, to product leaders, to executives – but it must be done correctly and be given the support and attention necessary to prevent the foray from falling flat. Social media is well-established as a consumer and brand oriented set of tools. Increasingly, social media is being offered as an innovative solution for internal effectiveness. When strategy and governance are integrated with social media tools, they can positively impact your organization.

Enhanced performance management is another by-product of technological improvement. Human resources professionals can use Mass Media technology to assess employee performance and also to get employee feedback to be used for the betterment of the

organization. Various software programs and Social Sites make it possible for human resources professionals to examine employee performance using metrics to ensure that employees are meeting performance standards. Employees that don't measure up can be subjected to additional training or let go in favour a replacement who can come in and do the job.

LITERATURE REVIEW

Talent acquisition is one of the first areas today within many companies which have embraced the social media opportunity. At its best, this can include accelerating the entire recruiting process from posting openings to sourcing candidates, reviewing résumés, making an offer, and on boarding. Advances in talent acquisition Have presented a challenge to all companies internal communication and HR practices. From the previous Research Papers we came to know that newly hired employees who had a great online experience feels surprise to find that the internal systems and culture are not as advanced or sophisticated … they may not even have access to those same recruiting sites while at work.
Once employees are on board, social media plays prominent role for connecting employees to interest groups (e.g. volunteerism, mentoring, and diversity). More sophisticated companies are using technology and social media tools to create deep expert directories that are populated by employees with information about themselves and others.

Social media tools make true 360-degree feedback a reality. Media Technology has the power of gaining immediate insight into your team's performance from their internal and external customers. Social media is making this process a reality. Many advanced companies are using internal, secure versions of instant messaging, YouTube, Twitter, and virtual classrooms to collaborate and converge with giant Companies. Media is showing
Increase productivity and employee engagement. It also fosters innovation through collaboration. As a result, more than half of the organizations these days are using social media technology to achieve best-in class performance.

It is no longer uncommon for one to start their day off by checking their Facebook newsfeed or updating their status on Twitter. With that mentioned, it is without doubt that social media has turned into a part and parcel of our everyday life; making a huge impact on most of us. In a recent statistic report, it is stated by Daniells (2012) that on the average, there are 3.5 billion pieces of information being shared on popular social media Facebook every single month. It demonstrates how frequently used are social media and how powerful social media is as a tool. In addition to affecting individuals, a recent research stated that among the fortune 500 companies, it is indicated that 58% have active corporate Facebook account and 62% having a Twitter account (Daniells, 2012,).

Affecting almost everything that revolves around us, it is certain that social media would too have an impact on Human Resources, where human capitals are powered. Media now plays a major role in the hiring process. Citing a recent research by Society for Human Resources (SHRM), Doyle (2011) stated that companies using social networking site to hire showed a steady increase from 34% in the year 2008 to 56% 2014. Media Today has been able to reach out to the masses thus serving as a tool for major or minor companies to connect with the mass and hire process.

RESEARCH METHODOLOGY

The data for the research was collected from various employees who work differently in diverse psychological environment and faces different challenges to fulfil organisational targets and objectives. The research sent out a questionnaire to each Employee and their decisions were then analysed and presented in the report. The data had been collected from different responses of participants.

Survey Design:

The data which had been received from Employees participating in the survey was sorted out and was filtered according to the objectives of the survey. The data was then processed and was analysed to extract important information pertaining to role of media as forum for embracing human resource activities (Recruitment, Selection and Training).

CONCLUSION AND DISCUSSION

Consumption trends have pushed digital adoption to a high level in the education and entertainment industry, where the majority of development, production and distribution activities are now digital. Similarly for broadcasting and film and television production, Human trends, as well as advances in production equipment, have spurred a high-level of digital technology adoption. The print media including newspapers and magazines have also substantially adopted digital technology, largely driven by new trends in human resource development activities again.

Improvements in existing mechanisms and the creation of new Mass Media Techniques ones are needed to improve Communication skills across all employment levels of all Organisations. While ensuring new graduates have the technical skills to take advantage of the new digital realities is one piece of the puzzle, senior level staff also need to understand the new capabilities digital Mass Media technologies to bring to their wider competition in order to guide their workforces. The paper after survey found that new Digital technologies are being affected at all stages of the creative chain starting from marketing, finance, strategy, business affairs, project management, intellectual property and IP rights management.

Through the research we came to know that Employees have also proven extremely resourceful in adapting to the new digital realities. In many cases, new digital skills are self-taught and honed through experimentation. The increasing demand for media and digital education, changes in nature of business and industry within the newly created borderless market environment, and the revolution in information technology have provided an opportunity to change the curricula and delivery system of human resource management its and skills so as to provide prospective managers an edge to successfully face the challenge in globally competitive setting. Therefore, awareness and digital education and IT have to develop a mutually supportive relationship for achieving excellence.

Acknowledgement

References

Bernoff, J., & Li, C. (2008). Groundswell: Winning in a World Transformed by Social

Technologies. Boston: Harvard Business School Publishing.

Eyrich, N., Padman, M., & Sweetser, K. (2008). PR practitioners' use of social media tools

and communication technology. Public Relations Review, 412-414.

Jaishri Jethwaney (2010) Corporate Communication Principles And Practises, Oxford University Press 2010

Stelzner, M. (2009). Social Media Marketing Industry Report: How Marketers Are Using

Social Media to Grow Their Businesses. Social Media Success Summit.

Television Bureau of Advertising, Inc. (2009). Multiplatform Glossary. Retrieved November 11, 2009, from Television Bureau of Advertising: http://www.tvb.org/multiplat-form/Multiplatform_Glossary.aspx