

HR TABLOID *Newsletter*





FROM PRINCIPAL'S DESK



We think that everyone has the ability to grow and learn at SDNB Vaishnav. Everyone develops at a different rate and has different topic areas of expertise as well as varied learning styles. This knowledge is evaluated in a variety of ways. We stimulate their curiosity and encourage them to fearlessly venture into unknown area.

I'm delighted to congratulate the PG Department of Human Resource Management on the newsletter release. We make learning a fun experience that will not only be remembered but also act as a reference point in the future. Each issue of our magazine marks a turning point in our students' lives, showing their creativity and bringing our concepts to life. It unlocks a plethora of creative abilities, ranging from writing to editing to magazine design.

I congratulate the Department Faculty members, Newsletter coordinators and students for their contribution to this newsletter and wish them the very best for all their future endeavours.

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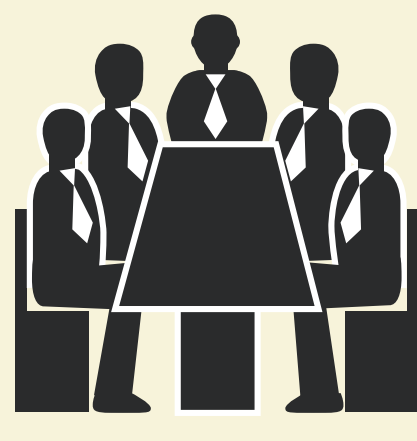
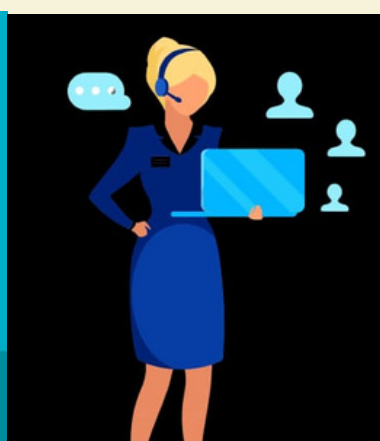
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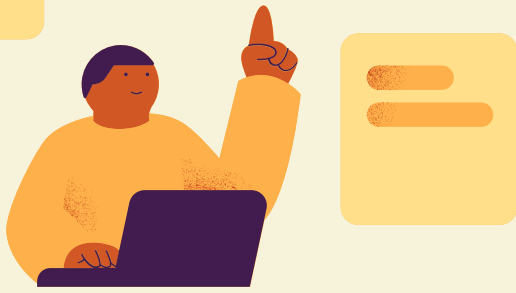
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PERSONALITY PROFILE

Anurag Patnaik

ADD - ONS

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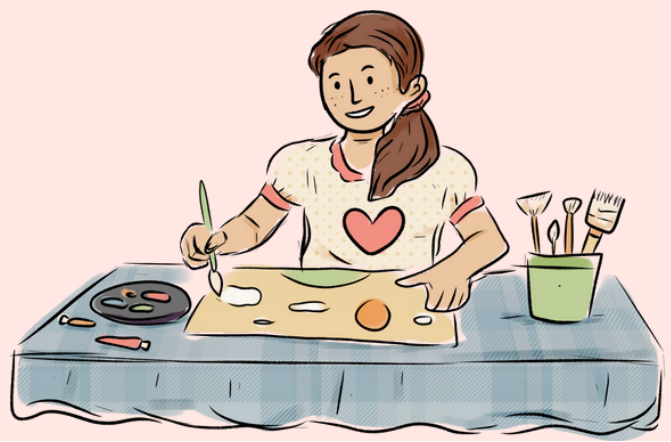
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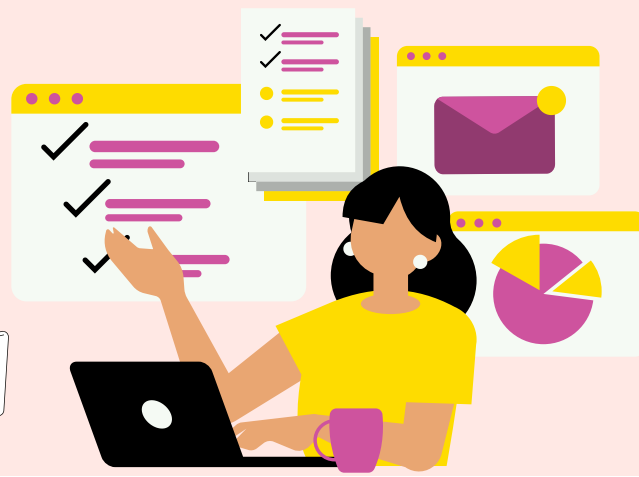
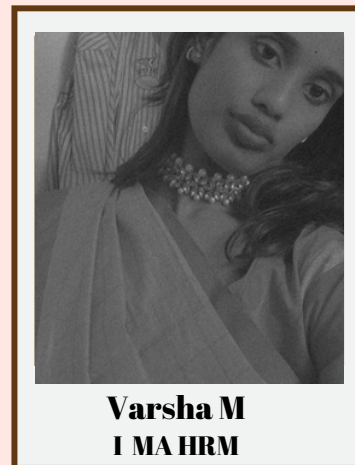
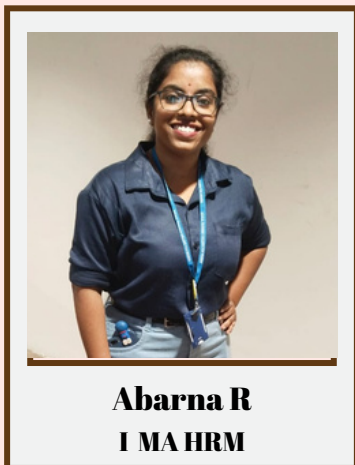
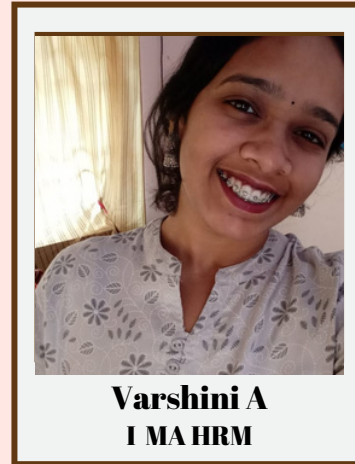
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TECHNICAL CO-ORDINATORS



Key takeaways to remember in 2023

1

Address the shift from fragmented culture to fragmented loyalty

- Leverage team and community building to drive organization-wide connection
- Empower managers to be the connecting bridge

Notable insight:

89% of employees feel supported in their teams, but 38% are dissatisfied with the cross-team collaboration.



2

Notable insight:

41% of employees planned to quit in 2021, and in 2022, 1 in 5 workers were looking to change their jobs in the upcoming year.



Tackle the root cause of disengagement and not its symptoms

- Offer a reason to stay engaged through purpose-driven culture
- Help managers step up as leaders
- Conduct regular feedback collection programs

3

Notable insight:

Remote/hybrid work seems to have boosted productivity, but less than 33% of HR leaders are confident that they are building high levels of trust between employees and the organization.

Act on the new meanings and dimensions of trust

- Understand and build upon the new dimensions of trust
- Put trust at the center of the Employer Value Proposition (EVP) and offer autonomy to employees



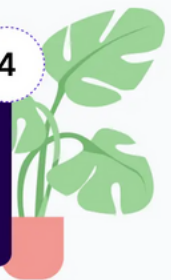
4

Control the urge to rush toward restoration

- Democratize post-pandemic workplace decisions
- Reward loyalty by prioritizing employee wellbeing

Notable insight:

Companies are initiating a return to office (RTO), and several, like Tesla, are mandating nearly 100% office time, which may be out of sync with employee expectations.



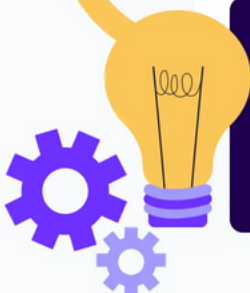
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Notable insight:

An end-to-end mental well-being platform can reduce employee anxiety (93%), while supportive and approachable managers are a significant driver of engagement.

Navigate new expectations around employee well-being

- Invest in end-to-end well-being platforms and initiatives
- Create safe spaces for mental health conversations
- Measure well-being with the correct metrics



INTRODUCTION OF LAYOFF: WHAT ARE LAYOFFS AND WHAT IS NEW WITH IT

NAMITA KUMAR A, I MA HRM

A layoff is the suspension and permanent of employment of workers by their employees. The layoff is done not only because of the workers mistake. The main reason is because of the commercial enterprises sales have declined, it is in financial trouble, has gone bankrupt, or is unable to obtain a crucial component or raw material for the productions of goods. Lay off is the termination of employment status of a hired worker. A company choose to reduce the size of the workforce to reduce the cost until the situation improves.



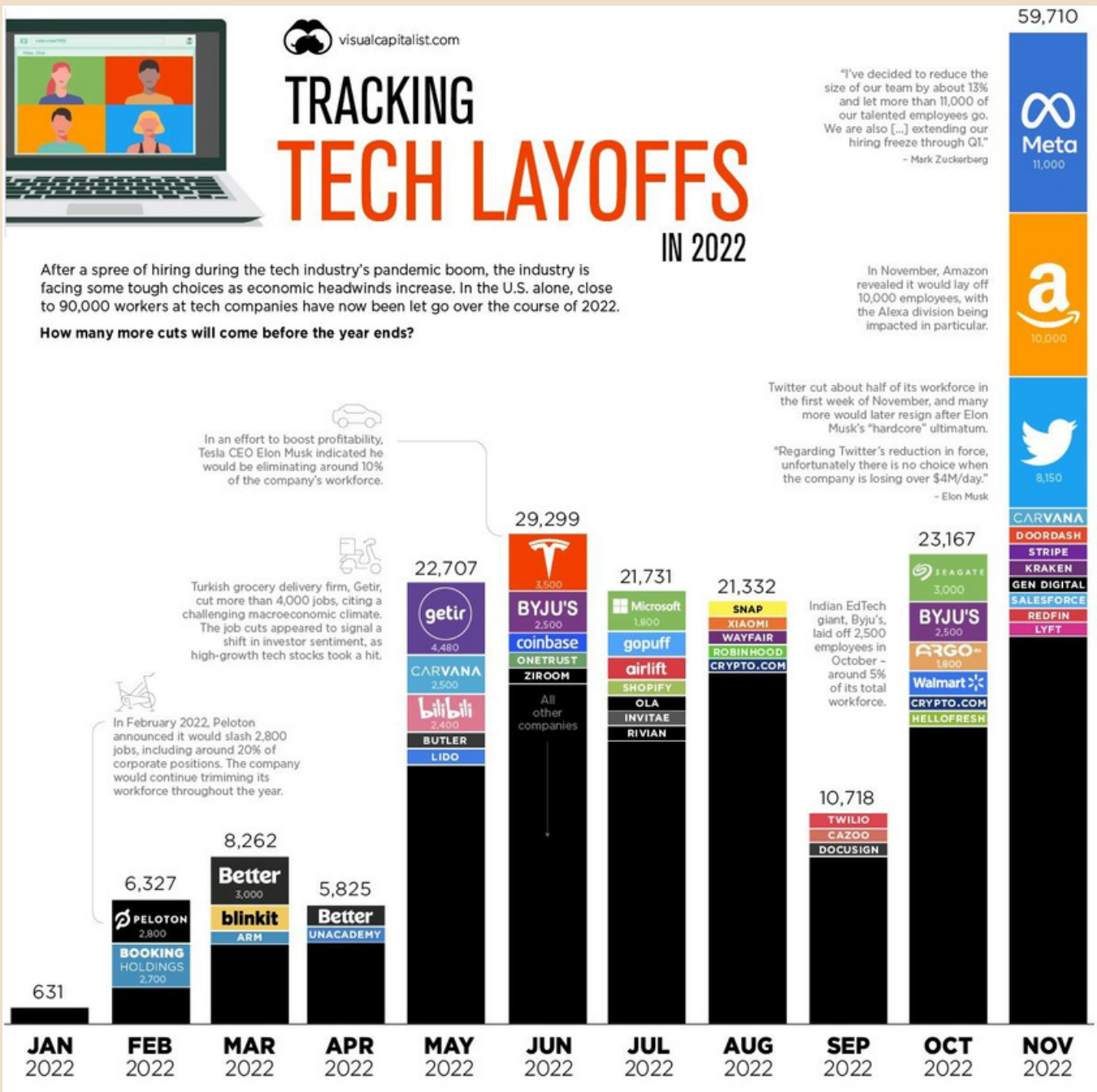
The employees are eligible for rehire and often has positive work experience that are useful for job searching. Adequate planning and communication will have significant effect on the employees being laid off, the remaining staff and on clients who work with your employees. Employee layoff is usually undertaken to streamline the organisation by reducing labour cost.

What Should You Do When You Get Laid Off?

A layoff can be a traumatic event for an employee. They could end up thinking that they are not enough, and the feelings of rejection can be quite overwhelming. But the key is to keep looking for opportunities in the profiles that fit them. The first step is to accept, second to recover, and third to engage in something new.



According to Section 2 of the Industrial Dispute Act, 1947 the employee layoff is the failure, inability or refusal of an employer to give employment to a worker who is present on the payroll of the company but has not been retrenched. It may be for definite or indefinite time period or forever depending upon the ability of the employee, a layoff is an involuntary separation from work through no fault of employees, often initiated by the employer for economic reasons to cut costs. A layoff varies from a firing for cause such as unacceptable workplace behaviors, which generally does not qualify the fired worker for unemployment insurance. Mass layoffs can damage the economies of the surrounding communities, especially those dependent on a single employer or industry. Employers may offer severance agreements to laid-off workers.





LAYOFFS AND IT'S GLOBAL EFFECTS

KEERTHANA S, I MA HRM

January 2023 has been tough for most of the employees working in the tech industry. The year certainly started on a very bad note as a number of the considered and known tech giants started laying off it's employees across the globe. With a number of huge tech firms like Microsoft, Amazon, Spotify, Google- joining the ongoing layoff spree, it has been reported that around 3,400 tech employees are being laid off every day (on an average) globally this month.



Layoffs can have devastating financial impacts on affected employees. Suddenly losing their jobs can mean losing a regular income, benefits, and other perks that come with employment. Even with severance packages, many employees may struggle to make ends meet, especially if they have families to support or high living expenses. The stress of not being able to pay bills or provide for their loved ones can take a toll on the mental and emotional health of laid-off employees.

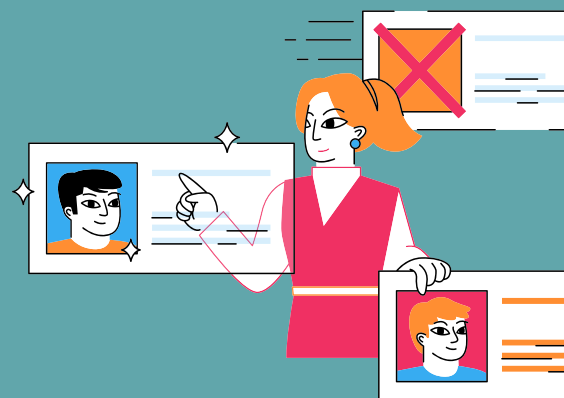


Layoffs can also have a negative impact on the remaining employees and the company's overall culture. When employees see their colleagues losing their jobs, they may become fearful for their own job security, leading to decreased morale and productivity. The remaining employees may feel that the company does not value their contributions or loyalty, which can lead to feelings of resentment and mistrust. This can ultimately affect the quality of work produced and the company's reputation.



Employee layoffs can also reduce innovation and creativity within a company. Laid-off employees may have unique skills and knowledge that cannot be easily replaced, and their departure may result in a loss of institutional knowledge.

When a company lays off employees, the workload for the remaining employees typically increases. The remaining employees may have to take on the responsibilities of the laid-off workers, resulting in longer work hours, increased stress, and potential burnout.



Layoffs can also expose companies to legal and reputational risks. If employees believe that they were laid off for reasons such as discrimination or retaliation, they may file legal claims against the company. Additionally, a layoff can damage the company's reputation, especially if it is perceived as a heartless or unfair action. This negative perception can lead to decreased customer loyalty and a loss of business.

According to our research, nearly half of those impacted by the layoffs (47.8%) were within the 30–40 age range. The second most-affected age group (35.9%) was 20–30.

Although two-thirds of the tech workforce consists of men, more than half of those laid off are women—56% female, 43.8% male.

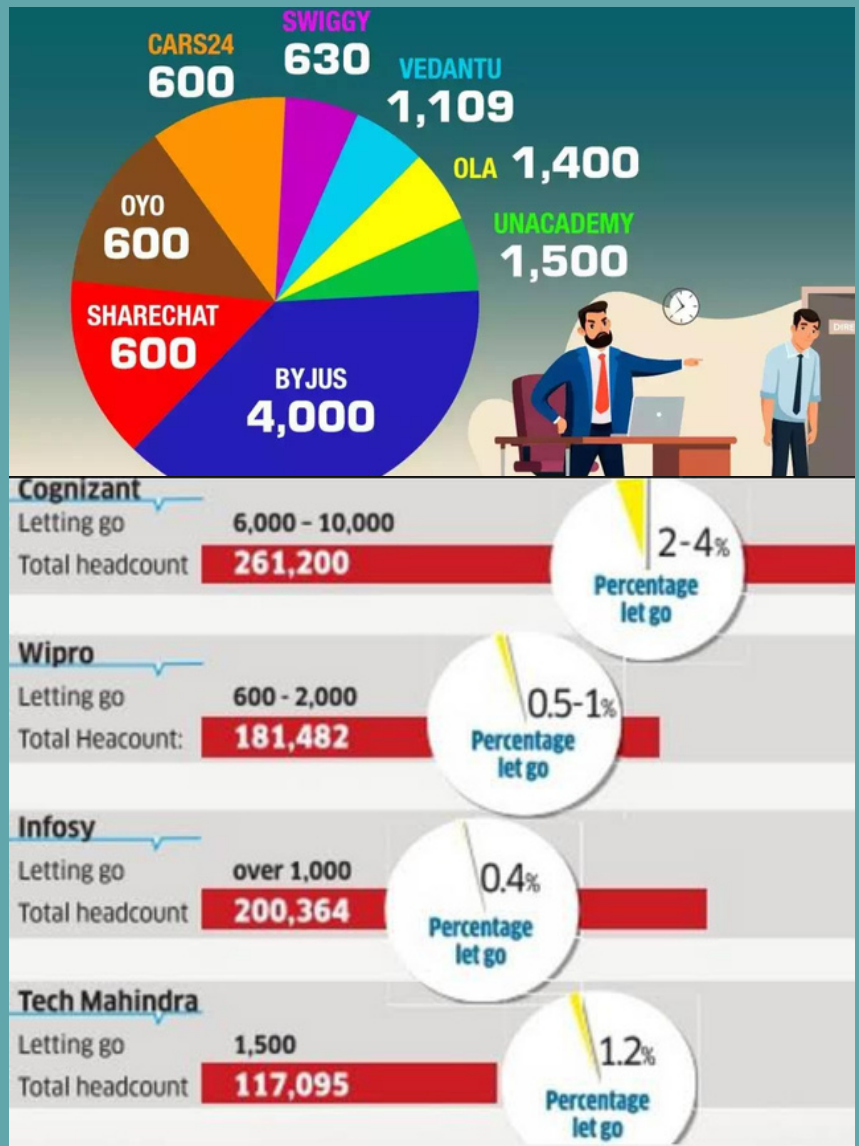
The workers who feel most at-risk include those in product management, quality assurance, marketing, finance, and IT roles.

Downsizing can lead to elevated stress, anxiety and an increase in low self-esteem, due to the stigma of being out of work and losing your daily routine and identity.

If you have a partner or spouse, work together to manage the loss of a job. Decide when and how to break the news to your children.

One of the developmental tasks of adolescence is fitting in with peers. Clothes and material things become very important during this period. Thus, the teenager may feel threatened by a change in the family's financial situation.

Despite all these changes employees and their families find their ways to fight these new challenges and overcome these by supporting each other through small scale businesses and so on. Although layoffs are affecting so many people, it's not so long until the time is changed and new opportunities to start entering their lives.



TO MANAGE AND TACKLE LAYOFFS

PAVITHRA RANGANAYAKI A R , I MA HRM



What to Do When Cuts are Unavoidable

Debbie Zmorenski

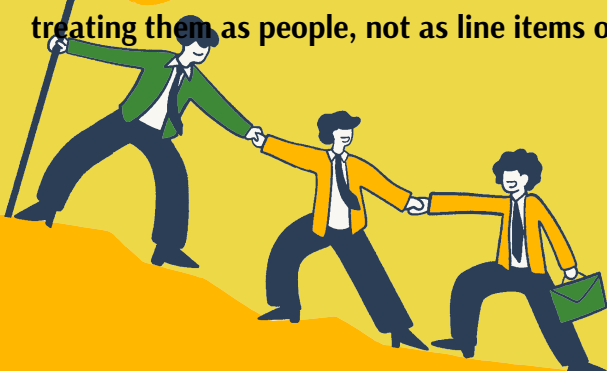
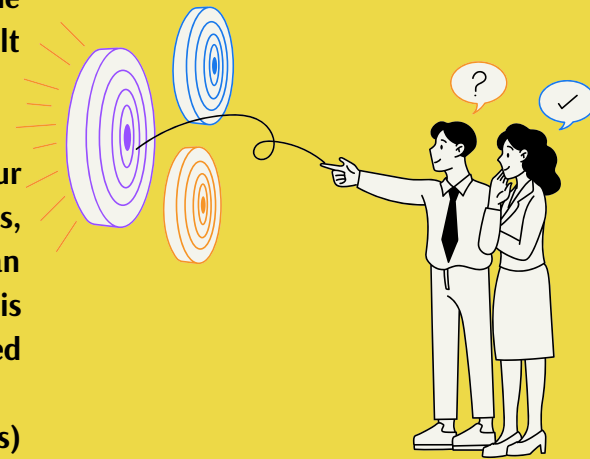
Prior to layoffs, you must maintain the lines of open communication regarding the state of the company. The idea of keeping bad news from employees never works. They often hear through the grapevine or even the news media that the company is struggling. If you do not share this information with them, you are setting yourself up for more challenges than you bargained for as the workforce becomes discouraged and distrustful of leadership. Always remember, if you do not tell employees what is going on, they will make it up.

If, despite all of your best efforts, you cannot avoid layoffs, the following guidelines will help you to make the best of a very difficult time:

Communicate openly and honestly. Fill in the information gaps for your employees. Share market data and the state of the company's profits, and keep them informed of possible future actions. Don't create an environment of mistrust by lying or glossing over the real situation. It is almost impossible to regain trust once people know that you have lied to them.

The manager must deliver the bad news directly to the individual(s) being laid off. As difficult as it is, never delegate the delivery of the layoff news. People tend to trust their manager first and the company second. Deliver the news personally and in private. Companies must allow time for the manager to have a one-on-one conversation with the person being let go. Be respectful and be prepared to listen. Give the person time to react. Everyone is different, and the manager should expect that they will encounter different reactions from different individuals. Some will be angry and vent, some will cry, some need time to reflect, and others may need facts and explanations, i.e., "How did you choose me over the other person?"

Provide outplacement support. The manager should ask, "How can I help?" The employee may need help creating or updating his or her resume. Make sincere efforts to help them start moving toward a new future. These efforts will also show remaining employees that you are treating them as people, not as line items on a budget.



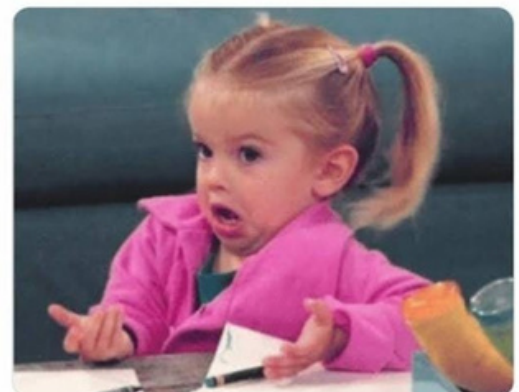
Support the survivors. Employees who survive the layoffs will begin to have doubts about their futures with the organization. They need up-front communication about how their jobs and goals may change. They will want to know what the future of the organization looks like from management's perspective. Address each concern with rational discussions.

The CEO should be visible and available to managers as well as employees. Prior to layoffs, he or she should provide coaching to the managers to assist them in delivering emotional news. The CEO has a powerful impact when he or she is willing to personally deliver a statement to the managers and employees regarding the necessity for these drastic actions and what he or she believes will be the impact on the company's future. At the very least, the CEO should present managers with a written, prepared statement that they can share with all employees.

Saying that layoffs are not easy is an understatement. However, if done right, the organization can minimize the damages, ensuring that laid-off employees do not become ambassadors of ill will in the marketplace and that those employees who survive the layoff stay focused on the goal and the future of the companies.



When people think that I know everything about benefits because I work in HR





THE INFLUENCE OF MOVIES IN THE MARKET AND INDUSTRIES

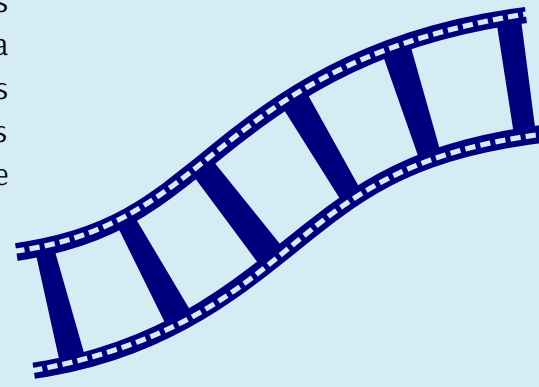
HARITHA S, I MA HRM

Film is a form of entertainment that has the power to alter the beliefs of people seemingly every possible way. It is a massive form of entertainment that runs the global economy forward in many countries as the old saying film transcends boundaries. The global audience across wide spectrum is widely crucial for the success of a film business. The amount of studies conducted in the field of product placement has been largely brought to public eye after 1980s. The movie business is a field currently experiencing tremendous growth especially in countries like India and China, two growing economies of the world. Movies today do not depend just on its running time but rather on the profits earned through the advertisements and merchandise that is effectively used as tool biz. Movies such as A Bug's Life and Toy Story have further decreased the gap between business and movies. The portrayal of movie as a creative masterpiece alongside a business and marketing tool proved to be a great success. Further spinoff opportunities and merchandising possibilities strengthened the chance of profiteering in this field.

HOLLYWOOD MOVIES:

Nobody can omit Hollywood from the history of films as it is the highest producer of movies in the world with a reach that none of the other film industries had ever achieved. Thereby it is the biggest market in both investment and revenue generation. The multimillion dollar movies that are produced each year thereby need every form of efforts to generate revenue through in and off the screen activities. In such a scenario answers the concept of product placement in movies. The earlier known instance of a product placement is from the 1920 Buster Keaton and Fatty Arbuckle film. The idea was then widely criticized by Harrison's Report Newspaper back then. Soon as the American movies started to expand itself during 30s and 40s products began to sell even abroad. After 1960s there were exponential growths in field of cinema in which directors soon began experimenting with reality or realizing based life in screens thus bringing more day to day products to life. The brand Jack Daniels was first recorded brand used in a movie scene by the cast in the 1945.

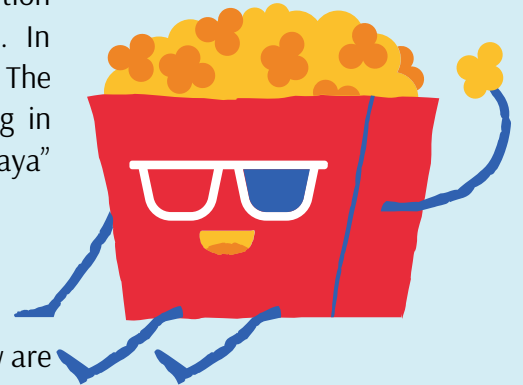
after being placed with a significant role aside the main cast. One such example is the 1962 James Bond movie Dr. No in which the iconic character ordered a vodka along with a martini. The famous story of E.T brand promotion was a business deal in which Hersey agreed to pay an amount of \$1 million for the movie's promotion and other props if their product Reese's Pieces were promoted in the film.



TYPES OF PRODUCT PLACEMENTS IN MOVIES

1) Brand/Product is Placed in the Visual Frame

This kind of brand placement is quite common that if you pick up a film randomly there is possibility that you may notice a brand in a scene. Product Name, Logo, Sign or even actual product is put up in the background that it catches attention of the viewer. Here verbally or intentionally the product is not shown. In Hollywood universe, films like "The Day the Earth Stood Still" and "Kingsman: The Secret Service", the protagonists is having crucial conversation while being in McDonald's outlet. Another instance is from song in the movie "Koi Mil Gaya" were boards of Coco- Cola and Nescafe is seen in background.

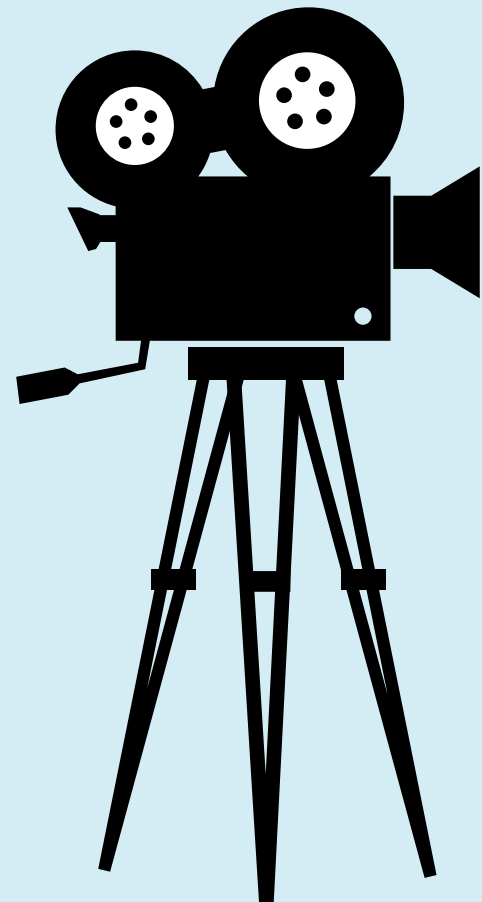


2) Character uses the product

The product here is used in the movie by the actors, Pepsi and Mountain Dew are visible in many Bollywood movies where characters use them. In Taal, Aishwarai Rai and Akshay Khanna share coke and camera picks it up very well. 'Nike' self tying shoe was famously used in the movie Back to Future Franchise, 'Nokia phone in Matrix. 'BMW motorcycle in Dhoom 3. 'Canon Camera' in Jab Tak Hai Jaan and so on

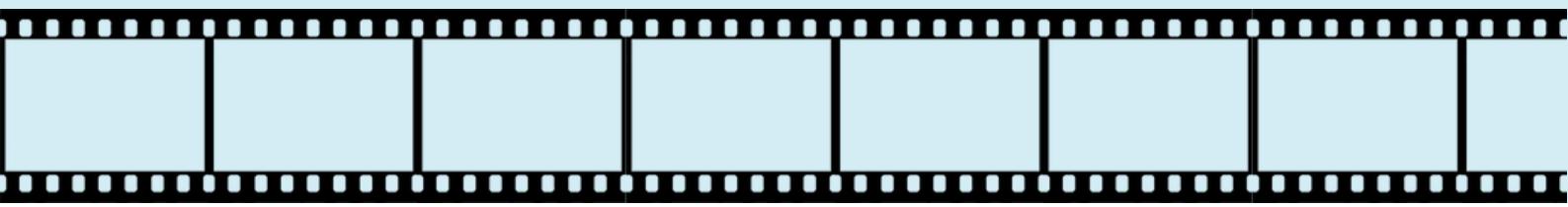
3) Character speak about the product

In this form in a movie the character is in a situation wherein he/she is using/consuming the product and speaking about the product. The most notable example is the movie "Wayne's World" wherein a complete scene is filled with notable placements of Pepsi, Pizza Hut, Doritos, Reebok and so on. Another instance in Malayalam movie 'Nerariyan CBI', Mamooty recommends Kalyan Jewellery to another character in a scene.



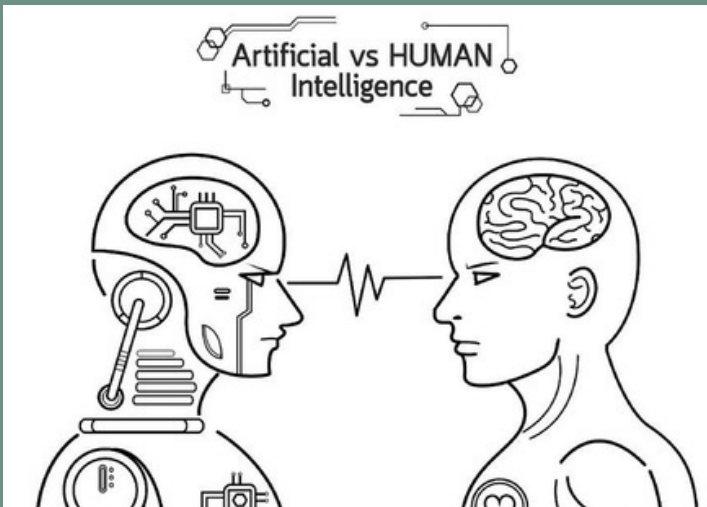
4) Product as part of the story

There are even instances when a product plays a key role in the movie and plays crucial significance on the script. The most notable examples in movies are 1997 Malayalam film "The Car, 2004 Hollywood movie 'Harold & Kumar go to White Castle' and so on. The 1988 Science Fiction Movie "Mac and Me' is the best example of how a story plot can be influenced and get incorporated by the brand itself. Fed Ex and Wilson in Cast Away is another notable example of how a product can be a crucial part of story.



HOW ARTIFICIAL INTELLIGENCE IS TRANSFORMING HR

TEENA A, I MA HRM



Until recently, the main benefits of HR technology included reducing costs, improving productivity and efficiency, and helping employees in learning and development. Now, thanks to AI technologies, HR departments can take on some of the most important business challenges, increase operational capacity, and even positively influence the overall business success. Artificial intelligence is revolutionizing HR. It makes it more efficient and effective. Contrary to what many people assume, it has the power to enhance human contact in HR. When integrated with online HR training software, AI can do wonders for businesses.

Here are the top six ways AI is transforming HR.

1. Automating Time-Consuming Administrative Tasks

Automation in HR is nothing new. HR professionals have been automating their repetitive, time-consuming tasks for a while now. So, how does AI make it different? AI can take over all low-value tasks, such as benefits management, common employee questions about procedures and policies, and processing leave forms. That way, HR professionals have more time in hand to focus on high-value tasks and make some real changes in an organization.

With fewer tasks on their plate, they can focus more on mentoring, constructive feedback, motivating and engaging employees, and forging strong workplace relationships. They can work on different strategies that impact the overall success of their organization. According to a recent report by Harris Interactive and Eightfold.ai, AI adopters are 19% more effective in reducing the time HR spends on administrative tasks.

2. Better Talent Acquisition

This is one of the most crucial benefits AI is offering HR professionals. Candidate sourcing, candidate screening, and interviewing are very time-consuming processes.

The study above also found that AI adopters are 13% more efficient in reducing candidate screening times, as well as 16% more effective in turning talent acquisition into a competitive advantage. AI can sift through hundreds of résumés in significantly less time than it would take a human. It can quickly analyze a candidate's skills, comparing them with those of the best-performing employees in the same job position.

With the help of chatbots, it can quickly gather more information about candidates, additionally speeding up the recruitment process.





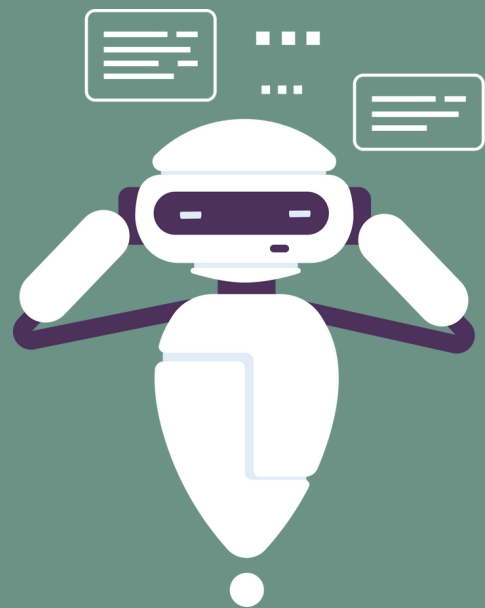
It can also sift through a database of previous applicants to potentially find an adequate candidate for a new position. Most importantly, AI can eliminate human bias. Human bias is almost always present in recruiting, often in its unconscious form. Even when a recruiter wants to be inclusive, their unconscious bias sometimes nudges them in the opposite direction.

Since AI isn't biased, it can remove such patterns by focusing only on data-driven assessments, eventually creating an inclusive and diverse workplace.

3. Faster & Personalized Employee Onboarding

When a new employee has had a satisfying onboarding experience, they are more likely to stay with the company and recommend it to their peers.

According to the latest employee onboarding statistics, great onboarding can improve employee retention by 82%.



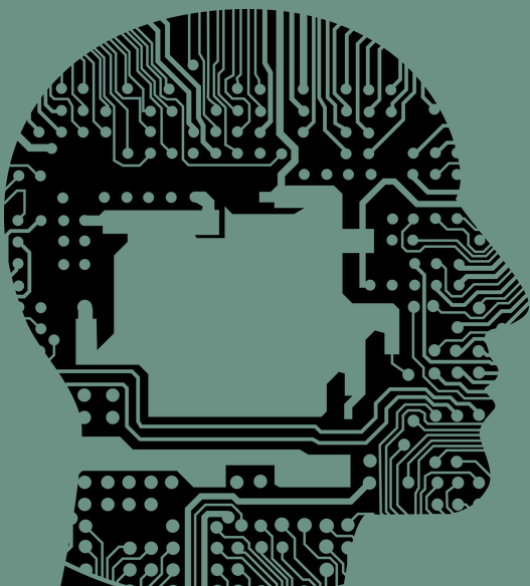
When comparing with human resources and artificial intelligence the first question that comes to mind is are the two even comparable?

The one-word answer to that question is No!

Then on what grounds are they being compared with each other. Well, the ground is based on the functions that each perform and can do better than the other.

Yes, there are no similarities between AI and human resources, still, a debate has sparked comparing the two.

There is no doubt that AI is an efficient technology that can give leverage to numerous HR functions but there are some functions that still need a human touch. Yes, HR leaders can blend numerous HR functions with AI to ensure better AI and Talent Management resulting in talent retention and also attracting top talent in an organization. However, there are numerous tasks where both HR and AI need to shake hands and ensure that there are proper AI and talent management in an organization.



LEADERSHIP BLIND SPOTS: IMPACT AND OVERCOMING STRATEGIES

SRI VAISHNAVI M, MA II HRM

Blind spots are something that we either don't comprehend we have. We have a scotoma, we have a blind spot. We don't understand that we didn't have a manner for coaching or hiring or onboarding, but as you look at them you'll realise that these blind spots are the things that are retaining you back from taking your commercial enterprise to the next level. Whether you run a branch or an organization, we've bought to constantly be enhancing the structures and tactics with an organization.

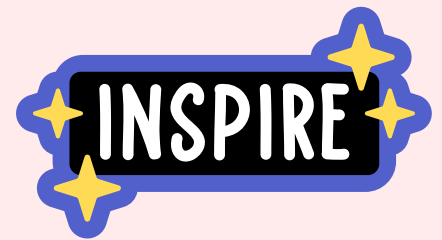


The actions and behaviour of Leaders affect the attitudes and productivity of the employees, hence self-awareness is a crucial quality in leadership. Leadership blindspots can be referred to as the unrecognised weaknesses or limitations, which serve as an hindrance for leaders to lead their team or organisation.

Blindspots are something that the team members and the employees perceive and can see in a leader, which the leader cannot see it themself. As a matter of fact, it can create chaos in a team leading to less productivity and poor results. It can arise from various factors such as personal biases, lack of self-awareness, limited perspective, or overconfidence.

Here are some of the common Leadership blindspots that can drive their team crazy.

- Neglecting to take assistance or ask for help
- Being unaware of their behaviour on others on sensitive matters
- Showing off as a "Know it all" and prioritising being correct
- Avoiding conflicts
- Refusing to take responsibility and making their team take the fall
- Conspiring against others with personal agenda
- Ignorance of the bigger picture



By overcoming and addressing their blindspots, leaders can become more effective in their roles and drive positive change within the organisation. Consider the following strategies as suggestions to eliminate the blindspots.



→ Feedback

Leaders can solicit feedback from team members, colleagues, and mentors. Feedback can provide important insights into blindspots that a leader may be unaware of. It is important for leaders to create a culture where honest feedback is both encouraged and valued.

→ Reflect

To identify the blindspots, Leaders should engage in self-reflection on a regular basis by asking themselves questions like, "What assumptions am I making?" or "What am I overlooking?" By this way, a leader can become more conscious of their own biases and limitations.

→ Build diverse teams

Leaders can attempt to form teams with a diverse range of experiences, perspectives, and backgrounds inculcating learning exposure and preventing blindspots caused by biases and constrained perspectives.

→ Continuous learning

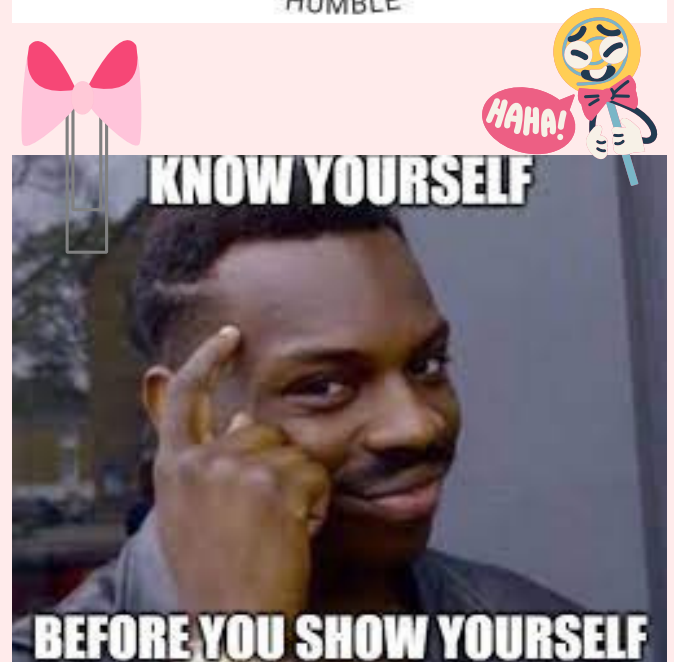
By seeking out new opportunities, reading books, going to training sessions, or participating in other learning activities, leaders can demonstrate their commitment to lifelong learning, broadening their horizons and developing new skills.

→ Take Action

After determining and identifying the blindspots, a leader should take appropriate actions to address them. This could include seeking additional help, changing their behaviour in the decision-making process, or learning new skills.

A leader's actions can largely impact and influence the team's behaviour and results. And thus these little quirks a leader has might be unacceptable in an organisation. Overcoming leadership blindspots requires a commitment to self-awareness, openness to feedback, empathy, diversity, continuous learning, and taking action.

It takes courage for a leader to see themselves clearly and to discover their weaknesses. But the good news is that uncovering the blind spots also means revealing hidden leadership strengths to become more effective in their roles and drive positive change within their organisations.



EMPATHY OR OTHER PSYCHOLOGICAL FACTORS DRIVING HR LEADERS TO BE THE BEST IN THE FIELD

SUBALAKSHMI A , I MA HRM



In the field of human resources (HR), leaders are tasked with managing and developing the most important asset of any organization – its people. HR leaders must possess a unique combination of skills, including communication, strategic thinking, and problem-solving. However, one of the most critical factors driving HR leaders to be the best in the field is empathy. Empathy is the ability to understand and share the feelings of others. In this article, we will explore how empathy and other psychological factors drive HR leaders to excel in their role.

Empathy: Understanding the Needs of Employees

HR leaders must understand the needs of employees to create a positive work environment. This is where empathy comes in. Empathy allows HR leaders to understand the feelings and emotions of employees, and helps them to create policies and procedures that benefit everyone. For example, HR leaders with empathy may implement flexible work hours or remote work options to help employees maintain a better work-life balance.

Empathy also allows HR leaders to build trust with employees. When employees feel that their HR leader understands and cares about their well-being, they are more likely to trust the organization and its leaders. This trust can result in higher employee retention rates and increased job satisfaction.

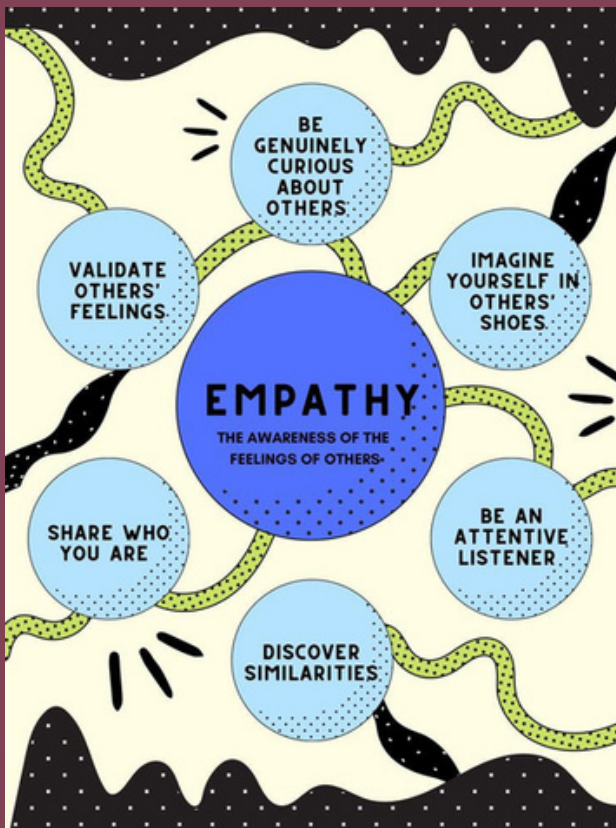


Effective Communication: The Key to Success

Another psychological factor driving HR leaders to be the best in the field is effective communication. HR leaders must be able to communicate clearly and effectively with employees, management, and other stakeholders. Effective communication helps to ensure that everyone is on the same page and working towards the same goals.

HR leaders with effective communication skills can also build relationships with employees, which can lead to increased job satisfaction and engagement. Additionally, effective communication can help to prevent misunderstandings and conflicts, which can lead to a more harmonious workplace.





Effective problem-solving can lead to a more efficient and productive workplace, as well as increased job satisfaction for employees. When HR leaders are able to address challenges effectively, employees feel supported and valued.

Empathy, effective communication, strategic thinking, and problem-solving are all critical factors driving HR leaders to be the best in the field. These psychological factors allow HR leaders to understand the needs of employees, build relationships, plan for the future, and address challenges effectively. By cultivating these skills, HR leaders can create a positive work environment that benefits everyone in the organization.

Strategic Thinking: Planning for the Future

Strategic thinking is another critical factor driving HR leaders to be the best in the field. HR leaders must be able to think strategically and plan for the future of the organization. This requires an understanding of the company's goals and objectives, as well as an understanding of the industry and the competitive landscape.

Strategic thinking also involves anticipating potential challenges and developing plans to address them. HR leaders who can think strategically are better equipped to make decisions that benefit the organization in the long run.

Problem-Solving: Addressing Challenges

Finally, HR leaders must be skilled problem-solvers. Challenges are inevitable in any organization, and HR leaders must be able to address them effectively. Problem-solving requires a combination of critical thinking and creativity. HR leaders must be able to analyze problems, identify potential solutions, and choose the best course of action.

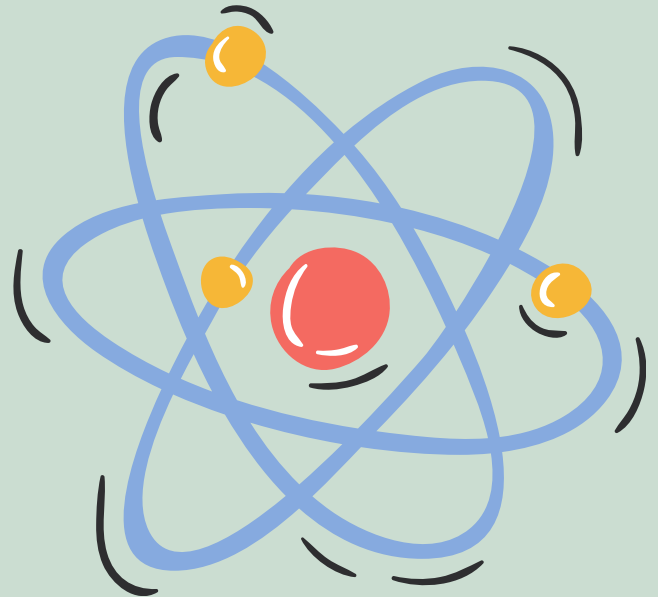


KNOWLEDGE MANAGEMENT: THE SOURCE OF AN ORGANISATION'S GROWTH AND DEVELOPMENT

SUJAYA R, I MA HRM

Knowledge management is the practice of centralizing all HR documents, policies, information, and knowledge and making that important information easy for anyone to access and update from anywhere we are. Scarbrough and Swan (2001) argue that the rise and growth of KM is one of the managerial responses to the empirical trends associated with globalization and post-industrialism. A number of scholars, such as Hilsop (2003), Morrow and McElroy (2001), and Moynihan et al. (2001) have argued on the missing link between HRM practices and organization outcomes. Knowledge management is recognized as the fundamental activity for obtaining, growing and sustaining intellectual capital in organizations (Marr & Schiuma, 2001). Human resource practices (HR practices) are the primary means by which firms can influence and shape the skills, attitudes, and behavior of individuals to do their work and achieve organizational goals (Collins & Clark, 2003; Martinsons, 1995. The efficient and effective Human Resource Management (HRM) and the use of proven HRM practices in job design, recruitment, selection and orientation, performance management, compensation, training and development can help the organization and its managers to create conditions for efficient and effective management of workers and their knowledge in the organization Martin, Boras,Ljubica (2008). The knowledge and competencies of human resource are widely recognized.

KNOWLEDGE MANAGEMENT IN ORGANISATIONS :- Organizations nowadays focus a lot on the capture of both tacit and explicit types of knowledge. According to Harman and Brelade (2007):



“Knowledge management is the acquisition and use of resources to create an environment in which information is accessible to individuals and in which individuals acquire, share and use that information to develop their own knowledge and are encouraged and enabled to apply their knowledge for the benefit of the organization.” This stream is gaining a lot of focus and attention nowadays as organizations have realized the power and importance of knowledge capture.

ROOTS OF KNOWLEDGE CAPTURE IN ORGANISATIONS :-

1. Business transformation
2. Innovation
3. Knowledge based systems
4. Intellectual assets/ capital

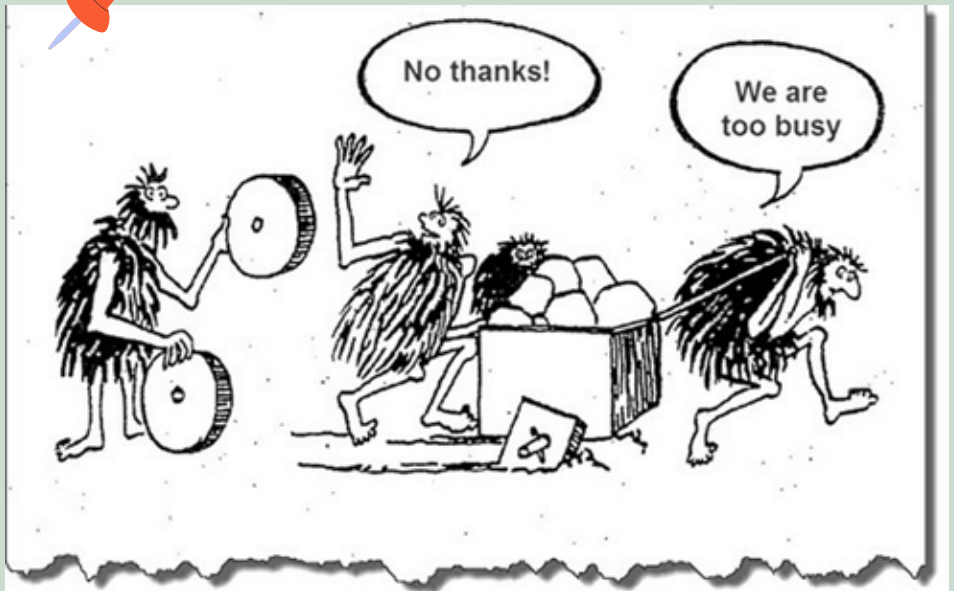
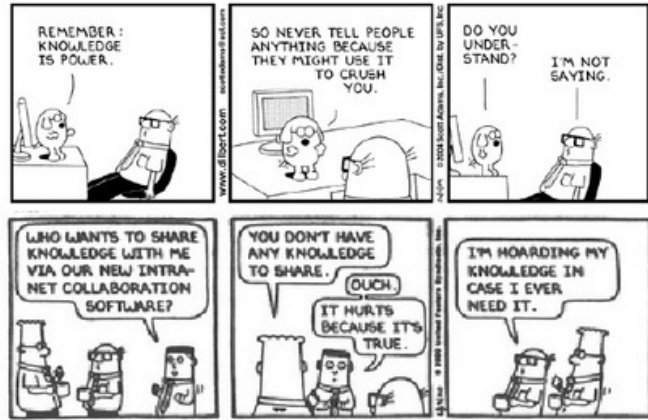
KNOWLEDGE-BASED SYSTEMS :-

Artificial intelligence (AI) and Expert systems are another source of knowledge capture for organizations. Artificial intelligence is an attempt to imbibe intelligence to a machine or computer artificially using programming in order to mimic the capabilities of a human expert. This is typically used in areas or domains where availability of skill or expertise is very limited. The systems are programmed extensively using various techniques so that these systems can serve as experts for the organizations later on. Though development of such systems is a costly affair for organizations, many organizations venture into such initiatives because of their long standing benefits and Return on Investments later on for them these systems can serve as experts for the organizations later on. Though development of such systems is a costly affair for organizations, many organizations venture into such initiatives because of their long standing benefits and Return on Investments later on for them.



Knowledge Shared is Power

- “ Knowledge is Power” *Francis Bacon, 1597*
- KM says – “Knowledge Shared is Power.”
FM 6-01.1



KNOWLEDGE MANAGEMENT TECHNIQUES USED BY ORGANISATIONS :- 1) Knowledge Repositories/ Knowledge Management System

- 2) Communities of Knowledge
- 3) Knowledge sharing sessions
- 4) Mentoring
- 5) Knowledge centric support (KCS)

KCS Seeks to :-

1. Create
2. Evolve
3. Develop
4. Reward



MR. ANURAG PATNAIK – HIS JOURNEY WITH NESTLE

SOUNDARYA V S , II MA HRM



Mr. Anurag Patnaik is the Director, Human Resources Nestlé South Asia Region. Through his current role, Anurag led the Human Resources function during the turbulent Covid-19 crisis. With people centric approach, he introduced new policies and provided all best possible support for the employees & their family's well-being. He is keenly driving some of the best-in-class benefit reviews for the organization, working to broaden the scope of diversity and bringing in renewed focus on employee engagement. Prior to the current role Anurag was Head of Total Reward (COC) for Asia Oceania and Africa, and after completing a successful assignment in Malaysia, returned to Nestlé India. He was responsible for delivering important structural changes in the organization, improving Field Force Effectiveness and growing manager capabilities. In 2014, he became Head of Total Rewards Manager for the Market and drove major advances in the region's pay and performance practices, overhauled sales incentives and medical plans, and deployed new communication strategies. In 2016, Anurag moved as the H2R Deployment Lead for Zone AOA, and enabled the transformation in CWAR, EAR, Japan, the Philippines and SAR, as well as in Italy. Anurag joined Nestlé as a Management Trainee in 2005 from XLRI, and since then, increasingly took on senior HR positions in Recruitment, Total Rewards & Senior HR Business Partner for Nestlé Nutrition, Nestle Health Science and Finance &Control.

Upwork's In-Demand Skills 2023

This is how companies of all sizes are scaling up, down, and sideways, to fill talent gaps and meet business demands.

The future of work is digital

Tech top 10

1. Full Stack Development
2. Front-End Development
3. Back-End Development
4. Mobile App Development
5. Web Design
6. Ecommerce Website Development
7. UX/UI Design
8. CMS Development
9. Manual Testing
10. Scripting & Automation



Customer connection pays off

Marketing top 10



1. SEO
2. Social Media Marketing
3. Other Digital Marketing
4. Lead Generation
5. Sales & Business Development
6. Telemarketing
7. Search Engine Marketing
8. Email Marketing
9. Marketing Strategy
10. Marketing Automation

Among the list of most in-demand skills, those with the highest year-over-year growth on the Upwork platform across our priority categories are sales & business development (54%), data entry (47%), accounting (45%), and 3D animation (44%).



The relationships are remote. The connections are real.

Customer service top 10



1. Email, Phone & Chat Support
2. General Virtual Assistance
3. Data Entry
4. Digital Project Management
5. General Research Services
6. Tech Support
7. Dropshipping & Order Processing
8. Community Management
9. Market Research
10. Transcription

Creativity is always in-demand

Design/creative top 10

1. Graphic Design
2. Video Editing
3. Illustration
4. 3D Animation
5. Presentation Design
6. Image Editing
7. Cartoons & Comics
8. Product & Industrial Design
9. 2D Animation
10. Video Production

This is how the right talent adds up

Accounting/consulting top 10



1. Accounting
2. Recruiting & Talent Sourcing
3. Bookkeeping
4. Financial Analysis & Modeling
5. Management Consulting
6. Instructional Design
7. HR Administration
8. Business Analysis & Strategy
9. Tax Preparation
10. Financial Management/CFO



HR GLOSSARY OF TERMINOLOGIES

BHAVANI S, I MA HRM

Glossary of HR Terminologies

1. Workforce Planning :-

*The assessment of the current workforce in order to predict future needs. This can consist of both demand planning and supply planning many, e-recruitment software providers include Modules for workforce planning.

2. Virtual HR:

* The use of various types of technology to provide employees with self; Serve options voice response Systems, employee kiosks are common Methods.

3. Observation Interview:

*A method of assessing job requirements and skills by observing the employee at work followed by an interview with the employee for further assessment and insight.

4. Succession planning:

*The process of identifying long-range needs and cultivating a supply of internal talent to meet those future needs used to anticipate the future needs of the organization, and assist in finding assessing and developing the human capital" necessary to the strategy of the organization.

5.SHRM :

The Society for Human Resource Management.
* Representing more than 250,000 members in over 140 countries, the society serves the needs of HR professionals and advances the interest of the HR profession.

6. Labor certification :

* Labor Certification is a statement from the US Department of Labor (DOL) that a particular position at particular company is open. It is the first step in the process of obtaining a green card.

7. Freedom of association:

*The right of workers to join a Union and to bargain collectively. This right is protected by the Universal Declaration Human Rights and the Human Rights Act of 1993

8. Exit Interview:

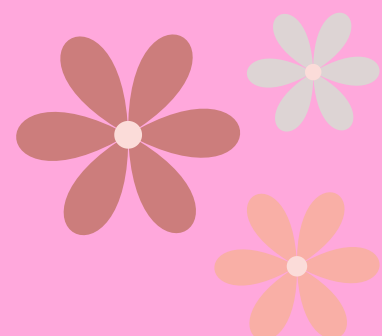
* The final meeting between management usually someone in the HR department and an employee leaving the company. Information on why the employee is leaving is gathered to gain insight in to work condition and possible changes or solutions.

9. Development counseling:

*A form of shared counseling Where supervisors work together with Subordinates to identify strengths and weaknesses, resolve performance related problems and determine and create an appropriate action plan.

10. Business process outsourcing (BPO):

The managing of and organizations business applications by a technology vendor.



Human Resources (HR) Trends



Personalization

In the past, HR had a very one-size-fits-all approach, but now we see a growing emphasis on the employee, and his/her needs, interests, and challenges. From onboarding to varied workspaces that fulfill different needs, these changes reflect an emphasis on the employee over the company.

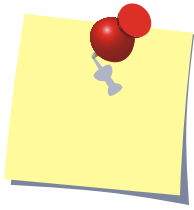
Personal Development

More organizations don't just provide meagre health benefits and mentorship. They invest in their employees, helping them become the best at what they're interested in doing. Providing life coaches, creative work spaces, access to classes and courses are all their to enrich the lives of the employees, helping them to succeed professionally and personally.

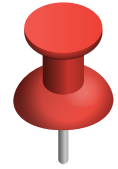


HR is About People

While we have access now to more and more data about employees, their interests, trends, trajectories, performance and more - it's hard to anticipate anyone's potential and professional journey. We still need to connect with people on a personal level to better understand them, what they need, and how business goals align with those needs.



NEWS BULLETIN



Varshini A , I MA HRM

India To Surpass China As The Most Populous Country By Mid-2023: UN India is set to overtake China as the world's most populous country by mid-year with almost three million more people. India is set to overtake China as the world's most populous country by mid-year with almost three million more people, UN estimates showed on Wednesday, as reported by the news agency AFP. According to the United Nations Population Fund's State of World Population report, India's population will be 1.4286 billion compared to China's 1.4257 billion at mid-year.

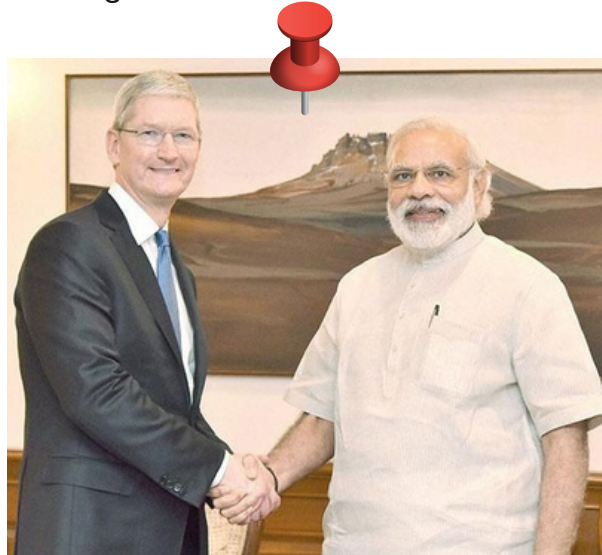


Microsoft removes Twitter from ad program; Elon Musk threatens suit

Microsoft Corp. said its social media planning and scheduling tools for advertisers will no longer support Twitter, after the Elon Musk-owned social network started charging for access to its programming interface. Musk responded to the announcement by accusing Microsoft of using Twitter data “illegally” and threatening a lawsuit. The billionaire, who bought Twitter last year, is changing the company’s policy to charge businesses for access to its stream of data. Microsoft’s Smart Campaigns service helps advertisers manage social media campaigns on services including Facebook, Instagram and LinkedIn. Musk is now establishing his own rival AI effort. Apple CEO Tim Cook meets PM Modi, says committed to growing and investing across India Ahead of the company's second official retail store opening in India, Apple CEO Tim Cook met Prime Minister Narendra Modi in New Delhi on Wednesday. Cook stressed that the company is committed to growing and investing across the country.



Apple CEO Tim Cook meets PM Modi, says committed to growing and investing across India Ahead of the company's second official retail store opening in India, Apple CEO Tim Cook met Prime Minister Narendra Modi in New Delhi on Wednesday. Cook stressed that the company is committed to growing and investing across the country. "Thank you Prime Minister Narendra Modi for the warm welcome. We share your vision of the positive impact technology can make on India's future – from education and developers to manufacturing and the environment, we're committed to growing and investing across the country," Tim Cook tweeted. PM Modi also highlighted India's digital transformation during the meeting.

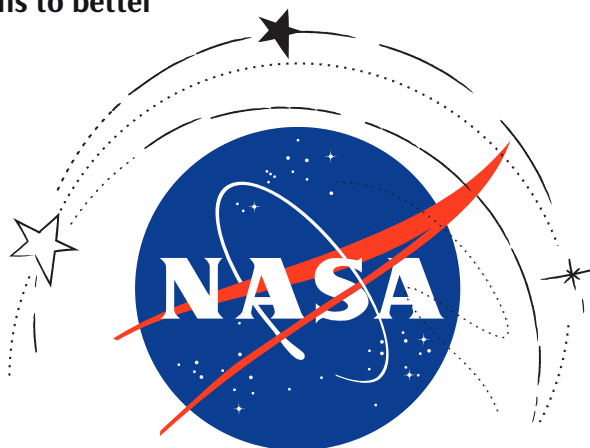
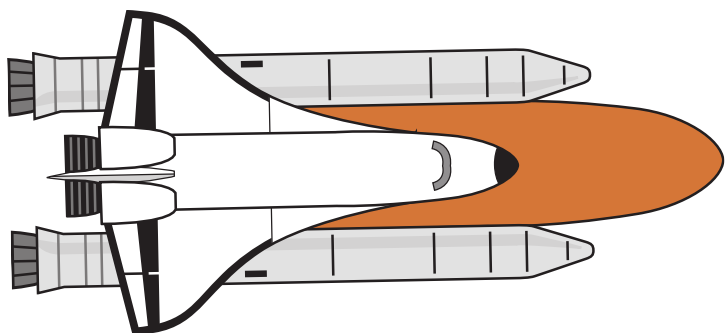


NASA Releases Agency Climate Strategy :

NASA has been working to better understand our home planet from the unique vantage point of space since the first TIROS satellites launched in the 1960s. Today, with more than two dozen Earth-observing satellites and instruments, it's clearer than ever that our planet is an interconnected system. Local events can have global impacts and global events impact local communities.

The strategy assesses NASA's climate portfolio across the agency for the first time, extending beyond science and exploration efforts to include every mission directorate and NASA facility.

NASA's innovation efforts also extend to aeronautics engineering, as NASA seeks to advance the development of greener aerospace technology. Such advances in science and engineering can also lay a foundation for future innovation as NASA technologies and know-how are shared with the world, including agency collaborations to develop remote sensing technology, combat wildfires, and develop space power systems that could advance power alternatives on Earth. NASA's decades-long and vast array of Earth, atmospheric, and solar data have long been one of the foundations of how we understand climate and the Earth system," said Karen St. Germain, director of NASA's Earth Science Division. "By studying Earth as a system – from a variety of viewpoints and through many different instruments and scientific fields – NASA's integrated approach is key for better understanding our home. And understanding it gives us the means to better



HR POLICIES

Abarna R , I MA HRM

1. Employment contract

In India, it is crucial to file proper documentation of the employees that work in the company. The employee contract acts as the umbrella covering a list of HR policies and agreements.

As per India's employment laws, it is essential to file proper documentation of the employees to ensure appropriate navigation through the complex and diverse employment framework.

2. Employee wages

Employee payroll is one of the significant aspects of employee management. The job of the HR department of the company is to manage the employee payroll effectively. This includes offering competitive salaries to employees and staying in compliance with the government policies. Various acts passed by the government cover the employee wages. The most prominent among being The Minimum Wage Act, 1948. This act sets a particular wage as the minimum wage for skilled as well as unskilled workers. The act mandates that the employees earn the 'Basic' salary to meet their living expenses. Further, The Payment of Wages Act, 1936 states that an employee should receive their rightful monthly salary payment on the agreed-upon date without any unwanted deductions.

3. Code of Conduct

The Code of Conduct is the company's policies, consisting of its vision, mission, and ethics. This is created to inform employees about the policies of the behaviour and maintain discipline while at the workplace. The code of conduct is among the types of HR policies containing the company's rules that employees need to adhere to. The policy includes dress code, equal rights to all, electronic usage policy, conflict of interest, media policy, proper work environment etc. It also contains the rules and penalties if an employee breaches or violates the code of conduct.

4. Leave policy

As per requirement, every company should have a good leave policy to provide a clear picture of the leaves they would be entitled to take in a year. The policy should include a proper bifurcation of the leaves into paid leaves, sick leaves or casual leaves etc. It must also mention public holidays. HR policies in India 2023 should also provide provision for unpaid leaves along with detailed rules on the salary cut on late arrivals and half days. According to The Factories Act, 1948, employees are entitled to get paid holidays every week as well as get paid for any extra work they did beyond their work hours.

5. Employee provident fund

Every employer is liable to set up an employees provident fund account for each of its employees. The Employees Provident Fund Act, 1947 provides income security to the employees after their retirement. This is more like a security fund offering various benefits for employees, such as housing care, medical insurance and retirement pension. It is important to note that companies exceeding 10 employees must provide provident fund benefits to their employees.



6. Gratuity Policy

The gratuity policy is a way for companies to appreciate the services provided by their employees towards the company. The gratuity policy applies to all employees who have provided more than 5 years of continuous service to the organisation. The company is liable to pay a one-time payment as gratuity payout to employees who are either being laid off or resigning, but have provided 5 years or more of continuous service. This is vital to keeping employees happy and engaged. Moreover, companies are legally bound, as per The Payment of Gratuity Act, 1972, to pay gratuity to their employees.

7. Paternity and maternity leave policy

Every company with more than 10 employees is required by law to provide maternity leave benefits to women employees as per The Maternity Benefits (Amendment) Act, 2017. Any woman who has worked with the company for 80 days is entitled to receive the benefits. According to the act, a pregnant working woman is eligible to get a minimum of 26 weeks of paid leave for the first 2 children and a subsequent 12 weeks of unpaid leave. As of now, there is no law on paternity bills for private company employees. The central government employees are entitled to get paternity leave of 15 days to take care of their wife and surviving child. There is a proposed paternity benefits bill, 2017, which is still pending government authorisation.

8. Sexual harassment workplace policy

A company is required to take or implement decisive rules, human resource policies and regulations to create a safe work ecosystem for women at the workplace. This is not just required by law, but it should be a moral necessity for the company. According to The Sexual Harassment Act, 2013, the company must implement proper steps to protect women employees and interns as well as any woman who visits the company. Moreover, every company should have a sound sexual harassment policy to address harassment complaints by women employees actively. This includes setting up an Internal Complaints Committee in every company crossing the 10-employee mark to look into the sexual harassment complaints by women at the workplace.

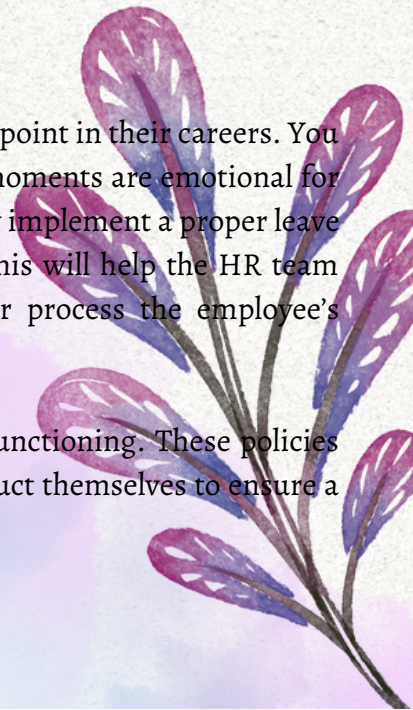
9. Adaptive work culture policy

The past year has seen a paradigm shift in various companies' work culture. The pandemic has forced many of them to ask their employees to work from home. This has given rise to the need for an adaptive work culture policy to provide greater flexibility to employees to choose their work location or workplace. The adaptive work culture policy should contain proper rules and structures to manage employees working remotely or working from home. This will create a framework or guidelines for employees to follow when working from different locations.

10. Employment Termination policy

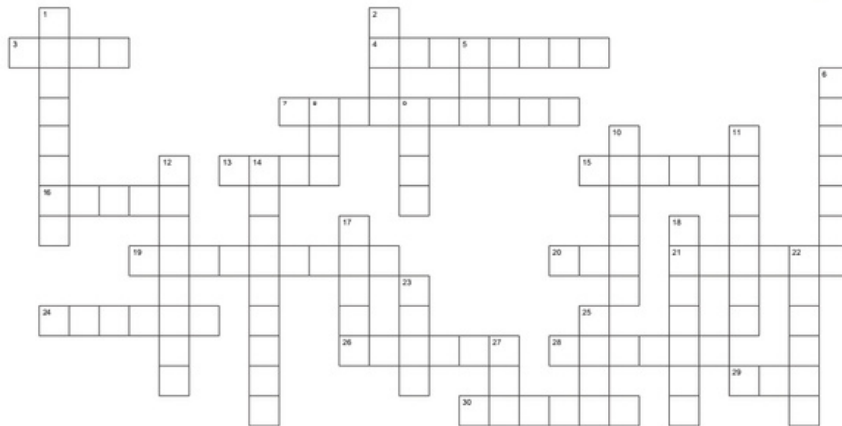
Every employer has to face it. Some of your employees may plan to move ahead at some point in their careers. You may also feel that an employee no more fits into your larger scheme of things. These moments are emotional for the employee as well as the employer. Therefore, the employer needs to ensure that they implement a proper leave policy that lays down the steps for an employee who wishes to leave the company. This will help the HR team follow the correct procedures as per the labour laws to terminate an employee or process the employee's resignation request.

HR policies are an essential framework that every company needs to ensure smooth functioning. These policies are the guiding factor that tells the company and the employees how to work and conduct themselves to ensure a safe and secure working environment for all.



HR CROSSWORD PUZZLE

Harini TM, I MA HRM



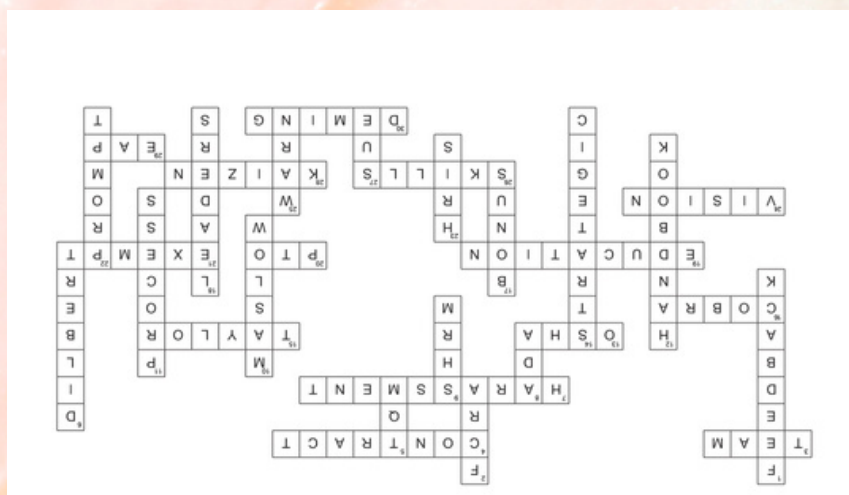
ACROSS

- 3 Working together
- 4 Written expectations
- 7 Doesn't require psychological injury
- 13 Safety regulators
- 15 The first management guru
- 16 Applies to companies with 20 or more employees
- 19 The greatest form of leverage
- 20 Sick days and vacation combined
- 21 No overtime
- 24 A driving force
- 26 _____ and character = trustworthiness
- 28 Continuous improvement in Japanese
- 29 Helps with employee problems
- 30 Father of Total Quality Movement

DOWN

- 1 What employees want
- 2 Law governing background checks
- 5 Revolutionized manufacturing
- 6 America's #1 whiner
- 8 Disability protection
- 9 Largest HR Network
- 10 Authored the Hierarchy of Needs
- 11 It's not an event, it's a _____
- 12 Where policies are found
- 14 HR's new role
- 17 Extra pay
- 18 Turning managers into _____
- 22 A _____ and through investigation
- 23 Technology interface
- 25 Mass layoff compliance
- 27 What attorneys do

ANSWERS:



Growing Trends in Human Resources

Employee Investment

More and more, organizations don't just provide meagre health benefits and mentorship. They invest in their employees, helping them become the best at what they're interested in doing. Providing life coaches, creative work spaces, access to classes and courses are all their to enrich the lives of the employees, helping them to succeed professionally and personally.



HR Innovation Labs

Many large businesses are creating smaller, agile groups that can study and apply different HR approaches. Whether it is through outlining new processes, or identifying opportunities for new HR tech being used, these small teams are needed. Smaller groups can run shorter experiments, see results sooner and implement new ideas more easily.

Big is Beautiful

Larger, established businesses and companies are incorporating new technical solutions, and integrating with different services in order to adapt. They are hoping to improve one another's expectations of talented employees and work environments in general.



HR is About People

While we have access now to more and more data about employees, their interests, trends, trajectories, performance and more - it's hard to anticipate anyone's potential and professional journey. We still need to connect with people on a personal level to better understand them, what they need, and how business goals align with those needs.

GRATITUDE NOTE

After the successful release of the second edition , here we are again with the third edition of HR Tabloid .A special thanks to the principal , college management the faculty members of the department and our fellow students for contributing and extending their support throughout the process.



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Assistant Professor

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