



HRM: Recent Behavioural Revolution

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I. INTRODUCTION

Human Resource Management (HRM) is seen by practitioners in the field as a more innovative view of workplace management than the traditional approach. Its techniques force the managers of an enterprise to express their goals with specificity so that they can be understood and undertaken by the workforce and to provide the resources needed for them to successfully accomplish their assignments. HRM is the strategic and coherent approach to the management of an organization's most valued assets — the people working there who individually and collectively contribute to the achievement of the objectives of the business. The terms "human resource management" and "human resources" (HR) have largely replaced the term "personnel management" as a description of the processes involved in managing people in organizations. In simple words, HRM means employing people, developing their capacities, utilizing, maintaining and compensating their services in tune with the job and organizational requirement.

The HRM techniques, when properly practiced, are expressive of the goals and operating practices of the enterprise overall. HRM is also seen by many to have a key role in risk reduction within organisations.

The proposed paper discusses a few of unique recent HRM practices. The HRM methods adopted which are also well elaborated in knowledge enriching book and almost also in maximum search engine. But there are still many facets which are unwrapped and which have also extreme hidden potential. A few of them are being attempted to be explain by me as under follows:-

[1] GLASS CRACKING: -

As termed it means some big change instantly. It is the method which is being presently adopted into practice at New Zealand. The employees of the organizations are recommended to express their anger. The employees are provided ample number of drinking glasses or tea cup or bone china cup in order to throw them and then wipe out their anger.

The company provides an opportunity to release the anger and frustration of the employee by giving a glass cup to throw a certain distance. With the throwing and cracking of glass it has been observe and recorded that anger and frustration level of employ reduces tremendously Since it is the costly and time taking treatment it is limited to the key executive and the most important employee of the organization as if the key employees are frustration free then it is fruitful for the company the in terms of financial profit, efficiency enhancement and expansion of customer base due to higher output of efficiency of the key employees.

The precaution is being taken to avoid any form of pre or post physical injury to the employee. Also well maintenance of the glass cracking trail room are been taken a great care of by the company.

[2] THE 1080 DEGREE FEEDBACK: -

It is a step ahead then the 720 feedback and the third generation of the 360 degree feedback. Still it is a nascent technique of feedback which has emerged recently in modern HR corporate practice.

Generally in 360 the feedback is taken from seniors, juniors, peer groups, suppliers, clients, colleague's etc. In 720 degree feedback the feedback collected is reverted to the employee, where employee has to justify their own feedback. In the 1080 degree feedback the employee and the individual who give the feedback for the employee are both monitored by a vigilant 3rd party or are being spied. Generally it is done by help of CCTV cameras. The day to day behaviors of employees are analyzed as punctuality, dedication for work, working activities, body language etc. Also the market reputations for outsiders are being collected. The 1080 is exercised in triple phase of action.



This is done because most of the times honest, loyal and hardworking people were receiving the wrong feedback due to their loyalty to the company. Also many employees who exercise lobbying and linking them to the power-chair were benefited most of the times, even they do not deserve any reward. This usually makes the inferiority in the loyal and hardworking employee and slowly her/his work performance goes down resulting into loss for the company/organization.

The 1080 feedback method performs for employees same as a scanner for inspecting the object. Still the 1080 degree feedback method has to get developed a lot in modern HR Practices.

[3] THE DUMMY MODEL: -

The Dummy model as the name suggests is based on usage of the Dummy of the various authorities of the organization. Many times we see that the Protestants use to burn Dummy or many times the supporters and fans of celebrities use to rejoice by uplifting the dummy of the celebrities.

Similarly the dummy of organization's authorities are made to be beaten up by their juniors and sub-ordinates. Presently dummy model is being frequently used in Japan and few portions of South Korea. It has been practiced in Japan since past 40 years.

The Dummy is kept in a separate building as well as it is mandatory for all the employees to go in that building minimum 1 time per week and spent prescribed hours. So that it can't be easily found out who is hitting the dummy and who not. Also the senior authorities whose dummy are kept in the building for being beaten up are strictly restricted to enter that area [building].

The beating and abusing of the dummy of seniors reduces the frustration, anger and all forms of grievances upto maximum of the employees. This makes employees more enthusiastic to work which leads into a brilliant overall growth of the company/organization.

In many organizations the companies have to arrange even 2-3 dummy per day as they are so badly beaten and even torn also. The response against dummy decreases the mental pressure as well as also the company gets the secret message of behavioral faults of the senior authorities.

As if a senior authorities is having healthy relations with the employees and subordinates then their dummy will not be torn or have to be replaced soon. The replacement of dummy indicates the unhealthy and tense relation of senior with juniors. On basis of this the company evaluates the relationship status of Employee and Managing authorities.

[4] MANDATORY HEALTH CHECK-UP FOR THE EMPLOYEES: -

This is another recent practice of emerging HRM portfolio. The company ensures the mandatory health checkup. The company performs their CSR by making the mandatory health checkups for employees.

The company encourages and organizes the "Blood Donation Camps". The sample collecting hospitals provides free health checkup for the blood donors and also they pay a good financial sum to companies as an honorarium for blood donation. As the cost against the blood requirement is too high and this is earned by the hospitals.

In this manner company saves the cost of Health-check up and also earns a lot of goodwill in market which helps for their business expansion and growth in market. It also makes a good financial profit for the company. A number of MNC all over the world is exercising this HRM practice in their working pattern.

II. IMPLICATIONS

1. These modern but unexplored area of HRM area can be more explored.
2. The other hidden human factors can also be taken into consideration for shaping the Innovation in HRM Practices.
3. These successful adopted HRM practice methods can be more widely adopted.
4. The more new and emerging HRM practices have to be discovered by noticing the basic traits of Human Behavior.

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