## Case Report

# RECENT TRENDS IN E-COMMERCE WITH HUMAN RESOURCE MANAGEMENT

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| ARTICLE INFO | ABSTRACT |
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| | More and more organizations have been replacing face-to-face human resource management activities with electronic human resource management, E-HRM for short. E-HRM facilitates the HR function to create dynamic and operational capabilities and contributes greatly on HRM effectiveness. This article elaborates on E-HRM in detail on the following aspects: Introduction of E-HRM, types of E-HRM, role of E-HRM, factors influencing utility, effectiveness of E-HRM, determinants of attitude towards E-HRM and the context for E-HRM in India, and it is expected to help people understand E-HRM more comprehensively and systematically. |
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## INTRODUCTION

HR in E-commerce is a challenging portfolio because of the sheer diversity in the organization. By virtue of its novelty and entrepreneurial experience, E-commerce start-ups are attracting diverse talent from traditional industries. This talent may or may not be in the high awareness zone in terms of what they are getting into. This is precisely what makes it essential for an HR professional in e-commerce to have a strong understanding of various industries, their talent landscapes and how they map to E-commerce ecosystem. The HR professional should have ability and experience for active participation in business decisions to do well in e-commerce. The person should also have the ability to look at the larger picture and strive for continual improvisation and optimization of human resources in all processes. There are Seven Important Human Resource traits for E-commerce industries-commerce industry definitely has a lot of scope as compared to other sectors in India where rising, importance of HR and systems can be seen. We can see mostly youth brigade following the e-commerce startups as it offers them the good pay and life style desired, but getting the right talent still remains the challenge, even in the e-commerce startups. We can choose to automate HR solutions to deal tactically with this. The business world changes rapidly. New technology is introduced, employees come and go, and the finance of the company fluctuates.

### Types of E-HRM

There are three types of E-HRM. These are described respectively as Operational, Relational and Transformational.

Operational E-HRM is related with administrative functions-payroll and employee personal data for instance. Operational type of HRM provides the choice between asking employees to keep their own personal data up to date through an HR website or to have an administrative force in place to do this.

Relational E-HRM is related with supporting business processes by ways of training, recruitment, performance management and so forth. As to relational HRM, there is the choice between supporting recruitment and selection through a web-based application or using a paper-based approach (through advertisements, paper based application forms and letters etc.).

Transformational E-HRM is related with strategic HR activities known as knowledge management, strategic re-orientation. As to transformational HRM, it is possible to create a change-ready workforce through an integrated set of web-based tools that enables the workforce to develop in line with the company's strategic choices or to have paper-based materials.

### Role of E-HRM

Classical human resources management (HRM) includes the recruitment, selection, development, compensation, retention,

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evaluation, and promotion of personnel within an organization (Bernardin & Russel, 1993), which could be mostly transferred to the virtual world .Therefore, the HR profession faces an important challenge with new E-HRM and virtual actions encountered in the business world. However, E-HRM has been known as its position as the dynamic version of HRM. E-HRM functions share similarities with HR management functions, which are planning for organizations and jobs for people, acquiring human resources, building individual and organizational performance, rewarding employees, maintaining human resources (Fisher, Schoenfeldt, & Shaw, 1996). Using E-HRM technology is a way of implementing HR strategies, policies, and practices. The E-HRM technology supports the HR function to abide by the HR needs of the organization based on the network (Ruel et al., 2004). The E-HRM technology provides a portal which enables managers, employees, and HR professionals to view, extract, or alter information which is necessary for managing the HR of the organization. Additionally, with the use of E-HRM, fewer HR professionals are needed since E-HRM eliminates the "HR middleman".

### Factors Influencing Utility, Effectiveness of E-HRM

E-HRM has been studied increasingly by many scholars. However, Academic involvement in E-HRM started relatively late and, to an extent, is still trying to catch up with practice (Ruel et al., 2007). Previous studies on E-HRM have been conducted by various researchers. Laumer et al., (2010) studied E-HRM in an E-Business environment among 144 HR managers from German top 1000 corporations. Their survey results revealed that HR managers' most pressing challenges are staff retention and internal and external employer branding. They concluded the importance for an E-HRM that needs to be both effective–adequately fill vacancies–and efficient–make full use of rare resource. Strohmeier and Kabst (2009) examined the factors that affect the cross-national organizational adoption of E-HRM in Europe. They found that E-HRM is a common practice throughout Europe since two-thirds of all organizations have already applied E-HRM. They also found that major determinants of E-HRM adoption are size, work organization, and configuration of HRM

### Elements of E-Human Resource

### E-HRM

It is the application of information technology for both networking and supporting at least two individual or collective actors in their shared performing of HR activities.

### E-Recruitment

E-recruitment also knows as online recruitment is the practice of using technology and in particular Web Based resources for tasks involved with finding, attracting, assessing, interviewing and hiring new personnel. The purpose of e-recruitment is to make the processes involved more efficient and effective, as well as less expensive. Online recruitment can reach a larger pool of potential employees and facilitate the selection process. The online promotion of an organization as a desirable place to work, through the corporate website or other venue is one element of e-recruitment.

### E-Selection

The process of interviewing and evaluating candidates for a specific job and selecting an individual for Employment based on certain criteria. Employee selection can range from a very simple process to a very complicated process depending on the firm hiring and the position. Certain employment laws such as anti-discrimination laws must be obeyed during employee selection.

### E-Learning

E- Learning is electronic learning, and typically this means using a computer to deliver part, or all of a course In the early days it received a bad press, as many people thought bringing computers into the classroom would remove that human element that some learners need, but as time has progressed technology has developed, and now we embrace smart phones and tablets in the classroom and office, as well as using a wealth of interactive designs that makes distance learning not only engaging for the users, but valuable as a lesson delivery medium.

### E-Compensation

The e-compensation systems are those software packages which are bought or developed by companies and are accessible through the company's intranet or over the internet which all the employees would be able to reach it through browsers from anywhere. They primarily contribute the effectiveness and efficiency in three ways: Easy Accessibility to the information without any requirement like a special IT϶ infrastructure or knowledge  Round the clock availability of the meaningful compensation information in detail for϶ employees, managers and HR professional according to their credentials in an interactive way  Streamlining the cumbersome bureaucratic tasks through the introduction of workflow϶ functionality and real-time information processing in a cost-effective manner.

## CONCLUSION

E-HRM is a web-based tool to automate and support HR processes. The implementation of E-HRM is an opportunity to delegate the data entry to the employees. E-HRM facilitates the usages of HR marketplace and offers more self-service to the employees. Human resources are considered as the most expensive resource in any organization; therefore, they need careful management. The goal of human resources management is to make sure that a company has the right number of people with the required knowledge, skills, abilities and competencies, in the right place, at the right time, at an affordable cost and who are motivated and determined to achieving the current and strategic need of a firm. E-HRM practice provides a more efficient and strategic way of working to reach the goals. E-HRM facilitates human resource functions with the chance to create new avenues for committing to organizational success. It covers all aspects of human resource management like personnel administration, education and training, career development, corporate organization, job descriptions, hiring process, employee's personal pages and annual interviews with employees.

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