E COMMERCE AND HUMAN RESOURCE MANAGEMENT

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ABSTRACT

Electronic commerce technologies are changing the way that work tasks are conducted and thus has significant implications for the way organizations manage their human resource functions. Although the impact of IT on work and employment has been the subject of research, little attention has been paid to electronic commerce and its effect on work organisation and HR management. This paper examines existing literature on how e- commerce technologies have shaped workplace management. It proposes a conceptual framework for identifying and understanding these changes in the context of the business pressures faced by in highly competitive environment.

Keywords*: E Commerce, HR, Workplace Management.*

1. INTRODUCTION

Experts speak on the attributes an HR professional must have to be successful in the fast-paced e-commerce environment. Being a human resource professional in India's high-pressure e-commerce industry can be tricky. Since most such companies are start-ups, it's difficult to draw in suitable talent and manage its diversity.

A recruitment officer, says that since jobs in start-ups are no longer restricted from 9 am to 5 pm, the scope of work for an HR professional in keeping employees satisfied and motivated is "vast".Within start-ups, we are working round-the-clock. This makes it important for HRs to create, it may sound, an environment that feels like home. Apart from this, regularly incentivizing and recognizing good work and boosting morale at work in non-monetary ways by rewards and recognitions have become essential.

HR in e-commerce is a challenging portfolio because of the sheer diversity in the organisation. 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 the e-commerce ecosystem.

Sameer Sood, head of HR and administration at Fashion and You, says 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.

Seven important Human Resource traits for e-commerce industry
1. Team player with an ability to create the feeling of 'one team, one goal'.
2. Strong understanding of different industries, their talent landscapes and how to map them to the e-commerce ecosystem.
3. Ability and experience for active participation in business decisions.
4. Ability to do the right communication with the right people at the right time in the right manner.
5. Continual improvisation and optimization at all times in all processes.
6. Adaptability and ability to mold as per evolving business situations.
7. Ability to look at the larger picture.

Ecommerce 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 ecommerce startups as it offers them the good pay and life style desired, but getting the right talent still remains the challenge, even in the ecommerce 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 finances of the company fluctuate. HR's role in helping to stabilize the company for change cannot be understated. Planning for change means helping employees understand their roles in the larger picture of the company. It's about building bridges between departments and managers and getting people to talk about "what-if" situations. HR takes this information and develops a management plan for disasters, for changes in workflow and for reassuring employees in times of crises or frightening change.

2. ELEMENTS OF E-HUMAN RESOURCE

E-HRM is the (planning, implementation and) 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 known 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 venues, is one element of e-recruitment. E-recruitment softwareand systems are available as standalone applications, product suites and services. A recruitment management system is an integrated product suite or portal that streamlines and automates the processes involved.

E Selection

The process of interviewing and evaluating candidates for a specific job and selecting an individual for employment based on certain criteria. Employeeselection 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 whether it's in a school, part of your mandatory business training or a full distance learning 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 smartphones 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.

Building partnerships with quality training providers, and combining this with a dedicated experienced technical team and support staff, Virtual College provides the perfect blended learning environment, offering anyone the chance to take their online training to the next level.

E Training

Sloman's definition goes on to say, ''training lies within the domain of the organization: it's an intervention designed to produce behaviours from individuals that have positive organizational results.'' He then defines learning as ''the physical and mental process involved in changing one's normal behavior patterns and habits.'' ''Learning,'' he claims, is distinct from training as it ''lies within the domain of the individual.''

E-Performance Appraisal

E Performance is a functional, practical and effective performance appraisal system. It guides managers through the entire performance appraisal process, maintaining records and time lines. E Performance ensures both managers and staff take maximum benefit from a highly efficient and productive performance appraisal process.

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 (in case of internet). They primarily contribute the effectiveness and efficiency in three ways: (1) Easy Accessibility to the information without any requirement like a special IT infrastructure or knowledge (2) Round-the-clock availability of the meaningful compensation information in detail for employees, managers and HR professionals (for decision support) according to their credentials in an interactive way (3) Streamlining the cumbersome bureaucratic tasks through the introduction of workflow functionality and real-time information processing in a cost-effective manner.

E-HRM Goals

E-HRM is seen as offering the potential to improve services to HR department clients (both employees and management), improve efficiency and cost effectiveness within the HR department, and allow HR to become a strategic partner in achieving organizational goals.

The recruiting aspect there are number of websites for recruiting of employees in companies some of the popular and important web sites in INDIA are listed below they are

1. naukri.com
2. jobsahead.com
3. monsterindia.com
4. careerindia.com
5. placementindia.com
6. jobsearch.rediff.com
7. bestjobsindia.in
8. jobzing.com
9. cybermediadice.com
10. Careerjet.co.in

3. 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 employee. e- HRM facilitates the usages of HR marketplace and offers more self-service to the employees. e- HRM (Electronic Human Resource Management) is advance business solution which provides a complete on-line support in the management of all processes, activities, data and information required to manage human resources in a modern company. It is an efficient, reliable, easy – to use tool, accessible to a broad group of different users. With the various advantages and little disadvantages it can be recommended that all the organizations use E-HRM technology, that promises to provide a useful, efficient and Increased performance through this e-HRM technology in spite of all barriers it has to face. E HRM is a way of implementing HR strategies, policies, and practices in organizations through a conscious and directed support of and/or with the full use of web-technology-based channels. 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. Therefore e-HRM is way of doing HRM.

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