

HR ANALYTICS A CONCEPTUAL ARTICLE OF ITS IMPLICATION

Abstract

Human Resource Analytics is an innovative activity within the HR field in that recently businesses have demonstrated growing interest. The need to increase formal understanding of the phenomenon has led to a flow of study that has been inspired by practical interest and various preliminary literature evaluations were done. The aim of this study is to understand the process of HR analytics, models of HR analytics and the various types of HR analytics based on this identifying some findings and providing suggestions to the various business operations to adopt this HR analytics to maintain its database very systematically may result in smooth functioning of HR department in any type organization.

Keywords: HR analytics, Human Resource Management, Descriptive Analytics, Predictive Analytics, and Prescriptive Analytics.

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I. INTRODUCTION

The new begun in Human Recourse is Human resource analytics development and challenge in the business environment, accentuating the value of HRM to top administration. HR analytics is talent data to improve business and talent outcomes. This procedure can also be known as talent analytics, people analytics, or workforce analytics. This method of data analysis gathers data regularly gathered by HR and associates it to business goals by HR.

“(Kirtane 2015), this study reveals that green practices, Metrics and analytics of HR which are utilized in numerous activities of HR, are examples of sustainable HRM practices.”

“(Gurusinghe et al.,) the author describes rapid transformation of digitalization has raised the ultimatum for solutions & services of HR analytics, which has led to the Asia Pacific area, among others, experiencing the fastest growth in HR analytics.”

“(Opatha, 2019) author defines sustainability as a sensible effort is been done to satisfy the requirements of living things like natural and other resources while not compromising the ability of future generations of living things to meet their needs.”

II. LITERATURE REVIEW

(Lochab et al., 2018) the author says that currently, numbers are known as the business language. Organizational decision-makers make choices based on the data from descriptive, predictive, and prescriptive studies. As a result, organizations are attempting to use data analytics to increase decision accuracy and effectiveness.

(CIPD 2018) defines the analytical actions of people data to address business concerns are known as HR analytics. HR analytics uses both business and human data gathered by HR system. Profoundly, HR consultants and employers may learn more about their workforce, HR policies, and practices with an emphasis on the human capital component of the workforce due to HR analytics, which can eventually guide more fact-based decision-making.”

(Tursunbayeva et al. 2018) study revealed that HRM practices people analytics, research & focused on innovation, descriptive and predictive data analytics, and conception techniques to yield actionable perceptions about workforce dynamics, human capital, individual performance, and team performance that can be used deliberately to progress employee involvement and take full advantage of organizational effectiveness, efficiency, and results.”

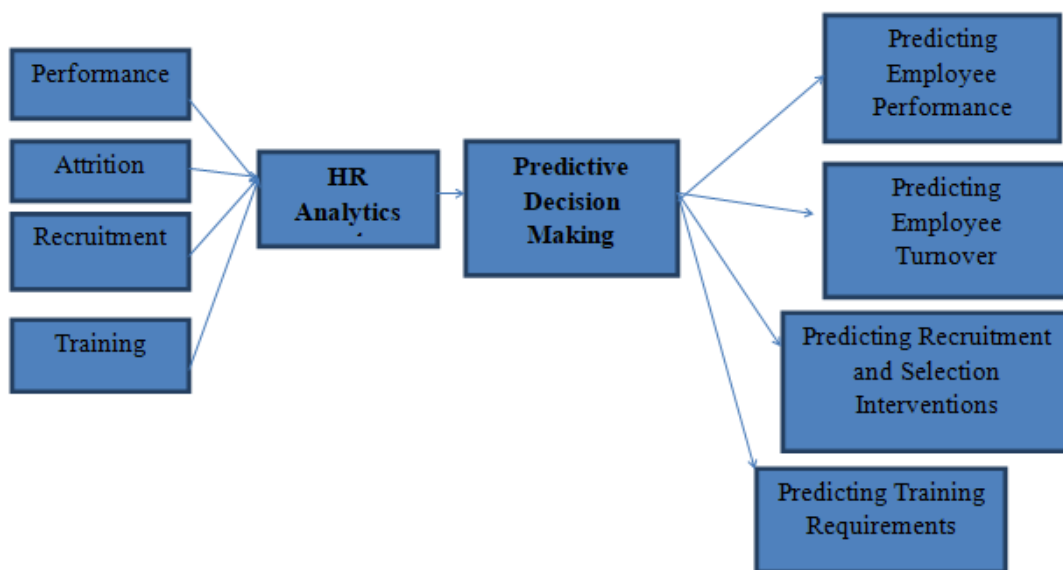
III. PROCESS OF HR ANALYTICS

The path plan of HR analytics consists of five phases according to Jain & Nagar in 2015 are enlightened below:

1. **Defining HR analytics objectives:** Human resource experts must define the highest intentions. For instance, goals could understand the elements that improve employee productivity, estimate the percentage of an employee attrition rate for the following year, magnitude employee satisfaction levels, and define the effect of workstation perils on employee enactment.

2. **Collection of data:** The data necessary to support the elements of the goals must be gathered after HR professionals have determined whatever the HR-related objectives are. HR specialists can collect information via surveys, observations, interviews, and computer applications.
3. **Assessment of HR metrics:** After data collection, the next step of the organization is to decide on human resource metrics will use for efficient decision-making for an recognised objective.
4. **Process of data analysis:** This is the fourth phase that requires analysis using statistical tools to analyse the collected data to come up with eloquent information. It helps the human resource department make efficient human resource decisions.
5. **Decision-making stage:** The last step is to base judgments on the data after data analysis and relevant information extraction. To accomplish the organizational strategy, it is frequently necessary to make judgments about changing the present HR rules, procedures, and processes or creating new HR policies.

IV. HR ANALYTICS MODEL



Source: Mohammed (2019)

Mohammed (2019) has recognized a contemporary tool in HR for Prognostic Decision Making rises to the solicitation of statistical or HR analytics techniques to analyse HR data related to employee performance, attrition, recruiting, training, and other topics. The Results are, based on data analysis; employee performance, recruitment, training and attrition decisions are taken by the organization.

1. **Types of human resource analytics:** Descriptive, predictive, and prescriptive analytics are methods of HR analytics. Each offers a distinctive viewpoint on the data belonging to the firm. While each has benefits and drawbacks, they complement one another.

2. **Descriptive analytics:** The fundamental kind of descriptive analytics involves taking historical information and summarising it into an understandable form. A headcount report of every employee in the company is an example of descriptive analytics. Further segmenting it based on demographics would still fall under the same heading.
3. **Predictive analytics:** Predictive analytics works to look forward, while descriptive analytics seeks to look back. By using statistical forecasts and models created based on trends identified by descriptive analytics. The objective is to detect the organization's requirements.

Talent acquisition teams in determining whether employees would be a cultural fit for the company by applying Predictive analytics.

4. **Prescriptive analytics:** Prescriptive analytics delivers allusions on what could be done basis of predictions and what has happened in the former. This analytical approach can be helpful for organizations with high or busy seasons. Prescriptive analytics helps to decide how to onboard a new joined, based on skills and knowledge, and across the employee life cycle.

V. FINDINGS

1. HR Analytics is critical for developing talents and retaining human capital in any industry.
2. HR Analytics provides statistically sound data and evidence to make new HR decisions.
3. HR Analytics provides insights to an organization for efficiently managing employees to achieve organizational goals quickly and effectively.
4. HR analytical techniques help organizations to analyze the collected data in a meaningful way and make informed HR-related decisions.

VI. CONCLUSION

This study focused on providing a data-driven framework provided by HR analytics to discourse workplace problems through a intermingling of technology and procedure by using statistical models to produce fresh visions in decision making process. It helps business owners to improve HRM by increasing its strategic value.

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