A PROJECT REPORT ON

"TO STUDY FUTURE TRENDS OF HUMAN RESOURCE MANAGEMNETIN JIO INFOCOMM LTD WITH REFERNCE TO NAVI MUMBAI"

A Project Submitted to

University of Mumbai for Partial Completion of the Degree

of Bachelor in Commerce (Accounting and finance)

Under the Faculty of Commerce

By

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T.Y.B.A.F (SEMESTER –VI)

Under the Guidance of

'ASST. PROF. DR. KISHOR CHAUHAN'

JNAN VIKAS MANDAL'S

Mohanlal Raichand Mehta College of Commerce

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Dr. R.T. Doshi College of Computer Science

NAAC Re-Accredited Grade 'A+' (CGPA : 3.31) (3rd

Cycle)Sector-19, Airoli, Navi Mumbai, Maharashtra

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FEBRUARY, 2024.

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CERTIFICATE

This is to certify that **MR.** *PRASHANT SONAJI SALUNKHE* has worked and duly completed his Project work for the degree os Bachelor in Commerce (Accounting and Finance) under the Faculty of Commerce in the subject of **Accounting and Finance** and his project is entitled, **"*TO STUDY FUTURE TRENDS OF HUMAN RESOURCE MANAGEMNET IN JIO INFOCOMM LTD WITH REFERNCE TO NAVI MUMBAI*"**. Under my supervision.

I further certify that the entire work has been done by the learner under my guidance and that no part of it has been submitted previously for any Degree or Diploma of any University.

It is his own work and fact reported by her personal finding and investigations.

Guiding Teacher,

ASST. PROF. DR. KISHORCHAUHAN.

Date of submission:

DECLARATION

I the undersigned **MR. .** *PRASHANT SONAJI SALUNKHE* here by, declare that the work embodied in this project work titled **"*TO STUDY FUTURE TRENDS OF HUMAN RESOURCE MANAGEMNET IN JIO INFOCOMM LTD WITH REFERNCE TO NAVI MUMBAI*"**,forms my own contribution to the research work carried out by me under the guidance of **ASST. PROF. DR. KISHOR CHAUHAN** is a result of my own research work and has been previously submitted to any other University for any other Degree/ Diploma to this or any other University.

Wherever reference has been made to previous works of others, it has been clearly indicated as such and included in the bibliography.

I, here by further declare that all information of this document has been obtained and presented in accordance with academic rules and ethical conduct.

(*PRASHANT SONAJI SALUNKHE*)

Certified by:

ASST. PROF. DR. KISHOR CHAUHAN.

<u>ACKNOWLEDGEMENT</u>

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CHAPTER-1 INTRODUCTION

1.1 MEANING OF HRM

HRM stands for Human Resource Management. It's the strategic approach to managing an organization's most valuable assets—its people. HRM involves the recruitment, selection, training, development, and management of employees to help them contribute effectively and efficiently to the organization's goals and objectives. It encompasses various functions, including but not limited to, personnel administration, talent management, compensation, performance management, and employee relations. HRM aims to optimize human capital within an organization to drive productivity, innovation, and overall success**.**

1.2 DIFINATION OF HRM

Human Resource Management (HRM) refers to the strategic and comprehensive approach to managing an organization's workforce. It involves the effective utilization of human resources to achieve the organization's goals and objectives. HRM encompasses various activities, including recruitment, selection, training, development, compensation, and performance management. Its focus is on maximizing employee performance to contribute to the overall success of the organization while also ensuring the well-being and satisfaction of employees. HRM involves both strategic and operational functions aimed at managing people as key assets within an organization.

1.3 INTRODUCTION OF HRM

Human Resource Management (HRM) is a vital function within organizations, focusing on the management of people as valuable assets. It's evolved significantly from traditional personnel management to a strategic and integral part of organizational success.

At its core, HRM is about effectively managing the workforce to achieve the organization's goals. It encompasses various functions, including recruitment, selection, training, development, compensation, performance management, and employee relations.

The introduction of HRM involves recognizing the importance of aligning the management of people with the overall strategic objectives of the organization. It's not merely about hiring and firing but about optimizing human capital to drive productivity, innovation, and competitive advantage.

HRM aims to create an environment where employees can perform at their best, encouraging their growth, development, and engagement while meeting organizational needs. This field emphasizesthe value of talent, skills, and knowledge in achieving sustainable success.

Over time, HRM has become increasingly intertwined with other aspects of business strategy. It's not just about managing personnel paperwork; it's about creating policies, practices, and acompany culture that attracts and retains top talent while fostering a productive and harmonious work environment.

A well-implemented HRM strategy can result in higher employee satisfaction, lower turnover rates, increased productivity, better decision-making, and overall organizational success.

1.4 IMPORTANCE OF HRM

Human Resource Management (HRM) holds immense importance within organizations for severalreasons:

1. Talent Acquisition and Retention: HRM plays a crucial role in attracting top talent, ensuring the right people are hired for the right positions, and devising strategies to retain them. A strong HRMfunction enhances employee satisfaction and reduces turnover.

2. Training and Development: HRM facilitates continuous learning and skill development programs for employees. These initiatives not only enhance individual capacities but also contribute to the overall growth of the organization.

3. Performance Management: HRM designs and implements systems to assess employee performance. This process includes setting clear goals, providing feedback, and rewarding high performance. It aligns individual efforts with organizational objectives.

4. Employee Relations: HRM fosters a positive work environment by managing relationships among employees and between employees and management. Addressing conflicts, ensuring fair treatment, and promoting a healthy work culture are integral parts of HRM.

5. Strategic Business Partner: Modern HRM is a strategic partner in decision-making processes. HR professionals provide insights and strategies on how human capital can best contribute to achieving organizational goals.

6. Legal Compliance: HRM ensures compliance with labor laws and regulations, minimizing the organization's exposure to legal risks related to employment practices.

7. Change Management: In times of organizational change, HRM guides employees throughtransitions, providing support and strategies to adapt to new structures or processes.

8. Employee Well-being: HRM oversees initiatives related to employee health, safety, and well-being. This includes benefits administration, health programs, and work-life balance initiatives.

9. Organizational Culture: HRM helps shape and maintain the organizational culture. It influencesvalues, norms, and behaviors that contribute to a positive and productive workplace.

10. Cost Productivity endive HRM practices can lead to cost savings by reducing turnover,improving productivity, and optimizing workforce planning.

In essence, HRM is instrumental in managing an organization's most valuable asset—its people. Its impact extends across all aspects of an organization, contributing significantly to its success and sustainability.

1.5 FEATURES OF HRM

Human Resource Management (HRM) encompasses various features or aspects that collectively contribute to managing an organization's workforce effectively. Some key features include:

1. Recruitment and Selection: Identifying job requirements, sourcing candidates, and selecting the right individuals to fill roles within the organization based on skills, qualifications, and cultural fit.

2. Training and Development: Providing learning opportunities and programs to enhance employees' skills, knowledge, and capabilities, aligning their growth with organizational goals.

3. Performance Management: Establishing processes to set goals, evaluate performance, provide feedback, and recognize achievements to improve overall productivity.

4. Employee Relations: Handling employee grievances, conflicts, and ensuring fair treatment while fostering a positive work environment and healthy relationships among team members.

5. Compensation and Benefits: Designing fair and competitive compensation structures, including salaries, bonuses, benefits, and incentives, to attract, retain, and motivate employees.

6. HR Planning and Strategy: Aligning HR practices with organizational objectives, forecasting future staffing needs, succession planning, and developing strategies for talent acquisition and retention.

7. Legal Compliance: Ensuring adherence to labor laws and regulations related to employment, health and safety, equal employment opportunities, and other relevant legal aspects.

8. Workforce Diversity and Inclusion: Encouraging diversity in the workplace and fostering an inclusive environment that values and respects differences among employees.

9. Organizational Culture: Cultivating and nurturing a positive and productive work culture that aligns with the organization's values, goals, and mission.

10. HR Technology and Analytics: Utilizing technology and data analytics to streamline HR processes, manage information, and make data-driven decisions related to workforce management.

These features collectively contribute to the effective management of human resources within an organization, ensuring that the workforce is aligned with the organization's strategic objectives andoperates efficiently and productively.

1.6 CHARACTERISTICS OF HRM

Here are some key characteristics of Human Resource Management (HRM):

1. People-Centric Approach: HRM prioritizes the importance of people within an organization, acknowledging that employees are its most valuable asset.

2. Strategic Alignment: It aligns HR practices with the overall organizational strategy to ensure that the management of people supports and contributes to achieving broader business objectives.

3. Continuous Process: HRM functions are ongoing and dynamic, involving continuous recruitment, training, performance management, and development activities to adapt to changing organizational needs.

4. Flexibility and Adaptability: HRM strategies are adaptable to changes in the external environment, such as technological advancements, market shifts, or industry trends.

5. Customization and Personalization: It recognizes the individuality of employees and seeks to tailor HR practices to meet their specific needs and aspirations.

6. Focus on Development: HRM emphasizes employee growth and development, providing opportunities for learning, skill enhancement, and career advancement.

7. Ethical and Legal Compliance: HRM operates within ethical boundaries and ensures compliance with laws and regulations related to employment, diversity, equal opportunity, and workplace safety.

8. Employee Engagement and Satisfaction: HRM aims to create a positive work environment thatfosters engagement, job satisfaction, and a sense of belonging among employees.

9. Data-Driven Decision Making: Increasingly, HRM relies on data and analytics to inform decision-making processes related to workforce planning, performance evaluations, and talent management.

10. Collaborative Function: HRM works closely with other departments to ensure that HR policies and practices align with the broader organizational goals and contribute to a cohesive work culture.

These characteristics collectively define the nature of HRM, highlighting its strategic, people-oriented, and adaptable approach toward managing an organization's workforce.

1.7 HISTORY

Human resource management used to be referred to as "personnel administration". In the 1920s, personnel administration focused mostly on the aspects of hiring, evaluating, and compensating employees. However, they did not focus on any employment relationships at an organizational performance level or on the systematic relationships between any parties. This led to a lack of a unifying paradigm in the field during this period.
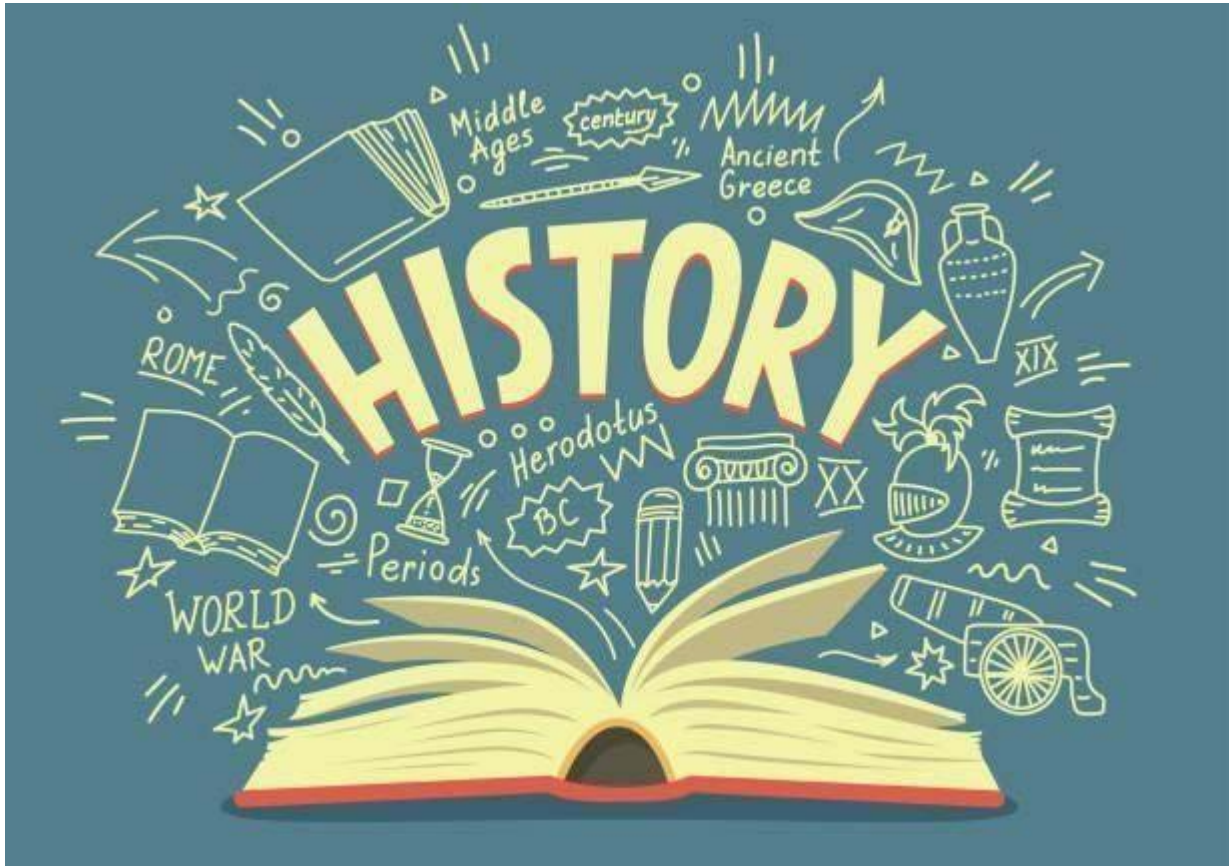
According to an HR Magazine article, the first personnel management department started at the National Cash Register Co. in 1900. The owner, John Henry Patterson, organized a personnel department to deal with grievances, discharges and safety, and information for supervisors on new laws and practices after several strikes and employee lockouts. This action was followed by other companies; for example, Ford had a high turnover ratio of 380 percent in 1913, but just one year later, the line workers of the company had doubled their daily salaries from $2.50 to $5, even though $2.50 was a fair wage at that time. This example clearly shows the importance of effective management which leads to a greater outcome of employee satisfaction as well as encouraging employees to work together to achieve better business objectives.

During the 1970s, American businesses began experiencing challenges due to the substantial increase in competitive pressures. Companies experienced globalization, deregulation, and rapid technological change which caused the major companies to enhance their strategic planning – a process of predicting future changes in a particular environment and focusing on ways to promote organizational effectiveness. This resulted in the development of more jobs and

opportunities for people to show their skills which were directed to effectively applying employees toward the fulfilment of individual, group, and organizational goals. Many years later the major/minor of human resource management was created at universities and colleges also known as business administration. It consists of all the activities that companies use to ensure the more effective use of employees.

Now, human resources focus on the people side of management. There are two real definitions of HRM (Human Resource Management); one is that it is the process of managing people in organizations in a structured and thorough manner. This means that it covers hiring, firing, pay and perks, and performance management. This first definition is the modern and traditional version more like what a personnel manager would have done back in the 1920s. The second definition is that HRM circles the ideas of management of people in organizations from a macro management perspective like customers and competitors in a marketplace. This involves the focus on making the "employment relationship" fulfilling for both management and employees.

Some research showed that employees can perform at a much higher rate of productivity when their supervisors and managers pay more attention to them.[6] The Father of Human Relations, Elton Mayo, was the first person to reinforce the importance of employee communication, cooperation, and involvement. His studies concluded that sometimes human factors are more important than physical factors, such as quality of lighting and physical workplace conditions. As a result, individuals often place value on how they feel. For example, a rewarding system in Human resource management applied effectively, can further encourage employees to achieve their best performance.

1.8 ORIGINS

Pioneering economist John R. Commons mentioned "human resource" in his 1893 book *The Distribution of Wealth* but did not elaborate. The expression was used during the 1910s to 1930s to promote the idea that human beings are of worth (as in human dignity); by the early 1950s, it meant people as a means to an end (for employers). Among scholars, the first use of the phrase inthat sense was in a 1958 report by economist E. Wight Bakke.[10]

Regarding how individuals respond to the changes in a labor, the following must be understood:

Skills and qualifications: as industries move from manual to more managerial professions so dothe need for more highly skilled staff. If the market is "tight" (i.e., not enough staff for the jobs), employers must compete for employees by offering financial rewards, community investment, etc.

Geographical spread: how far is the job from the individual? The distance to travel to work should be in line with remuneration, and the transportation and infrastructure of the area also influence who applies for a position.

Occupational structure: the norms and values of the different careers within an organization. Mahoney 1989 developed 3 different types of occupational structure, namely, craft (loyalty to the profession), organizational career path (promotion through the firm), and unstructured (lower/unskilled workers who work when needed).

Generational difference: different age categories of employees have certain characteristics, for example, their behavior and their expectations of the organization.

1.9 Importance of HRM trends explained.

1. Introduction:

Human Resource Management plays a pivotal role in organizations, contributing to the development, retention, and optimization of the workforce. As the business landscape continues to evolve, HR professionals need to adapt to emerging trends to remain relevant and effective. Thispaper discusses five prominent trends that are shaping the future of HRM.

2. Technology Integration:

The integration of technology into HRM is an ongoing trend that shows no signs of slowing down. HR professionals are increasingly leveraging artificial intelligence, data analytics, and automation to streamline HR processes. Predictive analytics can be used for workforce planning, while chatbots and virtual assistants can handle routine employee queries. The future of HRM will likely involve even more advanced technology applications, leading to more efficient and data-driven HR practices.

3. Talent Management:

Attracting and retaining top talent remains a critical aspect of HRM. The future will see a continued focus on talent management, with an emphasis on skills development and employee engagement. Talent analytics will help HR professionals identify high-potential employees and create customized career paths, fostering a culture of continuous learning and development.

4. Diversity and Inclusion:

The growing emphasis on diversity and inclusion in the workplace is another significant trend in HRM. Organizations are recognizing the importance of diverse teams for innovation and problem- solving. HR professionals will need to implement strategies to create more inclusive work environments, remove bias from hiring practices, and promote diversity at all levels of the organization.

5. Remote Work:

The COVID-19 pandemic accelerated the adoption of remote work, and this trend is expected to continue. HRM will need to address the challenges associated with managing remote and hybrid teams, including issues related to productivity, communication, and employee well-being. Strategies for remote team management, performance evaluation, and maintaining companyculture will be crucial in the years to come.

6. Ethical Considerations:

Ethical considerations in HRM are becoming increasingly important as organizations face scrutiny for their practices. Ensuring fair and unbiased compensation, addressing workplace harassment, and respecting employee privacy are vital ethical concerns for HR professionals. The future of HRM will require a strong commitment to ethical practices and social responsibility.

7. Conclusion**:**

The future of Human Resource Management is marked by a dynamic landscape, characterized by technological innovation, talent management, diversity and inclusion, remote work, and ethical considerations. HR professionals must embrace these trends and adapt their practices to remain effective in the ever-changing business environment. By addressing these emerging challenges and opportunities, HRM can continue to play a pivotal role in shaping the success of organizations in the future.

1.10 HUMAN RESOURCE CONSIST OF VARIOUS FACTORS

HR's primary activities include recruitment, administration, compensation and benefits, training and development, and employee relations and performance management. However, they often do much more. The following includes some of the different responsibilities of anHR department.

RECRUITMENT

Recruitment is the overall process of identifying, sourcing, screening, shortlisting, and interviewing candidates for jobs (either permanent or temporary) within an organization. Recruitment also is the process involved in choosing people for unpaid roles. Managers, human resource generalists, and recruitment specialists may be tasked with carrying out recruitment, but in some cases, public-sector employment, commercial recruitment agencies, or specialist search consultancies such as Executive search in the caseof more senior roles, are used to undertake parts of the process. Internet-based recruitmentis now widespread, including the use of artificial intelligence (AI).

ADMINISTRATION

Perhaps the most known role of HR is keeping track of documents, including employee records related to attendance, vacations, medical leave, and other employee data. This helps demonstrate that the company complies with labor regulations about working hours and conditions. It also helps ensure that employees receive the correct salary and benefits based on their employment status, hours worked, and pay rates.

COMPENSATION AND BENEFITS

Compensation and benefits work involves making sure your company takes care of your employees by offering competitive salaries and a satisfactory benefits package. Your job as an HR professional may include ensuring employees receive the correct salary and access the benefits they want. You may process payroll or work with an accounting department or third-party company that distributes pay checks.

If you have a management position with human resources, you may analyze the benefits offered by competing companies in your geographical area and industry. Your work can help managers make compensation decisions for current and future employees. When you make changes, you may administer new company policies on benefits, such as health insurance orretirement plans.

TRAINING AND DEVELOPMENT

Training and development ensure that employees are updated on their skills and improve their job performance. Whether you develop the training in-house or contract with another group, it's essential to establish an inventory of what training and development opportunities are available within your company. This also can include outside sources that can provide theinformation and skills employees need.

When developing a training program, you'll consider mandatory and voluntary opportunities. The law may require some training, such as sexual harassment education. Other training maybe geared toward individual career goals or the company's needs. Your ultimate goal is to ensure that all employees have access to the tools they need to succeed and become more valuable to the company.

EMPLOYEE RELATIONS AND PERFORMANCE MANAGEMENT

Employee relations include everything a company does to create a positive working environment and facilitate positive employee relationships. This can consist of participating in conversations about employee policies like compensation, working conditions, and disputeresolution.

In HR roles, you must be a company culture ambassador. You may work with management to develop an organizational structure and culture that supports the company's strategic goals.You'll also act as a liaison between employees and managers to ensure that appropriate communicationsexist between all parties.

1.11 TO EXAMINE THE FUTURE IMPORTANCE OF HRM

The Importance of Studying Future Trends of HRM

Understanding future trends of HRM is crucial for organizations to stay ahead in a rapidly changing business landscape. By anticipating and adapting to these trends, organizations canattract and retain top talent, optimize their workforce, and foster a culture that supports innovation and growth.

Technology and its Impact on HRM

Advancements in technology are revolutionizing HRM practices. From artificial intelligence (AI) and automation to cloud-based HR systems, technology is streamlining HR processes, enabling data-driven decision-making, enhancing employee experience, and facilitating remotework arrangements.

Shift towards Employee Well-being and Work-Life Balance

In recent years, there has been a growing emphasis on employee well-being and work-life balance. Organizations are recognizing the importance of creating a supportive work environment that promotes mental and physical health, and flexibility, and encourages healthywork-life integration.

Inclusion and Diversity in HRM

Inclusion and diversity are fundamental aspects of effective HRM. Organizations are striving to build diverse and inclusive workplaces that value individuals' unique backgrounds, perspectives, and talents. By embracing diversity, organizations can enhance creativity, and innovation, and drive better business results.

Anticipating Future Workforce Needs and Skills Required

As the nature of work evolves, HRM professionals must anticipate future workforce needs and the skills required to succeed. This involves analyzing market trends, assessing emerging job roles, and designing strategies for talent acquisition, development, and retention to ensure organizational agility and competitiveness.

The future of HRM is dynamic and exciting. By staying informed about emerging trends and embracing innovative approaches, organizations can lead the way in creating workplaces that attract top talent, cultivate employee well-being, and drive sustainable business success.

New HRM Roles and Responsibilities

As technology continues to advance, new HRM roles and responsibilities are emerging. These include data analysts and digital specialists who are responsible for managing and analyzing HR data, as well as implementing digital solutions to streamline HR processes.

Impact on the Future of HRM

These new roles and responsibilities are transforming.

The way HRM operates and impacting the future of the field. HRM professionals must adapt to these changes and develop new skills to remain relevant in the industry.

Artificial Intelligence (AI)

Al is expected to revolutionize HRM by automating routine tasks, such as recruitment and performance management, and providing data-driven Insights for decision-making.

Remote Work

With the rise of remote work, HRM will need to adapt to new challenges, such as managing remote teams, ensuring employee engagement, and providing training and development opportunities.

Diversity and Inclusion

HRM will need to prioritize diversity and inclusion in the workplace, by implementing policiesand practices that promote equality, such as unconscious bias training and diversity recruitment initiatives.

Diversity, Equity, and Inclusion

(DEI)Impact on HRM Practices

DEI is becoming increasingly important in HRM practices as companies recognize the value of adiverse workforce and the need to create an inclusive environment for all employees. This includes efforts to recruit and retain diverse talent, provide training on unconscious bias and cultural competency, and create policies that support work-life balance and flexibility.

The increasing importance of DEI in HRM practices will shape the future of HRM in several ways. It will require HR professionals to be more proactive in addressing issues related to diversity and inclusion, and to develop new strategies for recruiting and retaining diverse talent.It will also require a shift in mindset towards a more inclusive and equitable workplace culture.

1.12 Technology's Role in HRM

Technology is rapidly changing the landscape of HRM, with new tools and platforms emergingto streamline processes and improve efficiency.

HR Tech Trends
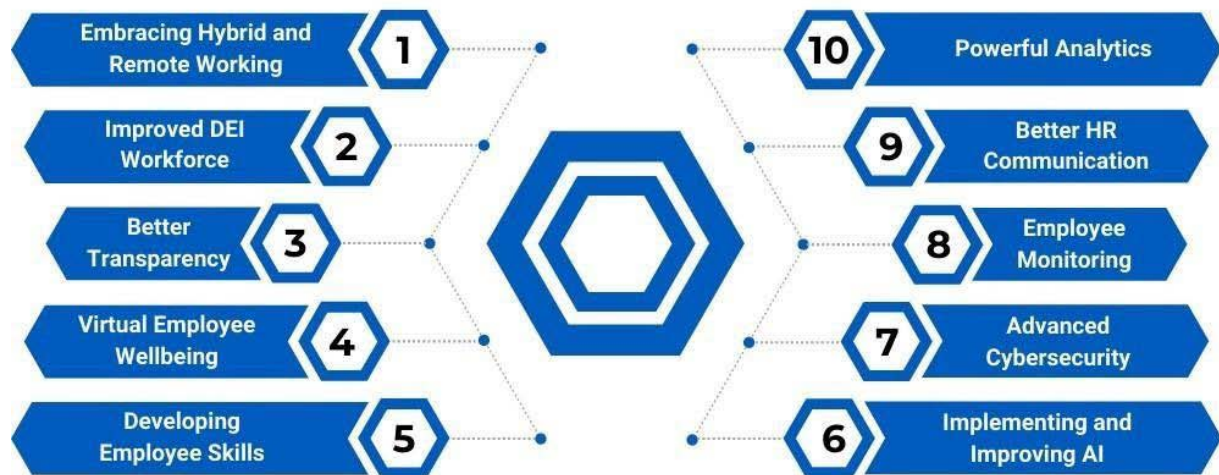
Some of the key trends in HRM technology include:

Automation of routine tasks, such as payroll and benefits administration, to free up HRprofessionals to focus on more strategic initiatives.

Use of artificial intelligence and machine learning to analyze data and provide insights onemployee performance.

and engagement. Integration of HR systems with other business applications, such as CRM andERP, to provide a more holistic view of the organization.

While technology has the potential to bring significant benefits to HRM, there are also somedrawbacks to consider.

• Privacy concerns around the collection and use of employee data.

The potential for technology to replace human interaction and connection in the workplace.

Future Approach

Human Resource Management (HRM) will continue to be of paramount importance in the futurefor several reasons.

1. Talent Acquisition and Retention: HRM plays a crucial role in attracting and retaining top talent. As the global workforce becomes more competitive and mobile, organizations must haveeffective HR strategies to identify, hire, and keep the right people to drive their success.

2. Employee Engagement: Engaged employees are more productive and loyal. HRM will remaininstrumental in creating a positive work culture, promoting employee well-being, and ensuring that employees are motivated and satisfied in their roles.

3. Skill Development and Training: As technology and industry demands evolve, HRM will be essential in identifying skill gaps and providing training and development opportunities to upskillemployees. Continuous learning and adaptability will be key in the future of work.

4. Diversity and Inclusion: Promoting diversity and inclusion is not just a matter of ethics, butalso a competitive advantage. HRM will continue to play a vital role in fostering diverse workforces, which can lead to a more innovative and adaptive organization.

5. Compliance and Regulations: HRM will remain crucial in ensuring organizations comply withlabor laws, workplace safety regulations, and other legal requirements, which are subject to change and evolve.

6. Change Management: In a rapidly changing business environment, HRM is pivotal inmanaging organizational change, including mergers, acquisitions, restructuring, and technological advancements. Effective change management is vital for an organization'sresilience and growth.

7. Employee Well-being: The COVID-19 pandemic has highlighted the importance of employee health and well-being. HRM will continue to focus on initiatives to support employees' physicaland mental health, both in remote and traditional workplace settings.

8. Data Analytics and HR Technology: The use of data analytics and HR technology will becomeeven more critical for strategic decision-making in HR. Predictive analytics and artificial intelligence will be used to optimize workforce planning, recruitment, and performance management.

9. Leadership Development: HRM will continue to be responsible for identifying and developingleaders within an organization. Effective leadership is essential for navigating uncertain and complex business environments.

10. Workforce Planning: HRM will need to anticipate and adapt to changes in workforcedemographics, such as the aging population and the rise of remote work, to ensure the organization remains competitive.

11. Globalization: As businesses expand globally, HRM will play a key role in managing diverseworkforces and addressing cross-cultural challenges.

12. Sustainability and Corporate Social Responsibility: HRM can support an organization'scommitment to sustainability and corporate social responsibility by implementing environmentally friendly practices and ensuring ethical business conduct.

In conclusion, the future importance of HRM lies in its role as a strategic partner in organizational success. Effective HRM practices will be essential in navigating the dynamic,evolving, and increasingly complex business landscape.

1.13 The integration of Artificial Intelligence (AI) into Human Resource Management (HRM) has the potential to bring about significant changes andimprovements. Here's an analysis of the potential effects of AI on HRM:

1. Recruitment and Talent Acquisition:

Efficiency: AI can streamline the hiring process by automating resume screening, candidate matching, and initial interviews, saving time and effort. Bias Reduction: AI algorithms can be designed to minimize bias in hiring by focusing solely on skills and qualifications, leading to morediverse and inclusive workforces.

2. Employee Onboarding:

Personalization: AI can create customized onboarding plans for new employees, considering theirbackgrounds and learning preferences, making the transition smoother.

3. Employee Engagement:

Pulse Surveys: AI-powered surveys can provide real-time insights into employee engagement levels and identify areas for improvement.

Chatbots: AI-driven chatbots can answer employee queries, provide information, and offer support, enhancing engagement.

4. Training and Development:

Personalized Learning: AI can recommend tailored learning paths and suggest relevant courses or resources based on an employee's skills and career goals. Skill Gap Analysis: AI can identify skillgaps within the organization and suggest training programs to bridge them.

5. Performance Management:

Data-Driven Insights: AI can analyze performance data to provide more accurate and objective performance evaluations, reducing subjectivity and bias. Feedback Systems: AI can facilitate continuous feedback and coaching through automated performance feedback tools.

6. Workforce Planning:

Predictive Analytics: AI can analyze historical data and forecast future workforce needs, helping HR plan for staffing, succession, and skills requirements. Talent Mobility: AI can identify internal talent for promotions or lateral moves, improving employee retention and career growth.

7. Employee Well-being:

Mental Health Support: AI-powered tools can monitor stress levels and well-being indicators, offering support and resources when need. Flexible Scheduling: AI can help optimize employeeschedules to promote work-life balance.

8. Data Security and Compliance:

Data Protection: AI can assist in securing employee data and ensuring compliance with dataprotection regulations'-fraud Measures: AI can identify and prevent internal fraud and security breaches.

9. Cost Reduction and Efficiency:

Automated Tasks: AI can automate routine HR tasks like payroll processing and benefitsadministration, reducing administrative overhead. Time Savings: HR professionals can focusmore on strategic tasks while AI handles repetitive work.

10. Globalization and Multilingual Support:

 AI can provide multilingual support and cultural sensitivity training for organizations with a global workforce.

11. Ethical Considerations:

AI in HR must be implemented with ethical considerations, ensuring data privacy, transparency,and fairness in AI algorithms to avoid bias and discrimination.

12. Change Management:

HR will need to manage the cultural and organizational changes that come with AI implementation, ensuring employees are comfortable with and accepting of new technologies.

In summary, AI has the potential to enhance HRM by increasing efficiency, reducing bias, personalizing experiences, and providing data-driven insights. However, it also poses challengesin terms of ethics, change management, and data security, which need to be carefully addressed as AI becomes more integrated into HRM processes.

1.14 Several technological advancements were shaping the field of HumanResource Management (HRM).

1. Artificial Intelligence (AI) and Machine Learning: AI and machine learning were increasingly being used in HR for tasks such as resume screening, predictive analytics, and employee engagement analysis.

2. Chatbots and Virtual Assistants: Chatbots and virtual assistants were being employed for answering common employee queries, automating onboarding, and providing real-time support.

3. People Analytics: HR departments were using advanced analytics tools to gain insights from employee data, helping in workforce planning, performance management, and predicting employee turnover.

4. Blockchain for HR: Blockchain technology was explored for secure and transparent management of employee records, certifications, and verifying the authenticity of resumes.

5. Applicant Tracking Systems (ATS): ATS software continued to evolve, providing improved applicant matching, interview scheduling, and integration with various job boards and platforms.

6. Employee Well-being Apps: The rise of employee well-being apps helped organizations monitor and improve the physical and mental health of their workforce, especially in remote and hybrid work environments.

7. Remote Work Tools: With the surge in remote work, HRM technology expanded to include tools for monitoring remote work performance, virtual team collaboration, and ensuring data security inremote work settings.

8. Learning Management Systems (LMS): LMS platforms were enhanced to deliver personalized training, microlearning, and measure the impact of training programs more effectively.

9. Robotic Process Automation (RPA): RPA was used to automate repetitive HR tasks like payrollprocessing, benefits administration, and data entry.

10. Video Interviewing Platforms: These platforms enabled organizations to conduct remote video interviews efficiently, including features for automated interview scheduling and video assessments.

11. Employee Feedback and Engagement Platforms: Software for gathering real-time employee feedback, conducting surveys, and tracking engagement levels were becoming more sophisticated.

12. Mobile HR Apps: Mobile apps were increasingly used for HR-related tasks, such asrequesting time off, viewing pay stubs, and accessing HR resources on-the-go.

13. Compliance and Security Software: Solutions for ensuring data security, compliance withdata protection laws, and preventing internal fraud were a growing concern.

14. Diversity and Inclusion Tools: HR tech was increasingly focused on supporting diversity andinclusion initiatives through data analytics and bias reduction measures.

15. Cloud-Based HR Systems: Many organizations were shifting to cloud-based HR systems forscalability, ease of maintenance, and improved access for remote employees.

HR technology landscape evolves rapidly.

1.15 The future trends of Human Resource Management (HRM) can have a significant impact on a company in several ways. It's essential for businesses toanticipate and adapt to these trends to stay competitive and effectively managetheir workforce. Here are some ways future HRM trends can impact a company:

1. Recruitment and Talent Acquisition: As AI and automation play a more prominent role in HR, companies can expect more efficient and unbiased recruitment processes. This can lead to improved talent acquisition, reduced turnover, and better alignment of skills with job requirements.

2. Employee Engagement: Future HRM trends focused on employee well-being, inclusion, and flexible work arrangements can lead to higher levels of employee engagement. Engaged employees are more productive and tend to stay with the company longer.

3. Skills Development and Training: HR trends related to personalized learning paths and upskilling can lead to a more skilled and adaptable workforce. Companies will benefit fromemployees who can quickly adapt to changing job requirements.

4. Performance Management: Data-driven performance management and continuous feedback can lead to more accurate assessments and improved employee performance. This, in turn, canpositively impact company productivity and profitability.

5. Workforce Planning: HR's use of predictive analytics can help companies anticipate futureworkforce needs and make better strategic decisions about hiring, succession planning, and resource allocation.

6. Employee Well-being: Investments in employee well-being can lead to a healthier, more motivated workforce, which can reduce absenteeism, increase productivity, and enhance thecompany's reputation as an employer.

7. Data Security and Compliance: HRM trends addressing data security and compliance helpcompanies avoid costly legal issues and damage to their reputation. Data breaches and non- compliance can be financially damaging and harm a company's standing in the marketplace.

8. Ethical and Inclusive Culture: HR trends related to diversity and inclusion can foster a more ethical, innovative, and collaborative corporate culture. This can lead to better decision-makingand problem-solving.

9. Cost Reduction and Efficiency: HR automation and AI can lead to cost savings by reducingthe need for manual and repetitive tasks, allowing HR professionals to focus on strategic initiatives.

10. Global Expansion: As companies expand globally, HRM trends focusing on global workforcemanagement and cross-cultural understanding become crucial to maintaining a cohesive and productive workforce.

11. Sustainability and Corporate Social Responsibility (CSR): HR trends may involve promotingsustainability and CSR initiatives within the organization, which can positively impact a company's image and market position.

12. Adaptation to Technological Change: Companies need to stay agile and adapt to new technologies and tools introduced in HRM. This adaptability can affect the company's ability toremain competitive and innovative.

13. Change Management: As HRM evolves, companies must effectively manage the changes andcultural shifts that accompany these trends to maintain a motivated and productive workforce.

To harness the positive impacts of future HRM trends, companies should invest in HR technology, training, and change management processes. They must also be vigilant about potential challenges and ethical considerations associated with new HR technologies and practices. Staying ahead of HR trends can give a company a competitive edge and help it betternavigate the complexities of the modern workforce.

INTRODUCTION OF COMPANY

Reliance Jio Infocom Limited,

doing business as **Jio**, is an Indian telecommunications company and a subsidiary of Jio Platforms, headquartered in Navi Mumbai, Maharashtra, India. It operates a national LTE network with coverage across all 22 telecom circles. Jio offers 4G and 4G+ services all over India and 5G service in many cities. Its 6G service is in the works.

Jio soft launched on 27 December 2015 with a beta for partners and employees and became publicly available on 5 September 2016. It is the largest mobile network operator in India and the third largest mobile network operator in the world with over 42.62 crore (426.2 million) subscribers.

In September 2019, Jio launched a fiber to the home service, offering home broadband, television, and telephone services. As of September 2020, Reliance Industries has raised □1.65 lakh crore (equivalent to □1.9 trillion or US$24 billion in 2023) by selling nearly 33% equity stake in Jio Platforms.

Jio's headquarters in RCP, Navi Mumbai

Navi Mumbai ('New Bombay') is a planned city that is adjacent to Mumbai, located inthe Konkan division of Maharashtra state, on the mainland of India. Navi Mumbai is situated across two districts, Thane & Raigad. It is a part of the Mumbai Metropolitan Area.

The city has been ranked 3rd among 73 cities surveyed for cleanliness and hygiene by the Union Ministry of Urban Development (Mound) and Quality Council of India (QCI) asapartof Swachh Bharat Abhiyan.

Navi Mumbai is home to various educational institutions. Various multinational corporations have their head offices/branches across the city, making it an active businesshub. Navi Mumbaialso has various recreational facilities such as a Golf Course, Central Park and Pancaked WaterFalls in Kharghar. Thane Belapur Marg and Palm Beach Marg are major business attraction and upmarket residential areas respectively.

Founder: **Mukesh Ambani**

Mukesh Dhirubhai Ambani (born 19 April 1957) is an Indian billionaire businessman. He is currently the chairman and managing director of Reliance Industries, India's most valuable company by market value. With an estimated net worth of $91.2 billion as of August 2023, he is the richest person in Asia and 13th richest in the world. Sometimes characterized asa plutocrat; he has attracted both fame and notoriety for reports of market manipulation, political corruption, cronyism, and exploitation. *Time* magazine listed him as one of the 100most influential people of2019, under the "Titans" section.

Akash Ambani

Mr. Akash Ambani

Chairman, Reliance Jio Infocomm Ltd | Director, Reliance Retail Ventures Ltd.

Mr. Akash Mukesh Ambani is the Chairman of Reliance Jio Infocomm Ltd (RJIL) and adirector on the board of Reliance Retail Ventures Ltd.

At Jio, he spearheads the creation of products and services that leverage technologies like 5G, Artificial Intelligence, Blockchain and the Internet of Things to bring about a generationalshift in Commerce, Education and Healthcare delivery in India. He was actively involved in building Jio's pan-India digital network that facilitated a data revolution in India, guiding integration of rich content and wide-ranging applications within Jio's digital ecosystem, andraising the profile of the company on the global stage.

An avid sports enthusiast, he is the co-owner of the highly successful IPL franchise Mumbai Indians. Through the Indian Super League, he has also been passionately promoting soccer in India.

Akash has introduced several employee engagement initiatives to support a culture of youthful dynamism in the organization. He was recently named in 2022 'TIME100 Next' – the list of world's rising stars prepared by the prestigious TIME to recognize their 'extraordinary efforts to shape our world—and to define our future'. Akash holds a bachelor's degree in Economics from the Brown University.

- Owner: Reliance Industries
- Type: Subsidiary
- Industry: Telecommunication
- Founded: 15 February 2007 16 years ago.
- Founder: Mukesh Ambani.
- Headquarters: Reliance Corporate Park, Ghansoli, Navi Mumbai, Maharashtra,
- Area served: India.
- Key people: Akash Ambani [Chairman], Sandip Das [Managing director]

HISTORY

The company was registered in Ambawadi, Ahmedabad, Gujarat on 15 February 2007 as Infotel Broadband Services Limited (IBSL). In June 2010, Reliance Industries (RIL) bought a95% stake in IBSL for □4,800 crore (equivalent to □110 billion or US$1.3 billion in 2023). Although unlisted, IBSL was the only company that won broadband spectrum in all 22 circlesin India in the 4G auction that took place earlier that year.[13] Later continuing as RIL's telecom subsidiary, Infotel Broadband Services Limited was renamed as Reliance Jio Infocom Limited (RJIL) in January 2013.

In June 2015, Jio announced that it would start its operations throughout the country by theend of 2015. However, four months later in October, the company postponed the launch to the first quarter of the financial year 2016–2017.

Later, in July 2015, a PIL filed in the Supreme Court by an NGO called the Centre for Public Interest Litigation, through Prashant Bhushan, challenged the grant of a pan-India license toJio by the Government of India. The PIL also alleged that the firm was being allowed to provide voice telephony along with its 4G data service, by paying an additional fee ofjust □165.8 crore (US$21 million) which was arbitrary and unreasonable, and contributed toa loss of □2,284.2 crore (US$290 million) to the exchequer. The Indian Department of Telecommunications (DoT), however, explained that the rules for 3G and BWA spectrum

didn't restrict BWA winners from providing voice telephony. As a result, the PIL was revoked, and the accusations were dismissed.

The 4G services were launched internally on 27 December 2015. The company commercially launched its 4G services on 5 September 2016, offering free data and voice services until 31 December,] which was later extended until 31 March 2017. Within the first month, Jio announced that it had acquired 1.6 crore (16 million) subscribers and has crossed 5 crore (50 million) subscriber mark in 83 days since its launch,[25] subsequently crossing 100 million subscribers on 22 February 2017. By October 2017, it had about 13 crore (130 million) subscribers.

On 5 October 2022, it has launched 5G services to Delhi, Mumbai, Kolkata and Chennai. As of March 2023, Jio 5G service was available in 365 cities across India. As of April 2023, 5G service was available across 2,500+ cities in India. In August 2023, it was announced that Jio had completed its rollout of 5G services nationwide, ahead of schedule.

PRODUCT AND SERVICES

Mobile broadband

The company launched its 4G broadband services throughout India in September 2016. It was slated to release in December 2015 after some reports said that the company was waiting to receive final permits from the government. Jio offers fourth-generation (4G) data and voice services, along with peripheral services like instant messaging and streaming movies   and music. On   5   October   2022,   it   launched   5G   services to Delhi, Mumbai, Kolkata, Chennai, Varanasi, Siliguri, Bangalore, Hyderabad and Nagpur.

JioFiber

In August 2018, Jio began to test a new triple play fiber to the home service known tentatively as Jio GigaFiber, including broadband internet with speeds ranging from 100 to1000 Mbit/s, aswell as television and landline telephone services.

In August 2019, it was announced that the service would officially launch on 5 September 2019 as JioFiber, in honour of the company's third anniversary. Jio also announced plans tooffer streaming of films still in theatres ("First Day First Show") to eligible JioFiber subscribers.

In the year 2015, the company has a network of more than 250,000 km (160,000 mi)of fiber optic cables in the country, over which it will be partnering with local cable operatorsto get broader connectivity for its broadband services.

JioBusiness

In March 2021, the company has launched connectivity solutions for businesses bundledwithservices provided by Jio Platforms, Reliance Retail and Office 365.

Jio Air Fiber

In August 2023, in the Reliance AGM, the chairman of Reliance has announced that the JioAirFiber eliminates the need for the last mile fiber cable connectivity by making the useof Jio5G wireless network and the product was made available for purchase from 19 September 2023.

The company has started installing JioAirFiber devices from 1st October

2023.JioSpaceFiber

On 27 October 2023, Jio has launched its satellite-based GigaFiber internet service in India.

Jio Branded Devices

LYF smartphones

An image of LYF Water 2 phone with IPS display.

In June 2015, Jio entered into an agreement with domestic handset maker Intex to supply 4G handsets capable of voice over LTE (VoLTE). However, in October 2015, Jio announced that it would be launching its own mobile handset brand named LYF.

On 25 January 2016, the company launched its LYF smartphone series starting with Water 1, through its chain of electronic retail outlets, Reliance Retail. Three more handset models have been released so far, namely Water 2, Earth 1, and Flame 1.

JIO PHONE

Illustration of a JioPhone

JioPhone is a line of feature phones marketed by Jio. The first model, released in August 2017(with public pre-orders beginning 24 August 2017), was positioned as an "affordable" LTE-compatible feature phone. It runs on the KaiOS platform (derived from the defunct Firefox OS), and includes a 2.4-inch display, a dual-core processor, 4 GB of internal storage, near-field communication support, a suite of Jio-branded apps (including the voice assistant HelloJio), and a Jio-branded application store. It also supports a "TV cable" accessoryfor output to an external display.

In July 2018, the company unveiled the JioPhone 2, an updated model in a keyboard barform factor with a QWERTY keyboard and horizontal display. Jio also announced that Facebook, WhatsApp, and YouTube apps would become available for the two

phones.JioPhoneNext

The JioPhone Next is a fully-featured Android smartphone co-developed with Google as part of Jio's long-term partnership. It was announced on 24 June 2021, by Mukesh Ambani.The budgetsmartphone was launched in India on 4 November 2021.

The JioPhone Next will be run by the indigenously built Pragati OS based on AndroidGo operating system. This phone is classified as an entry-level phone and is aimed at replacing feature phones and providing basic smartphone services efficiently at lowspecifications.

Jio Bharat

Reliance Jio has introduced a budget-friendly 4G phone called Jio Bharat at an affordable priceof □999. The phone's sales commenced on 7 July 2023, and Reliance Jio aims to eliminate 2G technology from India through the widespread adoption of this device. The JioBharat Phone is specifically targeted towards individuals who are unable to afford expensive smartphones but still rely on basic features.

JioFi

JioFi is a portable broadband device brought by Reliance Digital. The JioFi device allows multiple users and mobile devices to access Jio's 4G high-speed internet connectivity andcreate a personal Wi-Fi hotspot.

JioDive

Reliance Jio has unveiled its JioDive virtual reality (VR) headset in India, to help IPL fanswatch a match in 360-degree stadium view while sitting in front of a 100-inch screen. A smartphone-based virtual reality headset for entertainment, learning, gaming, and wellness.

JioTag

JioTag, an affordable object tracker, was introduced by Reliance Jio in India. By utilizingBluetooth 5.1 technology and the JioThings app, JioTag assists in locating lostitems and alerts you when you inadvertently leave your connected device behind.

Jionet Wi-Fi

Prior to its pan-India launch of 4G data and telephony services, the firm has startedprovidingfree Wi-Fi hotspot services in cities throughout India including Surat, Ahmedabad in Gujarat, and Visakhapatnam in Andhra Pradesh, Indore, Jabalpur, Dewas and Ujjain in Madhya Pradesh, select locationsofMumbai in Maharashtra, Kolkata in West Bengal, Lucknow in Uttar Pradesh, Bhubaneswar in Odisha, Mussoorie in Uttarakhand, Collectorate's OfficeinMeerut, and at MG Road in Vijayawada among others.

In March 2016, Jio started providing free Wi-Fi internet to spectators at six cricketstadiumshosting the 2016 ICC World Twenty20 matches.

JIO Apps

In May 2016, Jio launched a bundle of multimedia apps on Google Play as part of its upcoming4G services. While the apps are available to download for everyone, a user will require a Jio SIM card to use some of them. Notable apps include:

- JioPages – a web browser for Android devices
- JioChat – instant messaging app
- JioCinema – online HD video library
- JioCloud – cloud-based backup tool
- JioHealthHub – health services app
- JioNews – e-reader for news
- JioMeet – video-conferencing platform
- JioMoney – online payments/wallet app
- JioSaavn – for online and offline music streaming in English and Indian languages
- JioSecurity – security app[104]
- JioTV – TV Channels streaming service
- JioCall – VoLTE phone simulator
- MyJio – manage Jio account and digital services associated with it
- JioMart - Online shopping app
- JioGames - gaming platform
- JioHome - Enhancing home entertainment
- JioThings - Track devices.

AWARDS AND CERTIFICATION OF JIO

- Reliance Jio rated as fifth strongest brand in the globe as per Brand Finance Global 5002021 ranking.
- Reliance Jio named 'Best 4G Network Provider' at ET Telecom Awards.
- Jio awarded the Digital Enterprise of the Year at Drivers of Digital Awards.
- Jio won Gold at SAMMIE 2021 for the Best Brand in the Telecom category.
- Reliance Jio named the 'Most Powerful Brand of the Year' at Labels Conference and Awards.
- MyJio recognised as Best Consumer Mobile Service at India Digital Awards 2021.
- MyJio named the 'Most Innovative App' at Drivers of Digital Awards.
- Reliance Jio won the SHRM – HR Excellence Awards in the category 'Transition to thevirtual workplace'.
- Jio Platforms adjudged winner under 'Innovative Telecom Solution' category at AegisGraham Bell Awards.
- Jio emerged winner under '5G Innovation' category at Aegis Graham Bell Awards.
- Jio – Cadbury Madbury Campaign won the Smarties Award 2020 under Mobile Gaming,Gamification and Esports category.

REVENUE OF JIO:

90,287 crore (US$11 billion) (FY 2020–21)

OPERATING INCOME:

34,035 crore (US$4.3 billion) (FY 2020–21)

NET INCOME:

12,537 crore (US$1.6 billion) (FY 2020–21

TOTAL ASSETS:

305,965 crore (US$38 billion) (FY 2020–21)

CHAPTER 2

LITERATURE

REVIEW

1. Jain & Dutta [2018]

In recent years, there have been significant shifts and emerging trends in the field of Human Resources. These trends include the incorporation of technology in HR practices, the increasing individualization of employee career progression, and the adoption of digitization in HR processes (Jain & Dutta, 2018).

2. Mehrotra & Khanna [2022]

The integration of technology in HR practices, also known as "Smart HR 4 (Mehrotra & Khanna, 2022)." has become a prominent trend in the field .HR professionals are leveraging digital technologies, such as the Internet of Things, artificial intelligence, big data, and data analytics to effectively manage human resources and enhance HR service delivery.

3. Anguelov, [2023]

Digitalization in HR has been found to have three main themes: HR-Digitalization, HR management, and HR-Strategy (Anguelov, 2023). HR-Digitalization refers to the integration of digital technologies into HR processes, such as automation, data analytics, and artificial intelligence. HR- Management focuses on the use of technology to improve personnel management and workplace digitalization, while HR strategy emphasizes the strategic alignment of HR practices with organizational goals and objectives. Research has also highlighted the importance of individualization in employee career progression. This trend recognizes the diverse needs and aspirations of employees and emphasizes the need for personalized development plans and flexible career paths. These personalized approaches can enhance employee engagement, motivation, and retention. Additionally, the adoption of digitization in HR processes has been identified as another emerging trend.This trend involves the digital transformation of various HR processes, such as recruitment, onboarding, performance management, and employee engagement. This transformation involves the use of technology to streamline and automate these processes, making them more efficient and cost-effective. Furthermore, the digitalization of HR functions has enabled the emergence of HR analytics as an evidence-based decision-making process. These trends in HR digitalization are expected to have significant impacts on the field in the future.

4. Bansal et al, [2023]

This trend has reshaped HR functions by introducing applicant tracking systems, robotic process automation, social media recruitment, and information systems. These technological advancements have not only improved the efficiency of HR processes, but also provided organizations with valuable insights and analytics for informed decision-making. Moreover, the use of technology has facilitated remote work and communication, especially during the COVID- 19 pandemic, where it has become imperative for businesses to embrace digital interventions in HR that offer creative solutions to unique business situations [Bansal et al., 2023].

5. Zhou et al, [2020]

They have the potential to enhance organizational performance and productivity by improving talent acquisition, retention, and development strategies. Furthermore, the integration of advanced digital technologies in HR can enable organizations to collect and analyse employee data more effectively.

This data can be used to identify key staff members who have the greatest impact on business performance, allowing for better recruitment, interviews, and team development. Additionally, digital technologies can provide organizations with a deeper and more accurate understanding of employees' characteristics, thereby enabling them to effectively stimulate employee motivation and enthusiasm.

6. Venkatesh, [2017]

This, in turn, can lead to greater employee engagement, satisfaction, and productivity. Furthermore, the digitalization of HR functions can also have an impact on the HR organization itself. For example, it can introduce new actor categories such as employees incorporated via digital self-service.

7. Bhatnagar & Sharma, [2005]

Moreover, there has been a shift in the HRM field from a micro focus on individual HRM practices to a more holistic approach that considers how HRM as a strategic function can contribute to the overall competitive advantage of an organization. Trends in Human ResourceManagement have been extensively discussed and analyzed in Western literature. These discussions have focused on various aspects, including the distinction between "Personnel Management" and HRM, the integration of industrial relations into HRM, the relationship between HRM and business strategies, and the potential for HRM to contribute to competitiveadvantage in organizations.

8. da Silva et al., 2022; Sivathanu

The present and future of human resource management Continued globalization and the transformation of HR practices leading toward fundamental changes of workforce management and planning in the future. Employment and workplace conditions along withthe value placed onstaff as an asset to the organization are likely to continue to expand where global shifts in demographics, economic stability, compensation systems, and wealthwill play a role .The highlyintertwined nature of global economies would also impact and add complexity in the management of HR, regulations, and cultural perspectives, bringing into the fore international human resource management.

9. Kang, 2023

Human resource management (HRM) emerges as a major component in adjusting to and capitalizing on the opportunities presented by this transformation as businesses struggleto meettheir demands (Kang, 2023). Human resource management (HRM) guides companies throughtoday's dynamic workplace challenges . Adaptive and strategic management of HR is vital to stimulate innovation, guarantee worker well-being, and maintain the firm's competitive edge.

10. Zezulka et al., 2016; Satapathy, 2017;Shin et al., 2019;Cezarino et al., 2019;Adamková, 2020

Digitization within industrial companies is changing workplaces and human resources. The implementation of Industry 4.0 transforms the way people work, learn, lead, manage, and communicate with each other . On the other hand, employees are also concerned about theongoingchanges resulting from the Industry 4.0, especially in terms of job loss, inability to cope with new procedures, loss of competencies and the problem of finding a suitable job.

CHAPTER 3

RESEARCH METHODOLOGY

3.1 OBJECTIVE OF THE STUDY

- 1). To examine the future importance of HRM.

- 2). To analyze the potential effect of AI on HRM.

- 3). To know the recent technological advancement in HRM.

- 4). To find how future trends of HRM can impact on company.

3.2 HYPOTHESIS

"Hypothesis: As we move into the future, Human Resource Management (HRM) will increasingly rely on digital tools and Artificial Intelligence (AI) for recruitment, training, and employee engagement. This trend will lead to a significant improvement in the efficiency of HRM processesand potentially enhance employee satisfaction and retention rates."

1. STATEMENT: TO EXAMINE THE FUTURE IMPORTANCE OF HRM

- Null Hypothesis (H0) for "To examine the future importance of HRM": The role of HRM will not become more significant in shaping company strategies, culture, and overall business performance in the future.

- Alternative Hypothesis (H1): The role of HRM will become increasingly significant in shaping company strategies, culture, and overall business performance in the future.

2. STATEMENT: TO ANALYZE THE POTENTIAL EFFECT OF AI ON HRM

- Null Hypothesis (H0) for "To analyse the potential effect of AI on HRM": The integration of AI will not lead to significant improvements in HRM processes and efficiency.

- Alternative Hypothesis (H1): The integration of AI will lead to significant improvements in HRM processes and efficiency.

3. STATEMENT: TO KNOW THE RECENT TECHNOLOGICALADVANCEMENT INHRM

- Null Hypothesis (H0) for "To know the recent technological advancement in HRM": Recent technological advancements, such as AI, data analytics, and cloud computing, do not significantly impact HR practices.

- Alternative Hypothesis (H1): Recent technological advancements, such as AI, data analytics, and cloud computing, significantly impact HR practices, leading to improved efficiency and productivity.

4. STATEMENT: TO FIND HOW FUTURE TRENDS OF HRM CAN IMPACT ONCOMPANY

- Null Hypothesis (H0) for "To find how future trends of HRM can impact on company" Future trends in HRM will not significantly impact companies in terms of operational efficiency, employee engagement, and workplace diversity.

- Alternative Hypothesis (H1): Future trends in HRM will significantly impact companies by improving operational efficiency, promoting employee engagement, and fostering a more inclusive and diverse workplace.

3.3. SAMPLE SIZE

THE POPULATION FOR THIS STUDY CONSIST OF 110

SAMPLESDEMOGRAPHIC DATA

1. GENDER
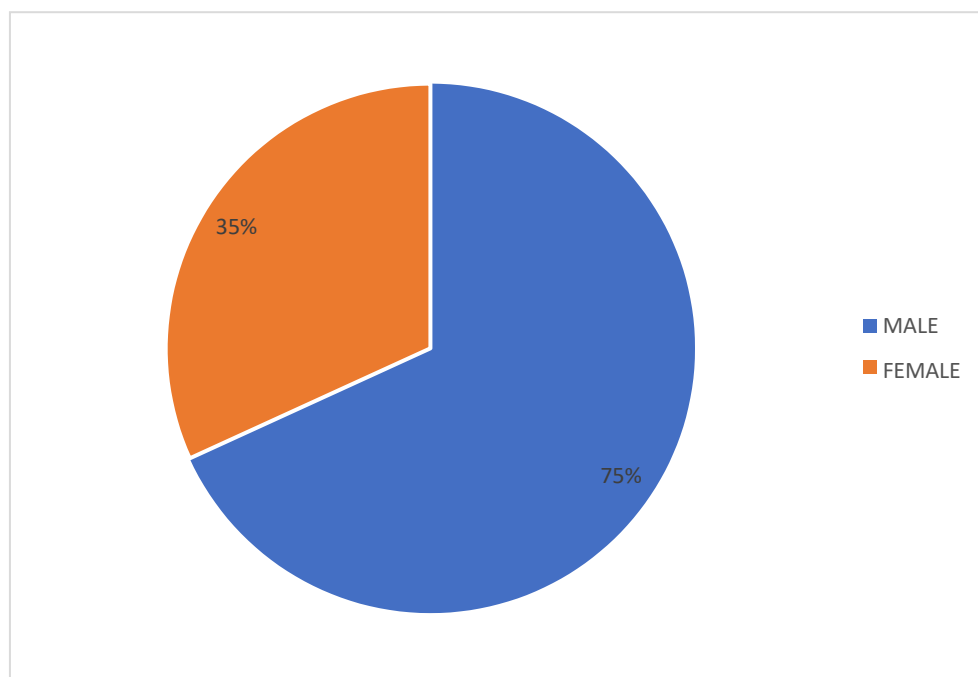
Here, the percentage of Male participants is

75%Percentage of Female participants is

47%

Therefore, the count of Male participants is more as compared to the Female participants.

2. AGE
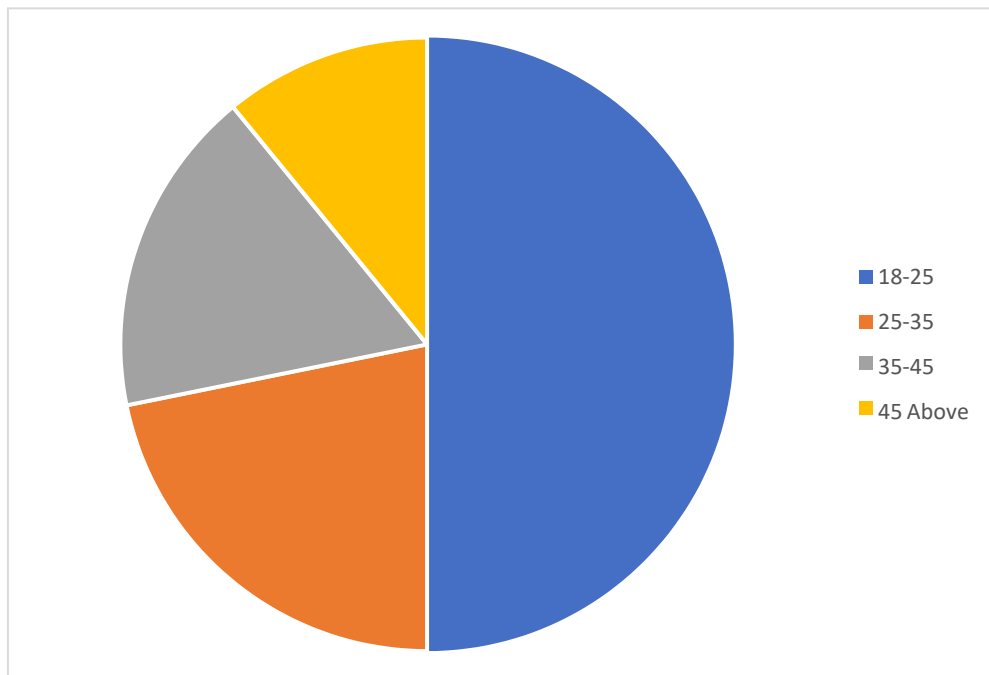
Here, the percentage of samples from 18 years to 25 years is of age is

55%The percentage of samples in the age group of 25-35 is 24%

The percentage of samples in age group of 35-45 is 19%

The percentage of samples in age group of 45 and above is 12%

Therefore, the participants from age group of 18 to 25 is more compared to other age groups.

3. Occupation
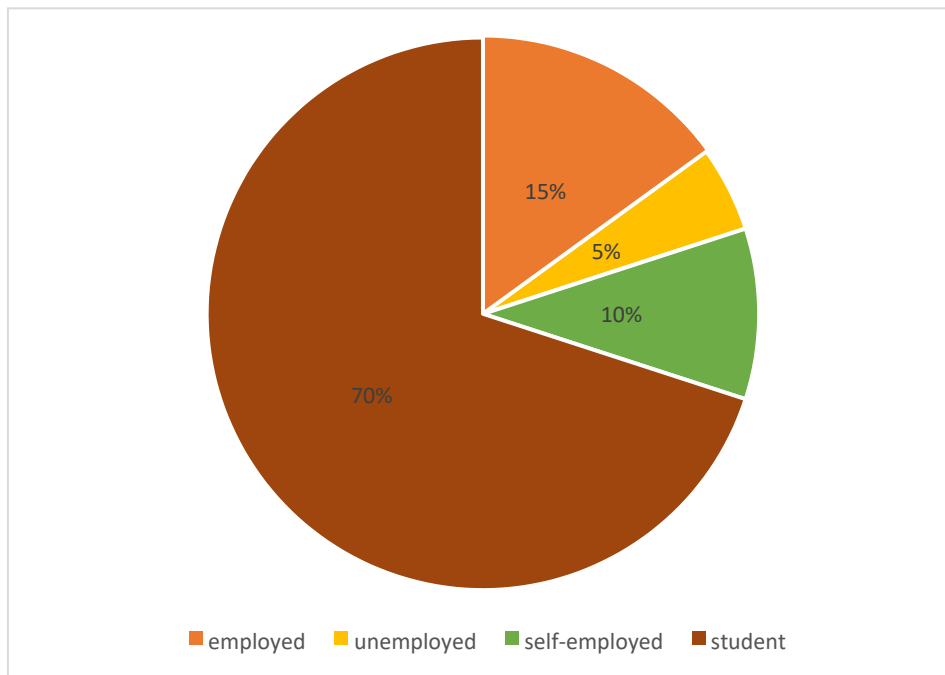
Here, the percentage of Employed participants is
15% The percentage of Unemployed participants is
5% The percentage of Self-Employed participants
is 10 % The percentage of Student participants is
70% Therefore, the majority of the participants are
Students.

3.4 SELECTION OF PROBLEM

The topic selected for the study is "To study future trends of hrm in JIO Infocomm

LimitedWith reference of Navi Mumbai". The main theme of the project is to study

future trends And analyse the need for and importance of new hr trends and its effect

on organisation.

Hr department has a crucial role to play and in today's changing and evolving world to

Keep up with them and updating and developing with the technological and work

Techniques And transforming hrm.

3.5 DATA COLLECTION

The data collection process is central to understanding the efficiency of future trends of hrm. This research has a combination of primary and secondary data sources. Primary data was collected through online surveys and face-to-face interviews with consumers and other people. On the other hand, the secondary data was sourced from industry reports, articles, newspapers, publications, research books and publicly available information through Internet. Data collection commenced with the distribution of survey invitations to identified participants through WhatsApp, LinkedIn and other social media channels. For interviews, participants were contacted to, and interviews were conducted either in person or via phone. All data collection procedures will adhere to ethical guidelines and will be recorded for accuracy. Data collection was started from November 16, 2023 and conclude by December 3, 2023. Surveys form was distributed over a three-week period, alongwith interviews.

3.6 TECHNIQUES AND TOOLS OF DATA COLLECTION

This research has a combination of primary and secondary data which is

mentioned.Below.

1. PRIMARY DATA

Primary data was collected through online surveys and face-to-face interviews with

thecandidates/persons. It was also collected through social media platform.

• Surveys

• Observations

• Quizzes

• Interviews

2. SECONDARY DATA

Secondary data was collected through earlier researchs, internet information and other

socialmedia channels.

• Reports

• Earlier Researchs

• Internet information

• Social Media Channels

3.7 SCOPE OF THE STUDY

1. Technology and its Impact on HRM.

2. Shift towards Employee Well-being and Work-Life Balance.

3. Anticipating Future Workforce Needs and Skills Required.

4. Remote and hybrid work models.

5. Identifying the areas, where there could be a scope of improvement.

3.8 SIGNIFICANCE OF THE STUDY

Studying the future trends of hrm in Jio info communication holds significant importance for several reasons.

1. Technology Integration: Given Jio's innovative approach, it's likely to utilize advanced HR technology. This might involve an integrated HR platform that includes tools for recruitment, performance management, employee engagement, payroll, and learning & development.

2. Data-Driven Decision Making: Jio might leverage data analytics and AI to make informed decisions about talent acquisition, workforce planning, and employee development. This could involve using analytics to predict attrition, identify high-potential employees, or personalize learning paths.

3. Diversity and Inclusion: With a diverse workforce, Jio have initiatives aimed at promoting diversity, equity, and inclusion. This could involve specific programs, mentorship opportunities, or policies aimed at fostering an inclusive workplace culture.

4. Remote Work and Flexibility: Considering the changing work landscape, Jio have policies and tools in place to support remote work and provide flexibility to its employees. This includes collaboration tools, remote monitoring systems, and policies that enable work-lifebalance.

5. Talent Acquisition and Recruitment: Jio use innovative recruitment strategies, including social media platforms, AI-based candidate screening, and talent acquisition techniques toattract and retain top talent.

While these aspects align with modern HRM trends and practices, the specifics of Jio's HRM have been tailored to its unique organizational culture, business objectives, and industry dynamics.
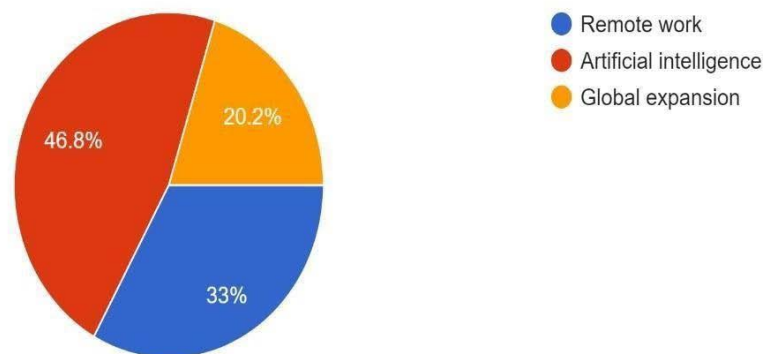
CHAPTER 4

DATA ANALYSIS, INTERPREATATION AND PRESENTATION

1. Which of the following is a future trend in HRM?

Options	No of Responses	Percentage
Remote work	36	33%
Artificial intelligence	51	46.8%
Global expansion	22	20.2%

Which of the following is a future trend in HRM?
109 responses

INTERPRETATION:

As per the responses received by the respondents, the majority of votes are for Artificial intelligence that are 51 respondents among the total of 109. Followed by that, Remote work has 36 respondents, Global expansion has 22 respondents.

Therefore, through the response received AI will be the future trend.

2. How do you think AI will impact HR in the future?

Options	No of Responses	Percentage
High	40	36.4%
Medium	51	46.4%
Low	21	19.1%

How do you think AI will impact HR in the future?   in the scale of high to low
110 responses
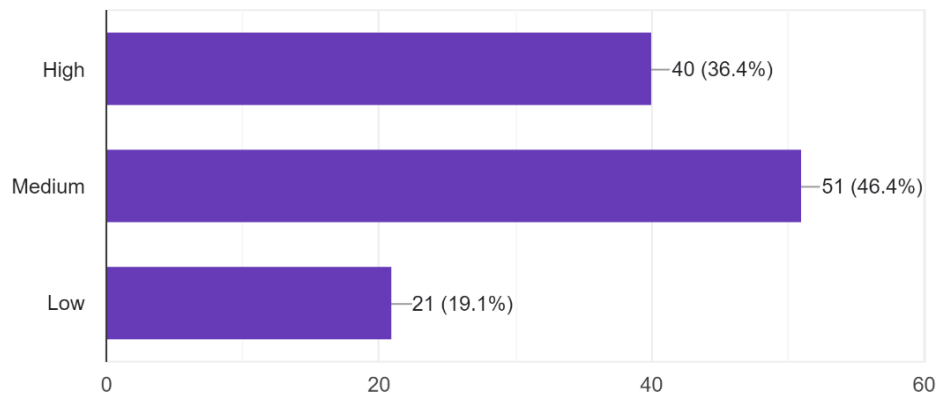
INTERPRETATION:

As per the responses received by the respondents, the majority of votes are for Medium Impact of all impact that are 51 respondents among the total of 110 . Followed by that, High Impact has 40 respondents, Low Impact has 21 respondents.

Therefore, people think AI will Highly impact HR in the future.

3. Which of the following benefits do you think will become more important in the future?

Options	No of Responses	Percentage
Flexible working hours	27	24.5%
Remote work	27	24.5%
Mental health support	44	40%
Career development opportunities	12	10.9%

Which of the following benefits do you think will become more important in the future?
110 responses
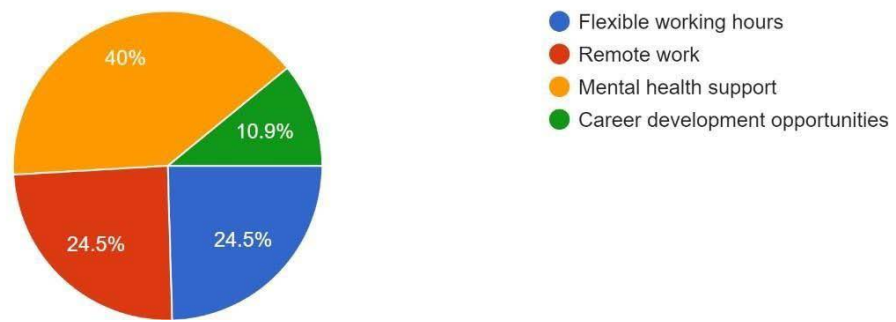
INTERPRETATION:

As per the responses received by the respondents, the majority of votes are for Mental health support that are 44 respondents among the total of 110. Followed by that, Flexible working hours and Remote work has 27 respondents, Career development opportunities has 12 respondents.

Therefore, The Respondent thinks that Mental health support is more important in future.

4. Which skills do you think will be most in demand for HR professionals in the future?

Options	No of Responses	Percentage
Emotional intelligence	27	24.5%
Leadership	29	26.4%
Data Analysis	41	37.3%
Strategic thinking	13	11.8%

Which skills do you think will be most in demand for HR professionals in the future?
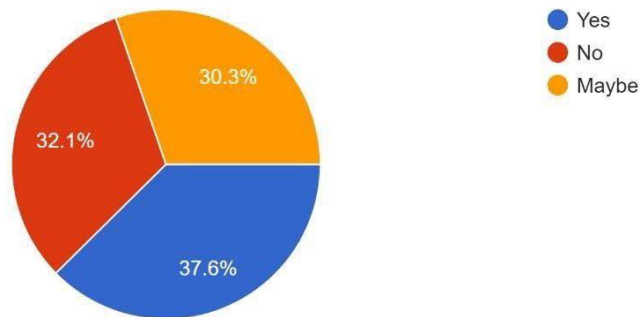110 responses
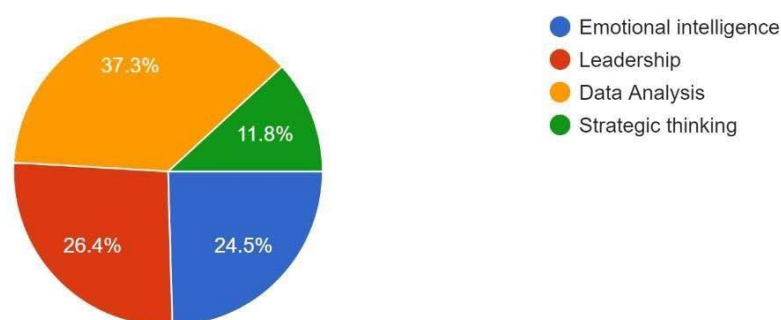
INTERPRETATION:

As per the responses received by the respondents, the majority of votes are for Data Analysisthat are 41 respondents among the total of 110. Followed by that, Leadership has 29 respondents, Emotional intelligence has 27 respondents and Strategic thinking has 13 respondents.

Therefore, as per the respondents the most demand skills in future is Data Analysis.

5. Do you think diversity and inclusion initiatives will become more important in thefuture?

Options	No of Responses	Percentage
Yes	41	37.6%
No	35	32.1%
Maybe	33	30.3%

Do you think diversity and inclusion initiatives will become more important in the future?
109 responses

INTERPRETATION:

As per the responses received by the respondents, the majority of votes are for Yes that are 41 respondents among the total of 109. Followed by that, No has 35 respondents, Maybe has 33 respondents.

Therefore, diversity and inclusion initiatives will become more important in the future.

6. What is the impact of technology on HRM?

Options	No of Responses	Percentage
Positive	44	40.4%
Negative	34	31.2%
Neutral	31	28.4%

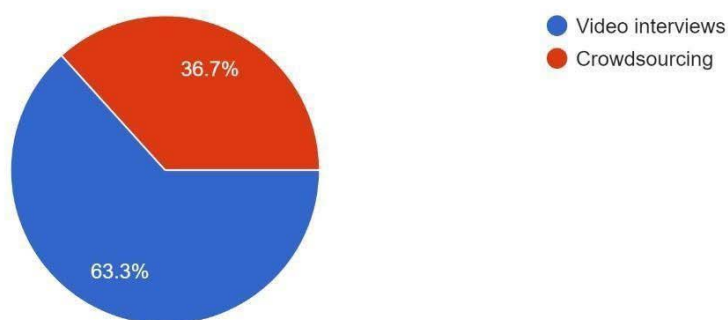What is the impact of technology on HRM?
109 responses
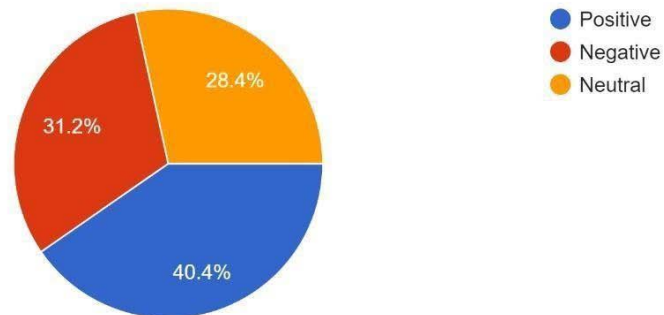
INTERPRETATION:

As per the responses received by the respondents, the majority of votes are for Positive that are 44 respondents among the total of 109. Followed by that, Negative has 34 respondents, Neutral has 31 respondents.

Therefore, impact of technology on HRM is Positive.

7. Which of the following is a future trend in recruitment?

Options	No of Responses	Percentage
Video interviews	69	63.3%
Crowdsourcing	40	36.7%

Which of the following is a future trend in recruitment?
109 responses

INTERPRETATION:

As per the responses received by the respondents, the majority of votes are for Video-Interviews that are 69 respondents among the total of 109. Followed by that,Crowdsourcing has 40 respondents.
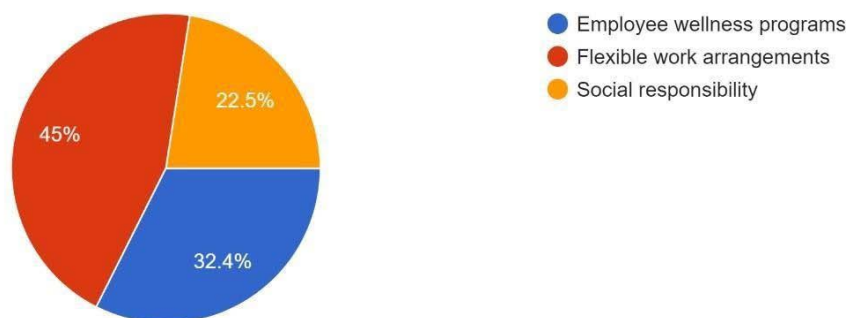
Therefore, future trend in recruitment is Video interviews.

8. Which of the following is a future trend in employee engagement?

Options	No of Responses	Percentage
Employee wellness programs	36	32.4%
Flexible work arrangements	50	45%
Social responsibility	25	22.5%

Which of the following is a future trend in employee engagement?
111 responses

INTERPRETATION:

As per the responses received by the respondents, the majority of votes are for Flexible work arrangements that are 50 respondents among the total of 111. Followed by that, Employee wellness programs has 36 respondents, Social responsibility has 25 respondents.
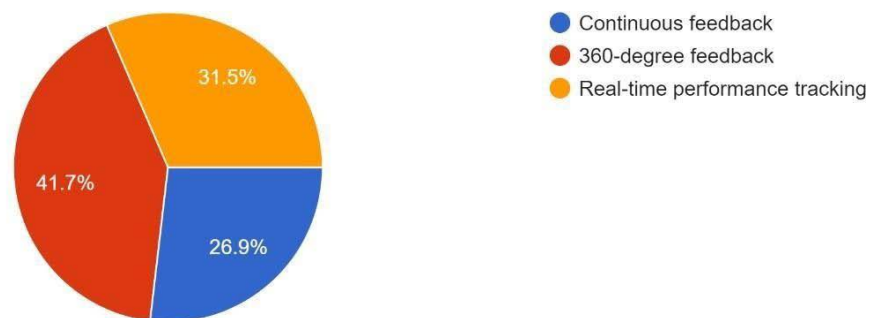
Therefore, future trend in employee engagement is Flexible work arrangements.

9. Which of the following is a future trend in performance management?

Options	No of Responses	Percentage
Continuous feedback	29	26.9%
360-degree feedback	35	41.7%
Real-time performance tracking	45	31.5%

Which of the following is a future trend in performance management?
108 responses

INTERPRETATION:

As per the responses received by the respondents, the majority of votes are for Real-time performance tracking that are 45 respondents among the total of 108. Followed by that, 360-degree feedback has 35 respondents, Continuous feedback has 29 respondents.
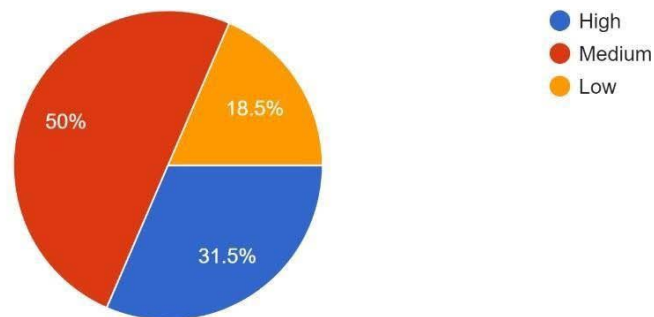
Therefore, future trend in performance management is Real-time performance tracking.

10. What is the importance of data analytics in HRM?

Options	No of Responses	Percentage
High	34	31.5%
Medium	54	50%
Low	20	18.5%

What is the importance of data analytics in HRM?
108 responses

INTERPRETATION:

As per the responses received by the respondents, the majority of votes are for Medium that are 54 respondents among the total of 108. Followed by that, High has 34 respondents, Low has 20 respondents.
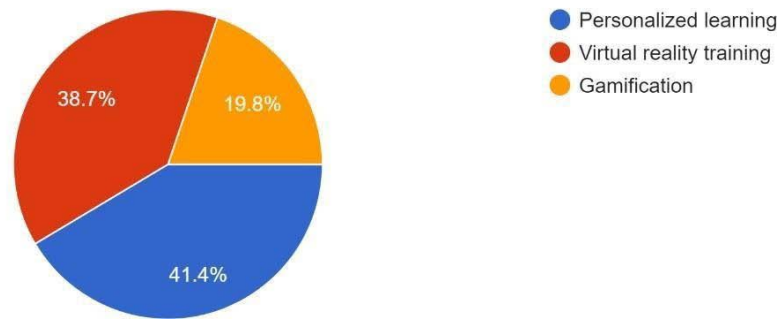
Therefore, The data analytics in HRM is Medium importance.

11. Which of the following is a future trend in training and development?

Options	No of Responses	Percentage
Personalized learning	46	41.4%
Virtual reality training	43	38.7%
Gamification	22	19.8%

Which of the following is a future trend in training and development?
111 responses

INTERPRETATION:

As per the responses received by the respondents, the majority of votes are for Personalized learning that are 46 respondents among the total of 111. Followed by that, Virtual reality traininghas 46 respondents, Gamification has 22 respondents.

Therefore, future trend in training and development is Personalized learning.

CHAPTER 5
CONCLUSION AND SUGGETIONS

HRM's future importance lies in its ability to navigate the evolving landscape of work, ensuring that organizations can attract, retain, and develop top talent while fostering inclusive, innovative, and productive workplaces. It's not just about managing people; it's about strategically leveraging human capital to drive organizational success in a rapidly changing world.

AI has immense potential to transform HRM by enhancing efficiency, improving decision-making through data analytics, and personalizing employee experiences. However, carefulimplementation, addressing biases, maintaining employee privacy, and balancing automation with human involvement are critical for leveraging AI's benefits effectively in HRM.

Recent technological advancements in HRM are centered around leveraging AI, analytics, self- service tools, immersive technologies, and improved communication platforms. The aim is to streamline HR processes, enhance decision-making through data insights, personalize employee experiences, and adapt to the evolving landscape of work, including remote and hybrid work environments. Embracing these advancements can significantly improve HR efficiency andeffectiveness in supporting organizational goals while catering to the needs of a diverse and dynamic workforce.

future HRM trends have significantly impact Jio Info communication Limited in Navi Mumbai by influencing talent strategies, technological integration, remote work adaptation, skills development, and diversity initiatives. Adapting to these trends can strengthen Jio's position in the competitive telecom market while ensuring a skilled, engaged, and diverse workforce ready for the challenges of the future.

SUGGESTIONS

- HRM can proactively adapt to the changing landscape of work, ensuring that organizations are well-equipped to attract, retain, and develop talent while fosteringinclusive, innovative, and resilient workplaces.

- HRM can harness the power of AI effectively, optimizing processes, improving decision-making, and enhancing the overall employee experience while mitigating potential risks and ensuring ethical and fair AI use in HR practices.

- By implementing these recent technological advancements, HRM can streamline operations, improve decision-making through data insights, personalize experiences for employees, and adapt to the changing dynamics of work effectively. Regularly evaluatingand updating these technologies is key to staying at the forefront of HR innovation.

- Ethical and Bias Concerns: AI systems can inherit biases present in historical data, potentially leading to biased decision-making in recruitment or performance evaluations.Ensuring fairness and addressing biases in AI algorithms is crucial.

- Employee Privacy: As AI collects and analyzes vast amounts of employee data, maintaining privacy and adhering to data protection regulations becomes paramount.Human Touch and Decision Making: While AI streamlines processes, thehuman element in HRM, such as empathy, intuition, and complex decision-making, remains irreplaceable. Balancing AI automation with the human touch is essential for successful HRM.

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SURVEY QUESTIONNAIRE

1. Which of the following is a future trend in HRM?

   - Remote work
   - Artificial intelligence
   - Global expansion

2. How do you think AI will impact HR in the future?

   - High
   - Medium
   - Low

3. Which of the following benefits do you think will become more important in the future?

   - Flexible working hours
   - Remote work
   - Mental health support
   - Career development opportunities

4. Which skills do you think will be most in demand for HR professionals in the future?

   - Emotional intelligence
   - Leadership
   - Data Analysis
   - Strategic thinking

5. Do you think diversity and inclusion initiatives will become more important in the future?

    - Yes
    - No
    - Maybe

6. What is the impact of technology on HRM?

    - Positive
    - Negative
    - Neutral

7. Which of the following is a future trend in recruitment?

    - Video interviews
    - Crowdsourcing

8. Which of the following is a future trend in employee engagement?

    - Employee wellness programs
    - Flexible work arrangements
    - Social responsibility

9. Which of the following is a future trend in performance management?

    - Continuous feedback
    - 360-degree feedback
    - Real-time performance tracking

10. What is the importance of data analytics in HRM?

- High
- Medium
- Low

11. Which of the following is a future trend in training and development?

- Personalized learning
- Virtual reality training
- Gamification