MBA-II / SEM-IV / CURRENT TRENDS & CASES IN HUMAN RESOURCE MANAGEMENT (2024-25)

COMPREHENSIVE CONCURRENT EVALUATION 2024-25

Course Code: 404 HRM

Course Name: Current Trends & Cases in Human Resource Management

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The course is evaluated on the basis of three components

Sr. No.	Parameter / Component	Marks	Date
1	Case Study	50	3rd March 2025
2	Desk Project	50	18th March 2025
3	Open Book Test	50	Schedule will declare

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CCE 1: Case Study

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Case Study 1: Emerging Trends in HR – The Future of Workforce Management at ABC Ltd.

Background

ABC Ltd., a multinational corporation in the IT sector with **15,000 employees across 10 countries**, faced challenges in **talent acquisition, employee engagement, and hybrid work management**. The HR department struggled with:

- **Attracting top talent** in a competitive job market.
- **Engaging a hybrid workforce** while ensuring productivity.
- **Upskilling employees** for digital transformation.
- **Maintaining employee well-being** in a fast-paced environment.

To address these, ABC Ltd. adopted **emerging HR trends** such as **AI-driven hiring, hybrid work models, employee well-being programs, and data-driven HR analytics**.

Implementation of Emerging HR Trends

1AI & Data-Driven Recruitment

📌 **Problem:** Traditional recruitment was time-consuming, and manual resume screening led to hiring biases.

💡 **Solution:** ABC Ltd. implemented an **AI-based Applicant Tracking System (ATS)** that:

✓ Used **AI-driven resume screening** to match candidates with job roles.

✓ Conducted **automated video interviews** using facial and speech recognition.

✓ Used **predictive analytics** to assess a candidate's likelihood of success in the company.

📊 **Impact:**

✓ **Hiring time reduced by 40%**.

✓ **Diversity hiring increased by 30%** due to unbiased AI screening.

✓ **Candidate experience improved** with faster feedback and engagement.

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2 Hybrid & Remote Work Model

📌 **Problem:** Post-pandemic, employees demanded **flexibility in work arrangements**, and productivity varied between office and remote work.

💡 **Solution:** ABC Ltd. introduced a **hybrid work policy** with:

✓ **Flexible work schedules** (3 days in-office, 2 days remote).

✓ **Cloud-based HR systems** to manage remote attendance and performance.
✓ **Virtual collaboration tools** like Microsoft Teams & Slack for communication.

📊 **Impact:**
✅ **Employee satisfaction increased by 35%**.
✅ **Operational costs reduced by 25%** (less office space needed).
✅ **Hybrid teams reported higher productivity** due to work-life balance.

3Employee Well-being & Mental Health Focus

📌 **Problem:** Increased stress and burnout among employees led to higher attrition rates.
💡 **Solution:** ABC Ltd. introduced a **Holistic Well-being Program** including:
✓ **AI-powered mental health chatbots** for employee support.
✓ **Flexible work hours & no-meeting Fridays** to reduce burnout.
✓ **Free online counseling & wellness programs**.

📊 **Impact:**
✅ **Absenteeism reduced by 20%**.
✅ **Employee retention improved by 28%**.
✅ **Workplace stress complaints decreased significantly**.

4Upskilling & Continuous Learning

📌 **Problem:** Rapid technological advancements required employees to **learn new skills** to stay relevant.
💡 **Solution:** ABC Ltd. launched an **AI-driven Learning Management System (LMS)** that:
✓ Recommended **personalized training programs** based on employee roles.
✓ Provided **micro-learning sessions** for easy skill development.
✓ Partnered with **Coursera & LinkedIn Learning** for certification programs.

📊 **Impact:**
✅ **85% of employees completed at least one training program per quarter**.

✅ **Promotion rates increased by 30%** due to internal upskilling.
✅ **Skill gaps reduced, leading to faster project execution**.

📌 **Problem:** HR decisions were based on intuition rather than data, leading to inefficiencies.
💡 **Solution:** ABC Ltd. implemented **HR analytics dashboards** that:

✔ **Tracked employee performance, turnover, and engagement in real time**.
✔ Used **predictive analytics** to identify potential attrition risks.
✔ Monitored **pay equity & diversity metrics** to ensure fairness.

📊 **Impact:**
✅ **Data-driven hiring led to a 20% increase in employee-job fit**.
✅ **Turnover rate dropped by 18% due to proactive retention strategies**.
✅ **HR efficiency improved, reducing administrative workload by 35%**.

Discussion Questions

1️⃣ How can companies balance AI automation with human involvement in HR?
2️⃣ What are the risks of implementing a hybrid work model? How can they be managed?
3️⃣ How can organizations ensure **AI in hiring is free from bias**?
4️⃣ What role does **employee well-being** play in HR strategy?
5️⃣ How can HR analytics help predict and reduce employee turnover?

Case Study 2: Technology-Enabled Employee Training and Development

Introduction In today's rapidly evolving business landscape, organizations are leveraging technology to enhance employee training and development. This case study explores how a multinational company, XYZ Corporation, successfully implemented a technology-driven training strategy to improve workforce skills, engagement, and productivity.

Company Overview XYZ Corporation is a global leader in the IT sector, employing over 50,000 professionals across different regions. The company faced challenges in upskilling its workforce to keep pace with the ever-changing technological advancements. Traditional training methods were proving to be costly, time-consuming, and ineffective in addressing individualized learning needs.

Challenges

1. **Scalability Issues**: Conducting in-person training sessions for a large workforce across multiple locations was impractical and costly.
2. **Employee Engagement**: Traditional learning methods failed to engage employees, leading to low retention rates.
3. **Skill Gaps**: The rapid evolution of technology created skill gaps that needed to be addressed quickly.
4. **Time Constraints**: Employees found it difficult to dedicate long hours to training due to their work commitments.

Solution: Technology-Enabled Training Approach To overcome these challenges, XYZ Corporation adopted a technology-enabled learning strategy that included:

1. **Learning Management System (LMS)**: The company implemented an AI-driven LMS that provided personalized learning paths based on employee roles and career aspirations.
2. **Virtual and Augmented Reality (VR/AR) Training**: Employees engaged in immersive training experiences, particularly for technical skills and complex problem-solving tasks.
3. **Microlearning Modules**: Short, interactive lessons were delivered via mobile apps, allowing employees to learn on the go.
4. **Gamification**: Incorporating game-like elements, such as leaderboards and reward points, increased employee motivation and engagement.
5. **Webinars & Online Workshops**: Industry experts and senior professionals conducted live training sessions, allowing real-time interaction and knowledge sharing.
6. **AI-Powered Chatbots & Virtual Mentors**: Employees received instant assistance and personalized recommendations for further learning resources.

Results & Impact The adoption of technology-driven training yielded significant benefits for XYZ Corporation:

- **Increased Participation**: Training engagement rates rose by 60% compared to traditional methods.
- **Higher Knowledge Retention**: Employees demonstrated a 40% improvement in knowledge retention due to interactive and self-paced learning approaches.
- **Cost Savings**: The company reduced training costs by 35% through the elimination of travel and logistical expenses.
- **Faster Skill Development**: Employees acquired new skills 50% faster, enabling them to adapt to industry changes efficiently.

Challenges & Lessons Learned Despite the success, XYZ Corporation encountered some challenges:

- **Digital Adaptation**: Some employees initially struggled to adapt to online training.
- **Technical Issues**: Occasional platform glitches required IT support and continuous system improvements.
- **Data Privacy Concerns**: Handling employee learning data securely was a priority that required strict compliance measures.

To address these issues, the company conducted training on digital tools, ensured continuous technical support, and adhered to stringent data security protocols.

Conclusion Technology-enabled employee training and development have revolutionized learning in corporate environments. XYZ Corporation's strategic adoption of AI-driven LMS, VR/AR training, microlearning, and gamification not only enhanced employee engagement but also bridged skill gaps efficiently. As technology continues to evolve, organizations must embrace digital training solutions to foster a future-ready workforce.

Case Study Questions for Students:

1. What were the primary challenges faced by XYZ Corporation in training its workforce?
2. How did technology help XYZ Corporation overcome these challenges?
3. What are the key benefits of using AI, VR/AR, and gamification in employee training?
4. What potential drawbacks or risks should organizations consider when implementing tech-enabled training programs?
5. If you were a consultant for XYZ Corporation, what additional recommendations would you make to further enhance their training and development program?

Case Study 3: Employee Experience, Engagement and Evaluation through Technology

Introduction In modern workplaces, technology plays a crucial role in shaping employee experience, engagement, and evaluation. Organizations are increasingly using digital tools to improve workplace satisfaction, enhance productivity, and assess employee performance effectively. This case study explores how ABC Corporation leveraged technology to transform its workforce experience.

Company Overview ABC Corporation is a multinational firm with over 30,000 employees worldwide. The company faced challenges in maintaining high levels of employee engagement, ensuring seamless communication, and effectively evaluating employee performance.

Challenges

1. **Low Employee Engagement**: Many employees felt disconnected due to a lack of interactive and engaging workplace activities.
2. **Inefficient Performance Evaluation**: Traditional evaluation methods were time-consuming and subjective.
3. **Lack of Real-time Feedback**: Employees wanted continuous feedback rather than annual performance reviews.
4. **Work-Life Balance Issues**: Remote work created challenges in tracking productivity and ensuring well-being.

Technology-Driven Solutions To address these challenges, ABC Corporation implemented various digital solutions:

1. **AI-Driven Employee Engagement Platforms**: Personalized engagement programs, surveys, and recognition systems increased motivation and satisfaction.
2. **Performance Management Software**: AI-powered tools provided data-driven insights into employee performance, making evaluations more objective.
3. **Real-time Feedback Mechanisms**: Digital feedback platforms allowed managers to provide continuous performance insights, improving productivity.
4. **Virtual Collaboration Tools**: Enhanced digital communication platforms improved teamwork and fostered a positive work culture.
5. **Employee Well-being Apps**: Health tracking, mindfulness programs, and stress management tools were integrated to improve work-life balance.

Results & Impact The implementation of these technologies yielded significant benefits:

- **40% increase in employee engagement** due to interactive digital initiatives.
- **30% improvement in performance evaluation efficiency** through automated feedback mechanisms.
- **Reduced employee turnover by 25%**, as employees felt more valued and supported.
- **Higher productivity and well-being**, with employees reporting better work-life balance.

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Challenges & Lessons Learned Despite the success, ABC Corporation encountered some challenges:

- **Resistance to Change**: Some employees were hesitant to adapt to new technology.
- **Privacy Concerns**: Data security and transparency had to be ensured for digital monitoring tools.
- **Technology Overload**: Striking the right balance between digital engagement and screen fatigue was necessary.

Conclusion Technology has revolutionized the way organizations manage employee experience, engagement, and evaluation. By implementing AI-driven platforms, real-time feedback systems, and well-being tools, ABC Corporation successfully enhanced its workforce satisfaction and productivity. Organizations looking to improve their employee experience should strategically adopt digital solutions while addressing potential challenges.

Case Study Questions for Students:

1. What were the main challenges ABC Corporation faced in employee engagement and evaluation?
2. How did technology help in overcoming these challenges?
3. What are the advantages and drawbacks of using AI in performance evaluation?
4. What strategies can organizations implement to balance technology usage and employee well-being?
5. If you were an HR consultant, what additional recommendations would you make to enhance ABC Corporation's digital employee experience?

CCE 2: Desk Project

Students are required to analyze **current HR trends** in a specific industry of your choice. Your study should include:

✅ **Industry Selection & HR Trends**: Choose an industry (e.g., IT, healthcare, manufacturing, retail, etc.) and analyze the latest HR trends affecting it.

✅ **Data Collection**: Conduct interviews with HR professionals or gather insights from secondary sources (articles, reports, research papers, etc.).

✅ **Implications of HR Trends**: Evaluate how these trends impact HR policies, employee engagement, talent acquisition, and workforce management.

✅ **Challenges**: Identify key challenges faced by both employees and companies in adapting to these trends.

✅ **Recommendations**: Suggest strategies for companies to effectively manage and leverage these HR trends.

Guidelines for Analyzing Current HR Trends

To successfully complete your HR trends analysis, follow these structured guidelines:

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1. Selection of Industry

Choose one specific industry to focus on, such as:

- **Information Technology (IT)**
- **Healthcare**
- **Retail & E-commerce**
- **Manufacturing**
- **Banking & Finance**
- **Education**
- **Hospitality & Tourism**

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2. Identifying Current HR Trends

Research and analyze **key HR trends** affecting the chosen industry. Some **common HR trends** include:

⚖ **Remote & Hybrid Work Models** – Impact on employee engagement and productivity.

⚖ **AI & Automation in HR** – Use of AI for recruitment, performance management, and HR analytics.

⚖ **Employee Well-being & Mental Health** – Focus on work-life balance, stress management programs.

⬥ **Diversity, Equity & Inclusion (DEI)** – Policies for gender equality, inclusive hiring practices.

⬥ **Skill Development & Upskilling** – Employee training programs to meet evolving job requirements.

⬥ **Gig Economy & Flexible Workforce** – Rise of freelance and contract-based jobs.

⬥ **HR Technology & Digital Transformation** – Use of HR software, chatbots, and cloud-based HR systems.

3. Data Collection Methods

Gather information through:

✓ **Primary Data** – Interviews with HR professionals, managers, or employees.

✓ **Secondary Data** – Articles, research papers, HR reports, industry whitepapers.

While conducting interviews, ask questions like:

- What are the major HR challenges in your industry today?
- How has technology changed HR practices in your company?
- What strategies do you use to improve employee engagement?
- How do you address diversity and inclusion in your workplace?

4. Implications of HR Trends

Analyze how these trends affect:

📌 **HR Policies & Practices** – Recruitment, onboarding, performance management.

📌 **Employee Experience** – Job satisfaction, engagement, work-life balance.

📌 **Company Culture & Productivity** – Changes in leadership styles and organizational values.

📌 **Legal & Compliance Aspects** – Regulations and ethical considerations.

5. Challenges for Employees & Organizations

Identify difficulties faced by both employees and companies in adapting to HR trends:

● **For Employees** – Job insecurity, adapting to new technology, work-life balance issues.

● **For Companies** – Managing remote teams, retaining top talent, maintaining employee well-being.

6. Recommendations & Conclusion

Provide suggestions on how companies can effectively manage HR trends. For example:
✔ Investing in HR technology and AI-driven solutions.
✔ Creating mental health programs and flexible work policies.
✔ encouraging a culture of continuous learning and upskilling.
✔ Strengthening policies on inclusion, fairness, and employee well-being.

7. Report Submission Format

📌 **Introduction** – Overview of the industry and chosen HR trends.
📌 **Data Analysis** – Insights from interviews and secondary research.
📌 **Findings & Implications** – Impact on employees and organizations.
📌 **Challenges & Solutions** – Key difficulties and proposed strategies.
📌 **Conclusion & Recommendations** – Summary of key takeaways.
📌 **References** – Cite sources for secondary data.