

ROLE OF (E-HR) ELECTRONIC HUMAN RESOURCE IN TELECOM SECTOR

Neha Srivastava*¹, Hemant Kumar*²

*¹Lecturer, Department Of Humanities, Govt. Girls Polytechnic, Bareilly, Up, India.

*²Assistant Professor, Department Of Mechanical Engineering, Future Group Of Institution, Bareilly, Up, India.

ABSTRACT

In this paper discussed about the role of electronic human resource in telecom sector. In India have many telecom companies like as an Airtel, Reliance Jio, BSNL, Idea & Vodafone. In this time the situation of Airtel is excellent and the other company's situation is not good in comparison to Airtel. In this paper also discussed about the market of India telecommunication. In this time the telecom sector depends upon e-HR, when the covid-19 came in India then mostly economic sector was closed but the telecom sector of India was in growth. The date of December 2019 every company of India have 4G network and also have very low-cost prices of plans. Telecom sector totally work on digital platform. In this date the Reliance launched Jio network, in very low-cost prices. Due to Jio network the market faced the rush. The main goal of this paper to discussed the e-HR services in India.

Keywords: E-HR, E-HRM, Airtel, Jio, BSNL, Telecom Sector.

I. INTRODUCTION

Every telecom company has electronic human resource management in this management have also electronic human resource. The function electronic human resource is to collect the information from the company and to inform the message to people or employ of company. Introduction of telecommunications in India dates back to 1851 when the first landlines were operational by government at a place near Kolkata. Telephone services were formally introduced in India in 1881 and were subsequently merged with the postal systems 1883. Liberalization of India telecommunication in industry started in 1981 when prime minister Indira Gandhi signed contracts with Alcatel CIT of France to merge with the state owned telecom company (ITI), in an effort to set up 5000000 lines per year. According to Zenith media survey, the annual growth rate 11% between 2020 and 2023 this growth rate is very high. In the telecom sector used more artificial intelligence and more automation. This industry fully works on digital platform. The telecom industry run by the help of E-HR, the role of E-HR in the industry to collect the information from the people, that people have the need of job. The work of E-HR recruitment, management, scop of work, manage the plan and manage the production. Bharti Airtel Limited, also know as Airtel, is an Indian multinational telecommunication service company based in New Delhi, India. The total equity 56206 crore of Airtel and the owners of Airtel is Bharti Enterprises (64%) and Singtel (36%). The members of Airtel company are 474 million in June 2021. And the number of employees is 17917 in June 2021. The Airtel company, the growth rate very fast in the covid-19 period. Because other company services were not good and the service plan of Airtel company was very beneficial. So that reason the airtel was in top position in pandemic time. When the covid-19 came in India that time was very poor. The covid-19 came from Wuhan city of China in December 2019. In this time situation of India was very poor. Maximum job has become work from home, in this time every person faced the problems in this time only one platform was do the work the name that platform is digital platform. This platform totally depends upon the telecom sector. In the pandemic time, the total work handled by E-HRM (Electronic Human Resource Management) department. E-HR (Electronic Human Resource) is the part of electronic human resource management department. Electronic human resource to collect the information and to provide the employees. Bharat Sanchar Nigam Limited (BSNL) is a government owned telecommunications service provider headquartered in New Delhi, India. BSNL is the government of India Enterprise, types of industry are telecommunications founded in 15 September 2000.

II. METHODOLOGY

Used the methodology in the paper some data collected from telecom sector. In this paper shows the growth and down of communication industry. In this paper approximately data used for know of company status. The main goal of this paper discussed about the services of electronic human resource (e-HR).

Digital market share

The digital platform run by the help of electronic human resource (e-HR). some data discussed below from 2018 to 2021. The starting time the BSNL service was very good but after some time many issues appear due to this reason the market of BSNL down. In this time many telecoms industry came and after some time out of the market due to may failure. In which industry that company not compromise to the quality that industry growth the name of industry is Jio, Airtel. These industries give the service to the customer, in the pandemic time only two industries stand the name is Jio and Airtel. These industries give the very strong network and flexible plan of the network. Due to this reason these industries survive that time period when the covid-19 was in the peak situation.

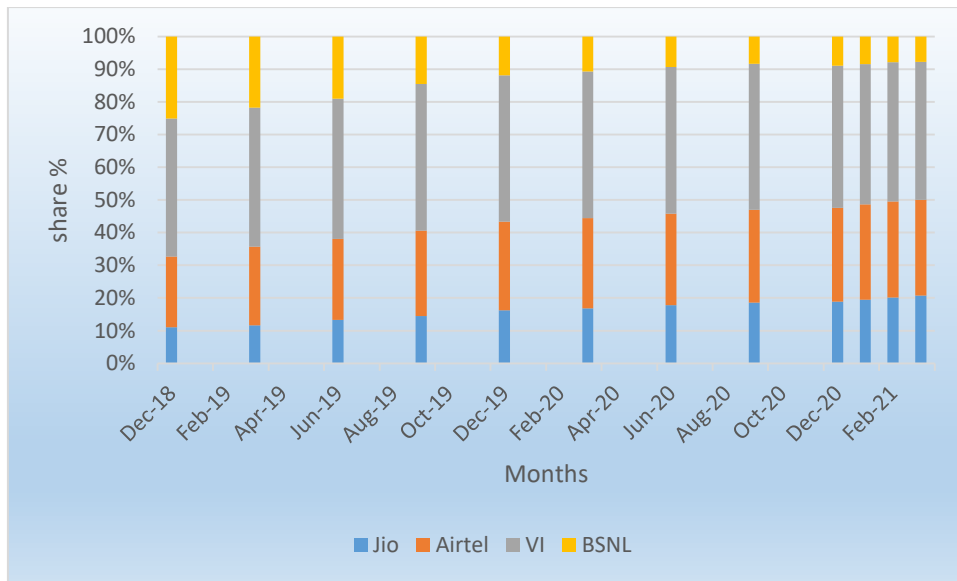


Figure 1: Share percentages

E-HR services-

In the digital platform the main role of electronic human resource, the main function of e-HR to collect the information and provide the service to costumer or employ. The e-HR is the part of E-HRM (Electronic Human Resources Management). The E-HRM department to operate the industry on the digital plate form. The feature of E-HR, recruitment, training and development, to provide the services to people. In the digital platform the role of E-HR to collect the data from the needed person which is interested for job in the telecom sector. To collect the resume from the person from the digital platform and send to E-HRM department of company. To give the interviews date to the employ by the help of E-mail or any other digital platform. After discussion the e-HR, the e-HR send the data to E-HRM department. The EHRM department decided the final round of interview and this department provide the information to work related. The E-HR per day collect the data from every employ and send the data to E-HRM department. When the employ joins the company then the E-HR provide the training and development. Electronic human resource implementation is also the part of E-HR, in this service the e-HR saw the old data of production and old management of company. Then discussed the E-HRM department and finally new plan ready and some changes in the production and management of department. Revenue cycle management is the next part of e-HR. the revenue depends upon the total selling of one year, this report sends to CA of industry by E-HR.

III. COMMUNICATION SECTOR OF INDIA

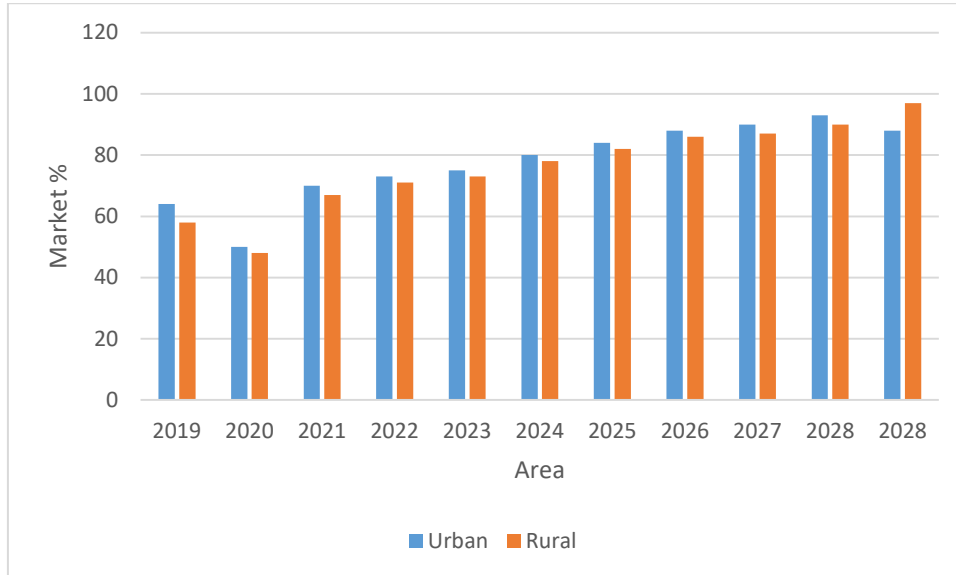


Figure 2: India’s Communication market

In this chart shows that the percentages of growth rate of urban and rural areas of India. Now it’s time the urban areas have good service from the industry. But its time rural areas faced some problems from the communication industries. Some approximately data discussed in this figure urban and rural areas. Now it’s time every rural area has some difficulties like light problems, network tower problems, good places problems etc. but in city have good things all facilities available in very easy way. Due to this reason mostly solve the problems of urban’s people. But in 2028, more development will be in the communication sector. The India’s government create the new idea for to remove the issues of people which is survive in the village’s areas.

Function of E-HRM- Electronic human resource management is the part of communication industry. The industry depends upon the management department. In this department have knowledge of every field of industry.

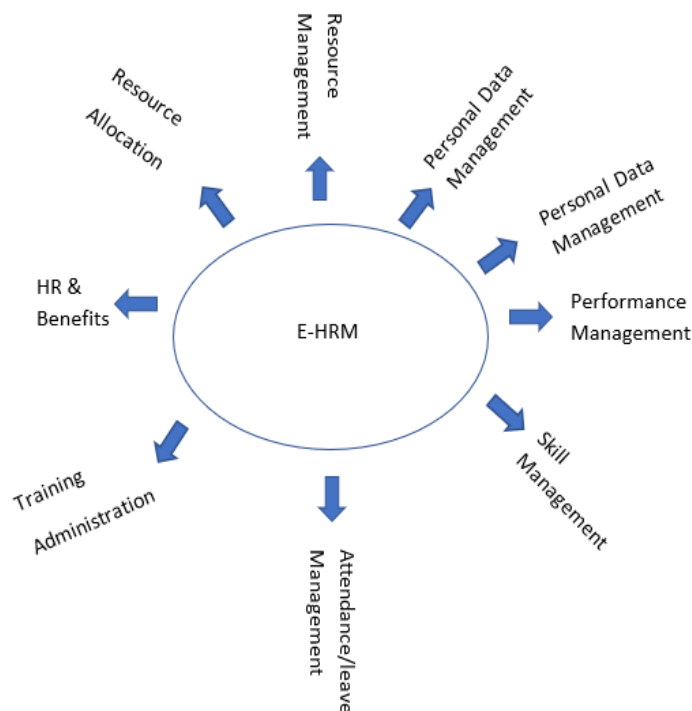


Figure 3: Function of E-HRM

The function of E-HRM define as

- Resource Allocation
- Human Resource & Benefits Administration
- Training Administration
- Attendance/Leave Management
- Personal data Management
- Resource Management
- Skill Management
- Performance Management

To provide the all-resource data to necessary for the location where the work is running. Electronic Human Resource management also deal with the human resource and benefit administration. The term e-HR provide also training to employees and work management. To maintain the record and daily attendance and leave of employees. The e-HR also maintain the personal data management. In this data have the basic details of employees and worker of company.

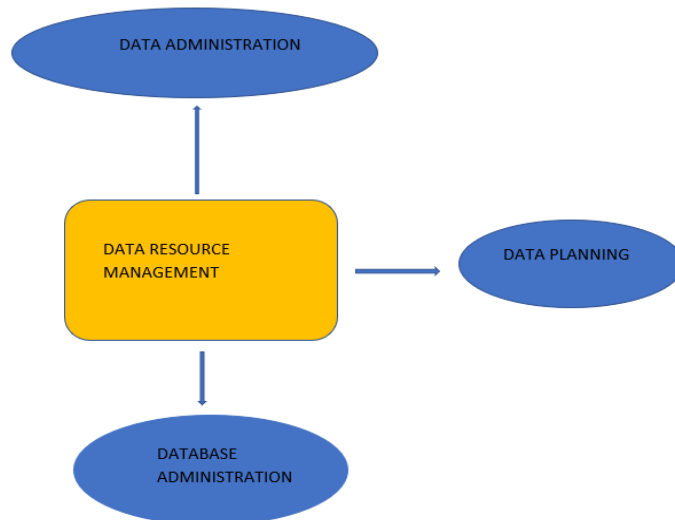


Figure 4: Resource Management

The e-HR have more skill for satisfy the customer and employees. Electronic human resource has very important role in the communication sector. Performance management is the part of electronic human resource. In this part the e-HR have all details of performance of employees. In the pandemic time the all work done by electronic human resource. The covid-19 was very harmful for human of India. E-HR is whole digital platform, which is run by software. The revenue from the telecom equipment sector is expected to grow to US\$ 26.38 billion by 2020. The number of internet subscribers in the country is expected to double by 2021 to 829 million and overall IP traffic is expected to grow four-fold at a CAGR of 30% by 2021.

Reliance Jio was the leading company with a wireless telecom subscriber base of over 411 million across India at the end of 2020. The south Asian country was the second-largest telecom market worldwide. The number of mobile subscribers in India amounted to around 1.17 billion that year.

Jio gives more data and more validity as compared to Airtel and Vi for the same price point. ... The additional benefits of this plan include access to Amazon Prime Video Mobile edition, W-ykn Music, free hello tunes and Airtel X-Stream

IV. CONCLUSION

Reliance Jio and Airtel both industries are had very good performance in the areas of network and both have excellent recharge plan. Both industries have given the good service to customer and their employees. The electronic human resource has very important role in communication sector. At present time the airtel have given very excellent service for customer. The airtel have good service in comparison to reliance Jio. To

maintain the all record of company and maintain the all duty of staff members. All services provide to the employees and customer.

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