



Special Invited Lecture

On

Changing Profile of HR

Organized by

*Department of Commerce
Dr. Harisingh Gour Vishwavidyalaya, Sagar (M.P.)
(A Central University)*

*In Association With
Indian Accounting Association, Sagar Branch*

*Date: July 13th 2023
Timing: 11 A.M. Onwards*

Patron



*Prof. Neelima Gupta
Hon'ble Vice Chancellor*

Guest Speaker



*Prof. Anil Mehta
Former Professor & Head
Department of Business Administration
University of Rajasthan, Jaipur*

Moderator



*Prof. J.K. Jain
Head, Department of Commerce
Dr. Harisingh Gour Vishwavidyalaya
Sagar (M.P.)*

Coordinator



*Dr. Rupali Saini
Assistant Professor
Department of Commerce*

Venue : Acharya Amar Narayan Agrawal Sabhagar

REPORT
ON
SPECIAL INVITED LECTURE ON
“CHANGING PROFILE OF HR”

ORGANIZED BY

DEPARTMENT OF COMMERCE

DR. HARISINGH GOUR VISHWAVIDYALAYA, SAGAR (M.P)

IN ASSOCIATION WITH

INDIAN ACCOUNTING ASSOCIATION, SAGAR BRANCH

JULY 13TH, 2023

**VENUE: ACHARYA AMARNARAYAN AGRAWAL SABHAGAR,
DEPARTMENT OF COMMERCE**

Patron: Prof. Neelima Gupta, Hon'ble Vice Chancellor, Dr. Harisingh Gour Vishwavidyalaya, Sagar, Madhya Pradesh.

Guest Speaker: Prof. Anil Mehta, Former Professor & Head of Department of Business Administration, University of Rajasthan, Jaipur.

Moderator: Prof. J.K. Jain, Head of Department of Commerce, Dr. Harisingh Gour Vishwavidyalaya, Sagar, Madhya Pradesh.

Convener and Coordinator: Dr. Rupali Saini, Assistant Professor, Department of Commerce, Dr. Harisingh Gour Vishwavidyalaya, Sagar, Madhya Pradesh.

This report outlines a lecture on the "Changing Profile of HR," which was specifically designed to provide attendees with a comprehensive overview of the evolving role of Human Resources in today's rapidly transforming business landscape. Delving into various aspects, the session explored the challenges and opportunities faced by HR professionals in adapting to the dynamic demands of the modern workforce. The lecture served as a platform for participants to engage in interactive discussions and knowledge sharing, inspiring them to adopt progressive HR strategies and contribute to the sustainable growth and success of their respective organizations. Prof. Mehta is a renowned expert in the field of HR management and has extensive experience in both academia and industry. His insights and expertise made this lecture an engaging and enriching experience for the Faculty, Scholars and Students.

Objectives:

HR01¹: To familiarize attendees with the evolving role of HR in today's dynamic business environment.

HR02: To highlight the challenges and opportunities faced by HR professionals in the contemporary corporate landscape.

HR03: To emphasize the growing impact of technology and HR analytics on HR decision-making processes.

HR04: To encourage an interactive learning environment where participants can engage in fruitful discussions and share their experiences and perspectives.

The lecture commenced with the ceremonial lighting of a lamp before Goddess Saraswati and Doctor Harisingh Gour. The session was graced by the presence of Prof. J.K. Jain, the Moderator and Head of the Department of Commerce, who extended a warm welcome to our esteemed guest speaker, Prof. Anil Mehta and all attendees. With great enthusiasm, Prof. J.K. Jain then addressed the gathering, providing a brief overview of the lecture's agenda and the invaluable insights that Prof. Mehta would be sharing with us. As part of the lecture series aimed at exposing students and professionals to the latest trends in business management, Prof. Mehta's expertise and wealth of knowledge promised an engaging discourse on the dynamic evolution of the HR function in today's rapidly changing corporate landscape.

Following his address, Prof. Mehta began the lecture by providing a historical perspective on the HR function. He traced its evolution from a purely administrative role to a strategic business partner. In the past, HR was primarily focused on hiring, payroll, and compliance. However, in recent years, HR has undergone a transformation to become a critical part of organizational strategy and decision-making.

The speaker stressed the importance of adopting a people-centric approach in modern HR practices. With the recognition that employees are an organization's most valuable asset, HR professionals must focus on talent management, employee engagement, and nurturing a positive work culture. This shift has been driven by research indicating a strong correlation between employee satisfaction, productivity, and overall business success. Prof. Mehta highlighted the growing impact of technology on HR practices. Automation and digitization have streamlined various HR processes such as recruitment, onboarding, performance management, and learning and development. Additionally, he discussed the rise of Artificial Intelligence (AI) in talent acquisition and data-driven decision-making for HR professionals.

The changing dynamics of the modern workforce were a key point of discussion. Prof. Anil Mehta discussed a plethora of emerging terms and concepts that are reshaping the human resources landscape. Among these were the critical challenges posed by the "Talent Crunch," where organizations are facing a scarcity of skilled professionals in the job market, leading to intense competition in the "Talent War." To address the evolving needs of a sustainable future, Prof. Mehta introduced the concept of "Green HRM," which advocates integrating environmental sustainability practices into HR policies and fostering a culture of eco-consciousness. Additionally, he emphasized the importance of nurturing a "Dual Career Culture" to support

¹ HR: Human Resource

employees who manage dual-career responsibilities, enabling them to strike a balance between personal and professional lives.

Prof. Mehta emphasized the growing importance of employee well-being and employee retention in today's fiercely competitive job market. He discussed how employee burnout, stress, and work-life balance issues can impact productivity and retention. Progressive organizations are now investing in employee wellness programs, mental health support, and flexible work arrangements to ensure a healthier and happier workforce. To address this critical issue, he introduced the "3 C's" strategy, focusing on Compensation, Career Development, and Comfort. Prof. Mehta emphasized the importance of offering competitive compensation packages that recognize employees' contributions and align with industry standards. He also underscored the significance of providing growth opportunities and clear career paths, investing in employee development, and promoting a sense of loyalty and commitment within the organization. Additionally, Prof. Mehta highlighted the need to create a supportive work environment that considers employees' well-being and work-life balance. By adopting this holistic approach to employee retention, organizations can foster a positive work culture that attracts and retains top talent, ultimately contributing to their long-term success in today's dynamic business landscape.

The interactive session on the "Changing Profile of HR" concluded on a high note, with Prof. J.K. Jain, Head of the Department of Commerce, honoring Prof. Anil Mehta with a shawl and a shrifal as a token of gratitude for his enlightening and thought-provoking lecture. Following the felicitation, Unnati Ubnare, a dedicated Research Scholar, stepped forward to deliver a heartfelt vote of thanks on behalf of all the attendees. She expressed her profound gratitude to Prof. Anil Mehta for his enlightening and thought-provoking insights that enriched the audience's understanding of the evolving HR landscape. She expressed her appreciation for the engaging discussions that took place during the session, allowing participants to gain a deeper perspective on the challenges and opportunities faced by HR professionals in the contemporary corporate world. Furthermore, Unnati expressed gratitude to all the attendees for their active participation, questions, and contributions that made the session truly interactive and enriching.

As the session came to an end, attendees left with not only newfound knowledge but also cherished memories of a truly insightful and inspiring experience.

LO1²: Develop a comprehensive understanding of the changing role and significance of HR in the contemporary corporate landscape.

LO2: Identified the emerging trends and challenges impacting HR practices and strategies.

LO3: Learned about the integration of technology and HR analytics for data-driven decision-making in HR management.

LO4: Develop practical expertise in creating a positive work culture that prioritizes employee well-being and work-life balance.

LO5: Gain inspiration to implement progressive HR approaches and best practices to drive organizational success and employee engagement.

Overall, the lecture highlighted how these emerging trends are revolutionizing HR practices, empowering organizations to attract, retain, and develop talent while aligning their strategies with the changing demands of the modern workforce and society at large. Prof. Mehta provided

² LO: Learning Outcomes

insights into understanding the unique needs and expectations of different generations and aligning them with the organizational goals.

मानव संसाधन के परिवर्तित स्वरूप पर व्याख्यान

नवभारत न्यूज

सागर 14 जुलाई. वाणिज्य विभाग, डॉ. हरिसिंह गौर विवि व भारतीय लेखांकन परिषद द्वारा प्रो. अनिल मेहता ने मानव संसाधन के परिवर्तित स्वरूप पर व्याख्यान दिया.

उन्होंने बताया कि मानव संसाधन पूर्व से ही चुनौतीपूर्ण परिस्थितियों में कार्य करता है तथा उसका मूल्यांकन भी नियोक्ता द्वारा चुनौतियों की क्षमता के आधार पर किया जाता है. प्रो. मेहता ने कहा कि वर्तमान समय सभी कंपनियां दक्ष कर्मचारियों की खोज कर रही हैं. उन्होंने बताया कि मानव



संसाधन के मूल्य का निर्माण व्यक्ति अपनी दक्षता के आधार पर करता है. विभागाध्यक्ष प्रो. जेके जैन ने कहा कि हमारे विभाग के छात्र इस व्याख्यान से नवीन शब्दावली यथा- मूनलाइटिंग मल्टी स्किलिंग, टैलेंट क्रंच, हरित मानव संसाधन प्रबंधन से परिचित हुए जो एक महत्वपूर्ण अध्ययन

एवं शोध का विषय बनेंगे. उन्होंने कहा कि परिवर्तनशील कारपोरेट जगत में बहुआयामी एवं बहु प्रशिक्षित व्यक्तियों को रोजगार के अवसर प्राप्त होंगे. कार्यक्रम में डॉ. रुपाली सैनी, डॉ. सुषमा यादव, डॉ. अनिता कुमारी शामिल हुई. आभार डॉ. रुपाली सैनी द्वारा ज्ञापित किया गया.









IAA Secretariat: Sagar Branch

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