

## **ROLES OF HUMAN RESOURCE MANAGEMENT IN MODERN ORGANIZATION**

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Abstract. Roles of HR management in modern organizations are analyzed in this article. The professional role of the HR manager in modern conditions is significantly increasing and includes everything related to the activities of personnel at enterprises. This puts HR specialists in front of the need to adapt to sudden changes in the external environment of the organization, adapt managerial skills and abilities to the goals and objectives of a rapidly developing business.

HR manager is a guide, philosopher, friend, path-finder, path identifier, problem solver, competence maker of the human resource.

It is important for the HR manager to place his role on the same lines as that of the organization. Within this environment, the HR professional has to be a strategic partner, an employee advocate, and a change mentor to be able to survive the changing environment. Depending on the size of the organization, an HR manager has the responsibility of looking at all the functions that deal with the needs and activities essential for people management.

HR manager plays a pivotal role to achieve organizational objectives. It is human resource/work people who perform task and achieve company goals.

So, human resource is a must in an organization. To get the right number and right kind of human resource at the right time of company need and to motivate, prepare and develop the human resource to perform task, the person in charge of such job, i. e., human resource manager is no less important in an organization than human resource at work.

HRM structures vary widely from business to business, shaped by the type, size, and governing philosophies of the organization that they serve. But most organizations organize HRM functions around the clusters of people to be helped they conduct recruiting, administrative, and other duties in a central location. Different employee development groups for each

department are necessary to train and develop employees in specialized areas, such as sales, engineering, marketing, or executive education. In contrast, some HRM departments are completely independent and are organized purely by function. The same training department, for example, serves all divisions of the organization.

Human resource management is concerned with the development of both individuals and the organization in which they operate. HRM, then, is engaged not only in securing and developing the talents of individual workers, but also in implementing programs that enhance communication and cooperation between those individual workers in order to nurture organizational development.

In recent years, several business trends have had a significant impact on the broad field of HRM. Chief among them was new technologies.

These new technologies, particularly in the areas of electronic communication and information dissemination and retrieval, have dramatically altered the business landscape. Telecommuting, for instance, has become a very popular option for many workers, and HRM professionals have had to develop new guidelines for this emerging subset of employees.

Changes in organizational structure have also influenced the changing face of human resource management. In addition, organizational philosophies have undergone change. Many companies have scrapped or adjusted their traditional, hierarchical organizational structures in favour of flatter management structures. HRM experts note that this shift in responsibility brought with it a need to reassess job descriptions, appraisal systems, and other elements of personnel management.

A third change factor has been accelerating market globalization. This phenomenon has served to increase competition for both customers and jobs. The latter development enabled some businesses to demand higher performances from their employees while holding the line on compensation. Other factors that have changed the nature of HRM in recent years include new management and operational theories like Total Quality Management (TQM), rapidly changing demographics, and changes in health insurance and federal and state employment legislation. When considering the basic roles of Human Resource Management, the three aspects that are considered are Strategic, Operational and Administrative.

#### Strategic Role of Human Resource Management.

In today's times, HR managers in organizations function as strategic partners working closely with others to be able to contribute to the development and the accomplishment of the organization's business plan and

objectives. The HR business objectives need to be aligned to the overall strategic business plan and objectives.

The strategic role of human resource management involves assisting businesses to better meet the needs of their employees, while at the same time promoting company goals. It also ensures it adds value by developing and maintaining a workforce that is efficient, productive, loyal, flexible and adaptive to change. Furthermore, the ability of senior managers to develop proactive strategies in the management of its people, requiring managers to think ahead and develop methods for the business to better meet the needs of the business.

This derivation from the organization's strategic plans and objectives, providing managers to determine the long-term employment needs of the business, thus demonstrating how the business must determine whether their employees have the skills to achieve its long-term goals. They must then establish a plan/guideline for the company to determine training and qualification needs, and skills base of external individuals who may be recruited by the business.

Benefits of a strategic role of Human Resources.

- Development of a highly qualified workforce that fosters skill development and employee recognition.
- Introduction of systems and procedures that deal effectively with workplace conflict and grievances.
- Employment of a workforce relevant to the organisational needs of the business from a long-term perspective.
- The workforce itself being the competitive advantage that the business has over its competitors.

Operational Role of Human Resource Management.

Operational HR encompasses the highly visible, daily tactical operations essential to maintaining a workforce. The primary function is to maintain compliance and this is accomplished by keeping up on labour laws and making certain they are consistently followed.

Operational Management involves the HR manager utilizing his knowledge and skills to promote people's interests for organizational successes. This advocacy includes expertise in creating a work environment in which people choose to be motivated and happy. It conforms to the maxim – live happily and work happily. An HR professional fosters effective methods of goal setting, communication, empowerment through responsibility, and builds employee ownership of the organization. Apart from these functions, he also helps in establishing a suitable organizational culture and

environment in which people have the competency, concern, and commitment to serve customers well.

#### Administrative Role of Human Resource Management.

The HR administrative role evolves as the business world adapts to opportunities and challenges of technology and globalization. The administrative role for HR managers charges them with rethinking how they work and questioning where long-standing, people-related policies and procedures can be improved across the organization.

Unlocking the cost- and time-saving benefits of technology represents a prime example of the administrative role of HR. Human resource information systems, or HRIS, allow companies to revamp how they provide better HR support to their employees and save money doing so. Establishing an employee self-service website empowers workers to manage their personal data -address changes, direct deposit details and beneficiary designations, for example, at their convenience with a few clicks instead of a few forms, while freeing HR manpower to concentrate on strategic planning. Applicant tracking systems automate candidate screening; on-line learning management systems offer self-paced, yet consistent training and orientation.

Another outcome of HR's administrative evolution puts it at the centre of the organization's strategic planning. HR relies on its administrative expertise to provide the right number of people who have the skills, knowledge and experience the organization needs to function profitably. This gives HR a unique opportunity to partner with other functional areas to hone the services it provides them.

In conclusion, the human resource function of defines success as an organization. An organisation's HR function plays a major role in the growth of its bottom line and the success of its business strategy. The very nature of a company is in its people, and giving direction to people is what HRM is all about. HRM provides an organization with the best services and systems drive both profit and team synergy.

HRM bridges the gap between the employees and the management of an organization. Operating a successful organization requires a good HRM which is dedicated to the progress and growth of the organization. A balanced HRM is critical to the productivity and synergy of the organization.

Thus, an effective HRM allows organizations to tackle human resource issues strategically. HRM supports in attracting and retaining competent employees, helps the organization's leaders and employees in adapting to organizational change, and enables the adoption of technology. HRM play

a critical role in managing employees, helping them to work effectively and creatively to help their organisation to attain a competitive advantage in their market.

### **REFERENCES**

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