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FACULTY PERCEPTION ON DIGITAL TRANSFORMATION IN HRM: A STUDY WITH REFERENCE TO PRIVATE DEGREE COLLEGES IN DK DISTRICT

Mr. Ramakrishna Shetty

Research Scholar,
Dept. of Commerce,
Bharathiar University,
Coimbatore (Tamil Nadu, India)

Dr. Ganesh Bhat S

Research Guide,
Dept. Of Commerce,
Bharathiar University,
Coimbatore (Tamil Nadu, India)

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ABSTRACT:

In today's rapidly evolving educational field, digital transformation has become a leading consideration, especially in the field of Human Resource Management (HRM) within higher education institutions. The absorption of digital technology has remarkably transformed various aspects of human resource management practices in educational institutions. This study aims to take a look at the faculty perception towards the effectiveness of digital transformation in HRM within the context of private colleges in DK district. The objective is to understand how the adoption of digital tools and flat forms has impacted HRM process and identify the challenges and opportunities associated with digital transformation.

The sample data of employees (teaching staff) was collected from private Degree Colleges of DK District using structured questionnaire. Convenience sampling method was used to collect the responses. Statistical technique like chi square test applied to analyze the data.

The findings reveal that faculty members in private colleges generally perceive digital transformation in HRM to be effective and beneficial the integration of digital tools and platforms has streamlined various HRM process including recruitment and selection performance management training and development and employee engagement participants reported improved efficiency accuracy and accessibility of HRM activities through digitalization additionally digital platforms have announced communication channels facilitated collaborative work and enable remote working arrangements.

Based on findings this study recommends that private colleges in DK district invest in extensive training programs to strengthen faculty members digital literacy and skills it further suggests that the establishment of robust system to address faculty concerns and ensure smooth transition to digital HRM practices educational institution should also priorities data privacy and security measures to install confidence in the use of digital platforms. Overall, the study contributes to the growth growing body of knowledge on the effectiveness of digital transformation in HRM within the factors of private colleges it provides insights into faculty perceptions highlighting the benefits and challenges associated with the digital transformation in HRM.

Keywords: Digital transformation, Human Resource Management, Technology, Effectiveness, Employee engagement.

1. INTRODUCTION:

In today's changing and competitive educational filed, private degree colleges play a major

role in preparing students for the professional world. As educational institutions striving hard to adapt to the changing needs of the industry, the integration of digital technologies in HRM has become a significant component of their operations. Digital transformation in HRM encompasses various aspects, including recruitment and selection, training and professional development, performance appraisal, employee engagement, and HR Analytics. However, success of digital transformation efforts in HRM largely depends on the perceptions and attitudes of the faculty members who play a crucial role in its implementation. Their acceptance, understanding, and use of digital tools and processes can significantly impact the overall impact of digital transformation initiatives. Hence, this study aims to explore the faculty's perceptions towards the effectiveness of digital transformation in HRM within private Degree colleges in DK District.

The structural transformation of the working environment is gaining strength around the world and predicting a new era of work organization, even independently of such events. It is changing the world of work. Human Resource Management plays a significant role in ensuring the smooth functioning of educational Institutions. Traditionally, HRM tasks involved a major amount of paperwork, manual record -keeping, and time-consuming administrative processes. However, with the introduction of digital technologies, colleges have been able to leverage various software applications, platforms, and systems to automate and streamline HRM operations.

2. OBJECTIVES OF THE STUDY:

The study has been undertaken with the following main objectives.

1. To know the concept of digital transformation in HRM.
2. To explore the perceptions of faculty members regarding digital transformation in HRM.
3. To know various digital tools adopted by private degree colleges in HRM Practices.
4. To assess the impact of digital transformation on various HRM Functions.
5. To provide insights and recommendations for future improvements in digital transformation in HRM.

3. REVIEW OF LITERATURE:

Before understanding the advent and role of digitalization in human resource practices, a (Samson, 2020), conducted research on effectiveness of digitalization in HRM and its emerging trend. It was concluded that digitalization enables HR professionals to attract better talents, keep close track on employees' performance, anticipate their training needs in order to be proactive, encourage engagement by identifying and acknowledging each employee's potential.

(Dr. Roberta Fenech et al, 2019), conducted a study on the changing role of human resource management in an era of digital transformation. The result of the thematic analysis shows two main approaches to thinking about digital transformation by HR managers. The main themes are: HR Planning; Recruitment and Selection; Reward Management; Performance Management; Employee

Relations; Culture; Health and Safety; Training and Development. The widespread use of E-learning is a finding in this study that spans across all organizations that have and are experiencing digital transformation.

(Maria, August 2020), conducted research on digitalization of HRM and a study of success factors and consequences in the last decade. In order to classify the factors that determine the success of the digital transformation of HRM, TOP model developed by Bondarouk et al, (2017), was used. Based on this analysis, it was concluded that digitalization is becoming increasingly important for HR function. The latter, in fact, has the possibility of simplifying, accelerating and economizing the activities it is performing. However, these positive consequences of digital transformation need to be weighed against other negative implications, such as data security concerns or employees' proper learning to use digital tools.

4. RESEARCH METHODOLOGY:

The research methodology employed in this study involved a systematic and comprehensive approach. The study adopted a quantitative research design, adopting a survey questionnaire was designed based on the research objectives. The population consisted of Teachers working in private degree colleges in DK District. For Distributing the questionnaire through google form convenience sampling method was used. For the study descriptive type of research method is adopted. Totally 112 respondents have been taken as a sample size for conducting the study. The secondary data have been collected by referring to various research papers published in reputed journals, books, website of educational institutions and magazines. The summary of the collected data is presented using tables. A simple mathematical tool like the percentage method was used for interpreting the data. For testing the hypothesis, chi-square test was used.

5. SCOPE AND SIGNIFICANCE OF THE STUDY:

The study mainly focuses on private degree colleges in DK District, examining the faculty perception towards effectiveness digital transformation in Human Resource Management. The study specifically targets faculty members who are directly involved in HRM Processes and operations within the colleges. The study may cover various aspects related to digital transformation in HRM, including the adoption of digital tools and technologies, the impact of effective digitalization in HRM Practices. The significance of the study depends on its potential contributions to academic, private degree colleges, and the field of HRM.

6. RESEARCH HYPOTHESIS:

HO: Faculty members in private degree colleges in D K District do not perceive digital transformation in HRM as an effective tool.

H1: Faculty members in private degree colleges in D K District perceive digital transformation in HRM as an effective tool.

7. LIMITAIONS OF THE STUDY:

- The study may focus only on private degree colleges in DK District, which restricts the generalizability of the findings to other type of institutions.
- The study might have a small sample size out of the large population.
- Faculty perceptions are basically subjective and can be influenced by individual biases, experiences and personal attitudes.
- The study has been conducted within a limited time frame, which could affect the depth and extensive of the research.

8. ANALYSIS OF DATA AND FINDINGS:

Table 1: Basic information of Respondents:

Particulars	Options	Respondents	Percentage
Age	Below 30	24	21.43
	31 – 40	46	41.07
	41 – 50	32	28.57
	51 and above	10	8.93
Gender	Male	20	17.86
	Female	92	82.14
Designation	Lecturer	56	50
	Assistant Professor	48	42.86
	Associate Professor	05	4.46
	Principal	03	2.68
Teaching Experience	Below 1 year	10	8.93
	1 – 5 years	24	21.43
	5 – 10 years	16	14.28
	Above 10 years	62	55.36

Source: Primary Data

The above table shows that majority of respondents are female faculty belong to the age group of 31-40 years having designation of Lecturer and having teaching experience of above 10 years.

Table 2: Familiarity with Digital transformation in HRM

Particulars	Respondents	Percentage
Not familiar at all	0	0
Somewhat familiar	32	28.57
Moderately familiar	64	57.14
Very familiar	16	14.29
Extremely familiar	0	0

Source: Primary Data

From the above table it is clear that majority of the respondents are moderately familiar with digital transformation in HRM.

Table 3: Importance of Digital transformation in HRM in Private Degree Colleges

Particulars	Respondents	Percentage
Not important at all	08	7.14
Somewhat important	16	14.29
Moderately important	08	7.14
Very important	72	64.29
Extremely important	08	7.14

Source: Primary Data

Digital transformation plays a crucial role in HRM. It has become increasingly essential in recent years due to the growing advancement of technology and its influence on various companies, including education. Most of the respondents suggested the same.

Table 4: Level of improvement in HRM Practices due to digital transformation.

Particulars	Respondents	Percentage
Not at all	00	0
To a small extent	24	21.42
To a moderate extent	32	28.58
To a great extent	56	50
To a very great extent	00	0

Source: Primary Data

As per the above table it is clear that to a great extent improvement in HRM Practice took place due to digital transformation.

Table 5: List of Digital HRM Practices currently used:

HRM Practices	Respondents	Percentage
Online Recruitment and Selection	04	3.57
E learning and Online training programmes	56	50
Employee self-service portals	20	17.86
Digital performance management systems	32	28.57
HR Analytics	00	0

Source: Primary Data

The above table clearly states that in the various digital HRM Practices E Learning and Online training programmes currently preferred more by the educational institutions.

Table 6: Details of training on development of digital skills in HRM Practice

Particulars	Respondents	Percentage
Yes	32	28.57
No	80	71.43

Source: Primary Data

The above table shows that 80 respondents not received clear training or support in developing their digital skills for HRM Purpose.

Table 7: Impact of Digital transformation in HRM in Enhancing Overall Efficiency of Administrative process of college

Particulars	Respondents	Percentage
Not enhanced at all	00	0
Slightly enhanced	40	35.71
Moderately enhanced	48	42.86
Very enhanced	24	21.43
Extremely enhanced	00	0

Source: Primary Data

As per the above table majority of the respondents says that impact of digital transformation in HRM moderately enhancing the overall efficiency of administrative process of college.

Table 8: Commonly used Digital tools or systems in the College for Digital transformation.

Digital tools	Respondents	Percentage
Human Resource information System (HRIS)	34	30.36
Applicant tracking system (ATS)	00	0
Learning Management system (LMS)	46	41.07
Performance Management System	08	7.14
Payroll management system	08	7.14
Employee Self Service portal	16	14.29

Source: Primary Data

The above table symbolizes that LMS is commonly used as digital tool or system in their education institutions. LMS platforms like Blackboard, Canvas, Moodle, or Google Classroom are widely used in colleges for managing course materials, assignments, grades, discussions, and online assessments.

Table 9: Digital transformation is an effective tool in HRM

Particulars	Respondents	Percentage
Strongly Agree	40	35.71
Agree	45	40.18
Disagree	25	22.32
Strongly Disagree	02	1.79

Source: Primary Data

The above table says that most of the respondents agreed that digital transformation is considered as an effective tool in HRM the Integration of digital technologies and tools has significantly transformed HRM practices and processes, offering numerous benefits to both HR professionals and employees.

Chi Square Test:

The chi square test is a non-parametric test that is used in the study to know the relationship between the two attributes. This test is an important test among the several tests of significance developed by statisticians. Chi square, symbolically written as X^2 (pronounced as Ki-square is a statistical measure used in the content of sampling analysis for comparing a variance to a theoretical variance. As a non-parametric test, it can be used to determine if categorical data shows dependency or if the two classifications are independent.

Hypothesis Testing:

H0: Faculty members in private degree colleges in D K District do not perceive digital transformation in HRM as an effective tool.

H1: Faculty members in private degree colleges in D K District perceive digital transformation in HRM as an effective tool.

Chi square- (X^2)

Table of observed values

Reasons	Yes	No	Total
Efficiency and Automation	15	05	20
Improved Data Management	06	04	10
Enhanced Analytics and Reporting	04	06	10
Streamlined Recruitment and Onboarding	05	05	10
Remote work and Collaboration	15	02	17
Cost Savings	30	01	31
Scalability and flexibility	10	04	14
Total	85	27	112

Table of Expected values

Reasons	Yes	No
Efficiency and Automation	15.18	4.82
Improved Data Management	7.59	2.41
Enhanced Analytics and Reporting	7.59	2.41
Streamlined Recruitment and Onboarding	7.59	2.41
Remote work and Collaboration	12.91	4.09
Cost Savings	23.53	7.47
Scalability and flexibility	10.63	3.37

Calculation of X^2

Observed Value (O)	Expected Value(E)	(O-E)	(O-E) ²	$\frac{(O-E)^2}{E}$
15	15.18	(0.18)	0.0324	0.0021
05	4.82	0.18	0.0324	0.0067
06	7.59	(1.59)	2.5281	0.3331
04	2.41	1.59	2.5281	1.0490
04	7.59	(3.59)	12.8881	1.6980
06	2.41	3.59	12.8881	5.3478
05	7.59	(2.59)	6.7081	0.8838
05	2.41	2.59	6.7081	2.7834
15	12.91	2.09	4.3681	0.3384
02	4.09	(2.09)	4.3681	1.0680
30	23.53	6.47	41.8609	1.7790
01	7.47	(6.47)	41.8609	5.6039
10	10.63	(0.63)	0.3969	0.0373
04	3.37	0.63	0.3969	0.1178
				X²=21.0483

X -Squared=21.0483 DF=6

Interpretation: The tabulated value of chi square at 5% level of significance and 6 degree of freedom is 12.592 and the calculated value is 21.0483. So, we can conclude that there is a significant relationship between Faculty members in private degree colleges in D K District perceive digital transformation in HRM as an effective tool.

9. RECOMMENDATIONS:

On the basis of opinion of respondents on Digital transformation of HRM and study, the following suggestions given.

- Enhancing and improving faculty training:** The study highlights the need to provide extensive training programme to faculty members on the effective use of digitalization in HRM. The institution should conduct FDP programmes that focus on strengthening their digital efficiency and preparing them with the latest HRM tools and technologies.
- Infrastructure Improvement:** The finding suggest that institution should invest adopting their technological resources to support effective digitalization in HRM. This may include providing access to high- speed data internet connection, latest software application and digital devices for faculty members.
- Curriculum Integration:** The study gives insights on the integration of digital HRM topics into the current NEP curriculum. Universities and Educational Institutions should consider revising their HRM programmes to include digital HRM concepts, tools and techniques. This can ensure that students are effectively prepared for the digitalized work place and meet

corporate and industry demand.

4. **Collaboration with Industry:** The study may indicate a need for private degree colleges to collaborate (MOU) with industry professionals and experts in HR. Such collaboration facilitates knowledge sharing, industry insights and best practices in digital HRM. Guest lectures, workshops and internships can provide good exposure to students and faculty members.
5. **Establish digital HRM Labs:** Institutions can establish well equipped labs or resource centers equipped with modern HRM software tools and techniques. These Labs can serve as a practical learning environment for both faculty members and students to experiment, practice and explore the potential of digital HRM.
6. **Foster Collaboration and Networking:** College should encourage faculty members to participate in HRM practices related conferences, seminars and workshops related to digitalization. This will facilitate networking opportunities and exposure to the latest trends and practices in digital HRM.
7. **Continuous Evaluation and improvement:** Regular and formative assessment and evaluation of the effectiveness of digitalization initiatives in HRM are crucial. Institutions should collect feedback from faculty members, students and stakeholders to identify areas for improvement and make necessary changes.

10. CONCLUSION:

Based on the findings, it can be concluded that there is a mixed perception among faculty members regarding the effectiveness of digital transformation in HRM. On one hand, the study disclose that a significant number of faculty members perceive digital transformation in HRM as a beneficial. They identify the potential of digitalization to improve recruitment, training and development, performance management and employee engagement within the colleges. The study suggests that while digital technologies have a potential to bring various benefits, careful consideration should be given to addressing the concern and challenges expressed by faculty members. By creating a supportive environment, providing adequate training and resources and addressing technological barriers, private degree colleges can effectively leverage digital transformation to enhance HRM practices and improve overall organizational performance. Researchers suggests that the successful implementation of digitalization in HRM requires a collaborative effort between institutions, faculty members, and administrators

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