
STRATEGIC IMPLEMENTATION OF HR ANALYTICS

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ABSTRACT

HR managers grapple with talent complexities, emphasizing the growing significance of HR analytics for data-driven decisions in talent acquisition, retention, and performance enhancement. This study proposes a model HR Analytics for companies addressing the rising demand that surpasses managers' readiness. It introduces a framework for effective execution of HR Analytics

The paper integrates a focus on the symbiotic relationship between company culture and analytics, emphasizing its pivotal role in HR management and organizational success. Recognizing this synergy's impact on cultural alignment, talent management, and training, the study contributes to organizational adaptability, engagement, and growth. This holistic perspective underscores the strategic imperative of integrating culture and analytics for effective HR management and sustained organizational prosperity in a concise manner.

The purpose of this research is to explore the challenges faced by Indian organizations in adopting and working with HR analytics. Examining challenges in HR analytics adoption, evaluating HR Analytics Training effectiveness, and exploring the analytics-organizational performance relationship is imperative for carrying out the study.

This study is exploratory in nature. The study is original in nature as primary data is gathered to examine the HR Analytics perceptions of and implications for the contemporary managers in India. The study employs empirical technique and draws insights from 70 Indian managers.

Statistical tools affirm the training program's efficacy, noting increased confidence post-training. The findings also reveals that increasing managers' involvement in HR Analytics have a constructive impact on the organization's financial performance, as measured by ROI. The resulting insights can be taken as valuable implications for Indian organizations looking to maximize the benefits of their HR Analytics initiatives.

Key words: Culture, Data driven decision making, HR Analytics, Technology, Knowledge management