

International Business Course (BB-2208): Assignment 2 – Individual Report

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Executive Summary

The issue of any organization having a Human Resource management mode is very vital in today organization management. Having an efficient HR management team can give the organizations an edge over their competitors. In this report introduces one of Brunei young paddy entrepreneur. Muhammad Abdul Rasyid Bin Kamarudjaman owned Syarikat Al-Rasyid. He is the sole owner of the company that he founded in the year 2015. In this report will also discuss how Digital HRM Model can help the business products as well as the benefits and downside of implementing this model. This report will also be addressing some of the issues Syarikat Al-Rasyid are facing during the business operation and how can Digital HRM model help reduce their problems.

Introduction

The World has experienced far-reaching cultural, social and economic shift based on the growing domination if digital technologies. In essence towards this change, these variations have led to the current period being defined as the “digital world”. In order to coop with these changes in trends, digital innovations play a vital role in both

improving the employee lives as well as Human Resource Management (HRM). (O'Connor,2020). A new wave of workers has been generated with new technology and the corporate framework has shifted.

Digital HR is an optimization of a process that leverages social, mobile, analytical and Cloud (SMAC) technology to make Human Resource more fruitful, well- organized and connected. In other words, there is a tectonic change in the functioning of Human Capital. What makes Human resource interactive is not the exclusive use of emerging technology. According to Jeff Mike from Deloitte “To balance productivity and creativity, Digital Human Resource should balance the philosophy, talent, structure and process, as well as maintain a measurable impact on the wider organizations as it rapidly evolves”. (Verlinden, n.d)

Muhammad Abdul Rasyid bin Kamarudjaman is the sole owner and he manage syarikat Al-Rasyid. The Company itself is registered in the year 2016. It is an organization that prioritize on paddy cultivation. Syarikat Al-Rasyid’s farm is located at MPK kampong Bebuloh. During the year 2017, Rasyid who was the owner of Syarikat Al-Rasyid was amongst the four individuals who received the Usahawan Belia Aktif award for the ‘projek prentis menggalakan para belia menceburi pengeluaran padi negara’.

Rasyid also seeks to develop under mentors who were farmers who had already establish their own paddy business. During his mentorship period, Rasyid was able to utilize the information given to start up his very own paddy farm.

In this report will address the problems faced Syarikat Al-Rasyid as well as how can Digital HRM Modal help the organization to help to fight against the problems they faced.

Problem face by Syarikat Al-Rasyid

There is a lot of problems faced by Syarikat Al-Rasyid. However, amongst all the most significant problem they faced is that the land that was given to them was not fertile enough to start their business operation. Subsequently, Rasyid needed to fertile the

soil first before the operation has begun. As a result, from that Syarikat Al-Rasyid, productivity and rice production was greatly afflicted.

Since the climate in Brunei Darussalam is tropical equatorial and humid subtropical at higher altitudes with heavy rainfall. The two main seasons in Brunei Darussalam are divorced by two average cycles; Dry season and wet season. Considering the unpredictable weather in Brunei Darussalam Syarikat Al-Rasyid paddy operation might cause harm towards their paddy farm. By implementing Digital HRM Modal can help to reduce or prevent the problems that Syarikat Al-Rasyid encounter.

How can Digital HRM Model helps to reduce or prevent Syarikat Al-Rasyid problems?

It is really obvious that digital HRM Modal has a variety of key elements. Which uses information technologies in two ways:

- Initially, technology is needed to clarify the role of workers so that they communicate and encourage connection between them regardless of their function in the same room or different parts of the world, i.e technology acts as a platform in order for them to link and integrate.
- Second, technology helps an organization by replacing their workers partly, and often even entirely, in the implementation of HR operations. Therefore, information technology also acts as a vehicle for mission fulfilment.

By implementing Digital HRM towards Syarikat Al-Rasyid will help them to in terms of clarifying the role of the workers as well as increasing connection amongst the workers despite of them not being in the same room. It will also help Syarikat Al-Rasyid in terms of fulfilling the necessary Human Resource works online.

In addition to Digital HRM, several related terms obviously apply to the same concept. Such concepts are Virtual HRM. It refers to technical mediated networks of multiple internal and external actors that offer the necessary HR resources to the organization without the continued presence of a traditional HR department and is also digital. Implementing this in Syarikat Al-Rasyid will help the organization without the need for

a traditional HR department. This truly benefits them since there is no need for a traditional HR department which will lower the operational cost of the company.

There is a lot of goals that Syarikat Al-Rasyid can benefit from enforcing Digital HRM modal inside their business: reducing cost, upgrading their HR services as well as enhancing their strategic focus.

HR administrators can create human resources strategy more efficiently and effectively, make choices quicker, identifying roles of the workers more accurately and improve communication between employees. The managers in Syarikat Al-Rasyid can create more accurate decision making as well as improving the communication between their workers in the organization if they decided to pursue Digital HRM Modal.

Digital HRM is seen as providing HR department users (both staff and management) with the ability to enhance services, increase productivity and cost-effectiveness within the HR department, and allowing HR to become a strategic partner in achieving organizational objectives. By implementing Digital HRM can increase the Syarikat Al-Rasyid productivity in their paddy cultivation as well as eliminating any cost within their HR department. Thus, allowing HR to help the company to achieve its goals.

Lastly, Digital HRM creates standardization, and this will guarantee that an entity stays consistent with HR standards with uniform protocols, thereby allowing more accurate decision-making as well. Digital HRM will help the company to boost their productivity and helped the organizations to minimize their HR workforce by lowering costs and increasing the average pace of multiple operations. This will allow them to lower their cost as well as increasing the pace for multiple operations inside the Syarikat Al-Rasyid.

By enforcing Digital HRM Model in Syarikat Al-Rasyid has a strategic effect which allows staff and administrators of the company to access HR knowledge and improve the interaction of all areas of the company. This connectivity enables the people in the Syarikat Al-Rasyid to communicate at a regional level to share information and build virtual teams.

Apart from that, the employees of Syarikat Al-Rasyid will also benefit from the implementation of Digital HRM Model. They can use the system of Digital HRM to plan their personal advancement, apply for a promotion or new jobs and have direct access to a selection of HR policy data. Thus, resulting in the HR department to concentrate more on the strategic elements of HR rather than the organizational elements of HR. This will allow Syarikat Al-Rasyid to reduce the level of employment of the HR department as the logistical load is lightened.

It is safe to say that Digital HRM can boost the efficacy of HR operations, strengthen the delivery of HR services and turn the role of the HR component into one that is more strategic. Using e-HRM will allow the HR feature to improve its importance and add to the company's competitive advantage.

Advantages and Disadvantages of using Digital HRM Model.

Ever since the world evolves towards digital literature many departments of human resources are automating their HR processes. It has bought a lot of mixed fortunes in Digitalizing Human Resource operations. Here are some of the advantages and drawbacks if Syarikat Al-Rasyid decided to implement Digital HRM Model.

Digital Hrm is only suitable for any organizations where employees are well prepared to accept or use it. Here are some of the major benefits of implementing Digital HRM into an organization:

- Substantially reduced Paperwork

In the Human Resources Department, which needs a lot of reports, a lot of paperwork needs to be filled in. Automating HR procedures dramatically decreases the documentation involved, which leads to low printing paper procurement costs. Both employee records are collected in the system and stored in the business database in the form of digital data.

- Better Updates

An automated HR platform makes it easy for employee information to be recorded. When the database administrator just has to enter the correct information and it will be updated automatically, it saves the organization a lot of precious time. A discharged worker would have his records quickly erased from the record. It saves a lot of time and decreases the likelihood of mistakes arising later by a substantial margin.

- Easier to keep track of workers performance

By using a Digital HR framework it makes it easier to compare individual employee results and monitor their development. This feature makes it possible to design various programs such as training and orientation. An overview of this data will contribute to the selection of new approaches to employment, employee appreciation, proposals for recognition and recruiting strategies.

Despite these benefits, unintended consequences could arise from using Digital Hrm Model. For instance:

- Privacy Violation

The increased risk of violations of privacy is a major downside of automating HR procedures. There are so many rules and policies in a company's database that are directed at protecting employee privacy. However, if a third-party or hacker accesses the database, this could badly reveal the private details of your employees. Using a password alone does not guarantee the protection of the data, since it can be easily bypassed by technically savvy individuals.

- Unavailability of the System

Computers and software programs are vulnerable to technical problems, some of which inevitably lead to downtime. A downtime will have dire consequences and it can bring the organization to a pause. A downtime could postpone or extend such an exercise when rolling out a program that requires access to the employee database.

- Wrong evaluation of employees

When it comes to employee evaluation, automatic HR systems can be fantastic and convenient. The automatic system depends on multiple data types, such as success ratings, qualifications and abilities. This automation, however, eliminates the human variable from the evaluation. In marketing activities, promotions and new accounts, an automated system may capture high scores but fail to capture an employee's ability to treat customers in disapproving ways.

- Digital HRM may reduce face to face engagement between the administration and the workers

It is very beneficial for Syarikat Al-Rasyid to decide to implement Digital HR Modal in their organization. This is because the benefits outweigh the cons. By investing in a digitalized HR, Syarikat Al-Rasyid can access to their data much quicker and more efficient. Thanks to digitalizing HR, HR department in Syarikar AL-Rasyid can create an interactive employee experience to meet the current demands.

Conclusion

It is true that by implementing Digital HRM in Syarikat AI-Rasyid can not erase all their problems. However, it is an opportunity for the organization to allocate the data entry to the employees. It promotes the use of HR platform and offers employees more self-service. Digital HRM proves to be one of a business solution which provides total digital assistance for the management of all systems, events, data and knowledge needed in a modern organization to handle human capital. It is an effective, accurate and easy-to-use instrument available to a wide variety of different users. It includes all aspects of human resource management, such as workforce management, training and preparation, professional growth, corporate structure, job descriptions, recruitment process, personal profiles of staff, and annual staff interviews. Therefore by implementing Digital HRM is the way forward for Syarikat AI-Rasyid.

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