

Effect of the Introduction of E-HRM on the Role of HRM Professionals

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The purpose of this study was to identify to what extent role of the Human Resource Managers role has been changed by introducing e-ERM applications to the HR function. The method of this research was a qualitative approach. Population of the study was all HR professionals of E-HRM practicing companies in Sri Lanka. Sample of the study was randomly selected eight HR professionals. Multiple techniques are applied to gather data referred to as triangulation. The used methods here are interviews and documentation reviews. Documentation reviews are used to get a good insight in the current situation of the adoption of E-HRM. Interview questions are based on the survey done by Haa (2011). All interviews were recorded and transcribed for further analysis. The main technique in the data handling relied on a data analysis, although the data was analyzed using a categorization of the process by thematic analysis technique. In the analysis researcher compared the grounded theory to the findings in order to answer the research question and fulfill the research objectives.

It can be identified that the HR professionals were not familiar with the term of E-HRM. However they are using those with day today HRM processes. The biggest benefit of applying E-HRM practice is the freeing of HR professionals from intermediary roles that they can focus on strategic planning in human resource organization and transforming HR professionals from administrative paper handlers to strategic planners. It suggests that changes in HR role towards a strategic partner though it supports to shift of HR focus to the role as employee champion. Moreover the researcher found that HR areas such as training and learning saw a limited use of online facilities and Recruitment and performance appraisal are two main areas of applying E-HR tools. Considering the findings it seems that the use of E-HRM in practices are very limited in Sri Lanka. It is revealed that HR functions in the

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organizations are not ready with the change as long as HR professionals are still not have the good awareness of advanced technology. Technology advancements have reshaped the way of practicing different HR functions. As a result it will shape the typical HR job from administrative to strategy development.

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