

# Knowledge of human resource management



**Dr.Jiraporn Boonying**

**LOGO**



## Course Description CIM 1104 Human Resource Management

Background theory and principles of human resource management. Scope of duties and responsibilities and procedures in human resource management job analysis Manpower planning, recruitment, selection, training, development, evaluation and factors related to human resource management.



# person (human)

**“People are the creators of everything in the organization until it becomes a product. or services that lead the organization to success**

**“People have different characteristics. both knowledge, skills, ideas, and attitudes that are important in performing various missions to achieve the organization's goals.”**

**“People will be able to create work efficiently. Must rely on the ability to manage human resources in the organization. It is necessary to manage the environment to support the efficiency of using human resources wisely.”**

**“ People (humans) are social capital. Therefore, aiming to instill concepts and consciousness in executives to change the perspective that used to view human beings as just labor force to view human beings with value that can create enormous benefits to the organization ”**



## Definition of human resource management (continued)



**Human resource management means that the executives use art and methods to recruit, select and place appropriate personnel to work in the organization. along with maintaining to live with the organization happily.**



## The importance of human resource management

- **Help develop the organization to grow. Human beings as a medium for coordinating with various departments to get qualified individuals suitable for work in the organization.**
- **It helps people who work in the organization to have morale and morale in their work. become loyal to the organization.**
- **Help strengthen the stability of society and the nation. Reduce conflicts between the organization and the practitioners. causing the overall social situation to have a good understanding of each other.**



## Evolution of Human Resource Management

- 1** Human resource management in the past
- 2** Current human resource management
- 3** Future human resource management



## Human resource management in the past

- 1** Ancient times
- 2** Scientific management era
- 3** The era of work management based on human relations



# Ancient times

- is aimed at the development of machinery  
People are not being taken care of in terms of working conditions and welfare.





# scientific management era



- **When the idea of scientific management began**

**Taylor is the father of the scientific management concept. It is known as classical theory. is the initiator of an organization that has a form Bringing scientific methods to solve the problems found in the factory that he works at. instead of the trial and error method used to**



## Scientific management era (continued)



### Taylor's Scientific Management Concept

- Develop practices that are science, not rules. without criteria
- Focus on coordination rather than causing conflict
- Focus on ways to maximize productivity instead of limiting it.
- arrange for selection Training and organizing workers to work by a scientific method
- Develop employees to the highest level possible. for the employees and the success of the organization



## The era of work management based on human relations

**Mayo is a sociologist. Known as the father of human relationship management or behavioral science-based management. He and his team studied the attitudes and psychological reactions of workers in different working situations.**



## The era of work management based on human relations

**The results of the study of Mayo et al. can be summarized as follows.**

- **The amount of work assigned to workers is not determined by their physical abilities but by the norms (based on the practice) of society.**
- **non-monetary prizes and sanctions play an important role in affecting worker behavior.**
- **Workers do not work as individuals. (partisan), but working as a group member.**



## Human Resource Management Evolution in Thailand

- **Sukhothai** period Personnel management has no definite criteria. Most of the principles are in accordance with the command of the ruler.
- **Ayutthaya** and early Rattanakosin period Government divisions are divided into 4 departments: Wiang, Wang, Klang, Na, divided according to the specific nature of work.
- **Era** when the **virtue system** was introduced There was the Civil Service Act, BE 2471, which came into force on April 1, 1929, as the first agenda in which the merit system was truly used as the basis of civil service regulations in Thailand.



# Current human resource management

- The promulgation of legal measures to enforce the conduct of the government, employers, employees, the government is increasingly involved in matters of workers in various organizations, such as consideration of compensation. public unemployment problem social security including the protection of the right to form a union.
- The effect of the expansion of globalization on new concepts in human resource management is an era in which human resource managers must have a vision.



# Future human resource management

**1** (Globalization)

**2** (Employee Rights)

**3** (Employee Performance and Productivity)

Telecommuting

**“Sufficient knowledge and competence are formed in the company. Will be used to manage things. occurring in the organization.”**



## Human resource management concepts



- **Hierarchy of human needs theory**
- **2 factor theory**
- **Theory X and Theory Y**





# Hierarchy of Needs Theory

## • Abraham Maslow

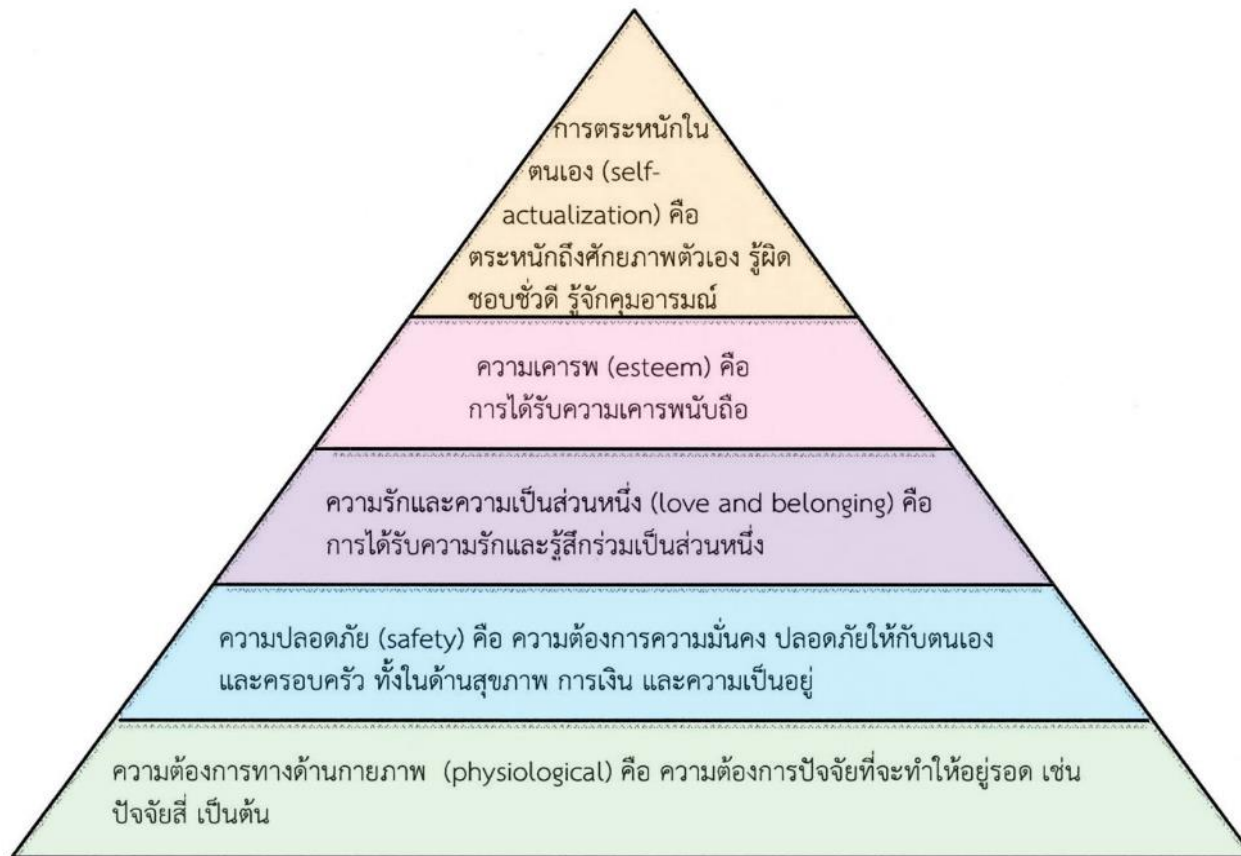


Maslow was born on April 1, 1908 in Brooklyn, New York City. He was raised in a family of Jewish immigrants from Russia and had seven siblings. He studied law at the City College of New York (CCNY), but only studied for three semesters before transferring to Cornell University and returning to New York. CCNY until graduating, after which he married Bertha Goodman, had seven children together, later moved to Wisconsin. In order to attend the University of Wisconsin It was here that he discovered his interest in psychology. He was keen to do research on psychology. He eventually earned a bachelor's degree in 1930, a master's degree in 1931, and a doctorate in 1934, each of which studied psychology.

After graduating he moved back to New York again to become a professor at Brooklyn College. In 1951 he became dean of the Faculty of Psychology at Brandeis, where he served ten years. It was here that he met Kurt. It was Goldstein who introduced him to the need for success theory. And he began to work hard again on the theory.



# Hierarchy of Needs Theory

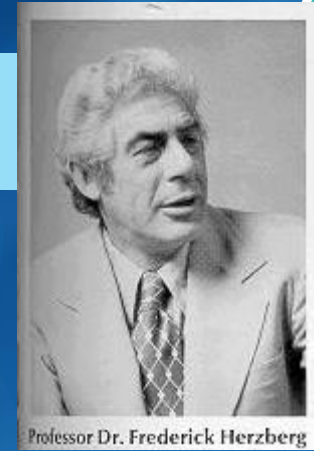


ประยุกต์จาก Maslow's hierarchy of needs

The picture shows the hierarchy of human needs according to Maslow's concept.



## Two Factor Theory



Professor Dr. Frederick Herzberg



Herzberg (Frederick Herzberg) was one of the most influential post-World War II professors and management consultants. His work on this subject has been widespread since 1966 and 1968.

Born in Lynn, Massachusetts on April 18, 1923, he was an intern at CCNY and later earned his degree at the University of Pittsburg before he moved to Utah to become a professor of management at Case Western University where he founded the department. On industrial psychology, Herzberg wrote a book called *Motivation to Work* (1959) which discusses factors affecting employee motivation to work. By interviewing employees about the motivations for employees to work for Found that the motivation to work in humans consists of two main parts.

In *The Virginian* - pilot, noted as the father of job enrichment and the originator of the motivation-hygiene theory. In 1995, an international newspaper announced that his book *Work and Nature of man* was included in the list as one of the most popular books in the world. Very important to management theory and practice in the 20th century.



## The Two Factor Theory (continued)

***Motivation factor ... is a factor related to urgency. Or motivate employees to have morale and satisfaction to work. to their full potential and efficiency along with quality work***

***Sustaining factor or maintenance... It is a concept related to factors that prevent problems that employees may cause dissatisfaction operations resulting from working conditions***



# Theory X and Theory Y

## **Douglas McGregor : 1906 – 1964**

- Born in 1906 in Detroit, Michigan.
- received a degree in experimental psychology from the university Harvard in 1935. Taught at this university for 2 years.
- Then came to teach at the Massachusetts Institute of Technology or MIT as a psychology professor.
- Due to his increasing position, he moved in as a psychology professor and chief executive of MIT's industrial relations department.
- and eventually became a social psychologist.
- He later became president of Antioch College.
- His name is known for his association with Theory Y, which he outlined in his book "Managing the Human Side of Enterprise."
- There are also important articles that tell about his career. "Leadership and Motivation"
- and in the summer of 1964 was spent writing a manuscript which was published after his death in October titled "The Professional Manager".





## Theory X and Theory Y (continued)

**Douglas McGregor**

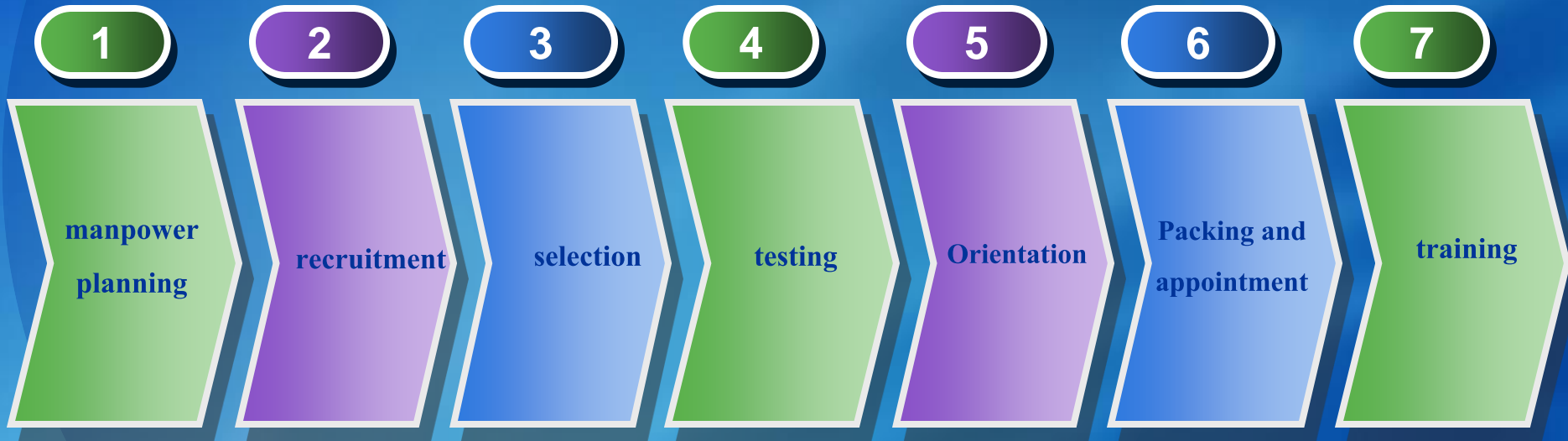
**Divided human beings into two groups:**

Theory X is a pessimistic hypothesis. It is a concept consistent with Taylor's scientific work management principles. According to this theory, human beings are lazy, irresponsible, avoid work, like to work, and have little ambition to climb the ranks. Likes to work only on orders And do not want to make any decisions or take responsibility for any work, etc. Therefore, the management of this type of person must be closely supervised. with regulations and regulations laid out as a framework.

Theory Y is an optimistic view of the individual. By assuming that a person will do a good job inevitably comes from his own responsibility. The extent to which the worker will cooperate in work depends on many factors such as nature of work, worker's attitude, supervisor's ability, etc.



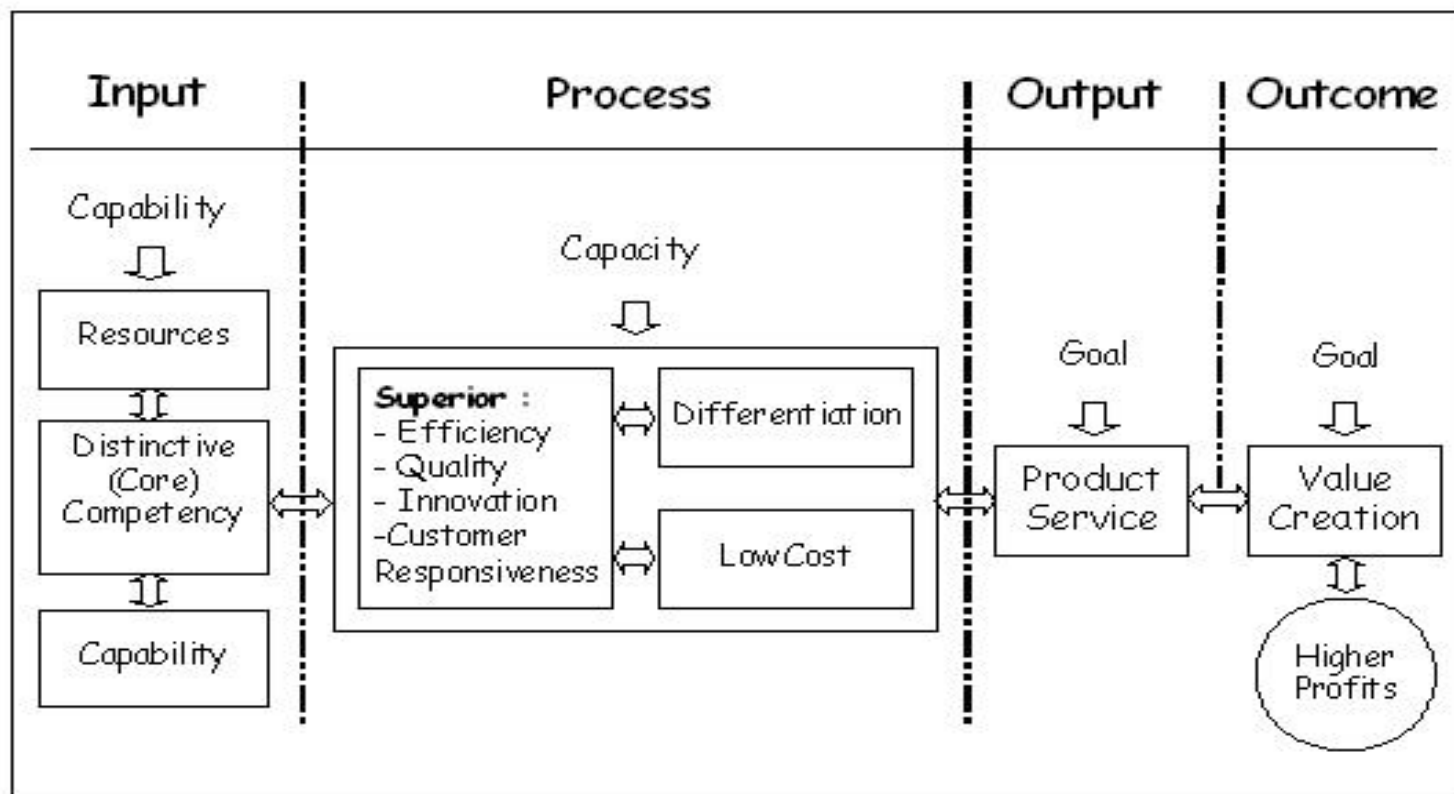
# Human resource management procedures





## Processes and expectations of the organization

### กระบวนการ และความคาดหวังขององค์กร







# Human Resource Planning



**1. Manpower planning** refers to the process of considering to the required manpower to obtain power and quantity and quality sufficient to help the organization achieve its goals

**Manpower planning consists of 3 steps as follows:**

**The first step is to estimate the manpower needed in the future.**

**second step Analyze the available manpower.**

**third step carry out planning.**



# Recruitment

**2. Recruitment** means the process of seeking knowledgeable persons. ability to work in an organization This process starts from seeking people to work. Until the end when a person comes to apply for a job in the organization

There are two main sources for recruiting:

- 1. From internal sources**
- 2. From sources outside the organization**



## การสรรหา (Recruitment) (ต่อ)

### 2. แหล่งภายนอกองค์กร

- 2.1 พนักงานปัจจุบันเป็นผู้แนะนำ
- 2.2 รับจากบุคคลที่เคยทำงานอยู่ก่อน
- 2.3 ติดต่อผ่านกรมแรงงาน
- 2.4 ติดต่อผ่านสถาบันการศึกษา
- 2.5 การประกาศรับสมัคร โดยทั่วไป
- 2.6 ประมูลหรือดึงตัวจากบริษัทคู่แข่ง



## Selection



**3. Selection** refers to the process that the organization uses various tools to carry out the selection of a large number of people to the number required by the organization. By selecting people who meet the characteristics that have been defined

The selection system is divided into two major systems.

1. Moral system is a system that uses knowledge as a choice.
2. The patronage system is the selection of people for work based on political reasons or relationships that are important to consider.



# Orientation



## 4. Orientation

It is an activity that the organization must give importance to. It starts with the employees at each level. So that employees can work efficiently, warmly and familiar with the work which will have a positive effect on the organization in the future.



# Trial



5. **Trial** refers to work for a period of time starting from 1 month but not more than 1 year in order to try to see if the new employee has the knowledge and ability suitable to continue working or not.



# Employment and appointment

## 6. Employment and appointment

Means requiring new employees to work for new jobs to work in one of the duties assigned after going through various steps.



# Training



## 7. Training

It enhances the performance of the worker. by providing those who work to gain knowledge Experiences increase after working for a while.





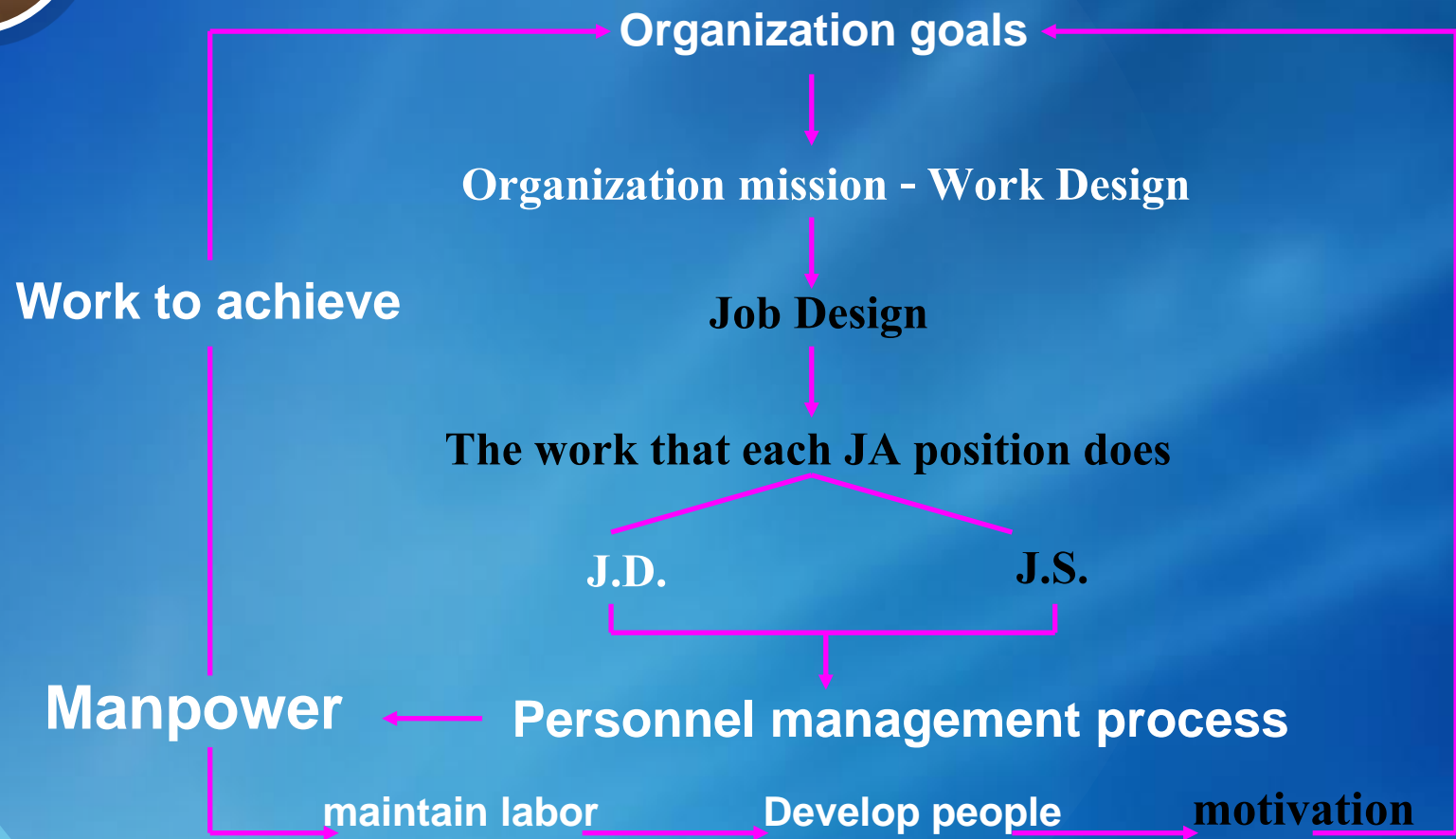
# Training (continued)

## Techniques used in training

1. Lecture
2. Discussion
3. Role play
4. Case Study
5. Demo
6. Brainstorming
7. Seminar



# The relationship between human resource management and the organization.





# The relationship between human resource management and the organization (continued)

## Organization goals

resource analysis

demand

budget

available resources

Resource Modification

inside

external

Personnel Action Plan

**selective quest**

- Quest
- Promotion
- Transfer

**utilization**

- Design
- Event planning
- Evaluation

**Keep manpower**

- Compensation
- working condition
- labor relations system

**personal development**

- Organization development
- career planning
- work experience



# Master in Human Resource Management

- 1 Cause fairness in employment conditions**
- 2 Made good working conditions**
- 3 Give importance to employees**
- 4 Let employees participate**
- 5 Recognize and believe in employees' abilities**



## Goals of human resource management

“ The goal of human resource management is to increase the productivity of people in the organization that leads to the success of the organization according to the specified goals. ”



## Organization of the human resources department

- 1** Functional base
- 2** Service base
- 3** Clientele base



## Functional base



**It is a duty of care. Make it easy to contact according to the assigned role.**



## Service base



**“Focus on...creating the morale of the operators”**





## Clientele base



“Focus on...grouping people with similar characteristics into one group for convenience in providing services and organizing activities for employees.”



# Role of human resource manager

- 1** Planning
- 2** Organizing
- 3** Directing
- 4** Controlling



## Important Roles of Human Resource Management

1

Strategic Management of Human Resource Management

2

Compensation, Salary and Benefits

3

Training and skills development for the future  
Personnel satisfaction Including building loyalty and  
commitment to the organization

4

Build an organization of efficiency and

5

excellence.



# Article

- <https://th.hrnote.asia/category/recruit/general-recruit/>

# Q&A

