

Modern Human Resource Management

Chapter : 7



Major challenge (Bohlander, Snell, Sherman, 2001)

○ **Going Global**

○ **Embracing New Technology**

○ **Managing Change**

○ **Developing Human Capital**

○ **Responding to the Market**

○ **Containing Costs**

The concept of "people" in the past

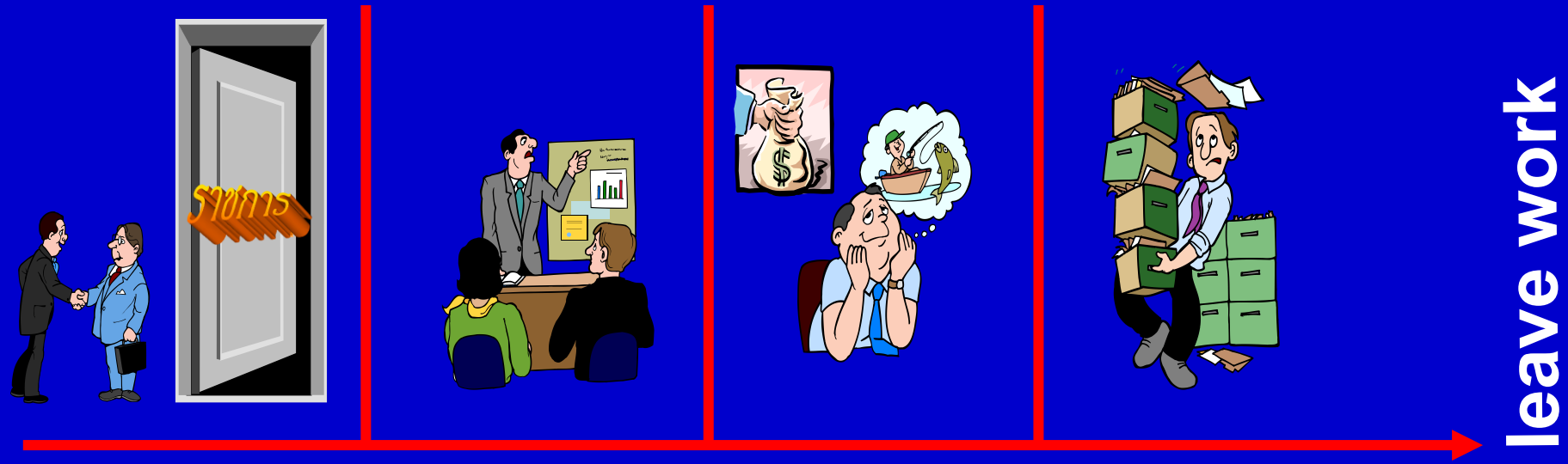
- **People as tools or one of the elements of the management process or 4M, including **Man** , **Money**, **Material**, **Management****

Personnel management

Refers to a process involving people to acquire high-performing individuals suitable for the organization with continual development and maintenance of happiness at work in order to perform duties efficiently.

Human Resource Management (Traditional)

Personnel management by emphasizing the management process



Recruit

Develop

Preserve

Advantage

Staff Function



The concept of "people" today

- **People are the most important resource of the organization. Giving importance to people will make the organization grow and develop above other organizations.**

Human Resource Management

- **All activities that managers use to recruit and select suitable personnel. Personnel competency development arouse interest personnel treatment Ensuring that people perform well and produce results in order to achieve success in the organization's goals.**

Current organization concepts

- **Organization exists to meet basic human needs. Rules are set up to facilitate human staff**
- **Co-operation management .**

Human resource management (new trend)

HR Alignment

**Develop
Motivation**

HR Motivation

**Development
Capacity**

HR Competency

**Operational
Strategy**

**HR Direction/
Strategy**

**Target
Vision
Mission**

The difference between the old and the new

PM : Personnel Management	HRM: Human Resource Management
(Control - oriented)	(Self-Control - oriented)
(Reacting to Problems)	(Proactive Plan)
(Short - term)	(Long - term)

The difference between the old and the new

PM : Personnel Management	HRM: Human Resource Management
(Limited Functions)	(Multiple Function)
(Bureaucratic/Mechanistic)	(Organic)
(Non-Protective)	(Protective of employee rights)

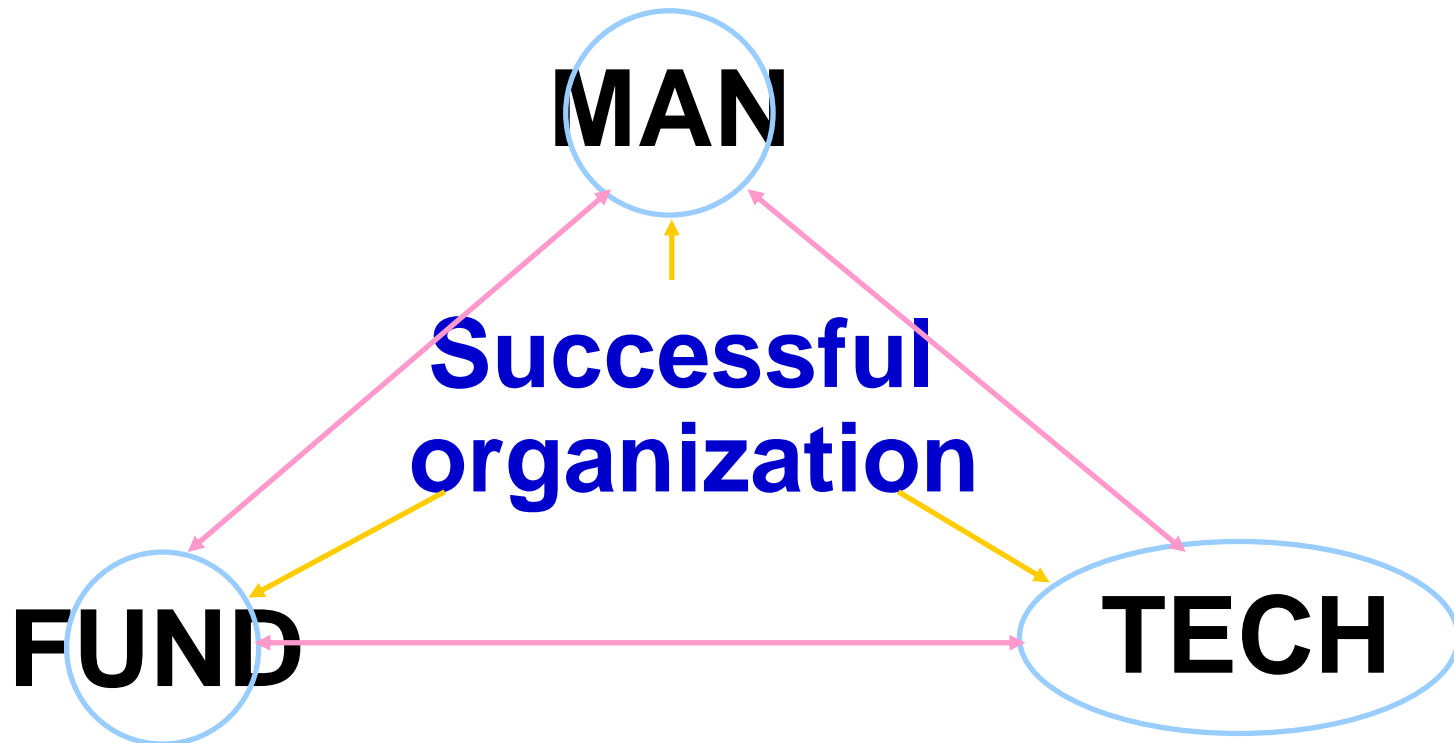
The difference between the old and the new

PM : Personnel Management	HRM: Human Resource Management
(Local Operations)	(Multinational Corporations)
(Record Keeping)	(Human Resource Information System)
(Stable Environment)	(Unstable Environment)

The difference between the old and the new

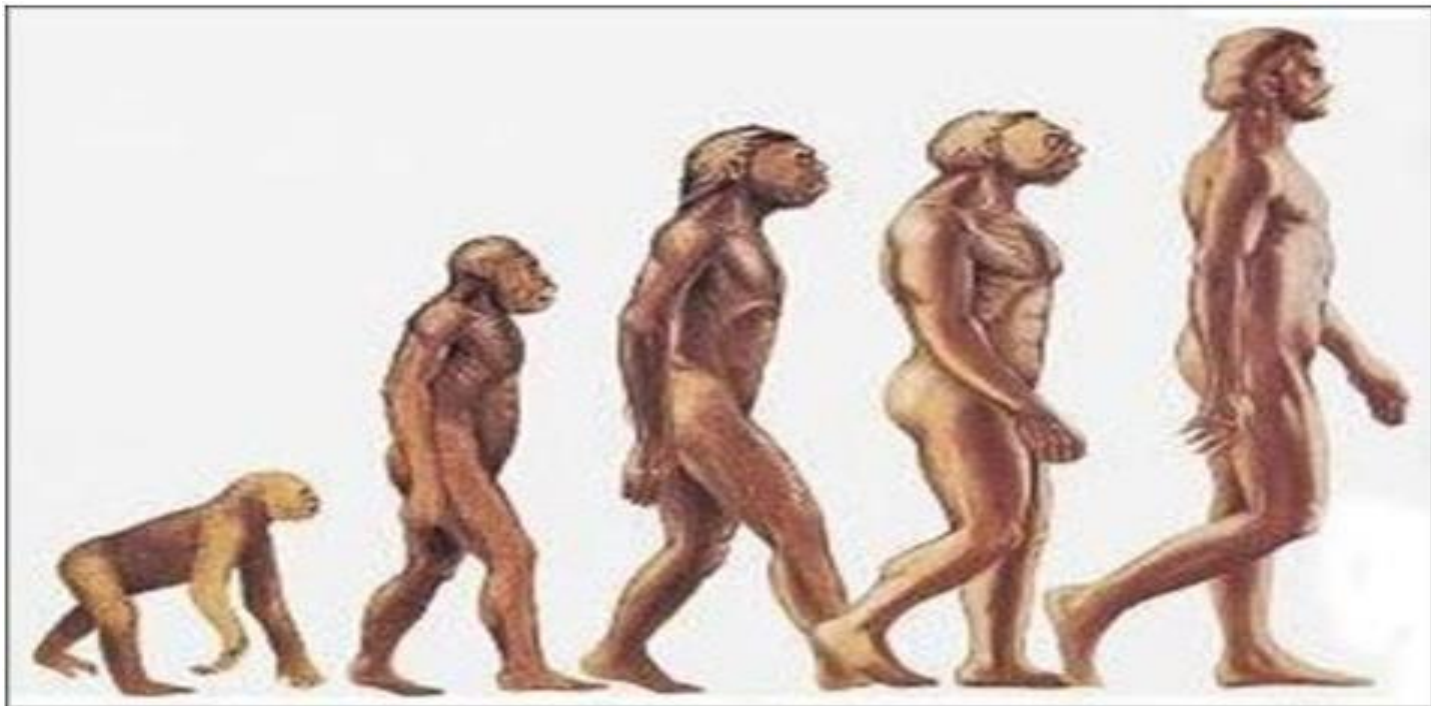
PM : Personal Management	HRM: Human Resource Management
(Homogeneous workforce)	(Diversity workforce)
(Cost-minimization)	(Maximum utilization)
(Cost-center)	(Profit Center)

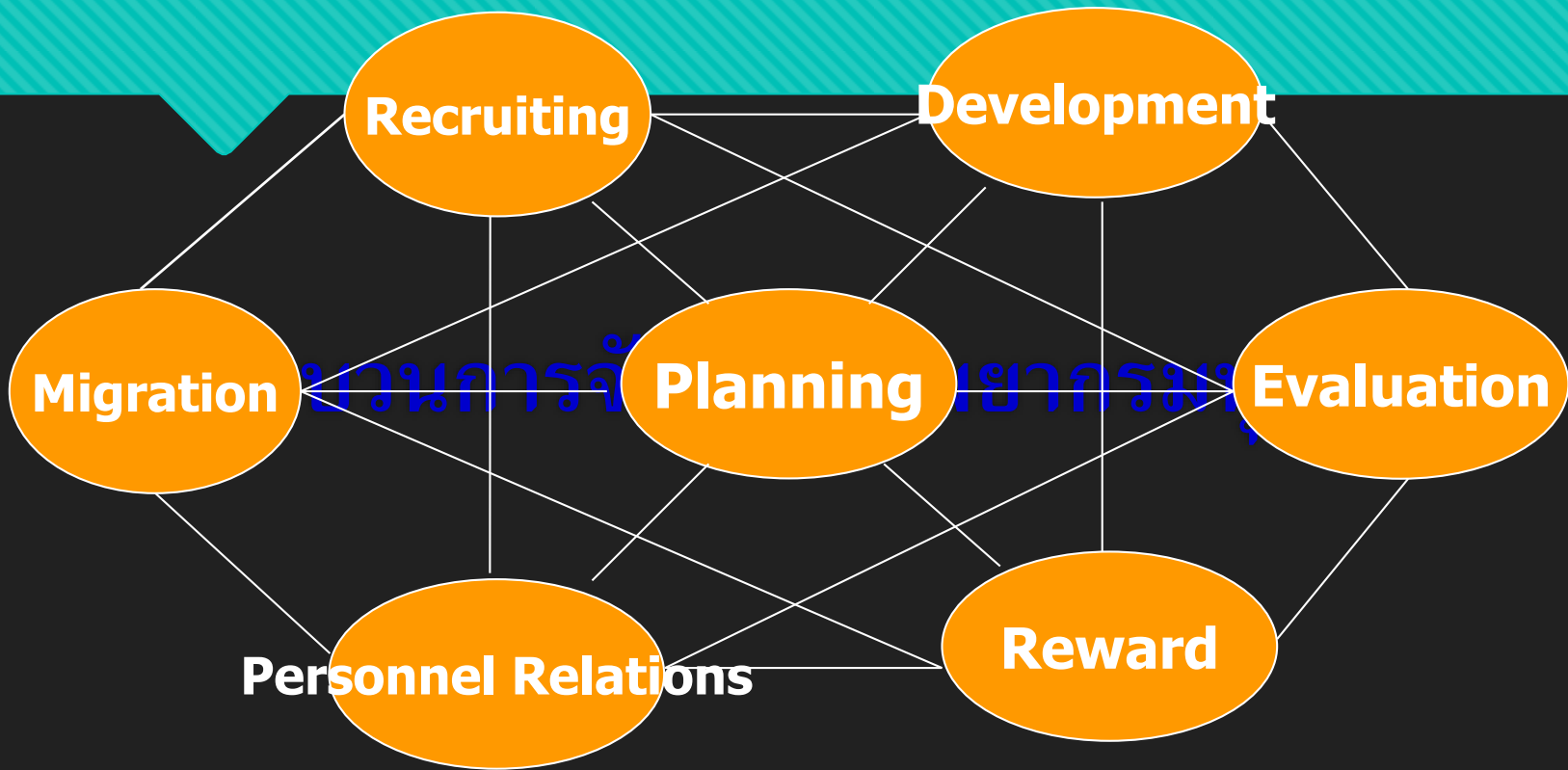
The importance of human resources



Person and Human

According to the 1982 Royal Institute Dictionary, the meaning of the word "human" is as follows: Human means an animal that knows how to use reason. high-minded animal





Personnel Relations

Recruiting

Development

Migration

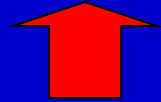
Planning

Evaluation

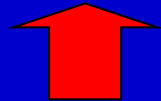
Reward

Objectives of personnel management

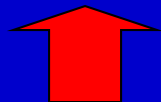
(people, society, nation better)



The organization has quality human resources.



People have progress and good quality of life.



Members belong to various organizations and have a good relationship with each other.