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Assessing HR's Role in Managing Technological Transformation in the Automotive Industry: Best Practices and Lessons Learned

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ABSTRACT: The automotive industry is rapidly transforming due to technological advancements, such as the development of electric and autonomous vehicles, and the increasing use of artificial intelligence and automation in manufacturing. These technological changes have a significant impact on the workforce and require HR professionals to play a critical role in managing the transformation. This paper assesses the role of HR in managing technological transformation in the automotive industry, identifies best practices, and presents lessons learned.



Fig no.1 Hr and technology.

I. INTRODUCTION

The automotive industry is undergoing a significant transformation due to the increasing use of technology. The development of electric and autonomous vehicles, as well as the use of artificial intelligence and automation in manufacturing, is changing the way vehicles are designed, manufactured, and sold. These technological changes are also having a significant impact on the workforce, with new skills and job roles emerging and others becoming obsolete.

Given the significant impact of technological transformation on the workforce, HR professionals play a critical role in managing the transformation. This paper assesses the role of HR in managing technological transformation in the automotive industry, identifies best practices, and presents lessons learned.

HR's Role in Managing Technological Transformation:

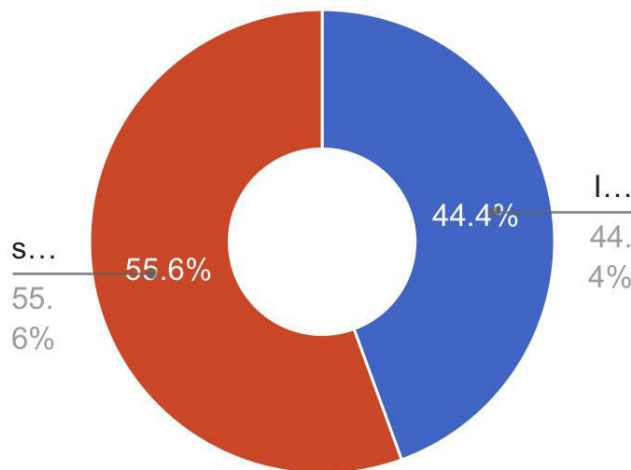
HR plays a critical role in managing technological transformation in the automotive industry. HR professionals are responsible for identifying the skills and competencies required for new job roles and ensuring that the workforce is trained and developed to meet these requirements. HR is also responsible for managing the cultural changes that occur as a result of technological transformation, such as changes in work processes and job roles.

Research Methodology

There are many methods for collecting data but we have selected surveys and interview method. A survey is a questionnaire in which people are asked to write their answers to questions. Surveys can be done on many people, but the information might not be completely accurate, and they often have a low response rate. Interviews involve asking people questions and recording their verbal responses and typically have a higher response rate than surveys do. 55.6% data was collected via Surveys and 44.4% data was collected by Interviews.

Fig no.2 surveys and interview data

Hr selection



Define the scope and objectives of the assessment: The first step is to define the scope and objectives of the assessment. This will involve identifying the specific technological changes that are taking place in the automotive industry and the role that HR is expected to play in managing these changes. It is important to clearly define the scope and objectives to ensure that the assessment is focused and effective.

Review the relevant literature: The next step is to conduct a review of the relevant literature. This will involve researching academic journals, industry reports, and other relevant sources to gain an understanding of the best practices and lessons learned in managing technological transformation in the automotive industry.

Conduct interviews and surveys: The third step is to conduct interviews and surveys with HR professionals and other stakeholders in the automotive industry. This will involve identifying key players in the industry and conducting structured interviews and surveys to gather information on their experiences and perspectives on the role of HR in managing technological transformation.

Analyse the data: The next step is to analyse the data collected from the literature review, interviews, and surveys. This will involve identifying key themes and trends that emerge from the data and using this information to draw

conclusions about the best practices and lessons learned in managing technological transformation in the automotive industry.

Develop recommendations: Based on the analysis of the data, the next step is to develop recommendations for HR professionals and other stakeholders in the automotive industry. These recommendations should be grounded in the best practices and lessons learned from the assessment and should provide practical guidance on how to manage technological transformation effectively.

Validate the findings: The final step is to validate the findings of the assessment. This will involve presenting the recommendations to key stakeholders in the automotive industry and seeking feedback to ensure that the recommendations are relevant and practical.

The methodology for assessing HR's role in managing technological transformation in the automotive industry should be rigorous, systematic, and grounded in the best practices and lessons learned from the industry. By following these steps, HR professionals and other stakeholders can gain a better understanding of how to manage technological transformation effectively and ensure the success of their organisations in an increasingly competitive.

The 6 Main Steps to Qualitative Analysis of Interviews

1. Read the transcripts. ...
2. Annotate the transcripts. ...
3. Conceptualise the data. ...
4. Segment the data. ...
5. Analyse the segments. ...
6. Write the results.

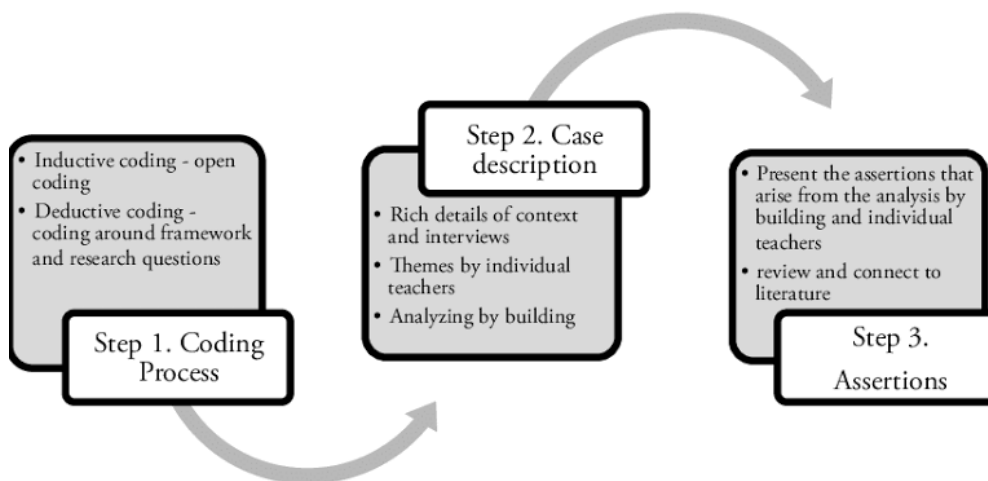


Fig no.3 Qualitative analysis

Findings (Robert Magda)

Several best practices have emerged for managing technological transformation in the automotive industry.

- First, HR should workclosely with other departments, such as engineering and operations, to identify the skills and competencies required for new job roles. This can be achieved through a thorough analysis of job descriptions and the identification of key competencies required for success in these roles.
- Second, HR should ensure that the workforce is trained and developed to meet the new requirements. This can involve the development of training programs, such as on-the-job training, classroom training, or e-learning, to help employees acquire the necessary skills and competencies.
- Third, HR should communicate effectively with employees about the changes taking place and the reasons for these changes. This can help to alleviate concerns and reduce resistance to the transformation process.

Several lessons have been learned from managing technological transformation in the automotive industry.

- First, HR must be proactive in managing the transformation process. This involves anticipating the impact of technological changes on the workforce and developing strategies to address these impacts.
- Second, HR must be flexible and adaptable in responding to changes in the industry. This may involve the development of new job roles, the acquisition of new skills and competencies, or changes to work processes.
- Third, HR must be transparent in its communication with employees about the transformation process. This can help to build trust and reduce resistance to change.



Fig no.4 Human Resource and Technology

V. CONCLUSION

In conclusion, technological transformation in the automotive industry has significant implications for the workforce, and HR professionals play a critical role in managing this transformation. By identifying the skills and competencies required for new job roles, ensuring that the workforce is trained and developed to meet these requirements, and managing cultural changes, HR can help to ensure the success of the transformation process. Best practices, such as working closely with other departments, developing training programs, and communicating effectively with employees, can help to facilitate this process, while lessons learned, such as being proactive, flexible, and transparent, can inform future transformation efforts.

Questionnaire:-

- Which method of Recruitment & Selection Practices are most suitable?
- What kind of Recruitment & selection Practices give the best results according to you for the organisation?
- Are you satisfied with the present Recruitment & Selection Practices?
- Do you think there has been a change in Recruitment & Selection Practices over the years in organisation?
- Do you think the Direct Recruitment & selection Practices is quite long process?
- Is internal hiring helps in motivating the employee's?
- Do you think Recruitment & Selection Practices are quite rigid in terms of eligibility criteria?
- In selection process, do you think innovative techniques (like stress level test, psychometrics Test) should be adopted?

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