# A STUDY ON DATA DRIVEN HUMAN RESOURCE PRACTICES TOWARDS NLC INDIA LIMITED, NEYVELI.

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## ABSTRACT

*The present study titled "a study on data-driven human resource practices towards NLC India limited, Neyveli" aims to examine the impact and effectiveness of data-driven approaches in the Human Resource (HR) function of the organization. The study focuses on how data analytics supports HR decision-making and influences workforce management, employee performance, and organizational outcomes.A total population of 300 employees was considered, from which a sample of 150 respondents was selected using the simple random sampling method to ensure unbiased representation. Primary data was collected through a structured questionnaire, and the responses were analysed using statistical tools such as percentage analysis and correlation to derive meaningful insights. The study concludes that adopting data-driven HR methods can substantially enhance decision-making processes and contribute to the sustainable growth of NLC India Limited.*

**KEY WORDS:** Data-driven HR, HR analytics, employee performance, decision-making, NLC India Limited, correlation analysis.

## INTRODUCTION

Data-driven HR is the practice of using data to inform decisions about all aspects of HR, from recruiting and hiring to compensation and benefits. Human Resources (HR) is the function within an organization responsible for managing the employee life cycle, encompassing every thing from recruitment and training to compensation and employee relations, ultimately aiming to support the organization's success through its people. Data-driven HR is the practice of using data to inform decisions about all aspects of HR, from recruiting and hiring to compensation and benefits. The Human Resources (HR) job is going through a significant transition in today's fast-paced and dynamic business environment. The time whenHRwassolelyinchargeofadministrativedutieslikemanagingpayrolland benefits is long gone.

## SCOPE OF THE STUDY

The scope of data-driven HR (Human Resources) refers to the increasing use of data analytics, machine learning, and artificial intelligence to inform and improve HR practices, strategies, and decision-making. In a data-driven HR environment, HR professionals leverage data to enhance productivity, engagement, and organizational performance.

- Talent acquisition.
- Employee engagement.

- Performance management.
- HR efficiency.
- Employee Well-being.
- HR Analytics for Strategic Decision-Making.

OBJECTIVE OF THE STUDY

The objective of Data-Driven HR is to leverage data and analytics to inform and improve human resource decisions and practices. It involves using data to enhance various aspects of HR, such as recruitment, employee engagement, performance management, and retention, to create more effective and efficient HR strategies. Key objectives include:

- Improving decision-making
- Enhancing recruitment and talent acquisition
- Boosting employee engagement
- Optimizing performance management
- Predicting trends and future needs
- Aligning work force with business goals
- Promoting diversity and inclusion

RESEARCH METHODOLOGY

Research methodology is the way of systematically solving the research problem. It may be understood as a science of studying how research is done scientifically and systematically.

**RESEARCH DESIGN**

The research design is the blueprint for conducting the study. In data driven HR, research design often includes the following steps: Problem Definition: Identifying HR challenges (e.g., employee turnover, performance management, recruitment efficiency) that can be addressed with data.

**POPULATION**

It is the aggregate of all units" processing certain specific characterizes from which the sample will be drawn.

**SAMPLING METHOD**

Here the researcher used the simple random sampling method.

**SAMPLINGSIZE**

A part of the population selected for the study is called sample, here the researcher took 150 as a sample size.

**METHODOFDATACOLLECTION PRIMARY DATA**

The primary data is collected directly from the retailers i.e. data collected with the help of questionnaire.

**SECONDARYDATA**

The secondary data means already available data. Here, the data were collected from company records, website, annual reports and Journals etc. The researcher also collected information through primary data as well as secondary data.

**TOOLSFORANALYSIS:**

The following statistical tools have been used to analyse the data. The collected data have been analysis with the help of statistical tools like

LIMITATIONS OF THE STUDY

- Data Quality.
- Privacy and Ethical Concerns.
- Over-reliance on Quantitative Data.
- Implementation Challenges.
- Bias in Algorithms.
- Lack of Actionable Insights.

- Employee resistance.
- Short-term focus.

## REVIEW OF LITERATURE

Although researchers have studied the enterprise human resource management strategy based on corporate social responsibility for many years, most studies only conduct surface analysis based on social phenomena, the relevant quantitative characteristic indicators are fuzzy, and there is acertain information lag.

Mas A, according to the grounded theorem, and such scholars designed a course to improve the project management ability of human resources. The effective implementationofthecourseinenterprisescangreatlyimprovethemanagement efficiency of users. Herrera J and other scholars took the human resource management of a place in Spain as an example, analyzed the decision-making data of human resource managers, and obtained the descriptive characteristics based on the five dimensions of technical management, technical ability, administrative management, administrative ability, and strategic thinking.

## DATA ANALYSIS AND INTERPRETATION
### Table No: 1
### PERIOD OF RECRUITMENT PROCEDURE

| PERIOD | NO. OF RESPONDENTS | PERCENTAGE |
|---|---|---|
| Less than a week | 18 | 26% |
| Two weeks | 50 | 32% |
| One month | 32 | 34% |
| Above a month | 10 | 8% |
| **Total** | **150** | **150** |

**INTERPRETATION:**

From the above table we can come to a conclusion that 26% of the respondents were recruited inlessthanaweek,32%oftherespondentswererecruited in two weeks, 34% of the respondents were recruited in one month and 8% of the respondents were recruited in above a month. Thus the majority of the respondents were recruited in one month.

### Table No: 2
### TAKING TECHNOLOGICAL SUPPORT FOR THE PROCESS OF RECRUITING

| LENGTH | NOOFRESPONDENTS | PECENTAGE |
|---|---|---|
| Telephone | 32 | 45% |
| Video conferencing | 25 | 16% |
| Online support | 35 | 36% |
| Other | 18 | 3% |
| TOTAL | 150 | 150 |

**INTERPRETATION:**

The above table of sample respondents is with regard to the Taking technological support for the process of recruiting.45% of the respondents are taking telephone, 16% of the respondents are taking video conferencing, 36% of the respondents are taking online support and 3% of the respondents are taking other technological support.

### Table No. 3
### CORRELATION
**The table shows the relationship between Management in performance appraisal and Current appraisal System**

| X | Y | $x^2$ | $y^2$ | XY |
|---|---|---|---|---|
| 42 | 36 | 1764 | 1296 | 1512 |
| 38 | 24 | 1444 | 576 | 912 |
| 12 | 22 | 144 | 484 | 264 |
| 8 | 18 | 64 | 324 | 144 |
| $\sum X=100$ | $\sum Y=100$ | $\sum X^2=3416$ | $\sum Y^2=2680$ | $\sum XY =2832$ |

**RESULT**

This is positive correlation(r=0.936). There is a relationship between Management in performance appraisal and Current appraisal System.

**FINDINGS, SUGGESTIONS AND CONCLUSION**
**FINDINGS**

1. The majority 68% of the respondents are male.
2. The majority 36% of the respondents are the age of 26-36 years. The majority 61% of the respondents are married
3. The majority 36% of the respondents are graduates degree holders.
4. The majority 35% of the respondents are having 3-5 years working experience.
5. The majority 26% of the respondents are come to know about a vacancy in the industry through campus interviews.
6. The majority 38%of the respondents are said that job security is the attribute attracted to apply for a post in the company.
7. The majority 36% of the respondents said that personal interview is conducted in recruitment more.
8. The majority45%ofthe respondents are taking telephone technological support for the process of recruiting.

**SUGGESTIONS**

The Company Policy has enables the Human Resource Department to recruit and select a favorable work force in the organization. However few suggestions have being given that will enable the organization to improve on its workforce.

1. While recruiting the company should avoid internal promotions at all times since this brings about in ner breeding which discourages new recruits who would have contributed tremendously to the growth of the company.
2. The Company should also go to different colleges and Educational institutions to recruits out going students since they are young people who have a growth potential in the Company and will be able to apply their knowledge into skills and also give fresh new ideas that can help to improve the Company efficiency.
3. The Company should also increase the salary level of the employees so as to attract other outside people who are qualified and willing to join the organization.
4. The Company should also try and reduce the probation period of one year to atleast six months since this keeps the selected employees in anxiety since he or she is not permanently employed.

**CONCLUSION**

The study on Recruitment process Adopted by the company enables us to understand what is expected of the Human Resource Department while it recruits and selects employees to work inside the Organization. From the study the Company can use both Findings and Recommendations to be able to improve on its Recruitment and selection techniques so as to enable it to have an efficient and effective workforce.

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