

SYNOPSIS

Title: ROLE OF HR IN STARTUPS




ABSTRACT

The paper emphasis on the hr challenges which are faced by hr in startup companies. The managers are facing a lot of challenges nowadays due to globalization, privatization, legal etc. The main aim of the HR manager will be forecasting recruitment needs, selecting right candidate for the right job. The HR manager sets the strategy for sustaining sustainable competitive advantage to stick into the market. The paper focuses on what are the common challenges and how the hr manager finds solution for those challenges. In this paper, the methodology adopted are the primary data is collected from structured questionnaire and interviewed with hr managers; secondary data is collected from internet, journals, library etc. The sample size is 60 managers and tools used for the research are percentage and Garret Ranking Table. The sampling technique used in this is convenient sampling technique. If the HR manager keeps the good work culture, and also capable of managing the low attrition rate then organization can lead to further success. Numerous HR challenges exit currently, including organizational cost pressures, economic and job changes, talent management and development, technology expansion etc. **KEYWORDS:** Challenges, Corporate culture, Compensation structure, Globalization, Privatization, Sustainable competitive advantage etc.




INTRODUCTION:

Human Resource Management is the process of recruiting, training & development, developing policies related to employees and developing strategies to retain them. Even now the presence of HR manager in an organization is very important. And there are skills needed for HR Manager is time management, multi-tasking, achieving success at any job, strategic planning and ethics that follows in organization.

Now-a-days, everyone wants to establish new start-ups. The start-up business is the unique opportunity, but the start-up faces many challenges:

-  Corporate culture
-  Roles & Responsibilities
-  Communication issues
- Compensation issues

And this will impact on the nature of the organization. Start-ups should mainly focus on the work environment of the organization. HR Agenda in start-ups:

-  Set up recruitment process
-  Set up internal communication with employees Design
-  compensation structure.

START-UPS IN INDIA:

India is seeing growth in establishing new business under the leadership of able people. Government supports new business ventures with financial support and encourage start-ups with jobs creation. The campaign was introduced by Prime minister of India Shri. Narendra Modi. Even the Ministry of Human Resource Development have agreed to partner in an initiative to set up over 75 such start-up support hubs in the National Institutes of

Technology. And there are many challenging problems, the country as a whole must be engaged. People who are passionate create great things, and companies that aspire to solve bigger problems do much better than those who just look around for funding and money. A combination of talent and diverse experiences backed by strong political will are the key ingredients to coming up with out-of-the-box solutions to address the many challenges we face as a developing country.

NEED OF THE STUDY

In this study, we aim to identify the actual behavior of entrepreneurs and their perceptions on the strategic role of human resource management. Therefore a qualitative research was conducted to start-up and small business owners by using a questionnaire. This questionnaire includes, beside information on participated entrepreneurs, questions about each of the human resource management functions. The survey was made in screening model. A screening model is an approach which describes a past or still existing circumstance as it appears. The occasion, individual or object which is subject of the research will be determined as it is and in its own circumstances. No affords of changing or effecting of those subjects can be made

Objectives of the study:

To understand the nature of the start-ups in India.



To analyses the extent to which start-ups give importance to HR.



To analyze the issues faced by start-ups which don't recruit HR personnel.



To find out solutions for various HR issues faced by start-ups.

Methodology:

This paper is developed based on secondary data collected from various sources like journals, websites, lecturers, research papers etc..,

In this case study, data from two different cases in two different organizations was collected. The combination of both semi-structured interviews and document analysis was appropriate for this study.

Documents were collected in both cases and were used as background information in order to contribute to a better understanding of the organizations as such and the processes and procedures that were used in the organizations, and served as a basis for conducting the interviews.

PRIMARY DATA

In order to understand and achieve the objective of the project and to have an in depth knowledge about the chosen topic of interest it was important to gather the relevant data from various sources.

To accomplish the objective of project, data collected from secondary sources.

SECONDARY DATA COLLECTION

Secondary data are the data that are collected by others and is to be "re-used" by the researcher.

The most common sources of secondary data today are books, research journals, internet etc.

To accomplish the objective of this work, secondary sources of data collection were used.

Limitation of the study

- The area of study for role of hrm is limited in a particular area that is the startup companies.

- Time factor can be considered as another limitation.

- The study will not represent the whole size of population spread other various parts of companies.

SCOPE OF THE STUDY:

The scope of the research is to explore the role of HR challenges in start-up business. This study aims to investigate how managers and employees of start-up companies face common challenges of HR to find a solution. And reveal, if there are any specific aspects of start-ups that benefit from HR Personnel.

REVIEW OF LITERATURE:

Prof. Archana Surywanshi (2013) In The Article “HR Challenges In Startup” states that today’s managers are having many challenges in this competitive world due to globalization, privatization and legal and also forecast to recruit the right candidate at right time and right place. And they have to adopt the change in their work environment and culture of the organization and should maintain the low attrition, focus on organizational cost pressures, economic and job changes, talent management and development, technology expansion etc.

Vinisha Panwar (2015) in the article “Role Of Human Resource In Start-Ups” states that attract best talent and retain it. Dynamic challenges of the emerging companies have been changed. The newly emerging companies cannot try to compete with already established companies. The challenges faced by start-ups are to maintain employee hand book containing and work place discrimination policies etc. They should communicate organisation goals to the newly hired employees, on boarding check list. They should give platform to communicate and share knowledge with the organisation.

Theresa Johnston (2015) in the article “People Challenges Can Sink Start-Ups” states that should work right things earlier. They should listen to the employees and see change in the organization. They should build an open culture with giving feedback with the employees about values and behaviour. And seek out HR experienced employees can taught best practices to grow up – motivate, grow and manage people. They should give required tools for employees to be used effectively.

In this article “New Business face many HR Challenges” states that should bring out of a business. They should have creativity, innovation and should implement strigent policy. The company should maintain all laws and shouldn’t abond the rules. And should keep the employees happy that they are fulfilled with work environment of the organization. If the problem is arised from employee, we understand situation and

we should documented all occurrences. And they should have a sick leave HR policy for each employee in the organisation.

Shutterstock (2012) in the article “The Future of Hr and Why Start-UpShouldn’t Reject It” states that start-ups forced to grapple internal culture problems. And in start-ups due to lack of HR, the ultimately systematic problems facing working women today like harassment. And without safeguard policies, this can lead to hostile work environment. Employers track their workforce and take feedback. Though current trend seems to be product-oriented.

Georgina (2015) in the article “5 Hr Challenges Faced By Growing Businesses” states that if there is possibility to outsource HR personnel in the organization. There should be limited staff in organization otherwise it leads to poor performance. Sometimes it’s necessary that redundancy will happen in an organization that will effect organization in taking wrong decisions. And they should maintain the holiday calculations spread sheets of all employees in organization.

CHAPTERISATION

Detailed/final Project Report will include the following chapters

CHAPTER –I

- Introduction
- Significance of the study
- Need of the study
- Objective and scope of study
- Methodology
- Limitations
- Scope

(Details of methodology used in studying and collecting the data and issue will be described)

CHAPTER –II

- Literature review
- Theoretical study

CHAPTER –III

- Industry & company profile

CHAPTER –IV

Analysis of the topic & Interpretation

(Descriptive work on the topic, this chapter will include analysis and interpretation of data tabulation and categorization)

CHAPTER –V

- Recommendation
- Bibliography
- Appendix

References:

- HR Issues in start-up companies- prof. Archana Suryawanshi ZENITH International Journal of Multidisciplinary Research ISSN 2231-5780 Vol.3 (9), September (2013).
- Role of Human Resource in start-ups- vinisha panwar regional service manager (2015)
- People challenges can sink start-ups- Theresa Johnston(2015)
- The Role of Cross-cultural Competences in Start-up Companies- Faculty of Business School of Social Sciences, University of Iceland June 2012
- The Future Of HR And Why Startups Shouldn't Reject It-Shutterstock (2012)
- 5 HR CHALLENGES FACED BY GROWING BUSINESSES- by Georgina Read

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