EMPLOYEE ENGAGEMENT USING INNOVATION

NiveditaJha*, N. Ravi Shankar & Nirmala S****
* Krupanidhi Group of Institutions, Bangalore, Karnataka
** Krupanidhi Degree College, Bangalore, Karnataka
*** Krupanidhi College of Commerce and Management,
Bangalore, Karnataka

Abstract:
Each organization wants the industry to be competitive and profits to be maximized. As technology has evolved and globalization has expanded, the planet has become a village leading to high competition and jobscarcity. If a company needs to maintain itself in market, it must adapt and be productive in time. The business should create a culture of creativity in the enterprise in order to match the rate of transition in society. Innovation comes when open thinking is given and the top management is continuously promoted. Because firms are competing not only with domestic companies, but also with businesses around the world, creativity in a sector is needed. How does an organization vary from other companies? Only where skilled employees and good HR practices exist within the organization can creativity be done. The company's human resources activities should allow others to think and participate with the organization more.Corporate creativity is through creative corporate brains. The company requires these individuals to obtain, grow and maintain. If people have innovative chances, they prefer to invest in the organization. Engagement of workers is a crucial driver of every company's growth. This paper is a Tata Consulting Services TCS case report. Secondary data was used to assess if TCS maintains and engages the most talented workers. TCS' HRM activities are well understood and a relationship between HR and creative talent and employee engagement is created.

Key Words: HRM Practices, Innovation, Talented Employees, Employee Engagement, Case Study.

Introduction:
Everything in an organization is creativity. It must be creative to help a business in the market. In 1991, India approved LPG. Global corporations entered the Indian market from then on. The domestic businesses had to deal with other countries [1]. This will lead to technical growth in the world as well. Humans are a critical part of an organization of all these things. Companies have been holding on the market with inventions. Only by individuals can this breakthrough be accomplished. This paper explores how individuals can accomplish creativity. It often includes individuals. This analysis applies to TCS and is used for secondary data.

Objectives:
The goal of the paper is to see how creative people link human resources activities in an organization. We use TCS case for the paper in this subject.

Methodology:
This article is based on secondary information accessible on the journals, case studies and website of literature, which ensures that it can be further validated by the primary data to be obtained solely on the basis of secondary data. Human resource management strategies have contributed to dramatic improvements in business technological advancement. Innovation has been carried in here. This starts in 1956 with the industrial revolution. At first it was found that workers were viewed as a collective, but the value of each employee was seen with the emergence of globalization. It has contributed to the creation of employee relationship management, with an

essential role for each employee in the company [2]. The workers who play an important part in the organization help them feel proud and contribute to business creativity. These improvements also modified the HR feature, which is a creative engine.

HR Functions Reviewed:

The paper attempts to research the HR activities of TCS with a specific emphasis on HR tasks and practices and how they relate to business innovation. Since only people can make inventions. The goal is to see how these practices are used by TCS people to accomplish innovation [3-4].

(1) Human Resources Planning:

Human resources are the first step in a company's acquisition of employees. Present and future needs must be taken into consideration when carrying out these duties. There are things to take into consideration in HR preparation.

- Technology advancement: As technology begins to evolve, the organization must understand the sort of employees it needs. Likewise, how this staff can help bring in more company innovation [5].
- Managing changes: Management and labor relations has grown to build context in the enterprise for human resources. The organization should see this transition towards creativity in human resources planning.

(2) Recruitment and Selection:

The next step is the recruiting and screening of applicants after the organization has planned for the human capital. The standard methods of recruiting and selection have been ignored by businesses. The new condition is characterized by web applications, online interviews with Skype and other applications. The primary aim of personal interviews is to negotiate pay packets. Recruitment and selection functionality online may be influenced by the following: hiring and selection

- Location of diverse talents: Since businesses need creative brains, the placement of these particular talents may be a challenge. Technology has overcome this hurdle as recruiting and evaluation are carried out online.

(3) Training and Development:

The workers get to know the job they will carry out during the training period. It instills the knowledge, skills and personalities needed so that they can fit into a role. The implementation of succession planning in the business typically is completed. Technology promotes training. The organization uses technology for training. Online training is being increasingly adopted by the company. With the use of software, adequate learning is being built at home, in compliance with its business goals. These would inspire young innovators to do their best and to implement new technologies. The most important training technologies are:

- Method of training: Teaching approaches have become a technical foundation in recent days. Example: use of mobile devices for home training and schooling. The efficiency of training is now evaluated at each point of the training process.

(4) Performance Appraisal:

Companies changed from organized jobs and task assessment to a pay system. In today's enterprise, success has played an important role. For an organization, performance assessment is very critical. The performance assessment not only assesses existing ability, but also recognizes the new potential for future succession planning [6]. This is advancement in the measurement of employee results. This success evaluation of creativity is

- Done to assess the employee's current results

- An estimate is undertaken, not only to recognize existing but also possible prospects for succession planning
- A track shall be maintained to check whether the evaluation is successful and whether employee conduct is redirected

(5) Retention:

In previous days, it was found that only monetary rewards have inspired people who have modified their rituals, not only monetary incentives, but other benefits as well. To retain an employee [7-8], the employer wants more than money.

Employees of this generation are powered by promotion, awareness, pride and a chance for more innovation [9]. This encourages the corporation to be creative in the way the enterprise retains its best talents [10]. Against this backdrop, we are now moving to a case study on human capital in TCS that leads to innovations.

Tech services and advisory firm based in Mumbai, India (Tata Consultancy Services Limited - TCS). It is the main IT provider and outsourcing service for business processes. It belongs to the TATA group, one of the biggest and oldest conglomerates in India. One of TCS' first activities was to supply a sister business, Tata Steel, with punch cards (then TISCO). Later, the Inter-Branch Reconciliation Scheme (IBRS) of the Central Bank of India was developed for the first software project of the country [11-13]. TCS has a range of regular processes for managing its HR practices. It is directly related to the organization approach through developing it according to the organizational structure by offering assistance through creative human resources activities. It is considered to be the highest employer in the European countries with the lowest rate of turnover of 9,9%. The organization is known for their overall growth, and also provides multilingual training concepts for its staff.

Human resources are an essential position for an organization and workers with outstanding HR procedures are inspired, which contributes to employee creativity. This may be linked with the TCS case analysis.

- Employment and Job Security: TCS is a good basis for working on, particularly for new ones because good opportunities are provided in a safe and cozy location. TCS operate in a governmental organization, because the security of employment is strong. The businesses help their staff to reduce their turnover rate and job growth services. This generates confidence among the workforce and motivates them to innovate with a sense of security and job growth.
- Selective recruiting: The most critical task in the recruiting of a high volume of candidates is the preparation of human resources. TCS recruitment strategy, which involves a combination of potential candidate and an experienced candidate, is ideally accomplished. This is achieved to achieve the company's best expertise. New applicants and candidates with experience are hired to add new ideas and to change the existing ones.
- Team Building: TCS helps the business team's work. Diversity of employees from various locations leads to the creativity of the business by people. The organization supports open-door policies that motivate workers to develop their views.
- High compensation also leads to the success of the organization. TCS is the strongest workplace with a composition system that only honors seniority by 5 percent. An employee who does well may be encouraged to improve efficiency, as the organization rewarded due to their results. TCS also offers the teams

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assignments and teams can determine their salary structure. TCS follows the concept of EVA (Economic Value Added).

- Extensive training: In the first day of entering the company, TCS delivers immediate preparation which lasts for three months. Education takes place over the entire duration of the company's work. Education is often offered to staff as new technology or platforms are ever launched. Examples include initial preparation, organizational growth programs and corporate learning. Variety of the forms of instruction is offered. It lets workers know the changing future and how to use new technical innovations for more innovation with all these forms of training in the business.

TCS has shown that it is one of the best in the world and has effectively imbued HR with experience that encourages skill growth and creativity. Business creativity comes from workers, but these employees cannot fulfill this ability unless and until they are inspired.

Conclusion:
We can see from the above case how creativity is donethrough people in businesses. The people are the organization's core strength. These individuals are integral members of the organization.

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