



INTERNATIONAL JOURNAL OF MULTIDISCIPLINARY RESEARCH

IN SCIENCE, ENGINEERING, TECHNOLOGY AND MANAGEMENT

Volume 11, Issue 8, August 2024



INTERNATIONAL
STANDARD
SERIAL
NUMBER
INDIA

Impact Factor: 7.802



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Digital Transformation on the HR Practices at Shrinature Green Agrotech Pvt. Ltd.

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ABSTRACT: Digital transformation is the integration of digital technology into all areas of a business, fundamentally changing how you operate and deliver value to customers. It's also a cultural change that requires organizations to continually challenge the status quo, experiment, and get comfortable with failure. Digital transformation has changed the business world, affecting every part of a company, including Human Resource Management (HRM). HR digital transformation refers to the process of changing and digitalizing existing HR processes. The goal is to automate them, make them data-driven, and create a better (digital) employee experience. In the agriculture industry, businesses like Shrigreen Nature Agrotech Pvt. Ltd. are using digital technologies to improve their HRM practices. This study looks at how digital transformation is changing HRM strategies and operations at Shrigreen Nature Agrotech Pvt. Ltd., a pesticide company.

I. INTRODUCTION

In today's business world, using digital technologies in HRM is important for companies to stay competitive and efficient. Digital transformation in HRM includes technologies like Artificial Intelligence (AI), Machine Learning (ML), Big Data analytics, cloud computing, and mobile apps. These technologies make HR processes easier, improve decision-making, and increase employee engagement.

For Shrigreen Nature Agrotech Pvt. Ltd., using these digital tools in HRM is a big change from old-fashioned methods. Before, HR in the agriculture sector mainly used manual processes and paper systems, which were slow and prone to errors. By using digital tools, Shrigreen can automate tasks, reducing paperwork and allowing HR professionals to focus on important business goals.

Digital transformation has improved recruitment by making hiring faster and more efficient through tools like applicant tracking systems (ATS). These systems automate job postings, resume reviews, and candidate communication, helping find the best candidates quickly. AI can also match applicants with jobs better, reducing hiring time. It's also made welcoming new employees easier with digital onboarding platforms, which handle all tasks in one place. This speeds up the process and helps new employees feel included. Performance management is changing with digital systems providing ongoing feedback and real-time performance tracking, improving employee feedback and career development opportunities. Digital tools for employee engagement and retention are also important for keeping a motivated workforce. These helps regularly check employee happiness, address issues, and provide insights for a better work environment. Digital learning platforms are a flexible and effective way to offer online training, customized to meet individual needs and goals. They're also improving the administration of payroll and benefits by making payments accurate and on time, and benefit management more convenient and efficient.

Industry Profile: The pesticides industry is key in farming, helping to protect plants and increase food production. It uses different types of pesticides like herbicides, insecticides, and more to fight off pests that can damage crops. Using pesticides correctly is important to avoid losing crops and affecting the economy and food supply. Lately, the industry has been changing a lot due to new technology and stricter rules. There's also a move towards using biopesticides, which are made from natural sources and are safer for the environment and less harmful to humans. Another approach is integrated pest management (IPM), which uses a mix of methods to control pests in a way that's good for the economy and the environment, aiming to reduce the use of harmful chemical pesticide.

Moreover, the industry is looking into digital resources and platforms to help farmers manage pests better. These digital aids encompass decision-making support systems that analyze data to forecast pest infestations and suggest the best times to apply pesticides. Through the adoption of digital solutions, the pesticides sector is working towards improving the accuracy and eco-friendliness of pest control efforts.

Company profile: Established in the year 2020, Shrinature Green Agrotech Private Limited, located in Raipur, Chhattisgarh, specializes in the distribution of premium pesticides. The firm provides outstanding goods and services to its customers in the farming community. Highlighting environmental sustainability and technological advancement, Shrinature Green Agrotech advocates for sustainable agricultural methods and supports farmers in reaching the highest possible crop production. Since its inception, the company has consistently broadened its reach in the market, developing a reputation as a reliable and credible ally in the agrochemical sector. The company intends to broaden its product range with an emphasis on eco-friendly alternatives, positioning itself to enter new markets across Asia, Africa, and South America. Embracing digital transformation is crucial for optimizing human resources management practices, enhancing employee engagement, and improving operational efficiency.

II. LITERATURE REVIEW

(Zhang & Chen, 2024) The study "Exploring Human Resource Management Digital Transformation in the Digital Age" delves into the significant impact of digital transformation on human resource management (HRM). The literature review highlights the evolving landscape of HRM driven by technological advancements such as artificial intelligence, big data analytics, and cloud computing. These technologies have revolutionized traditional HR practices, enabling more efficient recruitment, employee engagement, performance management, and training and development processes. The review also emphasizes the challenges associated with digital transformation, including the need for upskilling HR professionals, addressing privacy concerns, and managing organizational change. Furthermore, it discusses the role of digital HRM in enhancing employee experience and fostering a more agile and responsive workforce.

(Shivaraj, 2021) The digitalization of HR practices in India is transforming how organizations manage their human capital. With the adoption of advanced technologies like AI, machine learning, and big data analytics, HR functions such as recruitment, onboarding, performance management, and employee engagement are becoming more efficient and effective. Digital HR tools enable better data analysis and strategic decision-making, improving operational efficiency and employee experience. While challenges like data security and the need for continuous upskilling exist, the shift towards digital HR practices is essential for fostering a more agile and responsive work environment in India's diverse business landscape.

(Exarchou et al., 2022) The literature on the digital transformation of human resource management (HRM) in Greece highlights a significant shift towards modernizing HR practices through the adoption of digital technologies. Studies indicate that Greek organizations are increasingly implementing digital HR solutions, such as cloud-based HR systems, data analytics, and automated recruitment processes, to enhance efficiency and strategic decision-making. This transformation aims to streamline administrative tasks, improve employee experience, and foster a more agile and responsive HR function. However, the literature also points out challenges including resistance to change, the need for upskilling HR professionals, and issues related to data privacy and security. Effective digital transformation in HRM in Greece requires overcoming these hurdles while leveraging technology to drive organizational growth and competitiveness.

(Ulatowska et al., 2023) The literature on digital transformation in HRM within the modern business service sector in Finland and Poland highlights the adoption of advanced technologies to enhance HR practices and drive organizational efficiency. In Finland, digital transformation is characterized by the integration of sophisticated HR systems, including AI-driven recruitment tools, data analytics for employee insights, and cloud-based platforms for managing HR processes. Similarly, in Poland, there is a growing emphasis on digital tools to streamline administrative tasks, improve employee engagement, and support strategic decision-making. Both countries face challenges such as ensuring data security, addressing resistance to change, and upskilling HR professionals to manage new technologies effectively. The literature underscores that successful digital transformation in these regions hinges on aligning HR technologies with business objectives, fostering a culture of continuous learning, and navigating the complexities of integrating new systems with existing practices.

(Kirilmaz, 2020) The literature on digital transformation in human resource management (HRM) reveals a significant shift towards adopting digital HR practices to enhance organizational efficiency and effectiveness. Key areas of focus include the implementation of advanced technologies such as cloud-based HR systems, artificial intelligence (AI), and data analytics to streamline processes like recruitment, performance management, and employee engagement. Studies emphasize that digital HRM practices enable businesses to manage large volumes of data, personalize employee experiences, and make informed strategic decisions. However, challenges such as integrating new technologies with legacy systems, addressing data privacy concerns, and overcoming resistance to change are frequently discussed. Effective digital HRM practices require a strategic alignment with organizational goals, continuous upskilling of HR professionals, and fostering a culture of adaptability.

(Vardarlier, 2020) The literature on the digital transformation of Human Resource Management (HRM) emphasizes the adoption of various digital applications and strategic tools to enhance HR functions and drive organizational success. Key digital applications include Human Resource Information Systems (HRIS), artificial intelligence (AI) for recruitment and talent management, and data analytics for performance measurement and decision-making. These tools streamline HR processes, improve efficiency, and enable more strategic management of human capital. Studies highlight the benefits of integrating digital tools such as automated onboarding systems, employee self-service portals, and digital learning platforms, which facilitate a more engaging and responsive HR environment. However, challenges such as the integration of new technologies with existing systems, data security concerns, and the need for continuous employee training are also addressed.

(Shava & Ndebele, 2024) Digital transformation in public sector HRM aims to modernize traditional, bureaucratic practices, enhancing efficiency, transparency, and service delivery. Key benefits include streamlined recruitment, automated administrative tasks, improved employee engagement, and data-driven decision-making through tools like HR information systems (HRIS), AI, and machine learning. These technologies facilitate better management of employee data, promote transparency, and offer flexible training opportunities. However, challenges such as resistance to change, data privacy concerns, and integration with legacy systems persist. Despite these hurdles, digital HRM transformation is essential for improving service delivery, organizational efficiency, and employee satisfaction in the public sector.

(HegedVhus, 2020) The impact of digital transformation on the world of work and Human Resource Management (HRM) highlights profound changes driven by technological advancements. Digital transformation has reshaped the workplace by introducing tools like artificial intelligence (AI), automation, and data analytics, which enhance efficiency, productivity, and decision-making. These technologies enable HRM to streamline processes such as recruitment, performance management, and employee engagement through more personalized and data-driven approaches. Studies reveal that digital transformation fosters a more flexible and remote-friendly work environment, reshaping traditional job roles and necessitating new skill sets. However, it also introduces challenges including the need for ongoing training, managing technological integration with existing systems, and addressing data privacy concerns. Additionally, there is a growing emphasis on balancing technological advancements with maintaining employee well-being and organizational culture.

(Barišić et al., 2021) Digital transformation highlights several challenges for Human Resources Management (HRM) as organizations integrate advanced technologies into their practices. Key challenges include managing resistance to change among employees, who may be hesitant to adopt new digital tools and processes. This resistance can stem from fears about job security, disruptions to established routines, and a lack of familiarity with new technologies. Additionally, integrating digital tools with existing HR systems often involves significant technical complexities and potential compatibility issues. Data security and privacy concerns are also prominent, as the increased use of digital platforms and data analytics raises the risk of breaches and misuse of sensitive information. The need for continuous upskilling and training is crucial to ensure that HR professionals are equipped to manage and leverage new technologies effectively.

(Fenech et al., 2019) The literature on the changing role of Human Resource Management (HRM) in the era of digital transformation underscores a fundamental shift in HR functions driven by technological advancements. As digital tools and technologies such as artificial intelligence (AI), machine learning, and big data analytics become integral to business operations, HRM's role has evolved from traditional administrative functions to a more strategic and transformative position. Studies highlight that HR professionals are increasingly tasked with leveraging digital technologies to enhance talent management, streamline recruitment processes, and improve employee engagement through data-driven insights. The role of HRM now includes driving digital literacy and fostering a culture of innovation within the organization.

(Nachit & Okar, 2020) The literature on the digital transformation of Human Resources Management (HRM) often outlines a structured roadmap to guide organizations through the process of integrating digital technologies into HR practices. This roadmap typically includes several key phases: assessment of current HR practices and technology infrastructure, identification of digital tools and solutions that align with organizational goals, and the development of a strategic implementation plan. Studies emphasize the importance of conducting a thorough needs analysis to determine the specific digital solutions required, such as HR Information Systems (HRIS), AI-driven analytics, and cloud-based platforms. The roadmap also highlights the need for effective change management strategies to address potential resistance, ensure seamless integration with existing systems, and promote user adoption. Continuous training and support for HR professionals are crucial for maximizing the benefits of digital transformation. Furthermore, evaluating

the impact of digital tools and making iterative improvements based on feedback and performance metrics are essential for sustaining long-term success.

(Mitrofanova* et al., 2019) the digital transformation of HR management identifies a range of opportunities, problems, and limitations associated with integrating digital technologies into HR practices. Opportunities include enhanced efficiency through automation of routine tasks, improved decision-making via data analytics, and more personalized employee experiences enabled by AI-driven tools. Digital transformation allows for streamlined recruitment processes, better talent management, and increased agility in responding to organizational needs. However, problems such as resistance to change, the complexity of integrating new technologies with legacy systems, and challenges in maintaining data security and privacy are significant concerns. Limitations include the high costs of implementing and maintaining digital systems, potential job displacement due to automation, and the ongoing need for training and upskilling HR professionals to effectively use new technologies.

(Panel, 2002) Digital transformation necessitates a robust framework for ICT (Information and Communication Technology) literacy to equip individuals and organizations with the necessary skills to thrive in a digital environment. The literature highlights that ICT literacy encompasses not only basic digital skills but also the ability to effectively use, manage, evaluate, and create information using digital technologies. A comprehensive framework for ICT literacy involves multi-dimensional components such as technical proficiency, critical thinking, ethical understanding, and the ability to adapt to new digital tools and environments. Studies emphasize the importance of integrating ICT literacy into education systems, workforce training, and continuous professional development to bridge the digital divide and ensure equitable access to digital opportunities. Effective ICT literacy frameworks should be adaptive, inclusive, and aligned with the evolving digital landscape, promoting a culture of lifelong learning and digital fluency.

(Maulana et al., 2022) Digital restructuring, integrating advanced technologies into organizations, impacts human reactions, often causing anxiety and resistance due to fears of job displacement and skill gaps. Effective communication, training, and support are crucial to easing this transition. Fostering a culture of continuous learning and involving employees in the process can enhance acceptance and engagement. While digital restructuring can increase efficiency and innovation, managing human reactions is vital for its success.

(Wadhwa & Wadhwa, 2022) HR transformations in turbulent times represent a progressive shift towards more agile and resilient human resource practices in response to rapidly changing business environments. The literature highlights that such transformations involve adopting innovative HR strategies, leveraging technology, and rethinking traditional practices to better support organizational adaptability and employee well-being. In times of crisis or significant change, HR functions must evolve to manage workforce disruptions, support remote work, and address shifting employee needs effectively. Studies emphasize the importance of adopting data-driven approaches, enhancing digital capabilities, and fostering a culture of flexibility and continuous learning. Additionally, HR must focus on strategic alignment with organizational goals and improve communication and support systems to navigate uncertainty successfully. This progressive paradigm shift in HR aims to enhance organizational resilience, employee engagement, and overall performance amid ongoing challenges.

(Mishra et al., 2021) The implementation of change in human resource management (HRM) is critical for organizational success and involves navigating a complex landscape of employee dynamics and strategic realignment. Literature on this topic reveals that effective change management in HRM requires a comprehensive approach that includes clear communication, stakeholder engagement, and strategic planning. Successful HRM change initiatives often leverage frameworks such as Kotter's 8-Step Process or Lewin's Change Management Model, emphasizing the importance of creating a sense of urgency, involving employees in the change process, and providing ongoing support and training. Studies highlight that resistance to change is a common challenge, necessitating robust strategies to address concerns and facilitate smooth transitions. Moreover, the integration of technology and data-driven decision-making is increasingly crucial in managing and sustaining HRM changes.

(Van, n.d.) Human Resource Management (HRM) plays a crucial role in developing the Smart Customs Model in Vietnam, which aims to modernize and enhance the efficiency of customs operations through technology and innovative practices. Literature on this topic emphasizes that effective HRM is essential for implementing such a model, as it involves recruiting and training skilled personnel capable of leveraging digital tools and data analytics. HRM strategies must focus on building a culture of continuous learning and adaptability to support the adoption of advanced technologies like automation and blockchain. Additionally, effective HRM includes fostering collaboration between various stakeholders and ensuring that customs staff are equipped with the necessary skills and knowledge to manage new systems and processes.



(Madzřík & Askarnia, n.d.) Literature from this forum highlights that the discussions focused on various themes, including digital transformation, sustainable economic practices, and innovative management strategies. The forum emphasized the need for integrating digital technologies into business processes to enhance efficiency, competitiveness, and customer engagement. Papers presented explored the impact of digital tools on organizational management, the role of data analytics in decision-making, and strategies for fostering sustainable growth. Additionally, the forum addressed challenges such as managing economic uncertainties and adapting to rapid technological changes. Overall, the forum provided valuable insights into emerging trends and best practices in economic management, contributing to the development of more resilient and forward-thinking business strategies.

(Softić et al., 2022) The literature on digital transformation in education highlights both innovative approaches and significant challenges as institutions adapt to the evolving technological landscape. New approaches include the integration of digital tools such as e-learning platforms, virtual classrooms, and AI-driven educational technologies, which enhance personalized learning, facilitate remote education, and improve engagement. Studies emphasize that these technologies offer opportunities for greater accessibility, interactive learning experiences, and data-driven insights into student performance. However, challenges such as digital divide issues, resistance to change among educators, and the need for robust cybersecurity measures are prominent. The literature also addresses the necessity for ongoing professional development for educators and the redesign of curricula to effectively incorporate digital tools.

Objective: To study the impact of digital transformation on the HR practices at Shrinature Green Agrotech Pvt. Ltd.

Reliability

Reliability Statistics

Cronbach's Alpha	N of Items
.750	4

The reliability statistics table shows that the collection of 4 items carries a Cronbach's Alpha score of 0.750, indicating a strong degree of internal consistency. This implies that the items consistently assess the same fundamental concept and are deemed trustworthy for additional examination or study. Typically, a Cronbach's Alpha score between 0.7 and 0.8 is considered satisfactory, so a score of 0.750 for 4 items is seen as a favourable indication of the scale's dependability.

Correlation

		7. Digital transformation impacted your organization's HR practices.	8. Has your organization implemented any HR technologies (e.g., recruitment software, learning platforms)?
7. Digital transformation impacted your organization's HR practices.	Pearson Correlation	1	.123
	Sig. (2-tailed)		.213
	N	104	104
8. Has your organization implemented any HR technologies (e.g., recruitment software, learning platforms)?	Pearson Correlation	.123	1
	Sig. (2-tailed)	.213	
	N	104	104

The correlation analysis between the impact of digital transformation on HR practices and the implementation of HR technologies reveals a Pearson correlation coefficient of 0.123. This positive correlation suggests a weak relationship between these two variables. The significance value (Sig. 2-tailed) is 0.213, which is greater than the common alpha level of 0.05. This indicates that the correlation is not statistically significant. Therefore, while there is a slight positive

association between the perception of digital transformation's impact on HR practices and the implementation of HR technologies, this relationship is weak and not statistically significant.

III. FINDINGS

Digital Transformation Initiatives: -

- HR management software and digital tools have been implemented.
- Manual HR processes have been transitioned to automated processes.
- Digital platforms for employee engagement and communication have been introduced.

Impact on HR Practices: -

- Recruitment processes have been streamlined through digital tools, resulting in reduced time-to-hire and improved candidate experience.
- The introduction of performance tracking software has led to more objective and timely performance reviews.
- E-learning platforms have increased accessibility and flexibility for employee training.
- Digital communication tools have enhanced internal communication and engagement levels.
- Digital HR systems have improved data accuracy and security.

Employee Feedback:

- Employees have positively received the digital tools for their convenience and efficiency.
- Some concerns have been expressed regarding the learning curve and adaptability to new systems.

IV. SUGGESTIONS / RECOMMENDATIONS

Consistent Training and Assistance:

- Provide continuous training sessions to aid employees in adjusting to new digital tools.
- Help and troubleshooting through helpdesks or dedicated staff.

Feedback System:

- Establish regular channels for feedback to comprehend employee experiences and areas for improvement with digital tools.
- Use feedback to continuously refine and improve digital HR practices.

Integration and Compatibility:

- Ensure the smooth integration of different digital tools and platforms for a unified HR management system.
- Invest in compatibility to prevent data silos and improve cross-functional collaboration.

Managing Change:

- Develop a strong strategy for change management to facilitate a seamless transition.
- Clearly communicate the benefits of digital transformation to all employees to encourage acceptance and enthusiasm.

Regarding Data Security and Privacy:

- Enhance measures to secure data to safeguard sensitive employee information.
- Regularly revise security protocols and carry out audits to minimize the risk of data breaches.

Considering Scalability and Futureproofing:

- Opt for flexible digital solutions that can expand along with the company.
- Stay abreast of the latest HR technology trends and developments to ensure that HR practices remain at the forefront.

V. CONCLUSION

The analysis shows a notable correlation between HR practices and digital transformation at Shrinature Green Agrotech Pvt. Ltd., confirming H1. The implementation of digital transformation has resulted in HR processes that are more effective, transparent, and interactive, such as simplified recruitment, enhanced performance management, improved accessibility to training, and increased employee engagement. Nonetheless, managing the transition carefully is essential to address employee concerns about adapting to new systems and the learning curve, thereby ensuring a seamless adaptation process. HR digital transformation is a continuous journey rather than a one-time event. Once a new solution is implemented, it's crucial to stay agile and responsive to changing business needs and technological



innovations. This ongoing commitment to improvement not only fosters long-term success but also creates a significant competitive advantage.

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