

HRM Analytics: With and Without (Enterprise) Social Media: Few Theoretical Propositions

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Abstract

Enterprise social media (ESM) is a social media within an organization (see wiki pages on enterprise social media). One can note the proceedings of ESM in an organization for a functional area or project and it is useful tool for knowledge management, training, designing tailor made OD interventions and employee performance appraisals. In the modern world one can watch a prospective employee for a long period of time and makeup one's mind about his suitability and make a job offer to him. In this paper we give several interesting hypotheses regarding analytics (descriptive, diagnostic, predictive and prescriptive) required for different HR activities (for the case when organizations use or do not use SM/ESM).

Keywords

Enterprise Social Media, HR Analytics and Strategy

Biographies

RRK Sharma: He is B.E. (mechanical engineering) from VNIT Nagpur India, and PhD in management from I.I.M., Ahmedabad, INDIA. He has nearly three years of experience in automotive companies in India (Tata Motors and TVS-Suzuki). He has 32 years of teaching and research experience at the Department of Industrial and Management Engineering, I.I.T., Kanpur, 208016 INDIA. To date he has written 1176 papers (peer-reviewed (376) /under review (24) / working papers 776 (not referred)). He has developed over ten software products. To date, he has guided 62 M TECH and 21 Ph D theses at I.I.T. Kanpur. He has been Sanjay Mittal Chair Professor at IIT KANPUR (15.09.2015 to 14.09.2018) and is currently a H.A.G. scale professor at I.I.T. Kanpur. In 2015, he received "Membership Award" given by IABE USA (International Academy of Business and Economics). In 2016 he received the "Distinguished Educator Award" from IEOM (Industrial Engineering and Operations Management) Society, U.S.A. In 2019 and 2020, he was invited by the Ministry of Human Resources Department, India, to participate in the NIRF rankings survey for management schools in India. In 2019 and 2020 he was invited to participate in the Q.S. ranking exercise for ranking management schools in South Asia.

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