

DOIs:10.2017/IJRCS/202402004

--:--

Research Paper / Article / Review

# STRATEGIC VALUE ECOSYSTEMS ON ARTIFICIAL INTELLIGENCE (AI) PLATFORMS

### Prof Dr. C. Karthikeyan,

Professor & Administrative Officer, Department of MBA, SJBIT (Autonomous), Affiliated to VTU, Belagavi Email: <a href="mailto:karthikeyan@sjbit.edu.in">karthikeyan@sjbit.edu.in</a>, <a href="mailto:ddprofkarthik@gmail.com">ddprofkarthik@gmail.com</a>

Abstract: Is Algocracy making HR models the crux of the value eco-system, or do HR values integrate values in the AI loop owing to the triangulation of Strategic HR Models versus Algocratic work system and IOT hybridization with HR Models? What vision a value ecosystem can create, how does that vision determine the path, how the path for the value ecosystem is set, and when the value ecosystem be appropriately linked to IOT? Are these triangulating interventions possible without the challenges of an invisible or unpredictable weak link in the value chain of any organization that is getting autocratic shortly? This article investigates the supportive review of literature from scientific standard operating models existing across the world including cited evidence of advanced research happening across the world. This conceptual paper attempts to identify the permutation combination of various challenges, triangulating models, and connectivity issues of IOT loop to the HR models of the futuristic organizations, that are evolving on the AI platforms, and in short can be called 4<sup>th</sup> industrially revolutionized organizations. The study also attempts to determine whether the value eco-system remains intangible for newer organizations in the world, and challenges in the impact of a value chain creation that can show efficacy with HR models evolving out of it. The study attempts to propose figurative models (predictions with schematic diagrams) on those factors that need to evolve as per the demands of the levels of HR practices in an organization. Although it is obvious that the values of the organization are the determinants of the organisation's culture, reputation, and working environment, proceeds towards the vision to carry is everchanging, nevertheless, this conceptual article argues and stimulates HR practitioners to think the alternative schemas presents and no doubt that it takes various subtle convergence, and divergence to keep the ecosystem in place. The study has three objectives and three hypothetical notations to validate the findings and concludes with suggestive models and schemas for better HR models in AI platforms interconnected in an autocratic loop.

Keywords: Value Chain, Algocracy, Models, Artificial Intelligence, Eco-system, Culture, Loop.

### 1. INTRODUCTION:

Value Creation of HR and its impact on the business; Most the organizations prioritise "Value" ecosystem as its fulcrum, and script their vision and mission with their policies, to co-create a value eco-system, which otherwise is a little difficult (Chugh& Ritesh June 2014). The key strategic issues for the organizations are demarcated, such as the process domain and people domain, and how these domains integrate to impact the organisation's key strategic objectives (Draganidis, F., & Mentzas, G. 2006). The AI would also add to the clarity in setting up goals and this can be done with the help of HR metrics and KPI dashboards, to indicate the levels of operational efficacy, and its inclination to the vision and mission of the organization, and with AI coming into place, the integration to others intrinsic and intangible factors such as Key Performance Indicators (automated with AI) will fall in place(Bartram, D. 2005). HR metrics combined with the following KPIs will decide the future of the value chain.

#### 2. Objectives of the study:

To learn the evolving AI-supported HR value ecosystem existing and practised across the world, to arrive at functional models suitable for Structural Developments(Homer, M. 2001),in autocratic HR functions. Sub Objectives:

(i) To conceptualise the evolution of autocratic implications in HR models for the AI platforms and its levels of functional practices in AI platforms.

## INTERNATIONAL JOURNAL OF RESEARCH CULTURE SOCIETY Monthly Peer-Reviewed, Refereed, Indexed Journal Volume - 8, Issue - 2

ISSN(O): 2456-6683 [ Impact Factor: 7.148 ] February - 2024



- (ii) To examine the available conceptually combined functional issues in AI-supported algorithms with schematic options.
- (iii) To develop and differentiate Humanoid Android Integration challenges in the autocratic HR model.
- **3. Research Design:** Meta Analytical and Correlation study based on secondary data, derived from Industrial applications of AI-based HR metrics, with qualitative inputs.

**Analysis:** Secondary data analysis, based on the review of professional application-based AI literature.

**4. Justification of Methodology:** Application of recent area of AI-related applications and functional aspects, based on the AI platforms for creating base inputs on the framework-related HR functions, involving quantitative and qualitative framework.

**Objective (i):** To conceptualise the evolution of autocratic implications in HR models for the AI platforms and its levels of functional practices in AI platforms.

Various Levels in Practice: For example, an organization believes that it can improve its performance, and its value chain proceeds with the assumption that the Learning and Development value adds to the organization and it starts spending(Horton, S. 2000). They may choose 3 levels of eco-system in their value addition; In Level 1, the Learning and Development budget is allocated with the calculation or assumption that, the training and development makes the employee better equipped to handle operations. In level 2, the organization may allocate more Learning and Development funds and may follow up with knowledge testing, or knowledge retention, which may lead to investments and improved individual performance(Rausch, E., Sherman, H., & Washbush, J. B. (2002). If the desired outcome is not visible in the performance or indication is visible to the organization, the training programme may be intensified, and further training modules with increased effectiveness may be done. After all the spending and contribution in the way of incremental training and testing on knowledge retention is done, Level 3 will be to increase the spending on continuous learning and development if it is found that increased spending on learning and development increases the efficiency of the employees and that in turn improves the business of the organization(Schmidt, F.L., & Hunter, J.E. 1998). The organization will end up satisfied only when there is a proportional increase in the positive line in terms of operational efficiency and outcome and if it is felt that it is worth spending money. If not, the value chain link in the area of learning and development may not be sustained for long.

#### The value derived can be as follows:

- Level 1- Operational
- Level 2- Tactical
- Level 3- Strategic

In level 1, the cost-saving focus takes centre stage, and it is done by optimizing the efficiency of HR. In level 2, the focus will be on the HR results, and it is most often concentrated on maximizing HR outcomes. In level 3, the focus turns on business results and is done through effective and efficient HR practices (Strohmeier, S. 2007). Strengthening Links with Value Creation: The very purpose of value creation, is to upgrade the values from existence to permanence, as the impact of the value chain, the value chain strengthening creates positivity in the ecosystem, by balancing all the links, so that all the value adds pass on to the links, and reaches the desired levels. The value strengthening happens with the happiness of employees, happy employees are productive, and productive employees create value (economically and socially), and results in maximizing human potential and higher levels of efficiency reduce costs (Ruël, H. J. M., Bondarouk, T., & Looise, J. C. 2004). In the process of value creation, the result will be growth in the value of business, the value additions in the return on investment, which results in client satisfaction and on the whole the creation of jobs increases, which increases the value of society, sustainability well being and promotes high quality of life. The next level is the leadership matters here as in the way to handle, with conceptual clarity (karthikeyan, 2017), the lattice leadership style (karthikeyan, 2017), the conscious levels in leadership (karthikeyan c,2017), as said in level 7 consciousness of a leader (karthikeyan c, 2017) can put the commitment on top, and then the political leadership in India needs to develop a strong vertical leadership (karthikeyan c 2017) at execution levels to make it viable for the public, as well as industries at all levels to understand and take up the initiative.



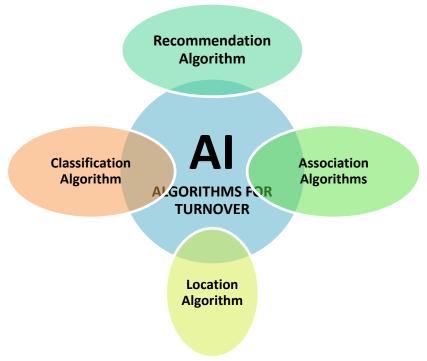


Fig: 1: Schematic eco-system of KPI loop linking HR/AI metrics: Concept suggestion by Prof Dr.C.Karthikeyan.

**Turnover:** With the onset of AI, innovative ways to advance business, or in fact to the turnover create a big impact on the business (Lepak, D. P., & Snell, S. A. 1998). The AI with a recommendation algorithm to suggest the customer choose an alternative product or the levels makes the customer stretch his time to the product, and similarly, AI with an association algorithm makes the differences with the closest of the choices and averts confusion in a customer, and AI with a location algorithm, will let the customer or consumer reach destination or help in quicker logistics will help the business grow to a next level and lastly, AI with classification algorithm, helps the organization to monitor where the customer spends his or her time(Jeston, John; Nelis, Johan 2014).

- Turnover
- Engagement
- Career
- Career Mobility
- Benefits in Compensation
- Learning for Development
- Recruitment, Performance
- Talent and Succession
- Wellbeing
- Leadership





**Fig:2:** AI supported Predictive Algorithms creating value eco-system by interlocking quantitative support variables for HR decision areas: Concept Proposal and Schematic design: Prof Dr.C.Karthikeyan,

Objective (ii): To examine the available conceptually combined functional issues in AI-supported algorithms with schematic options.

The advantages of the combination of AI algorithms enable companies to make decisions based on the predictions given.

**Price Optimization- the AI-supported algorithm** will support what ideal discount shall ensure a win-win situation for the customer and the business, and how was the past deal done including the nature of the business deal in terms of monetary gains, product specifications, production compliance, competitor, company size, territory/region, client's industry, client's annual revenues, a public or private company, level of decision making influencers involved, Q2 and Q4, new clients and existing clients etc.

**Forecasting Sales**: the sales challenges predictions, total sales figures versus the upcoming or predictive figures, upcoming quarters revenues, inventory costs etc.

**Upselling and Cross selling**: improvising top-line selling revenue is very difficult and with the use of AI, the prediction becomes easier and a high degree of accuracy next quarter's revenue, and the types of customers, who will buy more, spend more, finding new clients, existing clients desires and spending plans, process prediction on up-sell, with the current customer to make him use a better version of the same product given by the same company, and cross selling, which the same company offers a different product altogether to showcase their different capacity. The ultimate result will be a reduction in marketing costs and add revenue to the company.

**Customer Leads**: The AI-supported sales leads and their scoring puts the sales team into a very vibrant pipeline. The decision-making on the leads of the client pipeline which earlier was a gut instinct is now more data-specific and algorithmic, and the information collated with clients, social media links, posting on professional sites, interactive platforms of digital forums, interaction history, like the emails, voicemails, text messages and other digital communications are collated as data interface with the help of AI.

**Performance Management of the sales force by HR with AI**; the assessments by the sales managers on their sales teams based on the revenue pipelines of every salesperson is easier with AI, and nurturing salespeople with abundant information, for client assessments is easier, and whether the outstanding customer deals could be closed or deals can be struck as planned are getting easier with AI support.



**AI algorithm and its data supremacy**: from the above functional dimensions, it is obvious that the quality of data and quantity gathered, for managing the performance using AI, allows the use of dashboards to forecast what salespeople can likely hit upon accomplishments. Can their manager focus on their sales targets and make his team deal with the sales strategy and the number that has been accorded at each segment of activity? The prediction value most of the times have the chance of being accurate.

The quantity of the gathered data from various sources always increases the algorithm's ability and indirectly impacts the salesperson's or manager's behaviour, which influences the company's target achievements and the bottom line in the long run.

Harnessing the Power of AI on Marketing Strategy: Quality of data and Quantity of data related to the market, can be nurtured as the wealth of information on which a sales manager can work on, the different data sets with multiple functional properties and utilities. The sales department of any organization can rely upon the historical purchase data, web traffic with the analytics of visits to the site, and data related to past and recent promotional campaigns, and a combination of these data sets usually allows AI algorithms to make better predictions, where a decision can be precise and shall be leveraged.

The harnessing link: the market data sets shall be nurtured to be a feeder for the CRM (Customer Relationship Management platform, e.g, Salesforce.com, Microsoft, 365, Zoho and others, that shall burn as a tool to analyse the data sets for certain patterns, and certain predictions like App Exchanges and Plug-ins to record, store and analytically utilize phone calls(Gong, Y. and Janssen, M. 2011). Any company's concern will be to find newer ways to upscale their revenue and reduce costs on the other side at the same time expand the market share. AI shall become handy with the leading edge in providing the insights to make strategies that can mitigate risks and lead to cutting edge, with companies who can capture the data analyse it, and generate insights for more details. Hence a sales team shall turn out to be an asset and can be a great source of relief to the HR component of an organization.

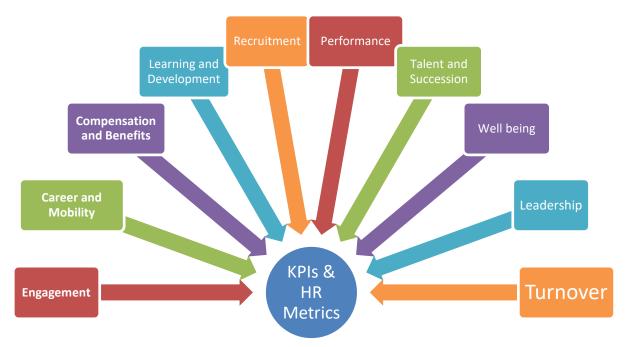


Fig:3: The Harnessing Link of HR Value Creation Process of KPIs Integration with HR Metrics for Impact of HR on Business: Concept Design: Prof Dr C.Karthikeyan

### The Value Propositions of HR and Linkages with AI and other data components:

The Positive and Negative Impact of AI Data with Support of KPIs with HR Metrics: What the HR wants to measure in their human resource decides the positive or negative impact. The basic objectives need to be set with AI related to HR: What values and efforts shall matter most for the value creation needs to be objectified. When you aim your measuring efforts at what matters most for value creation, then any form of fact-based HR will lead to valuable insights and HR impact. Anything that is never measured, never improves: As the saying goes; The intent of the measure, the actual measure and the measurement that matters most: HR Drivers: Those value chain that impacts the



business, and eliminate obstacles. The most intuitive ones are; Leadership, Performance Management, and Engagement, since these are impetus to business impact, and the general ones, that affect the core functions to an extent are, Turnover, Engagement, Career and Mobility, and at times much research puts them in the category of having high business impact. With the induction of AI, the HR metrics and the KPIs that will be data-driven, the accuracy levels with a combination of speed, and the determination of what needs to be measured (the critical and invisible areas), and that is complicated to measure, in terms of usage and effectiveness, like the Leadership effectiveness, which is very qualitative as well as subjective, as capturing, moderating or evaluating the performance management aspects, stands as one of the hardest algorithms to work on. The next crucial one is engagement; the most pervasive and all-exclusive element in the working population, and numerous researchers in the behavioural areas are digging deep to find appropriate solutions to engage workers meaningfully, shall be integrated into AI and machine learning, as the combo could elevate the levels of engagement, by creating workflows, and other engagement which is meaningful, improvising and far sighting for the workforce, and not in mere opinion, and it can even be subjective. The complexities are, the accuracy of the measurement, or even the parameters to elicit the output and the desired outcome measurements, how those measures represent, and the subjective areas such as the feelings of the fellow workers, their attitudes and attributes, how they perceive themselves to situations, and how they are gaining insights etc.

So, AI and Machine language assistance can navigate, what the real business value is all about depending on the nature of activities of the organization, what are the drivers of values in the organization, the innovative ways to qualify that might be a key instrument, and the values that generate metrics from the strategic objectives set by the organization. How to put the value chains into proper sequence: With the help of people analytics, and in the people analytics it is not the ideologies that are put in as value chains that matter, but if the value chains are actively performing in the way intended matters. Clear insights into various matters need to be taken care of; Whether people analytics can bring change into an organization, and if change does happen will it be helpful for the organization. Any insightful or analytical insights alone can't give results in the value chain, but sufficient weight to the entire ecosystem does. It's the action that matters how these insights are put to action whether those actions connect the ecosystem or at least maintain whether will there be value addition that can last for a time and whether the leverage on people analytics can act upon it. Having done with the insights or analytical insights, the creation of a "lasting value eco-system" needs to start, and the potential of the "value eco-system" with amalgamated machine language and autocracy (the entire governance by computer algorithms, rather than democracy of the organizations) will be the rule of law, and hence the creation of the "value eco-system".

### The basic steps could be;

- Leveraging People Analytics with "autocracy" with components of value ecosystem, as per the characteristics of the organization, which needs to act as a catalyst.
- Facilitating Recap on matters that improvise the "algocracy value creation", that will automate the dynamics of strategic objectives.
- HR Benchmarking; the benchmarking will be automated and the progressive metrics of activities of HR towards the benchmarking will have their moments, as and when the target is achieved.
- People Analytics with value components: The values that build up unity, integrity, humility and a sense of pride may get into the algoracy of the value eco-system, hence reducing bias and the analysis of people and their performance would be value benchmarks for any organization. The proceedings towards motivating people, their career growth and ultimately retaining them would be leveraged.
- HR Business Cases: The eco-system with various sub-components of problems, perspectives, incidents, insights and other aberrations or advancements from the SOPs (standard operating procedures), needs to be preset to give insights to predict future problems, as well as, augment the minor incidents to give as a case, that can help in pre-emptiveness of the employees or prevention of juxtapositioning the entire work component.
- Strategic Workforce; The workforce needs to be augmented, updated, trained, and motivated (or) to be put in a situation, that keeps them motivated can happen, only when an algorracy component, with AI features into the eco-system.
- Fact-Based HR: The entire process, from autocracy or democracy to autocracy, will put in stringent resistance from the system since the machine language or algoracy will work on the numbers (present with value loadings or factor loadings) depending on the work environment, and that can include, the incentives calculation, working shifts, work output, input-output ratio to compare productivity and all the more even predictive analysis, of the outcome to come in the future quarters relating that to financial modelling. When all these work with algoracy, the eco-system can germinate into a fact-based HR component, since every



factor loading needs to be done with accuracy, and the displacement of the values into inputs to get the real output, also can deliver incorrect terms.

### Objective:(iii): To develop and differentiate Humanoid Android Integration challenges in the autocratic HR model.

The Value Eco-System Stability and Metamorphosising Capabilities: The challenges of algocratic value loadings, either in the form of factor loadings, or quantitative variables across the activities for coding and extracting output. There exist huge challenges in the functioning and conceptualizing the HR Value Chin Efficiency:

Challenge 1: Efficiency of HR, attributing to algorracy.

Challenge 2: Effectiveness and Impact of HR inputs to algocracy.

Challenge 3: The HRM activities or functions aligning autocracy.

Challenge 4: The HRM outcomes or output related to organizational objectives aligning the autocracy.

Challenge 5: Organisational Objectives; Controlling and capitalizing on the organizational outcomes and contributing to the ROI of the organization.

Challenge 6: Value Addition to HR value chain and eco-system: The balancing between performance and motivation, and the work culture versus the organization climate etc, will have to be formulated to keep activities towards objectives, encapsulated with the goal set.

The final Question: why then HR is struggling to add values: Humanoid and Android Integration challenges.

Uniqueness versus Commonness: The organizations evolving are unique, but human components take their own time to change and mostly the behaviours are regulated or streamlined in many aspects. Coding helps an algorithm to improve efficiency and efficacy, but the human element is dynamic and many of the attitudinal components and emotional components cannot be won over with coding, machine language or AI formulations, despite improvements on the way. Humanoid interactions with emotional adjustments into machine language will remain a big challenge since the thought process keeps every component of human behaviour changing. Interpreting Value Additions to Organisational Output: The biggest of the challenges could be the near-to-close and correct interpretations would be difficult to adjudicate on the value additions that were predicted and that are achieved.

Probable Process Flow of value creation with components of AI: IOT Technology Loop and IOT-based Devices: The employees or the entire organizational teams at various levels are to be educated, empowered and entangled into an IOT technology loop and supportive elements of IOT devices, that can track every activity and its productivity, and can alert to the employees of their performance. The acculturation of Positive Interpretation of Usage of IOT: wearable computing devices can be part of logistics for all departments under work, and the intention to quantify, measure and monitor an individual and his/her team shall be set as input modalities to deliver the best, may become part of work culture. The idea of making quantified employee and quantified team: The HRD efficiency needs to be heightened with the quantified department work, quantified employee to quantified team, needs to be supported with the pleasant, and environment for learning from new experiences could be the best way to attain optimality in the idea of quantification.

### The advantages could be:

- a. Efficacy levels can be on the rise since the monitoring is continuous and linear.
- b. Creation of a happy work culture is easier which turns into an efficient work environment later.
- c. Productivity patterns will be very visible, with the value eco-system of productivity can be improvised
- d. Communication patterns can be auditable and value chains can be improvised.
- e. Travel requirements, location identification for logistics and optimizing, operational areas of logistics would be easier and manageable.
- f. The cohesiveness in the teams will be easier to identify.

The macro perspective of IOT could be in individual organizations can be; what employees are, who and where they are, how they interact with the work, team and the situations impacting them, organizational network analysis, and people analytics, would be added advantages to increase the efficiency. The focus on productivity keeps increasing: The employee well-being shall be easily kept under focus, as IOT loops will enable the HRD to monitor the fitness levels of employees, their teams, team productivity, wellness of the employees, the work environment and its internal issues, and the ways to solve problems and improvise the work process may be easier than thought off. Even the resistance against any new measures or improved requirements in output levels can be easily disseminated.



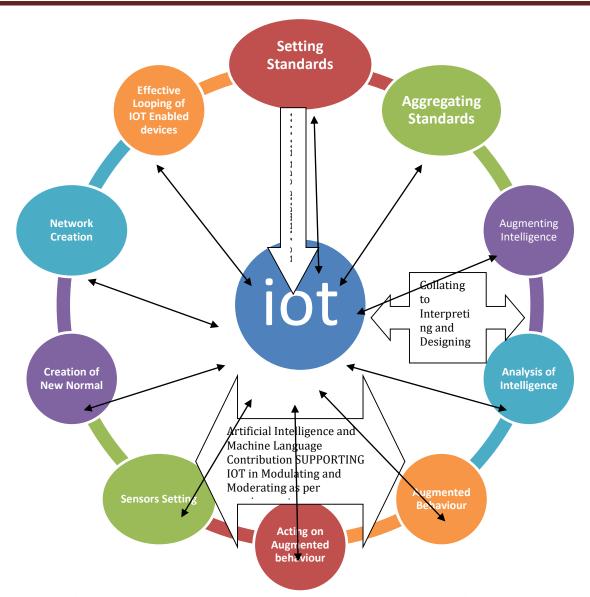


Fig:4: The Futuristic IOT-AI-EMPLOYEE-MANAGEMENT LOOP: Concept designed and developed by Prof Dr. C. Karthikeyan.

### The loop could operate on the augmented standards from the set standards with the help of the operating variables:

- Setting standards for IOT loop to interact at various levels.
- Aggregating the standards set by various sub-loops.
- Augmented intelligence to be derived from aggregated standards.
- Analyse the augmented intelligence before usage.
- Augmented behaviour of employees: The analysis done needs to integrate the Augmented behaviour of employees.
- Acting on the augmented behaviour to use it for the productivity of the organization.
- Sensors, to activate, attract, retract and detract the unwanted shall augment the efficiency levels of the functions of employees.
- Create the new normal work behaviour; with all the above systemic dynamism with the assistance of IOT, the creation of new loops to value additions can be done, which can integrate the functional elements in the organization to newer levels of efficiency and efficacy.
- Network Creation: from the augmented new normal work behaviour with aided IOT support, the system can absorb the networking paradigm very easily, which again would improve the levels of value sharing in the loop.



• Effective IOT enabled loop: the entire communication system will be driven with data and facts and fitments to the algoracy, rather than assumptions and presumptions hence enabling faster decision making.

The Findings and Conclusion with predictive interpretations: The magnitude, in terms of scope, scale and frequency and the risk, in terms of security, reliability and accuracy, and finally the time with latency and timelessness needs to be tested before this value eco-system loop for communicating IOT enabled work atmosphere to work with. There can be no guarantee the value loop said above will remain concrete, as it does have the potential to evolve from within due to variables from all angles attacking the organization. The IOT with AI and human interaction will create a faster value ecosystem in terms of efficiency like the wide range of usage options and improvisations it can provide. The executive efficiency is the first to improve since the IoT sensors placed across the factories can determine the levels of accomplishments, the levels of safety required, raw material usage, the maintenance programmes charts, alerting plan managers, aid on the wear and tear of the machinery, its safety standards, the temperature in the plant, sensitive process requirements of the electrical circuits, paintings and chemical mixing for maintaining operational standards etc, can improve the entire operations of the plant to the optimum and the efficacy levels of the employee teams can meet the set standards always, and stretch to extend the bar of performance standards. The IOT can help in averting machine downtime or unplanned downtime, avoid multiple failures, prevent damages in production and mitigate labour costs due to averting avoidable overtime. Apart from the above the predictive data analysis framework can reduce equipment downtime, to almost 90 per cent. Acceptance of Changed People Analytics will add value to the ecosystem: the present people analytics that adds to the value ecosystem shall be based on the following factors across the world.

They are;

In the Value loop of HR

- a. Recruiting and workforce planning
- b. Compensation and benefits, rewards
- c. Performance Succession engagement
- d. Learning and Leadership
- e. HRMS employee data
- f. Engagement and Assessment

In the value loop of the Operational Efficiency loop of Employees;

- a. Sales revenue and productivity
- b. Accidents, errors and frauds
- c. Customer retention, Product Mix
- d. Quality Downtime losses

In the value loop of Behavioural Components of Employees:

- a. Location travel and meeting time
- b. Organization Network Analysis
- c. Sentiment, heart rate and voice

In the augmented value loop of the organization:

- a. Data Management
- b. Data Analysis
- c. IT, Business Consulting Expertise

All the above loops germinate into a value eco-system loop, to assist in groundbreaking newer insights and increased ability as well as opportunity to make better decisions.

The ultimate value delivery with the technological value ecosystem: The limitations are there and the importance of continuous research: The value ecosystem with the support of IOT, does bring challenges apart from the deliverables that were found during the study.

### 5. The limitations are:

- a. The ability to handle, the biggest of the concerns of Indian organisations now is that sophistication is always welcome, but are we infrastructurally equipped to handle that ambiguity that would arise or disrupt normal functioning?
- b. Reduced employee engagement due to continuous surveillance: The employees or any human being of that nature, will resist the big brother-like surveillance at every possible point of performance and might prohibit any from getting disciplined since monitoring continuously brings in frustration.
- c. Intangible values and their influence on employees: Since value loops are intangible and always fall beyond the purview of employees of various levels, employees resist using technological advancements in work.



- d. The challenge in instrumenting employees: It is simpler to encode, decode, algorthimise the machines than to instrument the employees at various levels since the employee has to feel that technology or for that matter, unless the values are felt, and are tangible in the form of benefits, without which instrumenting never happens in employees.
- e. The challenge of an optimally quantified work environment: The design of the work environment matters most since the quantified work environment is the more data-driven work environment, too little or wrong information can lead to disaster in an organisation.
- f. The efficiency of the Quantified work environment: the biggest challenge to running the most efficient datadriven work environment relies on high-quality data, and often requires capturing capacity from varying places and varying times or seasons, which needs to be built assiduously.
- g. Correlation and Causation relating to data interpretation have to be clear since the purpose of data correlation and the reliable causative factor should give a reliable picture to making a decision, which otherwise would damage the reputation of the organisation.
- h. Data collection and reasoning plan; the multiple system usage and multiple data usage need to cater to the actual requirements specifically meant for the purpose and should not wind up with inconsistent, incorrect and duplicated information, which will cause more harm than good to the organisation.

The Future of the Value Eco System of HR could be to, design a value eco-system, with a clear definition of a business that suits the AI and IOT support system, with the need to guide data collection, partner across HR and IT to design data governance parameters and technology requirements, clearly define and communicate the value proposition to employees for participating in data collection. The other requirements are to follow the mantra of quality and not quantity, experiment often, and always go for statistical rigour for the analysis to ensure the validity of your conclusions. Finally, the change needs to be accepted, since the move towards a quantified workplace is already in place and errors of omission and commission will happen. The usage of data in the future is not to store the data to utilise for day-to-day operations, though necessary, the actual usage lies in the analytics or experimenting to figure out the future of the organisation or other predictive analysis. All pervasive quantification of organisation with data-driven support system: the data is all pervasive in the connected world and with too much data collected, there are chances of invasive overreach, with IOT-compounding the problem, due to excessive sensor-based collection of data makes anonymisation a problem for the organisation. By the time the data becomes metadata, sufficiently extricating and identifying the data makes the individual digitally exhausted. The solutions for the above can be done with an inbuilt value-building ecosystem in terms of policies, work procedures, and most importantly an effective communication system that can clearly and honestly foresee regular reminders to the employees that can benefit them.

### 6. The invisible variables in creating a Value eco-system in modern organisation:

The Role of HR needs to be more strategic and aggressive. The first area should be Concentrating on Key Business Imperatives: HR must focus on the key business imperatives and their affective parameters rather than mere resource administration. The focus needs to shift to aggressive growth, bringing in innovative products, and clarifying the niches in the market. More strategic and less operational, and in that the training and utilisation of resources needs no emphasis. The true value creation can happen with HR turning into a strategic partner and employee serves as the foundation, and the combo can become the competitive advantage. The areas of performance management functions can be made flexible, and it needs to happen in tandem with the IOT modulation, with coaching, training, assessing and a continuous process of setting objectives. Taking appreciation to the next level: the assisting of employees who are key in the highly competitive charged environment, the modalities to identify their contributions need to be technically set, and must be fact-based rather than any emotional components driving in since IOT does not alter nor manipulate and hence value creation and creation of a proper eco-system can sustain in the age of IOT, in combination with AI will be a rocking combination with, intellectual supervision of human mind.

### **REFERENCES:**

- 1. Chugh, Ritesh (June 2014). "Role of Human Resource Information Systems in an Educational Organization". Journal of Advanced Management Science. 2 (2): 149–153. doi:10.12720/joams.2.2.149-153. Retrieved 10 October 2018.
- 2. Human Resource Software and its effects on your HR department what to expect". unicornhro.com. Retrieved 27 January 2017.
- 3. Oracle PeopleSoft Applications". oracle.com. Retrieved 27 January 2017.
- 4. Introduction to the History of HR Software". comparecamp.com. 21 July 2016. Retrieved 27 January 2017.
- 5. Best-of-Breed". gartner.com. Retrieved 27 January 2017.
- 6. Chris Heinen, "Top 5 Benefits of Mobile HR Solutions". hrchitect.com. 27 July 2016. Retrieved 27 January 2017.

## INTERNATIONAL JOURNAL OF RESEARCH CULTURE SOCIETY Monthly Peer-Reviewed, Refereed, Indexed Journal Volume - 8, Issue - 2

ISSN(O): 2456-6683 [ Impact Factor: 7.148 ] February - 2024



- 7. Jeanne Meister, "Future Of Work: Using Gamification For Human Resources". forbes.com. 30 May 2015. Retrieved 27 January 2017.
- 8. 12 Benefits of Video Interviewing" corporate-eye.com. 22 December 2014. Retrieved 27 January 2017.
- 9. Josh Bersin, "The HR Software Market Reinvents Itself". forbes.com. 18 July 2016. Retrieved 27 January 2017.
- 10. Bartram, D. (2005) The Great Eight competencies: A criterion-centric approach to validation. Journal of Applied Psychology, 90, 1185–1203
- 11. Draganidis, F., & Mentzas, G. (2006). Competency-based management: A review of systems and approaches. Information Management & Computer Security, 14, 51–64
- 12. Homer, M. (2001). Skills and competency management. Industrial and Commercial Training, 33/2, 59-62
- 13. Horton, S. (2000). Introduction- the competency-based movement: Its origins and impact on the public sector. The International Journal of Public Sector Management, 13, 306–318
- 14. McEvoy, G., Hayton, J., Wrnick, A., Mumford, T., Hanks, S., & Blahna, M. (2005). A competency-based model for developing human resource professionals. Journal of Management Education, 29, 383–402
- 15. Rausch, E., Sherman, H., & Washbush, J. B. (2002). Defining and assessing competencies for competency-based, outcome-focused management development. The Journal of Management Development, 21, 184–200
- 16. Schmidt, F.L., & Hunter, J.E. (1998). The validity and utility of selection methods in personnel psychology: Practice and theoretical implications of research findings. Psychological Bulletin, 124, 262–274
- 17. Strohmeier, S. (2007). "Research in e-HRM: Review and implications." Human Resource Management Review 17(1): 19-37.
- 18. Ruël, H. J. M., Bondarouk, T., & Looise, J. C. (2004). E-HRM: Innovation or irritation. Utrecht: Lemma Publishers.
- 19. Lepak, D. P., & Snell, S. A. (1998). Virtual HR: Strategic human resource management in the 21st century. Human Resource Management Review, 8 (3), 215–234.
- 20. Karthikeyan. C (2019), A Bibliographical Study on Importance of Data Profiling and Data Mining for Effective Business Transactions; a Techno-Business Leadership Perspective International Journal of Research in Social Sciences Vol. 9 Issue 4, April 2019, ISSN: 2249-2496
- 21. Karthikeyan.C.(2019), A Conceptual Study on Big Data Applications for Business Integration; a Techno-Business Leadership Perspective, International Journal of Research in Social Sciences Vol. 9 Issue 4, April 2019, ISSN: 2249-2496
- 22. Karthikeyan.C.(2019), A Conceptual and Analytical Study on Modern Compliance Reporting for Corporate Performance Management; a Techno-Business Leadership Perspective, International Journal of Research in Social Sciences Vol. 9 Issue 4, April 2019, ISSN: 2249-2496
- 23. Karthikeyan.C.(2019), An Exploratory Literature Review on Advancements in Applications of Cloud and BI; a Techno-Business Leadership Perspective; a Techno-Business Leadership Perspective, International Journal of Research in Social Sciences Vol. 9 Issue 4, April 2019, ISSN: 2249-2496
- 24. Karthikeyan.C.(2019), An Exploratory Study on Business Data Integrity for Effective Business; a Techno Business Leadership Perspective, International Journal of Research in Social Sciences Vol. 9 Issue 4, April 2019, ISSN: 2249-2496
- 25. Karthikeyan.C.(2019), A Conceptual Study on Data Quality and its Impact on Business Decision; a Techno- Business Leadership Perspective, International Journal of Research in Social Sciences Vol. 9 Issue 4, April 2019, ISSN: 2249-2496
- 26. Karthikeyan.C.(2019), Meta Analytical Literature Study on Business Intelligence and Its Applications; a Techno-Business Leadership Perspective, International Journal of Research in Social Sciences Vol. 9 Issue 4, April 2019, ISSN: 2249-2496
- 27. Jeston, John; Nelis, Johan (21 January 2014). Business Process Management. Routledge. ISBN 9781136172984.
- 28. Theodore Panagacos (25 September 2012). The Ultimate Guide to Business Process Management: Everything You Need to Know and How to Apply It to Your Organization. CreateSpace Independent Publishing Platform. pp. 6–7. ISBN 978-1-4774-8613-9.
- 29. Palmer, Nathaniel. "What Is BPM". bpm.com. Retrieved 30 September 2017.
- 30. Thom, William (2009), People, Process, and Performance Management in Project Management
- 31. Managing Performance Through Business Processes, Dominique Thiault, ISBN 978-1-4680-2890-4
- 32. Gong, Y. and Janssen, M. (2011). From policy implementation to business process management: Principles for creating flexibility and agility. Government Information Quarterly, 29 (Supplement 1), Pages S61-S71, Elsevier.