THE IMPACT OF SOCIAL COMPUTING ON HUMAN RESOURCE MANAGEMENT IN INDIA WITH REFERENCE TO TCS AND INFOSYS

Dr. Sanjeev Bhatnagar

Associate Professor,Department of Management, Dayalbagh Educational Institute,Dayalbagh, Agra.

Abstract
Social computing has taken the business world by storm. It plays a role in all the dimensions of business. The rapid development in the modern and competitive era is possible only through effective human resource development practices. In the IT industry attracting, nurturing talent, retaining and managing human resources have been the crucial issues. The growth of IT companies worldwide depends on the intellectual capital it possesses. The emerging IT sector cannot be effectively managed through traditional human resource development practices.

Social Media has emerged as a powerful business and HR tool. This discipline deals with selecting appropriate Social Media sites and formats from the myriad options available and leveraging the same to create value for the organization. It explores the non financial impact as well as the approaches for measuring the return on investment in Social Media. In addition, it outlines the future trends and implications of Social Media for HR professionals.

Key Words : Social Computing, Intellectual capital, Social Media, Social Networking, Social Perceptions, Wiki Pages, Blogs, Online Gaming, Crowd sourcing, Collective Intelligence, Provision of personal sites, Information provision, Real-time communication, Collaborative working, Knome, Knotalk, Knotify, Karma.

1.0.INTRODUCTION
The use of the Internet continues to grow and social media is becoming a bigger part of our private and professional lives, making our world faster and more transparent. Active internet users in the world are 42%. 29% of the population has social media accounts and 51% are unique mobile users. People have become tech savvy and are inseparable from their mobiles and internet. People have become so socially active; they are providing businesses with plethora of opportunities. Business now is becoming socially active as well. Social computing is taking the corporate by storm. Not only are customers benefitting from it but also employees are benefitted too. Integrating technology and social skills are competencies that have become necessary to compete in the market.

Social computing has taken the business world by storm. It play a role in all the dimensions of business be it Finance, Marketing, Quality Control, Logistics, Human Resources etc. This paper focus on the impact of social computing on Human Resource Management.

2.0.NEED OF THE STUDY
Employees are the assets of a company. Human resources are the reason for getting value from the customers. Gone are the days when HR was viewed as a separate or isolated function. It has become an integrated Business function now. With technology scaling new heights and markets changing at the speed of light, it has become necessary to become technologically savvy. Human resources have witnessed a dramatic change in its definition and structure. Those days are long gone when carrot and stick approach is used. Today is the day of employee branding and employee as internal customers. HRM has now become strategic HRM.

Human resources are now more technologically oriented. With a variety of software emerging, human resources is taking advantage of it to increase the value of the employees and the business. Human resources are not only socially active in their personal lives but at present in their professional live too. Employees are able to interact with other employees as well as customers with is enriching them and making them efficient. Apart from this social computing has other impacts on HR. This study aims to study the impact of social computing in India with reference to TCS and Infosys.

3.0 REVIEW OF LITERATURE
3.1 Social Computing
Social Computing is "Connecting the personal computers to a network created the possibility for people to communicate and to interact. The social aspect of people interacting through computer systems and networks like the Internet is called social computing. The term is used for the wide collection of online applications like email, instant messaging, blogs, polls, wikis, online auctions, social bookmarking, social network services, reputation systems, prediction systems and tagging" in the words of Forrester.(Forrester Research, 2006).

Social computing is an area of computer science that is concerned with the intersection of social behavior and computational systems. It is based on creating or recreating social conventions and social contexts through the use of software and technology. Thus, blogs, email, instant messaging, social network services, wikis, social bookmarking and other instances of what is often called social software illustrate ideas from social computing, but also other kinds of software applications where people interact socially.

- *Social Media*
- *Social Networking*
- *Social Perceptions*
- *Wiki Pages*
- *Blogs*
- *Online Gaming*
- *Crowd sourcing*
- *Collective Intelligence*

These are some of the dimensions of social computing. Business is taking advantage of these to enrich their employees and also provide value to customers.

Social Computing is broadly classified into 4 categories:

- **Provision of personal sites:** Face book and MySpace provide social interaction sites, where users can develop groups of friends or common interest communities, while there are professionally focused social networking sites, such as LinkedIn. The key point is users decide on what information to provide and whom they want to share the content with. They also decide on how they want the layout of their personal sites.
- **Information provision:** Podcasting is a form of social media to share audio or video content. Sites like YouTube enable subscribers to upload their favorite video files or homemade clips for other Internet users to view, rate, and comment upon. Blogs also provide thought leaders with a new communication channel to broadcast information that is available to a broad range of users.
- **Real-time communication:** Instant Messaging (IM) MSN Live Messenger or AOL Instant Messenger, that enable users to establish a network of friends or associates with whom they can communicate in real-time, using text, video, and audio transmission technologies. Central to this is the ability to see which of their friends or colleagues are online at any given time and to communicate with multiple people simultaneously.
- **Collaborative working:** through internet users can come together across geographic boundaries and collaborate on a single source of content. Wikipedia has become one of the most popular encyclopedic resources in a remarkably short time. Wiki technology enables registered users to participate in the dynamic information capture. It uses an author and approval process, by which 6 moderators ensure content accuracy and relevance. The information on Wikipedia is available to all Internet users to read and the content is contributed by the community Companies like Intel and IBM for instance have their own blogs where they encourage their employees to blog and share their experiences and their knowledge. Thus collective collaboration takes place. Using social computing, Human Resources Management is essentially able to perform Talent Management, Employee Engagement, Training and Development, Employee Acquisition Management etc. thus HRM has witnessed a structural change of framework becoming more flexible, employee friendly and tech savvy.

Information is crucial for the success of a business. Insights are gained on a daily basis and transferred. Social computing is now being used to collect information because; information has a verifiable source and can quickly be corroborated by discussion with other online associates, preferably subject experts. Also, with virtual social networking, users can create affinity groups with others across a company, or even with partners and customers outside the firewall. Social computing via software tools is a phenomenon, but the way social computing works is intuitive, so the inclination for users to embrace it is natural. (Alina Fu,2008). Social Media adds value to HR by providing it a global presence, presenting credible insights, increased interactions, employee productivity and efficiency. (Sander van Lingen, 2012).

4.0 OBJECTIVES
1. To study the nature and impact of social Computing on Human Resource Management.
2. To study the Social Computing Applications in HRM in MNC's with special Reference to TCS and Infosys.

5.0 RESEARCH METHODOLOGY
This research is a preliminary survey. The research was done entirely on the basis of secondary data. The source of secondary data was:
- Newspaper articles

- Journals
- Research Papers

6.0 ANALYSIS
6.1 Objective 1
To study the nature and impact of social Computing on Human Resource Management.
Social Computing is taking the business world by storm. Stating it in simple terms, it is using technology to be socially active. Businesses are using this method to enrich the lives of their employees and well as benefiting their customers.

Figure 1: Social Computing
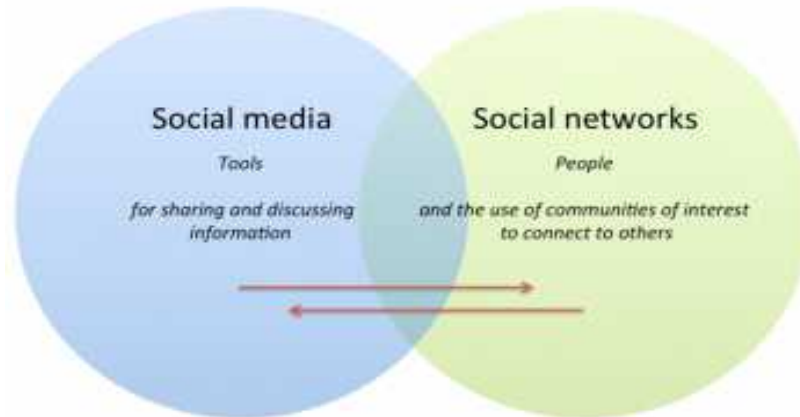
6.1.1 Impact of Social Computing on Human Resources Management
It has a role in all dimensions of business. Its role in Human Resources Management is very significant. It has a role to play in Talent Management, Data Analysis, Training and Development, Recruitment and selection, Employee Engagement etc.
Social Computing has the following benefits for the Human Resources:
- Improve the efficiency and productivity of the business.
- Encourage creativity and set the organization apart as an innovator.
- Address a gap with the capture and management of knowledge. (Alina Fu,2008)

6.1.1.1 Recruitment and Selection (Talent Acquisition)
Gone are the days when classified were printed in the newspaper. Even online job sear engines have become outdated. Recruiters are now looking at talent on the social networking sites. MySpace, Face book, LinkedIn have become the trend now. More and more business is recruiting through Social Networking site. Its enables them to acquire the best talent and at the same time save costs.

6.1.1.2 Training and Development
Indulging in writing blogs, participating in group discussions and forums are a form of T&D. But at present applications are being created to evolve the process of training and development.

6.1.1.3 Employee engagement and Enrichment
Allowing employees to participate in blogs and forums, gives them creative freedom. Employees express their view, observe and learn from others. They are stimulated to think and innovate. This enriches the employees, develops them and builds on their skills. It is being increasingly used as a method of employee engagement. Employee productivity increases and so does their efficiency. Thus the company is able to retain their talent and reduce the rate of attrition.

6.1.1.4 Reporting tools
Data interpretation and analysis is become an important part of Human resources. Generating insights and using them for design making is now increasingly being done using through Social Computing tools.
Social Computing is bringing employees together. It is enriching them, shaping them and creating value for them. It is slowly picking up speed in the world. Its emergence in India is fairly new. But slowly but gradually its popularity is rising in the corporate world.

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Objective 2
To study the Social Computing Applications in HRM in MNC's with special Reference to TCS and Infosys.
TATA Consultancy Services and Infosys are two of the leading IT companies in India. With its highly innovative nature and large workforce both the companies are leaders in their own right. Both TCS and Infosys have been vigorously using social computing to enhance their employees and customers.

The impact of Social Computing on their HRM:
6.2.1 TATA Consultancy Services
TCS calls Social Computing their workplace Reimagination. They have integrated Social Computing applications smoothly into their HRM operations and have been witnessing positive changes. TCS has a combination of Social Interaction Design, Gamification & Human Cloud Analytics to reimagine how organizations co-create with customers and how employees collaborate in a hyper connected workplace. With 300,000+ employees & 300,000+ campus graduates, TCS has effectively used Social Computing to create value.
For the employees, TCS uses the following Applications of Social Computing-

- **Knome:** The Social Intranet Social Collaboration Platform for the enterprise.
- **Knotalk:** Team Collaboration Platform, an efficient way to get connected to team members, assign and manage tasks
- **Knotify:** Notifications Engine Enterprise solution for notifications management.
- **Karma :** The User Engagement Platform a comprehensive user engagement platform that instantly creates a user engagement layer on top of existing enterprise applications, customer applications or both.

TCS has online communities, Blogs, its own gaming channel. It uses this to engage its employees as well as its customers. On the front of Talent Acquisition, TCS too uses Social Media Networking Sites like LinkedIn and Face book. Though its Social Computing application is clearly defined, the use of Social Computing in other Human Resources functions are not clearly defined.

6.2.2 Infosys
Infosys is a leading IT solutions and widely known for its employee as an internal customer approach. Like- TCS, Infosys has its own Blogs, Discussion Forum for Employees. They also manage information through collaboration. LinkedIn and Face book are used for Talent Acquisition similar to the TCS. The role of Social Computing is not clearly defined for other functions of HRM.

The companies in India are not yet fully managed to transition to Social Computing. The use of the applications is still vague. The companies are still in the developmental stages of using Social Computing in India. It will take some time but will definitely benefit the business world.

7.0 CONCLUSION
Social Computing is taking the world by storm. With new users joining the social media family, new opportunities are emerging every day. The use of Social Computing is especially significant in HRM. It helps enriching the employees who are the assets of the organization. Social Computing is only in developmental stages at present. But with the passage of time, it has the potential to push the corporate world to scale new heights.

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