

Coverage Report

Authored article by Mr. Gautam Karkal in People Matters Magazine

“Technology will continue to transform HR in the new decade”

Special column - 'The Weekend Room' by Economic Times BrandEquity.com

Featuring Mr. Prashant Dhar

The Transformation of HR in the next decade	Date : Dec 27, 2019
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The transformation of HR in the next decade

A brief look at how HR will evolve in the future.



The evolution and advancement of technology has steamrolled the conventional way of doing things in most aspects of our lives. Today, smartphones, watches, voice-activated speakers, and programmable thermostats, and even cars and cities, everything is connected. It is not surprising that transformation has touched the workplace as well.

Undoubtedly, automation, digitization, cloud, big data are the buzzwords that were heard in the world of business in the last decade. Rapid changes and advances in technology were accompanied by disruptions in the job market with a demand for new future-ready skills coming to the fore. This, in turn, has led to a significant shake-up in the role of human resources (HR), with HR evolving from being just an administrative unit for employees to a strategic member of the organization with an equal stake in the growth of the business.

If digitization was the trend of the last decade, then artificial intelligence (AI) and machine learning (ML) will be the cornerstone of HR in the next decade. This will bring about rapid changes in the skills required, and the next decade will see an acceleration in the speed of change. While the digitization of HR functions will continue to hold an essential place in HR strategies in the coming decade, the spread and scale of digitization will increase tremendously to ensure that the organization stays relevant in the coming decade.

The first point of contact, that is, recruitment has itself undergone a sea of change. From the use of the internet for posting job openings and connecting with jobseekers to online tracking and short-listing of applicants, we are today using AI and ML in not just recruitment, but the entire HR process too. In the next

The Weekend Room : Brands, ads, marketing gimmick that matters to advertisers

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The Weekend Room: Brands, ads, marketing gimmick that matters to advertisers

The special column features marketers who talk about their favourite brands, web-series, apps among others

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Prashant Dhar

This column is specially curated for advertisers to peek into the minds of the CEOs and CMOs to discern their marketing strategies. The weekend special column shall feature the head honchos across industries and services.

This weekend we feature *Prashant Dhar, VP, marketing, Ariston Thermo Group, Indian Subcontinent*, who talks about his favourite brands, ads, web-series amongst others.

Brand Solutions



ETBrandEquity.com DigiPlus Conclave- India's Most Coveted Conclave on Digital



Kaleido Awards 2020 - Recognising India's Ace Communicators

A brand which is your life-line and why?

Apple! It's an integral part of me. Apple's purpose is simply "To empower creative exploration and self-expression". I knew there was something about Apple that really connected with me on a personal level. From the consistency in their product designs to the passion behind what they stand for, Apple has quickly become one of my favorite brands of all time. And frankly, I don't see that changing. I'm now an Apple fan forever.

An ad which is an all-time favorite / or an ad which inspires you/ or an ad which is a work of creative genius according to you

The recently released 60 Year TV campaign of Fevicol. The ad beautifully