

CHALLENGES OF HUMAN RESOURCES

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The future success of any organizations relies on the ability to manage a diverse body of talent that can bring innovative ideas, perspectives and views to their work. The challenge and problems faced of workplace diversity can be turned into a strategic organizational asset if an organization is able to capitalize on this melting pot of diverse talents. With the mixture of talents of diverse cultural backgrounds, genders, ages and lifestyles, an organization can respond to business opportunities more rapidly and creatively, especially in the global arena, which must be one of the important organizational goals to be attained. More importantly, if the organizational environment does not support diversity broadly, one risks losing talent to competitors.

The role of HR has changed from a primarily administrative position to one that is more strategic. Times certainly have change from those days when the HR department was called the «smile and file» department since in that era the primary qualifications for HR were simply a friendly disposition and an ability to file. The emerging trends in HR call for HR Professionals to take the lead in planning for the future and becoming strategic business partners in their organizations. The key to HR planning for the future begins with one simple question that HR Professionals have to ask themselves: If we are successful in the years to come, what will our customers and competitors are saying about us? With the answers to this question, HR Professionals can formulate a clear, shared vision and a sense of direction for the organization.

The largest contribution to the challenges of HR western themes outsourcing did scientists such as D. Bersin, J. L. Bravar, M. Donellann, E. Yordon, S. Clements, R. Morgan, J. Haywood , D. J. Bruce, Jane Linder, E. Sparrou. In Ukraine, this process is not as fast, but with increased competition in the domestic market, the integration processes more and more companies recognize the advantages and usefulness of use. The role of the HR Professional is evolving with the change in competitive market environment and the realization that Human Resource Management must play more strategic role in the success of an organization. Organizations that do not put their emphasis on attracting and retaining talents may find themselves in dire consequences, as their competitors may be outplaying them in the strategic employment of their human resources.

With the increase in competition, locally or globally, organizations must become more adaptable, resilient, agile, and customer-focused to succeed. And within this change in environment, the HR Professional has to evolve to become a strategic partner, an employee sponsor or advocate, and a change mentor within the organization. In order to succeed, HR must be a business driven function thorough understanding of the organization's big picture and be able to influence key decisions and policies. In general, the focus of today's HR Professional is on strategic personnel retention and talents development. HR Professionals will be coaches, counselors, mentors, and succession planners to help motivate organization's members and their loyalty. The HR Professional will also promote and fight for values, ethics, beliefs, and spirituality within their organizations, especially in the management of workplace diversity. The role of the HR Professional must parallel the needs of the changing organization. Successful organizations are becoming more adaptable, resilient, quick to

change directions, and customer-centered. Within this environment, the HR Professional must learn how to manage effectively through planning, organizing, leading and controlling the human resource and be knowledgeable of emerging trends in training and employee development.

The twenty-first century recognizes the importance of HR Professionals in their contribution to supplying the best manpower supply in a thriving industry. Organizations in the business world rely on Human Resources management teams in overseeing business functions such as hiring, training, conducting interviews, relaying of company-related business trends and issues and employees' benefits and so on. Individuals who work inside this type of industry are tasked to making sure that the provided workforce are adept in their respective business roles and are able to function optimally under any condition. Companies are increasingly seeking technological solutions to streamline the basics of HR administration, manage competencies, deal with performance and boost learning. The HR function has an opportunity to deliver the promise of becoming a strategic department within your organization. Lately, technology has been enabling HR departments to reinvent themselves as a strategic business partner, providing opportunities for HR to play a greater role in aligning the workforce with business objectives. The end result can be improved organizational performance.

The most successful HR Professionals add value and make a difference with their organizations. They do this by treating their departments as business partners, anticipating their needs and providing HR solutions just-in-time.

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