

Factors Influencing Human Resource Management Success in Small and Medium Enterprises in Haryana City State of Uttar Pradesh

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ABSTRACT

Human resource management can be one of the important component of small and medium business and companies for improving performance and sustainability of the small and medium enterprises. The purpose of this study was to identify the success factors of human resource management in small and medium enterprises in India. In terms of purpose it is applied and in terms of data collection it is descriptive survey type. The statistical population of this study consisted of two groups of owners and managers of small and medium agricultural jobs in Haryana city state of Uttar Pradesh in India. According to Cochran formula, 150 managers and 200 employees were selected using stratified random sampling. Data collection tool was a researcher made questionnaire. In order to determine the reliability of the research instrument, a pretest was conducted that the Cronbach's alpha for the original scale for both questionnaires was above 75%. The sample used in the first stage were managers. In the second step, confirmatory factor analysis was used to evaluate the role of markers in the formation of each of the structures identified in the exploratory factor analysis stage, and the statistical sample of this stage included the owners of these types of jobs. The results of exploratory factor analysis and confirmatory factor analysis showed that human resource management success factors in small and medium-sized businesses are of five underlying factors - supportive, managerial, information technology, motivational and educational formed.

Keywords: Economy; Human Resources Management; Small and medium enterprises.

INTRODUCTION:

The impact of small and medium-sized businesses on the Indian economy has always been reviewed by various stakeholders, and the results show that the role of small and medium-sized businesses in the Indian economy is very high and given the large number of studies (Amiri, 2016). This is how businesses are able to respond quickly to market changes and customer needs and can easily adapt themselves to new conditions. In fact, they are dynamic behaviors when confronted with changing conditions.

Various factors such as: favorable environment, financial resources, marketing and sales activities, proper use of information technology and etc. have an impact on the performance and sustainability of small and medium-sized companies as well as small and medium-sized companies with high-growth characteristics. There is a need for rapid decision-making by managers, rapid expansion of job needs and expectations, the need to recruit and train new people, permanent changes in companies and limitations of resources. The main part of the chassis referred to as "Human Resource Management", the findings of the present research indicate that the existence and use of motivated and motivated force is one of the key and valuable factors for the success of small and medium enterprises in India (Amiri, 2016). Research findings also show that small and medium-sized businesses, with the knowledge of human resource management capabilities can add value to their firm. For example, argues that optimal use of labor force in small and medium-sized enterprises is achievable It is vital to its durability and

growth (Cooper, C. L., & Burke, R. J. Eds., 2011).

REVIEW OF LITERATURE:

Information obtained from research findings indicates that HRM can be considered as one of the appropriate strategies for improving the performance and sustainability of small and medium-sized enterprises. Behavior of people for their work and achievement of organizational goals existing impact and identifying the desired factors can be beneficial to managers of small business development policy makers to identify and assist with targeted and effective measures in relation to these agencies (Kadiresan, V. and et al., 2016). Therefore, given the importance of human resource management in small companies is the main objective of this research to identify the success factors of human resource management in small and medium-sized businesses in the community has been chosen (Bacon, N., & Hoque, K., 2005).

Manpower is the most important factor affecting any business. Increasing labor productivity in each sector can lead to increased economic productivity and ultimately to the economic growth of companies and organizations. Since corporate employees are recognized as a source of competitive advantage, it may be possible to remember HRM as a tool that small and medium-sized companies can use to reduce the problems that these companies face encountered (De Winne, S., & Sels, L., 2010).

Research shows that efficient human resource management as a key factor in the success of small and medium-sized companies has been impressive, with various definitions of human resource management already presented. Some definitions of human resource management include programs that are specific to human beings in the organization and the enterprise and the creation of facilities for their effective use to achieve individual and organizational goals. Thus, as well as other definitions in this field by various researchers, it can be understood that human resource management in a complex means managing a strategic resource in the name of organizational humanity. And create more value added relative to other organizations.

Despite the importance and the important role of human resource management in small and medium-sized companies, there is little focus on it, and the literature indicates that the role of HRM is crucial in developing countries.

Researchers also point out that in the field of identification human resource management practices there are small and medium sized research firms. Research shows that small and medium-sized companies are increasingly adopting formal HR management practices. There is also evidence to suggest that the performance of small and medium-sized enterprises that incorporate formal HRM is proportional to the small and medium-sized firms that adopt informal human resource management. Emerging studies of human resource management problems in small and medium-sized enterprises indicate that effective recruitment, training and rewarding of employees are the most important issues faced by small and medium-sized enterprises (Giauque, D., Resenterra, F., & Siggen, M., 2010).

In these companies, human resource management can be particularly important because they are all are dynamic companies, and each employee represents a division of labor and intellectual capital (Kotey, B., & Folker, C., 2007). For this reason, recruiting, developing and retaining competent, mature, and talented employees is a core task and can be of great benefit to the company, while also benefiting from human resources management in small and medium sized enterprises and capacity building operations, Long-term retention, commitment, organizational effectiveness (Mayson, S., & Barrett, R., 2006).

The main factors driving the success of human resource management are political, structural, social, and cultural constraints. Institutionalists argue that national factors such as economics, government, financial and legal systems, and trade unions, all operating within the framework of the national business system, are among the most important success factors for managing human resources in small and medium-sized businesses in different nations and countries. In their study, the influential factors in managing human resources in small and medium-sized businesses are categorized into three related areas from: traditional culture factors, educational factors, and political and economic factors. *Traditional Culture Factors*; in order to better understand the context for the management of human resources in each country and its organizations or companies, it is necessary to examine the cultural impacts of that country and its organization or companies. Cultural traditions are explained and reinforced by four important values: *coordination, hierarchy, socialism, and the family*). *Political Economic Factors*; human resource management in small and medium-sized businesses is not only profoundly influenced by many traditions, but also by many traditions. The impact of economic and political factors is also needed. Research shows that cultural values in countries are changing due to economic modernization and development, and cultural, economic and institutional factors still have a strong impact on human resource management.

Educational and Nutritional Factors; human resource management measures on the functioning of influence

factors such as teamwork, trust, participation, involvement, organizational support, learning attitude organizational, and staff development skills.

Researchers in knowledge foundations research find that integration entrepreneurial work systems increase the growth of the company as well as the development of the knowledge of employees as an effective factor in the development of human resources.

Ng, Y. C., & Siu, N. Y. (2004), research results it showed that factors such as attracting talented people, motivating employees to achieve organizational goals, job security, organizational resources, and the importance of the job were effective factors in their acceptance and effectiveness of human resource management in organizations. Other researchers have found that the use of information technology in human resources improves the service and efficiency and effectiveness of human resources.

Factors affecting the development of human resources managers include: Creating stakeholder relationships, promoting management vision, freedom of communication and information exchange, performance evaluation, making recommendations, enhancing employee engagement and training, and enhancing employee engagement and accessibility. The approach to human resource development was identified.

METHODOLOGY:

This study is a descriptive-survey type in terms of purpose and method of data collection. The statistical population of this study consists of two groups of managers and business owners - small and medium sized agricultural businesses in Haryana, Uttar Pradesh in India has been done. In order to collect data, after researching the literature community, a researcher-made questionnaire was designed and consisted of 25 questions in Likert scale.

FINDINGS:

In terms of education, most people had a bachelor's degree and most were between 23 and 43 years old in terms of age composition. In terms of background, most respondents had worked for the past 12 to 15 years and were mostly active in the field of manufacturing, based on their area of activity. In order to identify the success factors of human resource management in small and medium businesses, 25 questions were used in Likert scale. With the aim of reducing variables to HR success factors to fewer factors and determining the share of each factor, exploratory factor analysis was used.

DISCUSSION AND CONCLUSION:

Due to the important role of human resource management success factors in small to medium sized businesses, this paper identifies these factors. For this purpose, a review of human resources management literature and literature was reviewed to identify the factors. For the purpose of definitive conclusion on the main research question, the findings of this study are discussed first and then the findings of related studies are compared with the rationale behind the statement. Exploratory factor analysis to identify success factors of human resource management It was categorized into five factors: *Infrastructure Supportive, Management, Information Technology, Motivational and Educational*. The first factor that accounted for most of the percentages explained as a result of exploratory factor analysis and in confirmatory factor analysis needed to be confirmed was the infrastructure support factor. In order for individuals to use their capabilities to the best of their ability to advance the goals of the organization, they must be provided with the necessary physical and spiritual support in addition to providing the necessary infrastructure in the organization, and needs such as securing rights and benefits, insurance services, welfare are provided.

Considering the results of exploratory factor analysis as well as confirmatory factor analysis of the management factor, the second most important factor identified in this regard. Management plays a pivotal role in the management of human resources in any organization and plays an active role in the various aspects of recruiting, deploying, improving and maintaining human resources, and only if the manager has the capability and capability to do so. Consider this as one of the key strategies of the company, it can be successful in its field of business.

To achieve this, education plays a very important role. Identifying human resource management success factors in small and medium sized businesses similar to the findings are due to the generality of issues related to human resource management in small businesses as well as startups. Issues are common in small and medium sized businesses based on the results of factor analysis of information technology, it ranks third in terms of quantity and is confirmed in the results of confirmatory factor analysis. The international community is in an age in which information and knowledge are seen as a key element in the growth and development of a society as far as the

main motto of this age is concerned, and information is the essential tool and agent for the application of knowledge in the present age. The use of information technology in today's world guarantees the survival and continuity of an organization's activities, and without it not only will it be possible to use new methods in the organization but it will also lose the ability to compete with other organizations. The role of information technology in the improvement and development of human resources management in various researches has been mentioned and its impact has been confirmed as an important factor.

According to the results of exploratory factor analysis, the fourth factor is motivational factor. One of appropriate strategies for achieving organizational goals are to motivate employees. Given that motivation varies across workplaces and employees, management must design and implement its own management policies with a focus on the environment, knowledge, and awareness of the current situation. Managers are surrounded by employee motivation and their motivations can be easy to accomplish with the goals of the organization, with the help of staff and successful in other tasks. Staff satisfaction and interest in this regard most of them are of particular importance to the job being undertaken and as a result of fulfilling the organizational goals. In general, factors such as encouragement, punishment, promotion, reward, motivation can greatly improve human resource management.

According to confirmatory factor analysis results, educational factors identified and approved as the last factor. In today's changing world, the need for training in organizations has been accepted for many reasons. The rapid and profound changes in science have been the subject of new and emerging theories that inevitably need to be taught new sciences and skills to bring life to life. Also, technological changes are transforming the networks and methods of the organization, and any change requires the acquisition of new knowledge and skills. The greater the knowledge and skills of employees with the needs of society and scientific advances and technology changes, the greater the confidence in the success of the organization and organization.

SUGGESTIONS:

Considering that the success factors of human resource management in this study have been identified by factor analysis, it is suggested that before generalizing these results, the impact of these factors on human resource management will be investigated by quantitative and regression methods.

Another point to note in this study is that the results are derived from the views of managers and owners of small and medium sized agricultural businesses.

It is therefore recommended to identify and compare the success factors of human resource management success in small and medium-sized businesses in other sectors such as industry and services. Finally, it is recommended to examine in future prospective studies such as human resource improvement mechanisms, the impact of identified factors on human resource management as well as number management in small and medium sized businesses.

The main practical application of this research is as follows: Small and medium business Managers try to improve and develop their business as a result of new infrastructure, management and training facilities, special equipment and training. Appropriate for the terms and scope of the company's activities and provide the necessary conditions for access to the human resources of the company through the necessary human resources consultations provide consulting services in person or electronically.

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