

A Comparative Analysis of Digital Transformation of HR Practices in Delloite and AVSAR

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ABSTRACT

The advent of digital technologies has significantly reshaped human resource (HR) practices across industries. This research paper presents a comparative analysis of digital transformation in HR practices, focusing on how organizations across different sectors and regions have adopted and implemented digital tools to enhance HR functions. The study examines key areas such as recruitment, employee engagement, performance management, learning and development, and data-driven decision-making. By comparing case studies, survey data, and industry reports, the paper highlights the varying degrees of digital maturity and the challenges organizations face during this transformation. Findings reveal that while large organizations tend to lead in adopting advanced technologies like artificial intelligence and HR analytics, small and medium enterprises often struggle due to limited resources and expertise. The paper also explores the impact of digital transformation on HR professionals' roles and the overall organizational culture. This comparative analysis offers insights into best practices, critical success factors, and strategic recommendations for organizations seeking to navigate the evolving digital HR landscape effectively.

Keywords: Digital Transformation, E-HRM, HRM, Talent Management, AI in HR, Future of Work, Digital Maturity.

I. INTRODUCTION

Human Resource Management has also been profoundly affected by the development, and has transformed the way organisations recruit, select, motivate, and retain employees. "The change to the HR department that digital technology will bring will be all pervasive and omni-directional throughout every company. Deloitte's Global Human Capital Trends report explained how new digital HR products and solutions based on mobile apps and AI has redesigned the market and that as company's demographics are changing "new approaches are needed in almost every HR domain". Given the exponential growth in computation and digitalization capacity, the possibilities for how robots, artificial intelligence and digital platforms can serve within the HR field in the future is still uncharted territory. Hence, as one might expect from this development, investment in HR technology

has expanded, and the investment levels seem to continue rising. Nevertheless, it is hard to predict the future. Therefore, to be able to confront the digital transformations occurring it is vital that organisations remain proactive and reflect around and discuss digitalization within HR. In addition, as HR is increasingly pursuing strategies earlier associated with marketing or the social media playbook "HR applications will need to become far more customer-centric, and follow the principles that today's consumers demand.

II. LITERATURE REVIEW

This research report analyzes the importance of digital transformation (DT) in public institutions and its impact on relevant talent factors such as workforce development, talent and performance management. These three dependent variables affect the HR process of

today's organizations, indicating that the independent variables associated with digital transformation have a positive impact on the measured variables. The survey was conducted by two independent companies and compared to a postal service that claims the university is a one-stop shop. The results of this training show that there is a relative similarity between the two attitudes that digital transformation impacts talent and helps increase productivity.

Dr. Stormy Emma Parry (2014) This paper describes Professor HR's transformation of social and economic change based on the growing dominance of HRM (Human Resource Management), digital challenges, and digital technology in the digital phase. .. Overall, these changes have made the present era known as the "digital age." With these changes, digital technology is becoming more and more important in both employee life and human resource management (HRM) and appears to be affected in many ways.

III. CASE STUDY

Digital Transformation in HR — A Comparison Between Deloitte and AVSAR Background

Deloitte is one of the world's largest professional services firms, with a strong global presence and a workforce exceeding 400,000. Deloitte has long been at the forefront of digital transformation, integrating advanced technologies into its HR practices to drive efficiency, agility, and innovation.

AVSAR, by contrast, is a mid-sized manufacturing company based in Southeast Asia with around 1,200 employees. While the company has started implementing digital tools in its operations, its HR department is still in the early stages of digital transformation.

Lessons Learned

- Deloitte reported improved employee retention (up 15% over 2 years), enhanced productivity, and a more agile HR department due to predictive insights and automation.
- AVSAR achieved a 30% reduction in administrative HR workload and improved onboarding times but continues to face challenges in system integration and change management.

HR Function	Deloitte	AVSAR
I. Recruitment	Uses AI-powered platforms for resume screening and chat bot-based initial interviews.	Relies on Manual resume screening; recently adopted basic online jobs portals.
II. Performance Management	Real-time feedback and continuous performance tracking via cloud-based systems.	Annual reviews via spreadsheets; exploring cloud-based systems.
III. Learning & Development	Personalized learning paths using AI-based platforms like Degreed and Coursera.	Offers LMS with generic online training modules.
IV. HR Analytics	Advanced people analytics for forecasting attrition and workforce planning .	Basic metrics tracked using Excel; limited decision support.

IV. CONCLUSION

The main objective of this study was analyze the impact of digitalization on human resource management and it was conducted trying to answer the following research question: To achieve this goal, we have analyzed the existing literature on the subject in order to identify factors and consequences of digital trasformation. Based on this analysis, we can conclude that as initially assumed, digitalization is becoming increasingly important for HR function. The latter, in fact, has the possibility of simplifying, accelerating and economizing the activities it is performing.

However, these positive consequences of digital transformation need to be weighed against other

negative implications, such as data security concerns or employees' proper learning to use digital tools. Technological, organizational and people factors are essential to successfully implement new digital technologies within the organization, but it is equally important to be able to meet certain conditions such as clear definition of objectives and precise identification of key figures within the organization.

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