

**Name of The Event:** Acanthus Research Paper Presentation

**Title:** HR Management in the 21<sup>st</sup> Century: Challenges for the Future

**Name of the Participants:**

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**Abstract:**

Human resource coupled with an emphasis on technology and professionalism is the quality structure of an organization. As we have entered the twenty-first century, experts continue to validate that it is the human asset, not the fixed asset that will make a difference for successful organizations.

All great companies look for the best ways to perform HR-related tasks. However, thinking about HR only as a department obscures HR's enterprise-wide function, which permeates the entire organization. Just as finance touches every area of a business usually in the form of a budget, human capital is an entity affecting the enterprise in its totality.

Today Human resource plays a very vital role in an organization and accepting this fact we can state that "Keep calm and let the human resource handle it." HR must continue to gain grounds as the chief people strategist by providing attraction and retention techniques that create an employer-of-choice environment. Simultaneously HR must demonstrate a measurable Return on Investment on human capital.

**Challenge is always offset by opportunity. This paper aims at:-**

- a. Finding out the challenges for a HR manager in the 21st century
- b. Becoming the employer of choice
- c. Winning the war for talent
- d. Thinking globally while complying locally
- e. Embracing technology as the underlying facilitator
- f. Dealing with the Trade Union