EFFECTIVENESS OF INFORMATION TECHNOLOGY ON HUMANRESOURCE MANAGEMENT

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Abstract

Internet how to live, learn, work and leisure has changed. Basically, the Internet is more or less all aspects of human society have changed to realize these changes, we first describe the current status (employee, motivation and leadership) and then we briefly review possible future orientation. Finally, by combining elements of human resource management, try the key achievements of information technology procedures and practices that reward employees for new employees can be used to predict.

Keywords: technology, Internet, resource management, development, impact

Introduction

Internet, our lives have changed, and ways to communicate with others. Basically, the Internet is more or less all aspects of human society have changed. In recent years, the Internet and information technology - both commercial space and private space - a significant rise (especially with Internet users and Internet service increases). Without a doubt, the employees and the work, the design of the job, working conditions, and many other things have been affected by Information Technology Web.

The "barrel", "success in the future - most likely - depends on the use of scientific and technical knowledge, information management and provide better service. Next, take more loans brain to the muscles (muscle force). " [1]

Because - in today's business environment - people and knowledge as they are the property, it is obvious that every company needs to be informed and ready to accept new changes.

Knowledge and understanding of the new orientation, it is necessary not only for IT professionals but also managers must be aware of them periodically to insure the long term.

This paper reviews the positive and negative effects of internet and information technology in relation to human resource management, especially by new employees, motivate and lead them.

To review the changes and their effects, we first briefly describe the situation and then, we will examine the likely future orientation. Second, by combining elements of human resource management, the results of which are trying to get information on the procedures and practices that reward employees for new employees can be used to make predictions.

This is according to a certain set - the second part, the issue of how information technology and the
Internet on some of the duties of the employees and it included some results. In section three major opportunities that can help your organization with new opportunities - both in the environment and within the organization - to adapt the case is investigated.

**Common effects of Internet and information technology**

The number of Internet users in 2000 was over 30 million (forecast the numbers for 2005 are estimated to reach one billion people), one-third of America's economic growth in the range of 1996 to 1999, is directly related to the expansion of the Internet.

Currently, more than 2 billion web pages and over 17 million in "domain" recorded there. These facts suggest that the Internet is the most important influence on how, why and when and where the work is.

Internet and information technology influence on people educated, skilled and interested in success, especially those of a regular series that deal with ICT.

Since, the well-educated, skilled and interested in the success of the organizational hierarchy working conditions and therefore have a greater impact on the success of the overall organization, we also need to focus on this group of employees to focus on Internet

The final benefit of using the Internet to find new employees, and held by them, when they know that the shortage of labor, the skilled person is much more important finds [5].

**The use of the Internet for recruitment**

Research in America (based on 500 websites of leading international companies in 2000 were among the most profitable companies) took place, shows that 79 percent of these companies widely use the Internet to search for new employees. Item compare statistical data from 1998 to 2000, shows that in 1998, 29 percent of companies have been using the Internet for recruitment. The main advantages of using the Internet to recruit new employees include:

- Spend less money to hire new employees (in some cases, such storage applications, mailing costs, data processing costs, etc.)
- Setting up the process for recruiting: According to research, the period of time when the need is felt when new employee starts work in organizations, is reduced to less than 12 days.
- Ability to attract better candidates: publishing initiative petition on the website, even those who are not actively looking for a new hire to attract jobs.

In addition to the company's website is looking for new employees, third-party websites are also important. These third-party Web sites, not just as "a place for the exchange of labor" and a place for meetings related to the Baan act, but most of the news of the job search, job seeker information and ... Reported that the absorption mechanism of action and as a company ensures that their call for a new task force, has been observed[6].

**The use of the Internet in new ways**

Through the development of the Internet, and (more broadly) the development of information and communication technology (ICT) - The past two decades have also in full swing - new features and more

Different organizations have more to do the work and structure. [9]

No doubt this development will continue in the future and all staff are included in the scope of its impact. Furthermore, two new methods are discussed:

Virtual work: many definitions of "virtual work" there. This term is used interchangeably with various terms. For example, "remote work," "virtual connection" "flexible placement" "electronic cottage" "and ... Since the purpose of this paper "Virtual" is not alone, it seems that it is sufficient to
provide a concise definition. As discussed in the 2000 annual report of the Commission on Europe. "Virtual" is a broad concept of the common elements of the definitions of "virtual computers and telecommunications to change the accepted geography of work carried out." he says. "Virtual means that with the help of information technology, we try to steer them toward the employee, the employee's work rather than move. "Virtual" There are many benefits that can be summarized in terms of three categories: the "individual", "organization" and "macro - social." The organization "virtual relationship" benefits such as high efficiency (doing more than what has already been done), and it has reduced absenteeism. Because employees are more satisfied with their work and morale is increased, there is less chance that they will be looking for another job and the organization, lower rate of return to experience. The consistency was considered [3]

«virtual» employee work can fluctuate (up and down) to nearly 50 to 80 percent cut. The use of "virtual" organizations are able to create a wide networking among employees That, although the geographical limits to be reduced. In addition, costs related to immovable assets (including property) is reduced because of reduced needs for location. Also, customer service, due to flexible work hours is better. (Meaning twenty-four hours a day, seven days a week). According to a recent national survey, 18 percent of Dutch workers, 12 percent and five percent of do "virtual work" Americans of English and German regular Furthermore, the rate of interest on the way makers of "virtual work", with a rate of 10 to 15 percent of all developed countries in terms of ICT, is increasing.

Project work

According to economic theory, there are two main reasons for investing in human resources in organizations, include:
1- Cost reduction, which is achieved through the division of labor.
2- Do need to manage the large number of workers divided.
Nowadays, information and communication technology led to the formation of an efficient community of people with similar interests and complementary skills and work on projects that are short or long term, without having to company official.
"In general, the use of advanced information technology can make restrictions Inc., is ambiguous, so it can be assumed that there is no boundary for (virtual organizations). The company's operations have become increasingly complex as profit centers, revenue centers, small businesses will become part of the contract. As it turned out, the level of miniaturization and integration activities of the organization - according to Charles Hindi - Towards a society of twenty to eighty members of our staff, few of whom are employed by the organization, conduct a[5].
"Most people who work for an organization may still hiring staff (formal) organization, but unlike so many, there are a minority of a finding that it is working with the agency, but officials and all you are not, they are part-time or temporary employees. Most of them are private contractors as an employee (employed) or for a certain period of contract and personal work. This is especially valuable for experts and therefore about the people, who work in the organization, is true. [4] Since knowledge workers, it is not a limiting factor, the range of projects being implemented by the company can clearly be developed.
Rich (Reich) refers to this when he explains that: 
"... There are precious few people who have jobs in companies without changing their fixed salaries. The main benefit of this method in the company, the flow of new ideas and innovation, as well as for labor efficiency is higher. What is more, the "Outstanding Staff" by working with other companies
to provide a wide range of experience, and through relationships with other companies for their part, Can gain more profits due to new knowledge. On the other hand, losses, these methods can include variability (control and promotion), the lower the commitment to the company and the fragile security due to confidential company information.

Using internet for Relationship development

Participating in an e-commerce relationship results in some customer dependence on the web vendor for products and services. While website usefulness and EOU promote intention to use and actual use, trust mechanisms help people cope with risks in some types of relationships, which may be transactional (short-term) or relational (long-term) and depend on their degree, for example, shallow vs. deep dependence [6]. While shallow dependence is founded on deterrence-based mechanisms, deep dependence involves obligation-type mechanisms. Many factors have been discussed about these relationships to e-commerce: value, equity, commitment satisfaction, loyalty, and word of mouth.

Value is a consumer’s overall assessment of the utility of a product or service based on perceptions of what is received versus what is given. It is considered to be a higher level abstraction than specific benefits and costs [7] and is a precursor to loyalty and commitment. Equity results from satisfaction with a well-defined service. Indeed, user satisfaction has been seen in as a surrogate for system success. The marketing literature is replete with examples of this in studies of buyer–seller relationships and relational exchange. Satisfaction in e-commerce involves customer satisfaction with the entire experience: user information satisfaction and end-user computing satisfaction. Customer satisfaction thus refers to the customer’s perception of the transaction experience as a whole, and is the affective response to experience with the vendor and its site[8].

Commitment is a customer’s psychological attachment to a vendor [8] or “an implicit or explicit pledge of relational continuity”. Luarn and Lin tested a model in which satisfaction and value were antecedents to commitment, and it was an antecedent to loyalty, which is generally considered to be the dependent variable in marketing research. Several authors have investigated loyalty in e-commerce.

An important consequent of loyalty is word-of-mouth [9], where customers recommend the vendor to others. Organizations strive for customer loyalty, because strong loyalty can help them weather fierce competition and sustain long-term growth.

In addition, there are other factors such as: dependence, cooperation, acquiescence, identity salience, and continuity.

Using the Internet to develop staff capabilities

Complement existing knowledge and new knowledge is one of the strongest motivational factors for someone who has covered the initial basic needs. Thus, as new knowledge is a key factor for the success of the individual, the organization is also important for success, based on Internet technology, opportunities for new knowledge and skills to offer. Initially, the company's scientific and technological innovations faster access to the Internet in the future relative to other firms and research institutions, provides.

At the individual level, the Internet itself as a comprehensive and searchable database contains a collection of Web pages, newsgroups, mailing lists, Internet, information flows, and Network ... Introduced.
Impact of the I.T on the organization

The Organization of Information and Communication Technology [4]. Managers must be aware of these changes and work with them to understand and perfect fit. Especially at the level of motivation of employees can be expected to change. Besides the social evaluation, and profound changes in the overall level of prediction. While the authors believe that the first and most important task managers such circumstances, keep employees motivated. According to research results (Intoworld, 2000) IT professionals, it was found that most IT professionals, most profit expect from a company, they can work at home. To the extent that rights and opportunities for advancement are given less importance. [2] One can expect that the future appears more individualistic. This means that each employee needs to be addressed and it needs to other staff, is different: Do the things that trigger your smart staff, volunteers also worked to stimulate. We know that volunteers started working at the company, the employees who have been paid for some time, get more satisfaction from their work. In this regard, it also lies in the different groups working population, should be managed in different ways and at different times to the same group are managed differently. All that was said, that in the present difficult challenges for companies is to ensure that the employee's duties at any time by the best (or at least a good employee) or a contract to be performed as Drucker states that: "We need an economic theory that knowledge at the center of the production process - putting assets [4]

How to make up the changes?

It is evident that the behavior of rewarding individuals alike with money, status, or other tangible benefits cannot answer. Furthermore, the autocratic leadership style, due to the fact that knowledge workers more and more each day, they will not be ruled by a tyrant, is unfit. Especially if these employees are able to easily change their jobs. According to a recent national survey [2] complained to the manager, is the main reason for changing jobs. Organizations at different levels to adapt to the changes ahead Changes in the organization's start, probably staff. However, success in coping with changes in the hands of administrators. Some changes in specific areas with possible solutions to manage changes are discussed below.

Changes in leadership style

Use any other style of autocratic leadership style can be a big challenge for all managers. That manager should be based on skills and personality traits lead people to rely on (and this is hard). On one hand, the contradiction between the fact that the job of a manager, and the results will depend increasingly on the hands and on the other hand, too much interaction with the inner work of (Project Management team since of the expertise of the have a skilled) also power less on the forbidding and influence subordinates to come from a position of strength, Can be frustrating. Thus, the principal character leveraged to motivate employees to achieve organizational goals will become common. First, the manager is forced to respond appropriately to stir staff, so they need to monitor their efforts. Second, he must provide a suitable working conditions and support professionals in any field, they still have merit, gain the necessary (for example: planning, organization, management skills Like). Therefore, one can expect that the organization hierarchy from the bottom up. Appropriate support manager, one of the key factors for the professionals are doing. This support not
only the character, location and competence of staff in place, but at the same time should be the
overall success of the organization.

**Change of Personnel rule**

Its employees are critical to the success of companies that have enough knowledge group, the
desired results will be achieved. [4] As the capacity of individuals to weigh their interests, as well as decisions about staffing and career development needs to be flawless
(Or at least try to be so). Role (function) of employees in most organizations can be even more important may be the main function of the organization to become. This can be used to determine how the deployment of staff (the organization) uses. Nowadays, the Internet is countless. It also may be a different story: the most important decisions of employees, their role - as we know it today - the organizational structures that may be removed. Such functions (roles) in collaboration with outside contractors, takes other forms:
1) the knowledge and staff to facilitate the use of technology and is used in the daily operations.
2) the ability of employees to provide a solid base of information about people who are seeking work. (The base of the device so that the company is not able to be established.
3) inform employees can be considered as an important decision-making on management consultants.

**Change method of control staff**

Control today, through continuous observation of the work done by staff is less important. Permanent controls will reduce incentives to employees, because: 1 - the fact that it is impossible or at least very difficult to control in the traditional way (how the "virtual" direct control? 2 - for employees who request have high self-regulation task.
According to Drucker (2001), the solution to the problem of 'target-based management "and" self-control "is Performance depends on how well employees perform every task in order to achieve the overall objectives of the organization. Number of specialists with higher education has increased significantly in the same time, new technologies closer cooperation between experts claim A. In addition to the director through a partnership of which he provided to the organization's success can be measured.
Mean while, based on the tolerance of the Managers to staff some time to perform unrelated activities with organizational goals and short time to live, raise (for example, playing chess over the Internet). It is important to note that if such activities are common, although it will attract the highest level of employee satisfaction, but other corporate objectives will be achieved. Therefore, the proposed method for controlling employees, match (address) the final outcome of each project and determine the goals, consistent with the results subtract. It is particularly important that these goals are set objectively. So, we can say that the staff have sufficient incentive to implement onerous targets, is undeniable.

**Change motivating employees**

Differences between the various needs of their staff and probably will increase in the future. If a company wants to supply an integrated incentive plan covered, the plan must be very broad (full range) is. Offer such a plan, would be too expensive and ineffective, the company offers a variety of benefits for individuals choose to engage the person, some of these benefits and some of the less
important the more important will recognize.
The solution might agree motivational system and offer each employee has his own advantages, so that he can force it to do better and more efficiently. Find the best motivational style, without their participation, hard workerleaves. The best companies develop clear about personal goals through communication reforms are considered (for example, different seminars or workshops).
The main purpose of this type of incentive system, this is a personal goal that each employee has enough desire (urge it takes) to determine. The employee must be highly motivated to meet the target (specified) be - not because observers goals or regulations, but because of his passion - that meet individual goals with the goals of the manager 's task other employees, or the employees of other departments and ensure consistency with corporate objectives.

Changes in information management and exploitation of knowledge

More effective management of organizational knowledge and its application in the labor market, the ultimate goal of those who seek a competitive advantage in the market. Knowledge of individual employees much easier Exploiting all the knowledge that is embedded in the minds of all employees. The results of the research carried out in America only 20 percent of companies have knowledge that the employees there are. Information and communication technology, countless opportunities for improving information management in organizations suggests. Taking advantage of these opportunities, enabling better use of knowledge is provided. One of these items (opportunity) to use the communication systems within the corporate network (Intranet) for companies that comply with Internet-based services and agreements.

The internal network, it is relatively simple and cost-effective storage, organization, processing, storage and sharing of information between members of the organization provides. According to "Marchland" and others, all of these tasks for the management of information are essential. However, the publication of such information (the information in the intranet) to the outside can be prevented. The intranet, many other ways to use knowledge stored within the organization and processing of data is large. They can be stored in the warehouse, data mining systems, intelligent systems, and ... Noted. Hardware and software solutions to the situation, the use of knowledgeThe 28-month study that included more than 1,000 chief international companies, and better business performance, not only IT, but also the management and administration of the organization is.

Conclusions

The main objective of this paper is to introduce some changes in staff development through information and communication technology and Internet, and there are new ways of working, such virtual project work with employees of contractors makes possible.

However, some of the most important discoveries in this field and possible ways of coping (synchronization) and organizational change, leadership styles and motivation of employees and advanced management information, knowledge exploitation, have been discussed. Each of the cases, according to the particular organization (based on the profile of the organization)
However, it is clear that no company is able to avoid such changes would necessarily have to adapt. As data from the report using the Internet and virtual work shows, these changes are more important, so that the top managers of any company cannot and must not forget them the adjustments are only possible be followed.

References

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