



# The RNB Times

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By RNB Global University

## Changing Roles of the Human Resources Professional

Within the rapidly changing global environment, the HR professional, who is considered necessary by managers and executives, is a strategic partner, an employee sponsor or advocate and a change mentor. The HR professionals who understand these roles are leading their organizations in areas such as organization development, strategic utilization of employees to serve business goals, and talent management and development. Let's take a look at each of these roles and their impact on HR functions and practices.

**Strategic Partner** In today's organizations, to guarantee their viability and ability to contribute, HR managers need to think of themselves as strategic partners. In this role, the HR person contributes to the development of and the accomplishment of the organization-wide business plan and objectives. The HR business objectives are established to support the attainment of the overall strategic business plan and objectives. The tactical HR representative is deeply knowledgeable about the design of work systems in which people succeed and contribute. This strategic partnership impacts HR services such as the design of work positions; hiring; reward, recognition and strategic pay; performance development and appraisal systems; career and succession planning; and employee development. When HR professionals are aligned with the business, the personnel management component of the organization is thought about as a strategic contributor to business success.

**Employee Advocate** As an employee sponsor or advocate, the HR manager plays an integral role in organizational success via his knowledge about and advocacy of people. This advocacy includes expertise in how to create a work environment in which people will choose to be motivated, contributing, and happy. Fostering effective methods of goal setting, communication and empowerment through responsibility builds employee ownership of the organization. The HR professional helps establish the organizational culture and climate in which people have the competency, concern, and commitment to serve customers well. In this role, the HR manager provides overall talent management strategies, employee development opportunities, employee assistance programs, gain sharing and profit-sharing strategies, organization development interventions, due process approaches employee complaints and problem-solving, and regularly scheduled communication opportunities.

**Change Champion** The constant evaluation of the effectiveness of the organization results in the need for the HR professional to frequently champion change. Both knowledge about and the ability to execute successful change strategies make the HR professional exceptionally valued. Knowing how to link change to the strategic needs of the organization will minimize employee dissatisfaction and resistance to change. Organization development, the overarching discipline for change management strategies, gives the HR professional additional challenges. Consciously helping to create the right organizational culture, monitoring employee satisfaction, and measuring the results of organization initiatives fall here as well as in the role of employee advocacy. The HR professional contributes to the organization by constantly assessing the effectiveness of the HR function. She also sponsors change in other departments and in work practices.

**Administrative Functions and Executive Agendas** In this role, the HR professional served executive agendas well but was frequently viewed as a roadblock by much of the rest of the organization. Some need for this role remains—you wouldn't want every manager putting his own spin on a sexual harassment policy. In this role, employees regarded HR as the enemy and going to HR was the kiss of death for your ongoing relationship with your own manager. Employees believed and were often correct, that the HR function was in place solely to serve the needs of management.

**Transformation** If the HR function in your organization is not transforming itself to align with forward-thinking practices, executive leadership must ask HR leaders some tough questions. Today's organizations cannot afford to have an HR department that fails to contribute to lead modern thinking and contribute to enhancing company profitability. In this environment, much of the HR role is transforming.

The role of the HR manager, director, or executive must parallel the needs of his or her changing organization. Successful organizations are becoming more adaptive, resilient, quick to change direction and customer-cantered.

**Dr. Pallav Goswami**  
Assistant Professor, SOCM

# EVENTS @ RNBGU

## Live Budget Session and Post Budget Discussion

Finance Minister Piyush Goyal's Speech on Interim Budget 2019 was broadcasted Live at RNB Global University in the classrooms which are equipped with modern technology. This was followed by Round Table Discussion by the students of the University in Management Lab in which they discussed various issues pertaining to the Budget like Taxation, Education, Infrastructure, Railways, MSME, Digital India, Priority Sector lending and many more.

The discussion was ended with the thanks to all the students and faculty members by Information and Broadcasting Forum members concluding the budget as a balanced one for the individual and the corporate.

## Students Shine in Mock Parliament

Mock Parliament was held in which the enthusiasm with which the students participations left everyone amazed. It was unlike the ones seen in the Parliament these days which is dominated by confusion and quarrel. Dr. G.S. Karkara, Dean SOL, highlighted the objectives of this activity.

Justice Manak Mohta, Retd. High Court Justice, Rajasthan high Court Jodhpur, Sh. Leeladhar Swami, Retd. District & Session judge and Sh. Jitendra Singh, Retd. District & Session Judge, were the Judges for the Mock Parliament Session. Question hour session was followed by the discussion on passage of constitutional Amendment Bill for 40% reservation of Women in Parliament and Minimum education to become Member of Parliament. Best Performers were awarded with certificate and trophy.

## Culmination of 3rd Annual Sports Fest-SPREE-2019

The much awaited Third edition of two days annual Sports Fest -SPREE 2019 was held at University campus with great zeal, excitement and frolicsome atmosphere. Mr. Bhawani Shankar Sharma, Coach of Sports Authority of India was the chief Guest of the Opening ceremony while Mr. Manohar Lal Bishnoi, National level Cyclist and Gold Medalist was the chief guest of the closing ceremony.

Students of different schools of the University competed in indoor and outdoor games like carom, Chess, Badminton, Volleyball, basketball, Cricket, Snooker, athletics like Long Jump, High jump, short put and many more. All the Winners were awarded with medals and certificates. Such events really help the students to build strong bonds within the community and provide a healthy pastime.

## Second Annual National Marketing Seminar on "Branding in New Era:

Second Annual National Marketing Seminar on "Branding in New Era: An Indian Perspective" was organized in which eminent speakers - Major General Dr. Shashi Kant Singh, Dr. Amandeep Singh, Professor, Chitkara University, Punjab, Dr. R.K. Sharma, Associate Professor, Galgotia University, Mr. Amit Dave, Director, Ace Foundation, Ahmadabad, Dr. Pramod Srivastava, Associate Professor, Galgotia University and Mr. Naveen Singh Tanwar, Director, Cowbells discussed on various issues pertaining to Branding.

The Seminar was divided into two sessions. In the first Session, Panel Moderator Mr. Mayank Agrawal invited the panelists to discuss on current issues pertaining to Branding. In the second session Speakers expressed their views on various issues like Brand Practices in India. It was a really great exposure for the students to get some meaningful insights about the Branding.





### Three Day Workshop on “Cyber Security, Penetration Testing & Web Security” February 15, 2019

A three-day workshop regarding “Cyber Security, Penetration Testing & Web Security” was conducted at University in Collaboration with Cyber Square Info Solutions & Techeurity Solutions LLP. The entire workshop was hosted by Mr. Harsh Bothra Founder & CEO of Cyber Square Info Solutions and Mr. Parag Saxena CTO & Web Architect of Techeurity Solutions LLP. This workshop organized by Mr. Kailash Kumar Pareek, Assistant Professor, RNB Global University, Bikaner.

In this workshop, students learned how to look for weakness and vulnerabilities in target systems and use the same knowledge, tools to access the security of target systems. On the last day of the workshop practical battle round was organized and the winner awarded certificates, electronic gadgets.



### Visit to Swami SKRAU and Central Institute of Arid Horticulture Bikaner February 13, 2019

Students of Bachelor of Science, visited SKRAU, Bikaner along with Prof L.P. Awasthi, Dean School of Agriculture and Mr Mukesh Seetpal where they visited Department of Entomology, Plant Pathology, Soil Science, Horticulture, Bio control lab, Experiential learning lab, Extension Education and University Library

In the afternoon, RNBian’s visited Central Institute of Arid Horticulture. Dr R.S. Singh, Scientist and Mr. Pushpendra Singh arranged their visits to different orchard farms like Ber, Bael, Date palm, Zizyphus, Kinno, Lasodha and pomegranate, mixed cropping with mustard, the water storage tank, irrigation system in dry land and nursery maintenance in minimum water supply in the orchards. After farm visit students were taken to museum, different laboratories like biotechnology, plant protection, tissue culture.



### 3rd Blood Donation Camp

RNBGU under the umbrella of “Manavta ki Unchi Udan” organized 3rd Blood Donation camp, in collaboration Rotary Club and PBM Government Hospital, Bikaner.

More than hundreds volunteers came forward to donate blood during the camp which included teaching & non-teaching staff, students & non-student donors. The blood bank collected for 65 units with higher number of A+ and B+ blood groups. The blood donors were given banana, Biscuits and fruit drink after donating the blood in order to reenergize themselves. The blood donors were provided with a blood donation certificate card by Rotary Club, Bikaner. It was honoured and feel privileged to make Blood Donation an annual event of celebration.

## Student Testimonials: Hear What Students speak about us!

### TESTIMONIALS



My sincere appreciation and gratitude to the Centre for Leadership Development, Placement Cell and all Staff member of RNB Global University of School of Commerce and Management ( SOCM )for their efforts in imparting quality communication and aptitude training. I am very grateful to them for effectively and sincerely helping me to grab first ever opportunity that came into my life. In RNBGU we get training on Interview skill, Life skill, Effective Time management and many more. I wholeheartedly thank all staff of SOCM for their constant support and guidance.

-Arju Khan, MBA 2017-19

### TESTIMONIALS



RNB Global University is a place where your voice is heard and your opinion counts. This University offers unique combination of learning and self development.

I am very glad to share a positive journey of MBA at RNB Global University, all the faculty are very enthusiastic and ready to help. Because of blessings of parents, support of Centre for Leadership Development and Placement cell, I got an opportunity to apply and get selected in a MNC named Square Yards.

Mr. Rochak Goswami, MBA 2017-19

