

# Business Manager

Published on 1st June 2015

Vol. 17 No. 12 June, 2015 Single Copy ₹ 100/-

Making HR People Complete



## HR *in* Hospitality

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## 41 Government Notifications

Revised Minimum Wages Return  
Factories (Andhra Pradesh Amendment) Act, 2015

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### Labour Problems & Solutions

Questions by readers on variety of problems they face at work and answered by Anil Kaushik Chief Editor. Look at it. These may also be of some help to you.

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## Book

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MANAGERS WHO MAKE A DIFFERENCE

Author : T.V. Rao

INNOVATIVE BEST PRACTICES IN HRD & TRAINING

Award Winning Case Studies

Authors : Dr. Sunil Abrol & Dr. Rajeshwari Narendran

REALITY BYTES-THE ROLE OF HR IN TODAY'S WORLD

Author : Aparna Sharma

INTEGRATED MARKETING COMMUNICATION : PENTACOM

Authors : Philippe Malaval, Marie-Hélène, Muneesh Kumar and Jean-Marc Décaudin

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https://www.facebook.com/businessmanagerhrmagazine

# Response

## Engaging

BM has touched upon a very relevant and timely topic of employee retention strategies when it is one of the most important challenges before every manager in the organisation. One of the strategies would be employee engagement. But it can only be successful if driven by HR managers intelligently. Dexterity and constant need to stay relevant have now become a requirement for organisations in the present complex business scenario. The most difficult part in retention is about Gen Y domain workforce that suffer from the starbucks syndrome. Actually this generation want overnight growth and instant gratification. So strategies are to be made out keeping in mind the high aspirations of this class of employees.

-Suparna Banerjee



## Good read

Alok Nigam's article on talent retention is a good read. He has rightly emphasised that employees compensation constitutes only one piece of problem. Other pieces are about organisation environment, work culture, relationship with junior and senior etc. They

-V.P. Garg

all have to be interlocked together to make the people stay and resolve the problem of attrition.

## Four gears

I am in agreement with the four gear model provided by Vineet Gambhir. Retention has to move through four gears of intellectual, emotional, financial and social engagement. If any one is missed out in the process, retention strategies may face tremors.

-Mayank Mehra

## Concise

Greetings! Memorable. Thanks to team of Business Manager, who always upgrade knowledge of readers by telling about rules and regulations of working place apart from that court judgments in brief is beneficial.

Month of May issues was on Employee Retention which was very interesting But an Article wrote by Mr. Sanjeev Himacahli on Retention comes from empowerment & Challenges miraculous. 07 Retention strategies mentioned by him are clear and concise. I read and re-read monthly editions. I like your case study section.

-Pooja Sharma

## Lasting

HR Professional is really incomplete without Business Manager. Looking forward to a very long lasting and rewarding professional association with BM.

-R K Pradhan

## Greate

Have also received the hard copy edition of the magazine.....must say like always, this one too has come out really well. I am especially feeling great for being a part if this edition, and would love to be associated with the same actively even in the future.

-Debjani

## Right time

Received BM magazine for the month of May 2015. Thank you for bringing the topic Employee Retention Strategies at a right time of job hopping.

-Raghavendra K

## Knowledgable

The article on electronic employment records by H.L. Kumar is an Eye-opner. He has very clearly analysed and critically examined the whole issue of maintenance of employment records in electronic format. Very knowledgable article.

-Mansukh Das

Readers are invited to comment on articles published in BM through email at : [bmalar@gmail.com](mailto:bmalar@gmail.com)



# Reality Bytes-The Role of HR in Today's World

**Author :** Aparna Sharma

**Publisher :** Vishwakarma Publications,  
283, Budhwar Peth, Near City Post, Pune-  
411002

**Price :** Rs. 200/-

**Since** humans are the most complex beings, HR managers or those who facilitate talent management need to be highly talented themselves and understand the dynamics of talent management in human resources.

This book by Aparna Sharma is about the management of human resources and a good guide for HR people to do their job well and contribute to effective talent management. The book is a successful attempt of writing without jargon to help the new comers into the field of HR to understand the nuances in HR and its components very easily. Every chapter is written in simple language with illustrations and caselets. The caselets are short and powerful. The presentation of the text and various messages are appealing to any new reader and learner. Using this simple book, HR professionals can do their job more systematically.

The book begins with Employer and Employee Value Proposition and covers areas like Talent Acquisition, Development and Management. The book also deals with areas like Competencies, Compensation & Benefits, Organizational Development, Change Management, HR Analytics, Managing Employee Exit and Separation, and Strategic HR. In the last chapter, the author has highlighted challenges in today's human resource management. Aparna has done a good job of bringing out this book for the new generation HR students, young HR Managers, line managers, HR teachers and all those who believe in nurturing human potential and putting the talent of people to use.

It covers the various roles that a HR professional plays in today's dynamic world. The book contains incisive insights and in depth analysis of HRM in its many aspects. It is comprehensive and wide-ranging, examining all major aspects of human resource management in a down-to-earth and practical way whilst providing the necessary theoretical underpinning. **BM**